

DIGITAL PRESENCE GUIDE FOR SOLO & SMALL-TEAM AGENTS

YOUR ONLINE FOOTPRINT IS EITHER WORKING FOR YOU OR AGAINST YOU.

Here's How to Tell — and What to Do About It

6 PLACES

buyers look before
they ever call you

30 DAYS

to rebuild your
digital presence

1 AUDIT

self-scoring rubric
across all six areas

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□ **HOW TO
USE THIS
GUIDE**

Read it chapter by chapter, or jump directly to your biggest gap. Each section ends with a quick-win action item. The audit in Chapter 7 gives you a numeric score across all six areas so you know exactly where to focus first.

01 6 Places Buyers Look Before They Call Any Agent

Before a buyer or seller ever dials your number, they've already formed an opinion. Here's where.

The modern real estate consumer is not impulsive. They research. They compare. They read reviews. They stalk your social profiles. By the time they call you, they've already decided whether you seem credible – and that decision happened in 6 places, in this order.

Google Search (Your Name)

1 Every referral, every cold lead, every open house attendee Googles you before calling. What do they find? Ideally: a Google Business Profile with reviews, your website, your LinkedIn. Worst case: nothing – or someone else with your name.

Quick win: Claim your Google Business Profile today if you haven't. It's free and takes 15 minutes.

Zillow / Realtor.com Agent Profile

2 Even if you don't love these platforms, buyers use them. Your agent profile is often the second result when someone searches your name. A profile with no photo, no reviews, and no listings says: "I might be new, might be inactive, might not care."

Quick win: Upload a professional headshot and request reviews from your last 5 closed clients.

Your Website (or Lack Thereof)

3 Agents with no website are invisible to a meaningful segment of buyers who won't work with someone who seems like they're not serious about their business. Your website is your home base – everything else should point to it.

Quick win: At minimum: professional photo, what you do, where you work, and how to contact you.

Social Media (Facebook / Instagram / LinkedIn)

4 They're not expecting perfection. They're looking for: Is this person active? Do they know real estate? Are they local? A profile with one post from two years ago raises red flags.

Quick win: Post something local and useful this week. A market stat, a neighborhood spotlight, an honest insight.

Google Reviews

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Reviews are the new referrals. Five stars from 8 clients beats a billboard. Zero reviews raises a silent question: "Has anyone worked with this person before?"

Quick win: Text 3 past clients today and ask directly. "Would you mind leaving me a Google review?"

What They Hear When They Call

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After all that research, they call – and hit voicemail. Or they wait 6 hours for a callback. The entire digital funnel you've built collapses at the finish line because your phone presence doesn't match your digital presence.

Quick win: Record a new voicemail greeting today. Professional, warm, specific. Test your response time.

02 Google Business Profile

The most underused free marketing tool in residential real estate — and the one that moves the needle fastest.

If you've already claimed your Google Business Profile: good. If you've claimed it but haven't touched it in months: it's working against you. If you haven't claimed it yet: stop reading and go to business.google.com right now.

When someone types "real estate agent [city]" into Google, the top of the results page is dominated by Google Business Profiles — not websites, not Zillow. Agents with optimized profiles appear there. Agents without them are invisible.

The 8-Point GBP Optimization Checklist

Business name matches your professional name — no keyword stuffing

Category set to "Real Estate Agent" with secondary categories added

Complete "About" section with natural language, not a keyword list

Professional headshot as profile photo — not your logo

At least 10 photos: headshot, listings, neighborhoods, you at work

20+ reviews with owner responses on every single one

Posts updated at least 2× per month (listings, market updates, tips)

Q&A; section populated — answer common buyer/seller questions yourself

□ PRO MOVE

Responding to reviews is not just polite — it's SEO. Google indexes your responses. Include natural location keywords: "Thank you, Jennifer! Helping you find your home in Cary was such a rewarding experience. The [neighborhood] market is so competitive right now and I'm glad we found the right fit."

03 Your Website: Lead Capture Machine or Digital Business Card?

One of these pays you back. One of them just costs money.

Most agent websites are the digital equivalent of a business card — name, phone number, maybe a photo. They don't capture leads. They don't educate buyers. They don't rank for anything on Google. They exist because someone told you to have one.

A lead-capture website does something different. It gives people a reason to hand you their contact information — in exchange for something they actually want.

Lead Capture vs. Digital Business Card

FEATURE	LEAD CAPTURE WEBSITE	DIGITAL BUSINESS CARD
Value Offer	Free market analysis, buyer guide, or neighborhood report	Contact form with no incentive
Lead Capture	Multiple CTAs — opt-in exchange for something of value	Phone number in the footer
SEO Content	Blog posts, neighborhood pages, monthly market updates	Static home page only
Call to Action	Clear, specific, and repeated throughout the page	Vague "contact me" button
Social Proof	Client testimonials, transaction count, years in market	Photo and bio only
Mobile	Fast, clean, tap-to-call optimized	Responsive, but not conversion-optimized
Result	Passive lead generation while you sleep	Costs money to host. Earns nothing.

Your #1 website priority right now: Add one compelling lead-capture offer above the fold. A free market analysis. A buyer guide. A seller checklist. Something that earns the email address.

04 Social Media: What Actually Moves the Needle

Most agents post too little, or the wrong things. Here's the framework that actually works.

Social media for real estate agents is not about going viral. It's about staying visible to the people who already know you — so that when they're ready to buy, sell, or refer, you're the first name that comes to mind.

The 3-Type Content Mix

TYPE 1 — EDUCATIONAL (40%)

Market stats, buyer tips, seller prep guides, neighborhood features. Positions you as the local expert. Shareable. Attracts people who are researching and haven't started working with an agent yet.

Example: "What's actually happening in [neighborhood] prices right now" / "The one thing I tell every first-time buyer before they start looking"

TYPE 2 — SOCIAL PROOF (30%)

Closed transactions (with permission), client testimonials, milestones, "just closed" moments. Builds trust with your warm audience — people who know you but haven't worked with you yet.

Example: "Just helped Sarah find her first home in 18 days — here's what we did"

TYPE 3 — PERSONAL / LOCAL (30%)

Behind the scenes, local events, your real opinions on the market, a funny thing that happened at a showing. This is what makes you followable — and referable.

Example: "Three things I've learned from 7 years showing homes in this neighborhood"

05 Reviews: The New Referral Engine

Five stars from 8 strangers beats a billboard. Here's how to build a review machine.

Online reviews have become the most trusted form of social proof in any service industry. Real estate is no different. A buyer moving from out of state isn't going to ask around. They're going to Google your name and read what strangers say about you.

The 4-Step Review System

Step 1: Ask at the Closing Table

Say it out loud. "If I did a good job for you, a Google review goes a long way — it helps other families like yours find someone they can trust. Would you mind?" Then hand them your phone, open to the review page. Completion rate: 70%+ when asked in person.

Step 2: Send a Follow-Up Text

24 hours after closing: "It was such a pleasure helping you. If you have 60 seconds, a Google review would mean the world to me: [direct link]." Short, warm, specific.

Step 3: Add to Your Email Signature

"Did I earn a 5-star review? Leave one here [link]" — You send dozens of emails per week. Every one is a passive review request.

Step 4: Respond to Every Review

Respond within 24 hours. Be specific, warm, include natural location keywords. "Thank you, James — helping your family find your home in [neighborhood] was a privilege."

06 Your Phone Presence

The final frontier of your digital footprint – and the one that costs you the most when it's broken.

You've done the work. You've got the GBP, the website, the social proof, the reviews. A buyer finds you. They're impressed. They pick up the phone and call you.

And then? Voicemail. No callback for 3 hours. Or a callback that goes to their voicemail. The entire digital funnel you've built collapses at the finish line.

The Phone Presence Audit

Voicemail greeting	Is it professional, current, and warm? Does it set a callback expectation?
Callback speed	Do you return calls within the hour during business hours?
After-hours handling	What happens when someone calls at 8:30 PM? Voicemail? AI answering?
Voicemail you leave	When you leave a voicemail, is it specific and curiosity-building – or generic?
Text responsiveness	Do you respond to texts within minutes? Texts have a 98% open rate.
Call screening	Do you answer unknown numbers? Most buyers call from their personal phone.

WHERE THIS ALL LEADS

Every chapter in this guide points toward the same gap: most agents are visible online but invisible on the phone. The agents winning in competitive markets have solved both. Get a free Market Analysis for your farm area theagentwhoanswers.com

07 The 30-Day Digital Reset Plan + Self-Scoring Audit

Your step-by-step action plan and the self-scoring rubric that shows you exactly where to start.

The 30-Day Plan

WEEK 1 — Foundations

- Claim / optimize your Google Business Profile
- Update your Zillow and Realtor.com agent profiles
- Record a new professional voicemail greeting
- Request reviews from your last 5 closed clients

WEEK 2 — Content & Website

- Add one lead-capture offer to your website homepage
- Write and publish one blog post or local market update
- Post 3× on social this week (one per content type)
- Add a review request link to your email signature

WEEK 3 — Systems

- Set up an instant-reply SMS for new inquiries
- Add a calendar booking link to all your profiles
- Build a 7-day follow-up sequence in your CRM
- Test your entire lead funnel from a fresh browser

WEEK 4 — Phone Presence

- Audit your average call response time for the past 30 days
- Set up or evaluate AI call answering for after-hours coverage
- Review and respond to any unanswered reviews
- Set a recurring calendar reminder for monthly content

Self-Scoring Audit

Score yourself 0–5 on each area. 0 = not doing this at all. 5 = completely dialed in.

AREA	WHAT IT COVERS	YOUR SCORE (/5)
Google Business Profile	Claimed, complete, photos, reviews, posts	__ / 5
Zillow / Realtor.com	Complete profile, professional photo, reviews	__ / 5
Website	Lead capture, CTA, mobile-ready, SEO content	__ / 5
Social Media	Active, consistent, 3-content-type mix	__ / 5
Reviews	20+ reviews, owner responses, active system	__ / 5
Phone Presence	Fast response, coverage, professional greeting	__ / 5
TOTAL	Sum of all 6 scores	__ / 30

25–30	Your digital presence is a competitive advantage. Stay consistent.
18–24	Solid foundation with identifiable gaps. Focus on Weeks 3 & 4.
10–17	Some pieces in place, significant gaps. Start Week 1. Don't skip steps.
0–9	Your digital footprint is working against you. Start here, today.

WANT US TO DO THIS FOR YOU?

Mixed Digital is a full-service marketing and branding agency that builds exactly this kind of digital infrastructure for residential real estate agents. Start with a free Market Analysis and let's talk about what's actually happening in your market. theagentwhoanswers.com · mixeddigital.com