



Agent IDX Site Pre-Launch Checklist

Your new agent IDX site is going to be the most powerful tool in your belt when it comes to lead generation and brand awareness. Here's what you need to do behind the scenes to make sure you minimize downtime and maximize output when it comes time to get you get onboard.

Agent Bio

- Make it a sweet blend of your personal and professional life
- What qualities have made you successful?
- What are your hobbies and passions?
- Be yourself and you'll attract like minded people

Headshot

- High quality, good lighting, and up to date
- Full body shot with no background
- Pro Tip : 30 second max video welcoming them to your site

Testimonials

- The more social proof the better
- Create a document and break it down by Title and Body so you can copy/paste it into the back end
- Pro Tip: Get some video testimonials together

Area Info

- Mine data on communities you want to dominate
 - Area description
 - Photos / videos
 - Demographics
 - Turnover Rate
 - Ownership Status (owners vs. renters)
 - Key selling points
 - Age
 - Income
 - Key opportunities

Blog Content Schedule

Determine how often/what you plan to post to your blog. Set your schedule now and live by it.

- Plan to post 3-5 times a week and break it down by day/topic
 - Deal of the day
 - Featured listing
 - Promote a community event
 - DIY tip
 - New restaurant/store etc.
 - Staging tips
 - Moving tips
 - Local news or events
 - Garage/estate sale posts are straight up magical
 - Charitable content is always the most engaging content
- Start compiling data now to copy/paste into your blog once you're up and running.

Follow Up Content

- Canned email/text responses
- Email drip campaigns
 - See Leadstreet library for inspiration
- Pro tip : do this in video form