



# 16 Point Real Estate Investor Conversion Checklist

From: InvestorCarrot

Use this checklist to get ideas and implement conversion boosting elements on your real estate investor website. We recently did a live call where we showed exactly how these conversion ideas boosts opt in conversion rates. If you have any questions we can be reached at [support@oncarrot.com](mailto:support@oncarrot.com)

## Conversion Checklist

- Have a clear call to action on every page of your website
- Have a clear, benefit oriented headline on the landing page/homepage at the top
- Add eye directors to get visitors to look toward your call to action
- Place call to action at both the top and bottom of your most important pages
- Ensure phone number is at top of your website and “clickable” on mobile
- Add credibility badges at the top of the website (BBB logo, etc.)
- Add 1-3 testimonials on your website and ensure they can be seen near the main call to action
- Visually make your call to action area/form stand out from the rest of your page
- Ensure the visitor is clear on “how” your service works (a simple “how it works” page works wonders)

- Let the visitor warm up to you. Tell a bit about yourself with a simple but real “about” page. People like to work with real people
- Make sure the call to action button has a benefit on it. Avoid “submit” as the call to action. Make it a benefit like “Get A Cash Offer”
- On your main call to action web form, avoid long forms, tests show 3-4 form fields is ideal on a “step 1” form. Save the more detailed information for “step 2”
- Avoid linking to inactive or “dead” looking social media pages. But an active LinkedIn or Facebook page with “likes” and “connections” can help improve credibility and conversion
- Make your call to action area contrast visually with the rest of the page. Example: opt-in button color stands out from the other colors on your site
- Avoid having social media buttons that show a number tally with very low engagement. Example: 0 Facebook likes or Google+ shares
- Ensure the page loads fast. A slower page load time will cause the visitor to hit the back button
- When possible, include real pictures on your website vs. stock photos. Tests have shown that images that are stock can reduce trust and credibility
- Engage with the visitor with great content that answers their questions. “Thin” content can leave a visitor without enough information to make an informed decision.

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# Streamline Your Online Lead Generation With InvestorCarrot

InvestorCarrot members collectively pull in over **14,000** opt in leads per month and hold more **page 1 Google rankings** for motivated **seller**, cash **buyer**, **rent to own**, and **note** seller phrases that matter.

Our built in SEO Tools, Carrot **conversion methodology**, and commitment to providing great **training** and **support** all combine to provide high achieving investors the right mix of technology and strategy to get the results you need to grow your business.

See what InvestorCarrot is all about and take our FREE Demo today.

Yes, Take Me To The Demo

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