

**EXAMPLE:
REAL ESTATE**



Website: <http://www.RealEstateExample.com>

FIRST: John

LAST: Smith

POP-UPS: YES

LINE OF BUSINESS: Real Estate

TARGET AUDIENCE: B2C - Homeowners; Buyers; Sellers;

PAGE1: <https://www.RealEstateExample.com>

PAGE2: <https://www.RealEstateExample.com/Sellers/SoldListings>

PAGE3: <https://www.RealEstateExample.com/sellers/sellers-guide>

PAGE4: <https://www.RealEstateExample.com/buyers/calculators>

PAGE5: <https://www.RealEstateExample.com/buyers/default-articles/credit-score-affects-you>

... 

PAGE9: <https://www.RealEstateExample.com/About>

Page 1 of 9 **YOUR HOMEPAGE**

First Impressions & Accessibility: Rating: 8/10

Loads quickly, clean layout, mobile-friendly. My first impression was a professional vibe, though pop-ups might disrupt some visitors. No major technical issues noticed.

Content & Personality: Rating: 7/10

Core message is trust and expertise in real estate. Your personality shines through reviews, but the intro could highlight his unique approach more vividly.

Functionality: Rating: 8/10

Features listings search and a "Get In Touch" form. Both work smoothly. Pop-up CTA to "Subscribe" is clear but could be less intrusive.

Design & Branding: Rating: 8/10

Sleek design, consistent fonts, and colours align with your professional brand. Imagery feels modern, though a signature logo could tie it together nicely.

User Experience: Rating: 7/10

Easy to navigate, but pop-ups might annoy some. The page is engaging for buyers/sellers, though more interactive elements could hook visitors longer.

Homepage Overview: Rating: 7/10

A solid landing spot showcasing your real estate expertise and client focus. Listings and reviews stand out, however, the personal touch could be amplified to draw visitors in deeper.

Suggestions:

- Reduce pop-up frequency or delay timing to improve initial experience.
- Add a bold tagline under your name to spotlight his unique value.
- Include a client testimonial to further establish trust and credibility.

Page 5 of 9 Sellers/Sellers Guide**First Impressions & Accessibility: Rating: 8/10**

Quick load, clean form layout. Mobile-friendly, though the guide download process might confuse less tech-savvy users.

Content & Personality: Rating: 8/10

Practical seller tips reflect your expertise. Your voice/personality could shine more in the guide's intro to make it feel uniquely YOU!

Functionality: Rating: 8/10

"Get Your Free Guide" form works seamlessly. Clear CTA drives action, though follow-up steps could be better articulated.

Design & Branding: Rating: 7/10

Simple, on-brand design. Form stands out however, the page feels a bit stark. Consider more visuals to warm it up.

User Experience: Rating: 8/10

Straightforward and action-focused. Easy to request the Guide. Consider additional seller resources to deepen engagement and credibility.

Sellers Guide Overview: Rating: 8/10

A valuable tool for sellers, showcasing your knowledge. The form is designed to drive leads but a richer design and personal touch could elevate it further.

Suggestions:

- Add a preview of guide topics to entice downloads.
- Include a seller testimonial near the form to increase the trust factor.
- Use a warmer background or images to soften the starkness.

Suggestions:

- Add a “What’s Digital Coffee?” plug on the site.
- Use a coffee image to tie it visually.
- Plug it on the homepage for buzz.

Page 9 of 9 **Contact**

First Impressions & Accessibility: Rating: 8/10

Loads fast, form’s simple. Mobile’s clean, though fields might cram on tiny screens.

Content & Personality: Rating: 7/10

Basic contact details get the job done. Missing your warm vibe—could feel more YOU.

Functionality: Rating: 9/10

“Submit” form and phone/email links work great. Clear CTAs make reaching you easy.

Design & Branding: Rating: 8/10

Simple, fits the brand. It’s pro, though a warmer touch could make it friendlier.

User Experience: Rating: 8/10

Easy and effective to use. Quick outreach for clients, though it’s a tad plain.

Contact Overview: Rating: 8/10

A trusty spot to reach you, solid on function. It works, with room for a personal spark.

Suggestions:

- Add a “Hi, I’m John” note above “Submit.”
- Toss in a friendly headshot for connection.
- Add a soft colour to the form fields.

Summary

Your website’s a slick, client-focused gem for homeowners, buyers, and sellers, spotlighting your real estate expertise. It’s strong and pro, with space to crank up the personality.

FYI - If you haven’t booked a similar SEO overview to boost your Google rank, you should consider doing so now! It’s also designed to be non-tech, DIY info. Way less expensive than deep-tech offerings but still designed to improve your search result rankings.

[Don’t tell anyone but you can also get these same reports about your key competitors.] 😎