# The Property Jungle

### Essential Content Ideas for your Estate Agency Website



### Where to start

Although the look and feel, and overall design of your website is important, the underlying architecture of the site should always be the starting point, alongside setting goals and benchmarking enquiry levels.



**Valuation requests** – instant online, expert virtual or in-person Viewing requests **Property alert requests Contact us form submissions Registrations for your mailing list** 

# Know your client

When you're clear on what you want your site to achieve, focusing on your client and the visitors to you site, is your next step.

You will probably already know your typical client or the profile of the client you want to attract, but listing your clients needs and the information they would want to consume before committing to a meeting or instructing an agent is vital. Although each of the groups below share a common interest in property, their motivations and expected outcomes are very different.

- ✓ Landlord
- **Vendors**
- **Property Investors**
- Mortgage and Remortgage
- **First Time Buyers**
- **First Time Sellers**
- Conveyancing
- **Auction**

# Add stepping-stones

### Ensure there is a call to action on each page

- **Button**
- Form
- Link to another page
- Download



First Name



### Register

Register with us to receive property updates.

Simply enter your details below and we will notify you of details of properties matching your criteria.

required fields

### Your Contact Details



## Keep things fresh **Blogs/News/Market Updates**

Adding regular new content will not only help to inform and educate your marketplace, but can also help to increase your ranking on Google and in turn increase your leads.





Get in touch. We can't wait to work with you.

er Estate Agents | Terms of Use | Cookies Policy | Privacy Policy & Notice | CMP Certificate | CMP Member Standards | Built by The



66 Market Street Lancaste I A1 1HP T: 01524 843322 E: sales@jdg.co.uk

### Add some movement Video paints a thousand words

Video can help to drive more traffic to your website and can be used in a variety of different ways:

- **Property videos**
- Testimonials
- Area guides

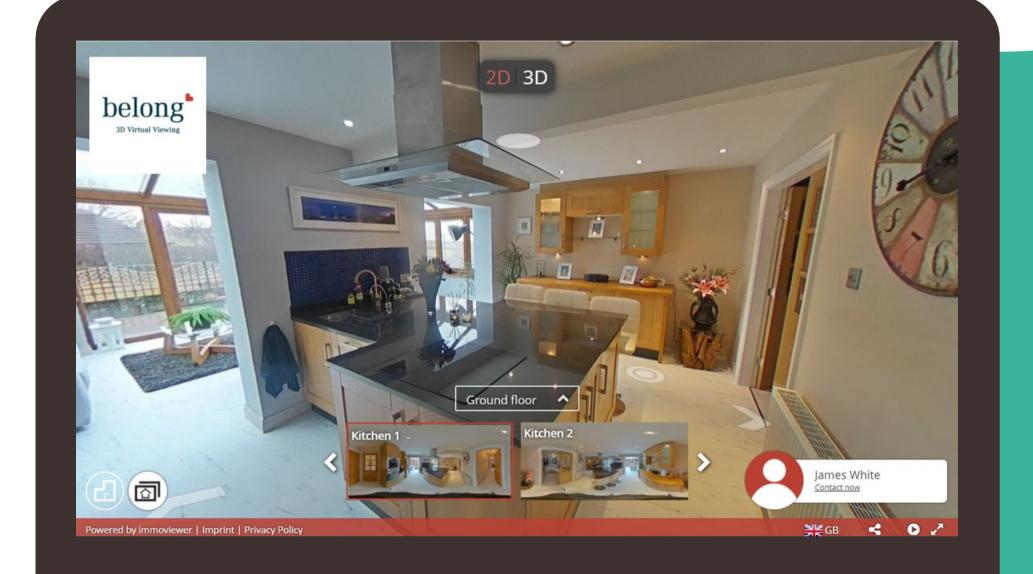


### **Embrace virtual** 360° Virtual Tours

On a property-specific basis, we recommend the use of 360° Virtual Tours.

This is not only a proven instruction winner but also a huge time saver by filtering out the buyers and tenants who would have said no at a physical viewing.

- **Quick and easy to use**
- Maximise opportunities
- Image: Time saver
- ✓ Instruction winner



### Visualise the future **360° Visualisations**



Quick and easy to use Maximise opportunities to sell off-plan **Reduce wasted viewings: concentrate** on the serious enquiries

**Produce Virtual Show Homes** with 360° Visualisations, perfect for new homes developments.

Create the 21st Century version of a show home, allowing you to show unlimited visitors around any unit you want to sell, before you have even broken ground.

### Be an expert Share your knowledge

Produce and share useful guides, and information, for the following potential clients:

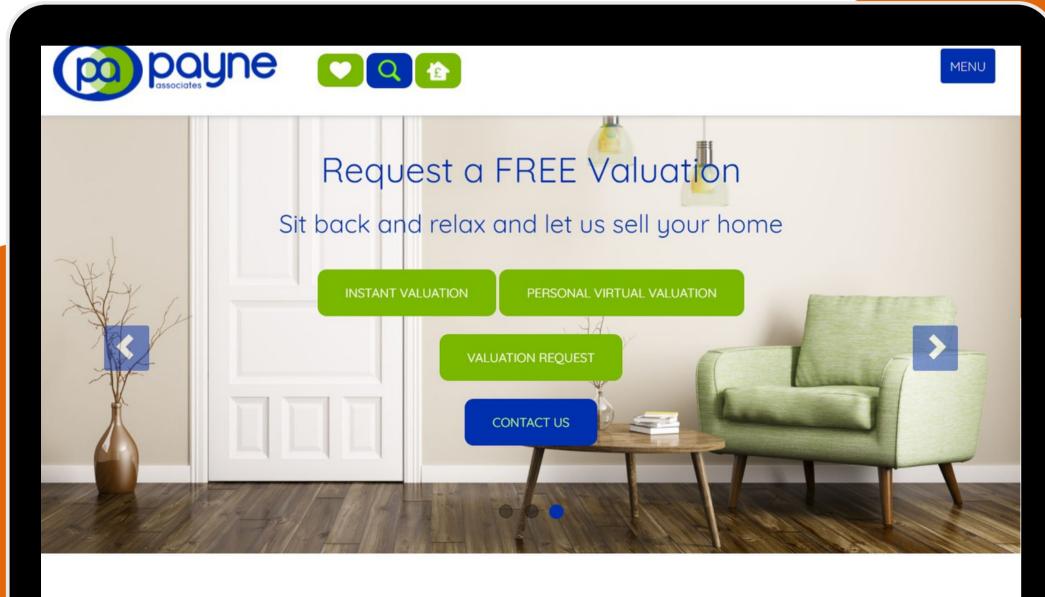
- 🗹 Landlord
- 🗹 Vendors
- **Property Investors**
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- **G** First Time Sellers
- Conveyancing
- ☑ Auction



### **Selling Guide**

(£)

# Offer a choice of valuation methods



### Leading estate agents Coventry - Payne Associates

West Midlands estate agents Paupe Associates are leading independent estate agents with four offices across

# Online Instant Expert Virtual In-Person



# Make sure your valuation link is always visible on your website

One of our clients in the East of England achieved a 40% increase in enquires by making their valuation booking more visible and giving the client options of instant, expert online and in-person valuations.



### Automate your clients calculations

There are a variety of different calculations potential buyers and vendors need to complete.

By including calculators on your site for key items such as mortgages, conveyancing and stamp duty, users can calculate key numbers at the touch of a button.

A simple touch that removes a barrier, and makes life easier, for your potential clients.



Rental Yield Calculator ×
Property Value £
Anticipated PCM Rent £ Please Ente
CALCULATE
Annual Gross Yield %

### Why Let with Chamberlain?

Choosing Chamberlain to help let your property means you will be getting a friendly, personal and efficient experience. Our aim is to help you get the most out of your investment whilst also keeping you up to date with the latest laws, maintaining your property and finding you the best possible tenants. Click below to see our service packages

# Mortgage Calculator

Affordability is now better than ever for many clients and income multiples vary from lender to lender.

Including a mortgage calculator helps to capture clients' details and provide them with useful information.

### Mortgage Calculator

te to =

### Loan Amount:

£199,950

Deposit:

£

### Interest Rate:

2.90%

### Number of Years:

25 Years

CALCULATE MORTGAGE

## **Conveyancing Calculator**

### **CLARENDONS**

### Get a conveyancing or survey quote in seconds!

Receive regular updates for your case

National network of conveyancing specialists and surveyors

Out of business hours support

 Exclusive buyer protection insurance for all clients to the value of £2250 should the property fall through \*(T&C's listed at foot of page)



### Conveyancing

We know how stressful and expensive moving home can be and we are here to help your next move go smoothly by providing you with a free, instant conveyancing quote.

All our quotes are fixed fee meaning that all of your legal fees are included. We also offer a 'No Move, No Legal Fee' guarantee so if for any reason your property transaction falls through there is no charge for legal fees.

### Surveys

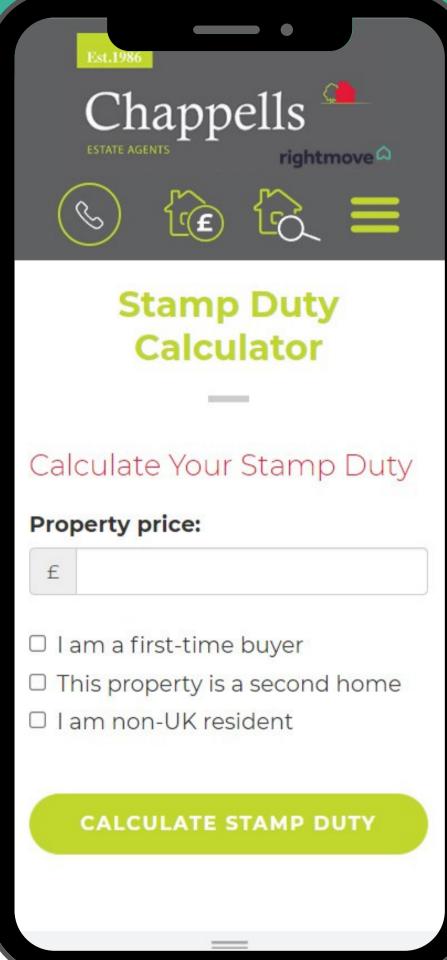
New home owners are easily swept up in the excitement of it all. Sometimes this excitement leads to overlooking property defects, which costs you as the new buyer in the long run. With a home surveyor by your side, you can ensure that you're paying exactly what the property is worth. Need a surveyor to pay your new home a visit before signing the papers? Connect with us – we're ready to work for you...

### Powered by The Moving Hub 🖲

All buyers and sellers will need conveyancing. Including a conveyancing calculator can help you control your pipeline of sales and reduce the time from sale agreed to completion. It can also generate additional income.

### **Stamp Duty** Calculator

Many potential buyers and sellers are unsure of the costs of moving. By including a stamp duty calculator on your website and as a tool on each property, you can help users calculate the costs of stamp duty at the touch of a button.



### Add verified reviews Know, like and trust

Boost your online reputation by collecting verified reviews to show your prospective clients.

Verified reviews can increase your stars in Google organic search results and drive more traffic to your website, in turn increasing your conversions and sales.



**REQUEST A VALUATION** 



### CUSTOMER REVIEW BY SOPHIE E LEFT ON 7 MAR 2022

### \*\*\*\*\* VERIFIED REVIEW

The estate agent who did our first viewing at 51 Carr mill road was so lovely and genuine. We had been looking for our dream home for ages viewing with other estate agents from different company's who were pushy or made us feel uncomfortable. The lady at JbB&B leach made up feel so relaxed with no pressure and was a lovely person to deal with. She had Fantastic customer service and a real care for us as buyer as well as the sellers. We have since found our dream home with JB&B leach who have been fantastic to deal with we what to thank Emma and Katherine who are always lovely and welcoming when you speak with them and efficient. & also Heather who was really nice at our second viewing of the property. Thanks for all your help and for being really nice friendly estate agents to deal with. Sophie and Jordan x

### CUSTOMER REVIEW BY KERRY M LEFT ON 7 MAR 2022

### ★★★★★ ✓ VERIFIED REVIEW

We couldn't of asked for any more from Katherine. We were constantly updated on the purchase of our home. Our online agent failed us massively but JB&B Leach took it upon themselves to make sure everything went smoothly. Would highly recommend using them

### **People buy from people** Maintain your team page

This remains one of the strongest reasons people still feel the value of a quality estate agent, and the first step in creating that relationship lies in showing who you are and who potential customers will be dealing with.

Make sure you maintain your meet the team page with up-to-date team biographies and photos. normie.



Josh Gertler BRANCH MANAGER

ABOUT DAVID

David Mintz

PROPERTY GURU

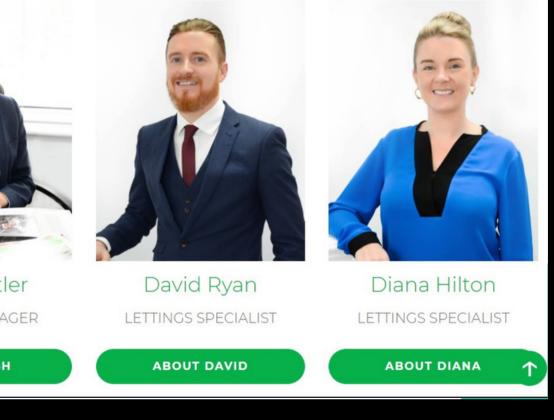
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ABOUT JOSH



Meet the team at Normie & Co.



## Keep in touch

Make it easy for prospective clients to register for updates on your website and join your mailing list.

Where possible use automation to follow up with applicants as soon as you add a property that meets their requirements.

- Send branded emails of instructions linking to full details on the property.
- Use social media, ezines, and branded videos to connect with potential clients and share details of listed properties.





### Ruislip, Middlesex



Need help? Let's chat!

This superb four bedroom detached bungalow has been

### Act fast! **First Responders Win More Business**

By integrating automation tools into your site it is possible to instantly respond to every site enquiry acknowledging the request and asking qualifying questions.

This means that you can qualify and engage with site and portal enquiries even while you sleep. You never need to keep potential customers waiting again.

This early engagement increases conversion and prioritises your responses.

### Your enguiry for Evergreen, North Street, Oxford, OX2 6AF 🕕

ne Property Jungle <contact\_at\_lead.pro.48cdce6df6.a@notify.propertytechnology.co.uk> Your enquiry for Everareen, North Street, Oxford, OX2 6AF

Dear Sam Oliver.

Thank you for enquiring about Evergreen, North Street, Oxford, OX2 6AF

We'd like to learn more about your needs. To complete your enquiry please click below:

Click Here To Complete Your Enguiry

We'll review your enguiry and get back to you as soon as possible

Kind Regards.

The Property Jungle Swindon, Wilts t: 0208 050 8822

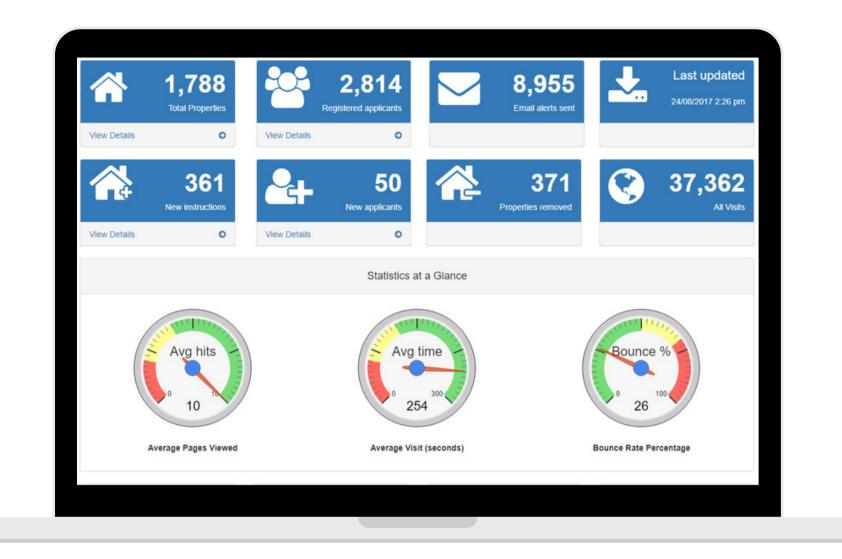


### Monitor your performance

Your website should be your hardest working member of staff.

Knowing how well it is performing is vital to optimising, and increasing, the numbers of leads it helps to produce and convert.

> The typical parameters for the performance of the website are:

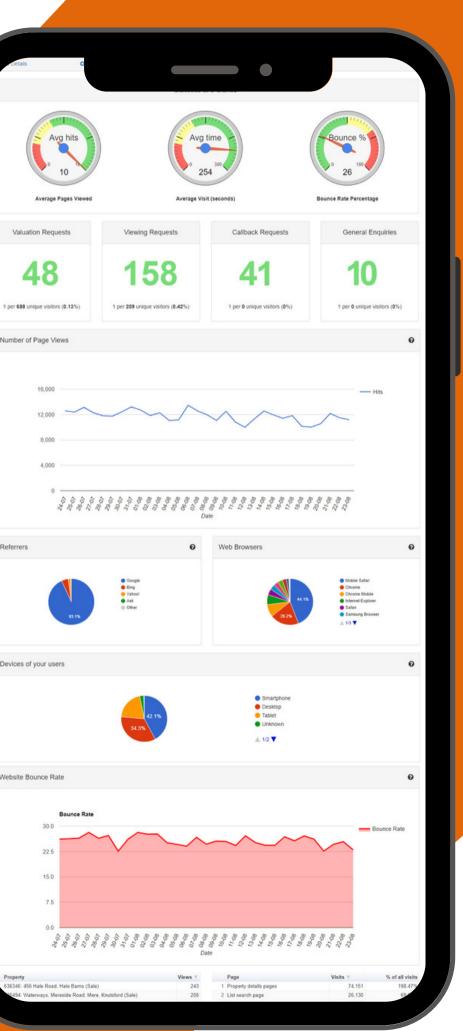


**Good volume of traffic – Organic from** Listings and social media posts or paid traffic from adverts **Conversion of visitors to bookings** Pages per visit Length of time spent on the site

# Know your stats

When you have determined your parameters for measuring performance it's vital to understand your stats.

Our performance dashboard will allow you to measure this so you can see how effective your marketing is at both driving traffic to the site and converting that traffic into enquiries.





TALK TO US (+44) 0208 050 8822 info@thepropertyjungle.com

