



3 Things Every Website Needs!

Estimated Read Time: 2 Minutes

www.loanofficermarketinglab.com/blog

Here's the follow up Guide promised in today's video regarding online mortgage marketing. (Found at www.loanofficermarketinglab.com/blog) Are you ready for The Loan Officer Project? We begin the free training tomorrow!

1. Traffic -

Are you currently monitoring your website for how many visitors you get? If not, why not? Running a website without tracking your traffic and visitors habits is akin to using a skateboard with 2 square wheels to get to your destination while there's a brand spanking new Mercedes C63 AMG sitting there waiting for you to fire it up.

There's really no good excuse for not tracking your traffic. You should know how many unique visitors you get each week, how many repeat, what they click on, how long they stick around etc. It's free to track, so why not?

Furthermore, once you track how people browse your site for a few weeks, you'll have gathered enough information to tweak the site to better appeal to your visitors. For all intents and purposes you're letting your prospects tell you what they want. Isn't that so much better than guessing?

2. Duplicate Content

Duplicate content is such a waste. While doesn't exactly kill your website, it sure doesn't do you any favors. The whole goal with a mortgage website is to get onto the front page of Google, and drive as many qualified prospects to your site as is possible. With a pre-built and pre-written website, this task becomes 136.5 times more difficult than it needs to be. (Like that number?)

Do you like making things more difficult in this line of work? I sure don't, and I'm certain you don't either. Yet another great reason to have a customized website, instead of pre-written. (As if you needed another reason)

3. Call To Action

Remember our Marketing Grenade video earlier in the week? If you have a site, go visit it now with that video in mind. Anything jump out at you? Anything grab your attention and lure you in? If you go to Google, and look at 10 other loan officer websites, would yours stick out and be remembered?

If it's a canned pre-written website, that answer is most likely a loud and resounding "no!" This must change, and it must change now. Every day that goes by without a strong call to action you miss out on more leads. If you don't have a clear plan on how to capture more leads online, how can you expect to keep pace with this fast changing market-place? I strongly recommend you take action now!

- ***This article is part of Day 7 of The Loan Officer Project Pre-Launch series. To view Day 6, please return to www.loanofficermarketinglab.com/blog***

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