

Strategy 1: *DIGITAL FOOTPRINT*

The Importance of a Digital Footprint for Realtors

WHY YOUR DIGITAL PRESENCE MATTERS:

1 Visibility: In today's digital age, most buyers and sellers start their real estate journey online. A strong digital presence ensures that potential clients can find you easily.

2 Credibility: A well-maintained digital footprint builds trust and credibility. Clients are more likely to choose a realtor who appears professional and active online.

3 Engagement: Social media and online platforms allow you to engage with your audience, share your expertise, and build relationships before you even meet in person.

4 Competition: The real estate industry is competitive. A strong digital presence can set you apart from other realtors in your area.

While most people agree that being visible online matters, many don't take the time to make sure that their digital footprint is up to date and correct.

That is why we created the Digital Footprint Audit!

Digital Footprint Audit

FOR REALTORS

1. ONLINE PRESENCE

- ☐ **Google Search:** I have searched my name and business to ensure relevant and positive results appear.
- ☐ **Claimed Profiles:** I have claimed and verified my business profiles on:
 - ☐ Google My Business
 - ☐ Zillow
 - ☐ Realtor.com
 - ☐ Other relevant platforms
- ☐ **Consistent Branding:** My branding (name, logo, color scheme) is consistent across all online platforms.

2. WEBSITE

- ☐ **Professional Website:** My website is up-to-date and professional.
- ☐ **Mobile-Friendly:** My website is optimized for mobile devices.
- ☐ **SEO Optimization:** My website is optimized for search engines (using relevant keywords, meta tags, etc.).
- ☐ **Contact Information:** My contact details are easily accessible on my website.
- ☐ **Updated Content:** My property listings, blog posts, and other content are regularly updated.

3. SOCIAL MEDIA

- ☐ **Active Accounts:** I am active on these key social media platforms:
 - ☐ Facebook
 - ☐ Instagram
 - ☐ LinkedIn
 - ☐ X
 - ☐ Other (e.g., TikTok, Pinterest)
- ☐ **Regular Posting:** I post regularly, maintaining a content strategy with a mix of:
 - ☐ Property Listings
 - ☐ Client Testimonials
 - ☐ Local Market Updates
 - ☐ Personal Branding Content
- ☐ **Engagement:** I respond to comments, messages, and actively engage with my audience.
- ☐ **Professional Photos:** I use high-quality, professional images for my posts and profiles.

STRATEGY 1: DIGITAL FOOTPRINT

4. ONLINE REVIEWS

- ☐ **Request Reviews:** I ask satisfied clients to leave reviews on:
 - ☐ Google
 - ☐ Zillow
 - ☐ Yelp
 - ☐ Other relevant platforms
- ☐ **Responding to Reviews:** I respond to all reviews (positive and negative) professionally and promptly.
- ☐ **Showcase Reviews:** I feature my best reviews on my website and social media.

5. NETWORKING AND LISTINGS

- ☐ **Local Listings:** I am listed on local business directories and relevant real estate platforms.
- ☐ **Networking Groups:** I participate in online real estate and local community groups.
- ☐ **Email Marketing:** I have an email marketing strategy and regularly send updates to my contacts.

6. ANALYTICS AND PERFORMANCE

- ☐ **Track Performance:** I regularly check performance metrics using tools like:
 - ☐ Google Analytics
 - ☐ Instagram Analytics
 - ☐ Facebook Insights
 - ☐ Other

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0-5: Get Help!

6-15: Needs Improvement

16-24: Heading in the right direction!

25-30: Excellent

31-35: Rockstar!