

The **Top 5 Must-Do's** to Get More Leads, Beat Competitors, and Sell More Dream Homes

HOME BUILDER PDF

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Pathos

We help you sell
more homes.

1 Boost Your Discoverability

Search Engine Optimization (SEO)

ensures that prospective homebuyers not only find you, but **find you quickly**.



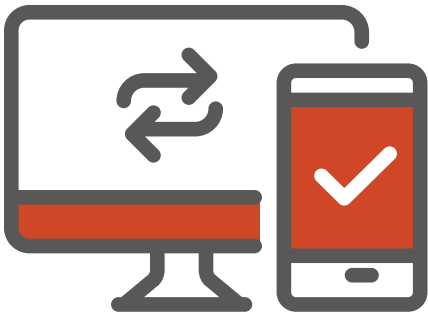
To be discoverable on Google, you must:

1. **Research** the keywords prospective clients actually search for online
2. **Run analytics** to rank those keywords
3. **Clean up** the metadata errors on your website so Google doesn't prioritize your competitors' sites over yours

Services like SEMrush and Ubersuggest are great tools for this. Search Engine Optimization has an incredibly high ROI because **if prospective clients don't find you, they don't buy from you**. Well executed SEO fixes this issue and gets you in front of prospective

Create A Memorable Interface

Good design is a crucial tool in **communicating and connecting** with a customer.



Your logo, color palette, brand identity, typography, website layout, and overall user experience play an important role in how consumers **engage and remember you**. Here are some questions you can ask yourself to gauge if your customers feel comfortable and “at home” after their first impression of your website.

- Is your website **clean & intuitive?** Can the users find what they’re looking for or are they overwhelmed with extra information and clutter?
- Do the branding elements **communicate a cohesive message?** Does it echo your values and the quality of your work?
- Does your website utilize modern design principles of simplicity and flow for a **good user experience?** Or is it outdated and out of touch?

3 Simplify Everything

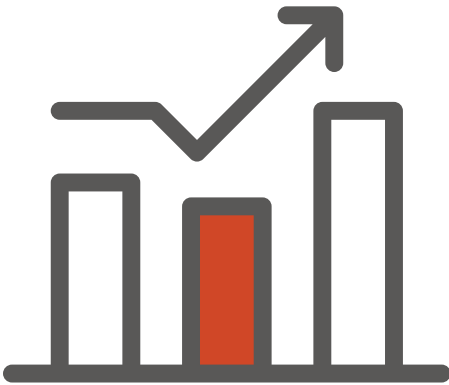
Clients who are inundated with ideas and information will **move on quickly**. Simplification is one of the main ways to ensure people **remember what you have to offer**.



1. **Choose one main idea.** Figure out the one thing you want people to do when they visit your site.
2. **Highlight that main idea** by building your website with a layout that flows naturally and drives people toward taking that desired action
3. Hire copy editors to reduce your text down to the essentials.
4. Select stunning photography to emphasize your main idea and reduce other superfluous design elements.

4 Increase Ad Spend

...but do your research first! Most home builders can get **great ROI** by increasing ad spend for frequently searched keyword phrases.



However, in order to ensure the best bang for your buck, you need to:

- **Collect hard data.** Google AdWords and the tools mentioned in Point 1 can help you identify the keyword phrases people search for the most.
- **Compare** the competitiveness of search terms and cost-per-click prices.
- **Write strong copy.** Once you determine which keyword phrases are actually profitable, you then need to make sure your text specifically responds to what people are searching.

Not comfortable increasing ad spend just yet? Follow Point #5 below and you'll probably change your mind...

Track Numbers & Conversion Rates

What doesn't get **measured** doesn't get **improved**.
If you're not tracking your numbers you're either **wasting money, leads, or both**.



Here are a few simple steps to get accurate numbers on your sales.

- **Study your sales funnel.** Taking time to draw or visually map out this process will give you a much clearer understanding of how you actually acquire leads and convert customers.
- **Track everything.** Look at the conversion rates at each stage of your funnel.
- **Identify** where conversions are strong and where they are poor. Doing so allows you to fix the weak points in your funnel and increase overall sales.

What you'll more than likely realize is that ad spend isn't a weak point - if it is, it's probably due to poorly targeted ads and bad copy. Your lowest conversion rates likely come later on in your sales funnel, specifically when people visit your website (see Point 3).

Conclusion – How to Move Forward

These are crucial steps every homebuilder should be taking. Here are the different ways you can implement them.

1) Do it yourself: This can be a good choice if you have lots of time on your hands, a solid handle on the intricacies of SEO and design, a high propensity for learning new skills, and can afford to make mistakes along the way.

2) Delegate to an in-house team:

This works if your employees have the bandwidth to handle more work. If they aren't experts in their new tasks, however, setbacks and mishaps will be inevitable.

3) Hire a marketing firm: For this to be worth the investment, it is imperative to find a firm experienced in your industry. Many marketing firms can get the job done, but few have the specific expertise to get it done right.

4) Find a specialist company:

People who build premium houses understand the value of premium services. Investing in an industry-specific specialist ensures the highest ROI, and makes you stand out significantly from the competition.

We at **Pathos Management** are one of these specialist companies, and we'd love to discuss how we can work together to help you accomplish your goals. For a free 30 minute consultation, [sign up here](#).