

# 5 Prolific Tips to Grow your Real Estate Website

Nowadays, running a successful business isn't possible without creating your brand presence online. Especially when your business is commercial like that of a real estate agency. You need to make sure that you are connected with your business audience through the digital world. So, if you run a real estate agency, but you don't have a website so it's high time to start creating one. And if you already have a website, here are some tips that you should optimize your business website for.

## 1. Don't Fancy It

When you [develop an ecommerce website](#), you must target it to the audience. For example, on your real estate website, the purpose of the client is to fetch the available listings so they can connect with their dream homes. If you overwhelm your website with a lot of visual elements and text, the customers will be distracted from achieving their purpose. So, you should place the listings on the homepage and make it reachable to the audience.

To keep your viewers interested, make sure your site has minimalistic features that direct visitors to their goal. You also need to ensure that your website is mobile-friendly because a majority of the searches come through the phone.

## 2. Use High-Quality Photos

A real estate customer is interested to know about the property in-depth. So, you should add high-quality home images on your website that shows the property from every angle. Include the description of the property like the number of rooms, dimensions, location, history and the contact of the previous residents. This will ensure the authenticity of your business and property.

If your clients aren't clear about the property they are about to buy, they can resist the decision of buying from you. The website is the place where the client expects all the details of the property so you must mention it all. A good tip is to optimize the description according to the most searched keywords. For

example, if the keyword is a luxury home, you should also optimize the description according to it. If you take help from a [Dubai website design agency](#), they can guide you better in this regard.

### 3. **Chatbots**

On a real estate website, you can expect your customers anytime. So, you should be available to answer their queries and recommend them the required property. An AI-powered chatbot is the best in case because they can handle simultaneous query at one time and they don't get pissed off easily. They will ensure responsive customer support services and make you available 24/7.

The other benefit of using AI-powered chatbot is that you can collate customers data and see what's catching their interest the most. It will help you to get the properties in front that are most liked by the customers. You can create custom offers and use the data in email marketing. Using chatbots is also good to retain customers and increase the engagements on your site. If a customer is spending maximum time on your website, it will increase your website ranking on search engines.

### 4. **Testimonials**

With the availability of thousands of real estate websites, there should be one factor in your website that separates you from the crowd. And that are testimonials. If you have happy customers on your website then they will convert the visitors into leads. According to research, customers prefer the websites which show that your business has helped the customers.

Testimonials will persuade the customers to engage in further communication with you. So, you should ask for feedback after you have served the customers, it's also good for increasing word of mouth advertising.

### 5. **Social Media Plugins**

To say in words they are just the plugins but they matter a lot in improving your website presence. For example, if a customer comes to your website and tracks your social media they will be convinced by your activity on social media. It will draw their interest more towards your website. In addition, if your customers trace you through social media, they won't be disappointed to hire you.

Your active presence is a sign that you are also excited about connecting the properties to the customers.

## **Final Thoughts**

Your online presence matters a lot for your real estate agency especially these days. If you have a real estate website, make sure you have added the above tips to make it more running.

Want to add more tips? Feel free to use the comments section below.