THE MORTGAGE BROKER WEBSITE FIELD GUIDE

What Your Mortgage Broker Website Actually Needs

A practical checklist and blueprint for building a website that earns trust, answers borrower questions, supports Google visibility and turns more visitors into enquiries.

50+	8	1
website essentials to check	core jobs your site should do	blueprint you can hand to a designer

Use this guide to audit your current website, plan a rebuild or brief a web designer.

01 THE MASTER CHECKLIST

Start here: what should your website actually have?

You will not need every item on day one. The point is to see the full picture before the website is designed around a much smaller one.

☐ Homepage with one clear primary action	☐ Case studies / client stories
☐ First home buyer page	☐ Multi-step enquiry form
☐ Refinancing page	☐ File upload capability
☐ Property investor page	☐ Booking integration
☐ Self-employed borrower page	☐ CRM connection
☐ Construction / specialist loan pages	☐ Email follow-up / automation
☐ About page	☐ Analytics
☐ Individual broker profiles	☐ Google Search Console
☐ Reviews and testimonials	☐ Conversion tracking
☐ Lender / accreditation information where appropriate	☐ Structured data / schema
☐ Credit representative / licence details	☐ Internal linking
☐ Contact and booking page	☐ Related articles
☐ Mortgage repayment calculator	☐ Mobile calls to action
☐ Borrowing-capacity tool	☐ Privacy and consent
☐ Refinance savings calculator	☐ Compliance information
☐ Stamp duty / buying-cost tool	☐ Fast mobile performance
☐ Offset / repayment scenario tool	☐ Backups and security
☐ Loan process timeline	☐ Easy editing
☐ Document checklist	☐ Reusable page templates
☐ First home buyer checklist	☐ Site search where useful
☐ FAQs on major service pages	☐ PWA / home-screen option where useful
☐ Mortgage glossary	☐ Thank-you pages
☐ Downloadable guides	☐ Clear post-enquiry next steps
☐ Blog / learning centre	☐ Image alt text and accessible structure
☐ Comparison tables	☐ Ongoing content plan

A useful website is a collection of pages, tools, proof, content and enquiry paths working together.

02 THE EIGHT JOBS

A strong mortgage broker website has eight jobs.

1. Make the right first impression
The first screen should quickly show who the business helps, why it is credible and what the visitor can do next.

2. Create trust
Broker profiles, qualifications, reviews, experience and real proof reduce the risk of contacting a stranger.

3. Explain lending clearly
Timelines, FAQs, checklists, comparisons and plain-English pages turn a complicated process into something people can understand.

4. Be useful
Calculators, guides and tools give visitors a reason to stay instead of returning to Google or going to a bank website.

5. Capture enquiries
Forms and booking should feel easy enough to start, while still collecting the information the brokerage actually needs.

6. Support search visibility
Specific service pages, useful articles, internal links and strong technical structure give Google more worthwhile material to understand.

7. Support compliance
Required business details, consent, privacy information and disclaimers need a proper place in the site structure.

8. Grow with the brokerage
New brokers, services, tools, articles and landing pages should be additions, not reasons to rebuild the website.

If the site only looks professional, it is doing one part of the job.

03 THE PAGE PLAN

The pages you would want in the plan.

The exact structure depends on the brokerage, but this is a strong starting point for a site designed around real borrower needs.

Home Clear promise, borrower pathways, proof, useful tools, resources and a strong next step.	**First Home Buyers** Deposits, grants, pre-approval, borrowing capacity, process, checklist, FAQs and related resources.
Refinancing Reasons to review a loan, switching considerations, savings scenarios, FAQs and enquiry path.	**Property Investors** Investor lending information, scenarios, calculators, related content and proof.
Self-Employed Borrowers A dedicated path for borrowers whose income situation needs more explanation.	**Construction / Specialist Lending** Dedicated pages for important services rather than hiding everything under one generic Loans page.
About The business story, approach, experience and reasons a borrower should feel comfortable making contact.	**Broker Profiles** A real person, expertise, qualifications, service areas, reviews and a direct path to contact.
Resources Calculators, checklists, guides, glossary content and other practical material.	**Blog / Learning Centre** Search-led articles that answer real borrower questions and support service pages.
FAQ A deeper question library plus relevant FAQs on the pages where questions occur.	**Contact / Book** Phone, enquiry, booking and a clear explanation of what happens after contact.

04 HOMEPAGE BLUEPRINT

A homepage structure you can hand to a designer.

There is no single perfect homepage. But every section should have a job. This is a useful order for many mortgage broker websites.

1 HERO + PRIMARY CTA	
2 TRUST + PROOF	Purpose before decoration
3 WHO YOU HELP / LOAN PATHS	Purpose before decoration
4 CALCULATOR / USEFUL TOOL	Purpose before decoration
5 HOW THE PROCESS WORKS	Purpose before decoration
6 BROKER PROFILES + REVIEWS	Purpose before decoration
7 RESOURCES + FAQ	Purpose before decoration
8 ENQUIRY / BOOKING CTA	

Above the fold
Say who you help, what you help them do and give them one obvious next step.

Trust near the top
Reviews, broker experience or another strong proof point should appear before the visitor has to work for it.

Borrower pathways
Help first-home buyers, refinancers, investors and other priority audiences find their own path.

Useful tool
A calculator or checklist can turn passive browsing into active engagement.

Process
Show what happens next. Uncertainty creates hesitation.

Resources + FAQ
Give researchers somewhere useful to go instead of forcing an enquiry too early.

05 WHAT THE KEY PAGES SHOULD CONTAIN

Do not stop at a page title.

A service page earns its place by answering the questions that belong to that service.

First Home Buyers Clear answer at the top · borrowing-capacity tool · deposit information · grants / schemes where relevant · process timeline · checklist · FAQs · related articles · proof · enquiry CTA.	**Refinancing** Why people refinance · what to compare · possible costs · savings scenario / calculator · process · common questions · reviews · enquiry CTA.
Property Investors Investor lending scenarios · borrowing considerations · calculator / comparison tool · process · broker expertise · FAQs · related educational content.	**Self-Employed Borrowers** Plain-English explanation · common documentation issues · possible pathways · process · FAQs · proof of relevant experience · enquiry CTA.
Broker Profile Professional photo · role · experience · qualifications · areas of expertise · approach · reviews / proof · direct contact or booking.	**Contact / Booking** Short path for simple enquiries · richer path for complex cases · phone · booking · consent · file upload where useful · what happens next.

The page should answer enough to earn the next step - not force the visitor to call just to understand the basics.

06 THE USEFUL-TOOLS LAYER

Give borrowers a reason to stay on your website.

Mortgage repayment calculator Useful for people testing repayments and comparing scenarios.	**Borrowing-capacity tool** A natural bridge between research and a broker conversation.
Refinance savings calculator Useful for visitors already wondering whether their current loan still makes sense.	**Stamp duty / buying-cost tool** Helps buyers understand costs around the purchase, not just the loan.
Offset / repayment scenario tool Useful educational content for borrowers comparing structures and repayment choices.	**First home buyer checklist** A saveable or downloadable resource that turns a confusing process into a sequence.
Document checklist Helps prospects prepare before an appointment and can reduce unnecessary back-and-forth.	**Loan process timeline** Shows what happens from first conversation through application, approval and settlement.
Glossary Keeps people on the site when they hit a lending term they do not understand.	**Comparison tables** Useful when the visitor needs to understand differences between pathways or scenarios.

Useful tools make the website more than a brochure. They give people something to do.

07 TRUST + CONVERSION

The visitor needs reasons to believe you - and an easy way to act.

Broker faces and names People are being asked to share financial information. Show them who they will actually deal with.	**Reviews in context** Place proof close to the service or decision it supports instead of hiding every testimonial on one page.
Qualifications and experience Make relevant expertise easy to find without turning the page into a CV.	**Client stories** A useful case example can show the kind of situation the brokerage knows how to handle.
Short first step A simple enquiry can start with name, phone and what the person needs. More detail can come later.	**Multi-step forms** Longer enquiries can feel easier when broken into smaller, logical stages.
File uploads Useful when documents genuinely help the next step and the handling process is appropriate.	**Booking** Give ready-to-act visitors a direct way to choose a time.
What happens next Tell people what to expect after they enquire. Silence creates uncertainty.	**Mobile calls to action** Phone and enquiry options should remain obvious on the device most people are already holding.

The right next step depends on intent: book now, enquire, use a tool, read a guide or learn more.

08 SEARCH + CONTENT

Google needs something worth finding.

A mortgage broker website can build search depth by answering specific borrower questions and connecting those answers to strong service pages.

Specific service pages One generic Home Loans page cannot properly cover every important borrower situation.	**Question-led articles** Write around questions people genuinely ask before, during and after speaking with a broker.
Internal links Connect articles, calculators, broker profiles, service pages and FAQs so the site works as a system.	**Original resources** Checklists, calculators, comparisons and visual explanations add substance that generic copy does not.
Clear headings A page should be easy to scan and easy to understand without decoding clever marketing language.	**Related content** Give the reader a sensible next article or resource instead of a dead end.
Search Console Use real query data to find questions, pages and topics worth improving.	**Conversion tracking** Know which pages and actions are producing enquiries instead of guessing.
Structured data Use appropriate schema where it accurately describes the page and business.	**Ongoing publishing** A useful content library becomes more valuable as it grows and connects back into the core site.

Different helps when the difference is useful: better answers, clearer pages, stronger proof and genuinely useful tools.

09 THE RIGHT TECH STACK

Your mortgage broker website is vital to your business. That's why you need to make sure you use the right tech stack for your website.

The tech stack should be chosen around what the website needs to do now and what the brokerage may reasonably want it to do later.

639	150+	23
Avada Studio creative items	elements across Avada's library	specialised form elements

WordPress A mature publishing platform with long-term content ownership and a large ecosystem.	**Avada** A deep design system with builders, reusable layouts, forms and a large pre-built content library.
Calculators / custom tools Specialist functionality can be embedded or built where it improves the borrower experience.	**Booking + CRM** Enquiries should be able to move into the brokerage's real workflow rather than sit in an inbox forever.
Analytics + Search Console Measurement belongs in the stack from the start so later decisions have evidence behind them.	**Email + automation** Useful follow-up can support leads who are not ready to book on the first visit.

Choose the right tech stack at the beginning and good ideas become much easier to act on.

10 WHAT IS ALREADY ON THE BENCH

A bigger toolkit makes more ideas practical.

Avada currently lists 639 Studio creative items, 150+ elements across its element library, and 23 specialised form elements. The point is not to use everything. The point is to have options when a page needs them.

Examples of design and content elements

☐ FAQ	☐ Google Map	☐ Recent Posts
☐ Blog	☐ Image	☐ Related Posts
☐ Breadcrumbs	☐ Image Carousel	☐ Search
☐ Button	☐ Image Hotspots	☐ Social Links
☐ Chart	☐ Lightbox	☐ Star Rating
☐ Checklist	☐ Media Slider	☐ Table
☐ Circles Info	☐ Modal	☐ Table of Contents
☐ Code Block	☐ News Ticker	☐ Tabs
☐ Content Boxes	☐ Person	☐ Testimonials
☐ Countdown	☐ Post Cards	☐ Toggles
☐ Counter Boxes	☐ Post Slider	☐ Video
☐ Flip Boxes	☐ Pricing Table	☐ X Timeline
☐ Gallery	☐ Progress Bar	

The 23 form elements

☐ Text	☐ Date	☐ Password
☐ Textarea	☐ Time	☐ Notice
☐ Email	☐ Range	☐ Form Step
☐ Phone	☐ Rating	☐ Honeypot
☐ Number	☐ Image Select	☐ reCAPTCHA
☐ Select	☐ Upload	☐ Turnstile
☐ Radio	☐ Consent	☐ Submit / Button
☐ Checkbox	☐ Hidden	

Avada Studio also includes templates, headers, page title bars, content sections, footers, containers, columns, icons, forms, post cards, off-canvas content and mega menus.

The feature list is evidence of capability. The strategy is deciding which pieces belong on your website.

12 questions worth asking before you sign.

You do not need to know the technical answer to every question. You do want a designer who can explain the reasoning in plain English.

- ☐ What tech stack are you recommending, and why is it right for this website?
- ☐ Will I own the website, domain, content and leads?
- ☐ Can the site add calculators and interactive tools later?
- ☐ Can new landing pages be created without rebuilding the website?
- ☐ How will articles, guides and ongoing SEO content be published?
- ☐ Can service pages use different layouts when the content needs it?
- ☐ How are forms, bookings and enquiries connected to my real workflow?
- ☐ How will analytics and conversions be tracked?
- ☐ What happens when I add another broker, service or resource?
- ☐ Can I edit normal content myself without breaking the design?
- ☐ Who handles updates, backups and security?
- ☐ What is the plan for mobile performance, accessibility and technical SEO?

A good answer should tell you why the choice matters to your brokerage - not just which software the designer happens to prefer.

12 SCORE YOUR CURRENT WEBSITE

How many of these can you tick today?

☐ Visitors can tell who the site is for within a few seconds.	☐ Visitors are told what happens after they enquire.
☐ The homepage has one obvious primary action.	☐ The site can publish articles without a developer rebuilding pages.
☐ First home buyers have a page written specifically for them.	☐ Related articles and internal links connect the content.
☐ Refinancers have a page written specifically for them.	☐ Search Console is connected and reviewed.
☐ Investors or other priority audiences have their own path.	☐ Conversions are tracked.
☐ Visitors can see the actual brokers they may deal with.	☐ New landing pages can be created without a rebuild.
☐ Reviews and proof appear near important decisions.	☐ The website is fast and usable on mobile.
☐ At least one genuinely useful calculator or tool is available.	☐ Privacy, consent and required business information have clear places.
☐ The lending process is explained visually or step by step.	☐ Backups, updates and security have an owner.
☐ Major service pages answer their own common questions.	☐ Normal content can be edited without breaking the site.
☐ The site has useful downloadable or saveable resources.	☐ The design system stays consistent as new pages are added.
☐ The enquiry process is easy to start on a phone.	☐ The website has a clear plan for what gets improved after launch.
☐ Longer enquiries can be broken into logical steps.	

21-25	**Strong foundation**	The focus is likely refinement, content depth and better measurement.
15-20	**Good, with gaps**	There are useful opportunities to improve how the site helps and converts visitors.
8-14	**Mostly a brochure**	The site may look fine but is probably missing tools, depth or clear borrower pathways.
0-7	**Major opportunity**	A rebuild or substantial restructure may create a much more useful business asset.

13 THE BUILD PRINCIPLE

The website should give the business room to grow.

A strong mortgage broker website is not defined by the number of features it contains. It is defined by whether the right pages, tools, proof and next steps are available when the visitor needs them.

Start with the borrower What are they trying to understand, compare or decide?	**Build the right page** Give that question enough space instead of hiding it inside generic copy.
Choose the right tool Use a timeline, calculator, FAQ, form, comparison or guide when it makes the page more useful.	**Measure what happens** Search and conversion data should influence what gets improved next.
Keep publishing Useful content gives the site more ways to answer questions and more opportunities to be found.	**Keep the stack capable** Good ideas should be additions far more often than rebuilds.

Use this as your website brief.

Go through the checklist with your team or web designer. Mark what you already have, what is missing and what would make the website more useful to the people you want as clients.

Mojo Mesh
Mortgage broker website design for Australian businesses.

Platform notes

Avada figures were checked against Avada's official documentation in August 2026. Avada currently lists 639 Studio creative items, 150+ elements across its element library, and 23 form elements. Its optional PWA feature can support home-screen installation on compatible browsers and devices when configured on an HTTPS site. Counts and browser support can change.

Sources: Avada Studio; Avada Builder Elements; Avada Form Builder Elements; How To Use PWA (Progressive Web Apps) With Avada.