



**Mortgage Broker  
Marketing .com**   
SEO | PPC | Web Design | Social

Social  
Media

SEO

Web

A video thumbnail featuring a man with a beard and a dark blue polo shirt with the Mortgage Broker Marketing logo. The background is a dark blue collage of website interface elements. Text on the thumbnail includes: '1 Website That Converts' in a white circle, 'How to **OPTIMIZE** your Mortgage Website for **CONVERSION IN 2022**', 'WATCH THE VIDEO BELOW TO LEARN MORE ABOUT US!' with a red arrow, and 'Mortgage Broker Marketing .com' with the logo and 'SEO | PPC | Web Design | Social' at the bottom right. Other visible text in the background includes 'HOME', 'GRANDVIEW LENDING PROCESS', 'Call Us: 317.318.9547', 'Rate Checker >>', and 'Mortgage Rate Checker >>'.

**1**  
Website That  
Converts

How to **OPTIMIZE** your  
Mortgage Website for  
**CONVERSION IN 2022**

WATCH THE VIDEO BELOW  
TO LEARN MORE ABOUT US!

Mortgage Broker  
Marketing .com  
SEO | PPC | Web Design | Social

What is the **ONE** online marketing element that will have the biggest impact on the results of your overall Internet marketing efforts?

---

Schedule your 2022 Internet Marketing Plan Review –  
<http://www.mortgagebrokermarketing.com/schedule>  
or call us today at (877) 959-7970



## Why is conversion SO important?

### SENARIO 1:

500 Visitors per month

5% Conversion

25 Calls / Leads

30% Conversion

7 New Clients

\$1,200 Average Transaction

\$8,400

### SENARIO 2:

500 Visitors per month

15% Conversion

75 Calls / Leads

30% Conversion

22 New Clients

\$1,200 Average Transaction

\$26,400

## Triple the Leads & Revenue

Schedule your 2022 Internet Marketing Plan Review –  
<http://www.mortgagebrokermarketing.com/schedule>  
or call us today at (877) 959-7970



## 8 Critical Elements to Enhance Conversion

1. **Speak to your target avatar.** What are their fears and frustrations & speak to why they should choose you?
2. **BE REAL** - Use authentic images of your team to the homepage & throughout the website
3. **Use video & multi-media elements** to engage different modalities
  1. Website welcome video
  2. Video's explaining loan programs
  3. Video explaining why someone should contact you vs. the completion
4. **Leverage Social Proof** - Showcase your online reviews prominently on the home page with a tool like BirdEye or ReviewBuzz
5. **Get the basics in order**
  1. Phone number in to right hand corner
  2. Ensure that there is a web form that customers can fill out
  3. Add credibility with Authority Symbols (BBB, Yelp, etc)
6. **Ensure you have clear Calls To Action** on each page that speaks to your customer Avatar & tell them exactly what to do next
7. **Make sure your website is Mobile Optimize** with an easy Click To Call function?
8. **Consider leveraging Live Chat**

**Schedule your 2022 Internet Marketing Plan Review –**  
**<http://www.mortgagebrokermarketing.com/schedule>**  
**or call us today at (877) 959-7970**



## Is your website setup for conversion?

- Does it speak to your target avatar? Does it address their fears and frustrations & speak to why they should choose you?
- Does it have real authentic images of your team on the homepage & throughout the website
- Does it include video elements to your website
  - Website welcome video
  - Video's explaining loan programs
  - Video explaining why someone should contact you vs. the competition
- Does it showcase your online reviews more prominently on the home page with a tool like BirdEye or ReviewBuzz
- Does it make it easy for them to take action and get in contact with your company?
- Get the basics in order
  - Phone number in to right hand corner
  - Ensure that there is a web form that customers can fill out
  - Add credibility with Authority Symbols (BBB, Yelp, etc)
- Update the Calls To Action on each page to ensure they speak to your customer Avatar & tell them exactly what to do next

**Schedule your 2022 Internet Marketing Plan Review –  
<http://www.mortgagebrokermarketing.com/schedule>  
or call us today at (877) 959-7970**



**Mortgage Broker  
Marketing .com**  
SEO | PPC | Web Design | Social

Social  
Media

SEO

Web

**Need some one-on-one help?**

**FREE:** Internet Marketing Plan Review

A promotional graphic with a dark blue background. On the left is a portrait of Brian Frantz, a man with a beard and bald head, wearing a dark blue polo shirt with the company logo. On the right, the company logo and name are at the top. Below that, the text 'SCHEDULE YOUR STRATEGY SESSION WITH' is written in large, bold, yellow capital letters. Underneath, 'Brian Frantz' is written in white, followed by 'Mortgage Broker Marketing' in a smaller white font.

**Mortgage Broker  
Marketing .com**  
SEO | PPC | Web Design | Social

**SCHEDULE  
YOUR STRATEGY  
SESSION WITH**

**Brian Frantz**  
Mortgage Broker Marketing

If you would like to have me and my team personally review your internet marketing plan and show you where your ranking, where there is room for improvement and how we can work together to make 2021 your best year ever and finally get your internet marketing right. Then schedule your strategy session by calling us at (877) 959-7970

Or Schedule your appointment by going to [www.mortgagebrokermarketing.com/schedule](http://www.mortgagebrokermarketing.com/schedule)

**Schedule your 2022 Internet Marketing Plan Review –  
<http://www.mortgagebrokermarketing.com/schedule>  
or call us today at (877) 959-7970**