

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.

The typical parameters for measuring enquiry levels are:

- ☒ **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 your 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.

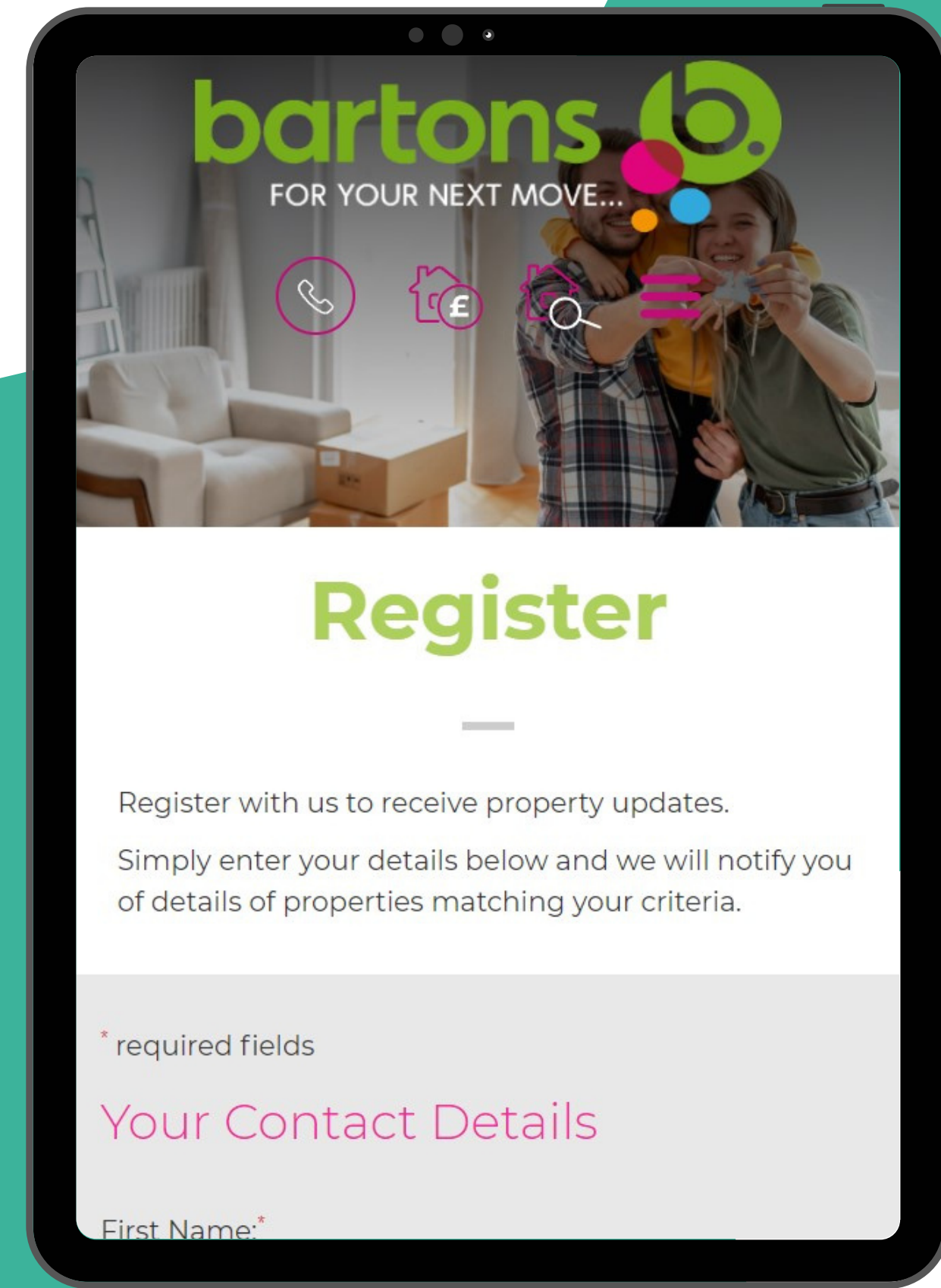
Although each of the groups below share a common interest in property, their motivations and expected outcomes are very different.

- ✓ **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

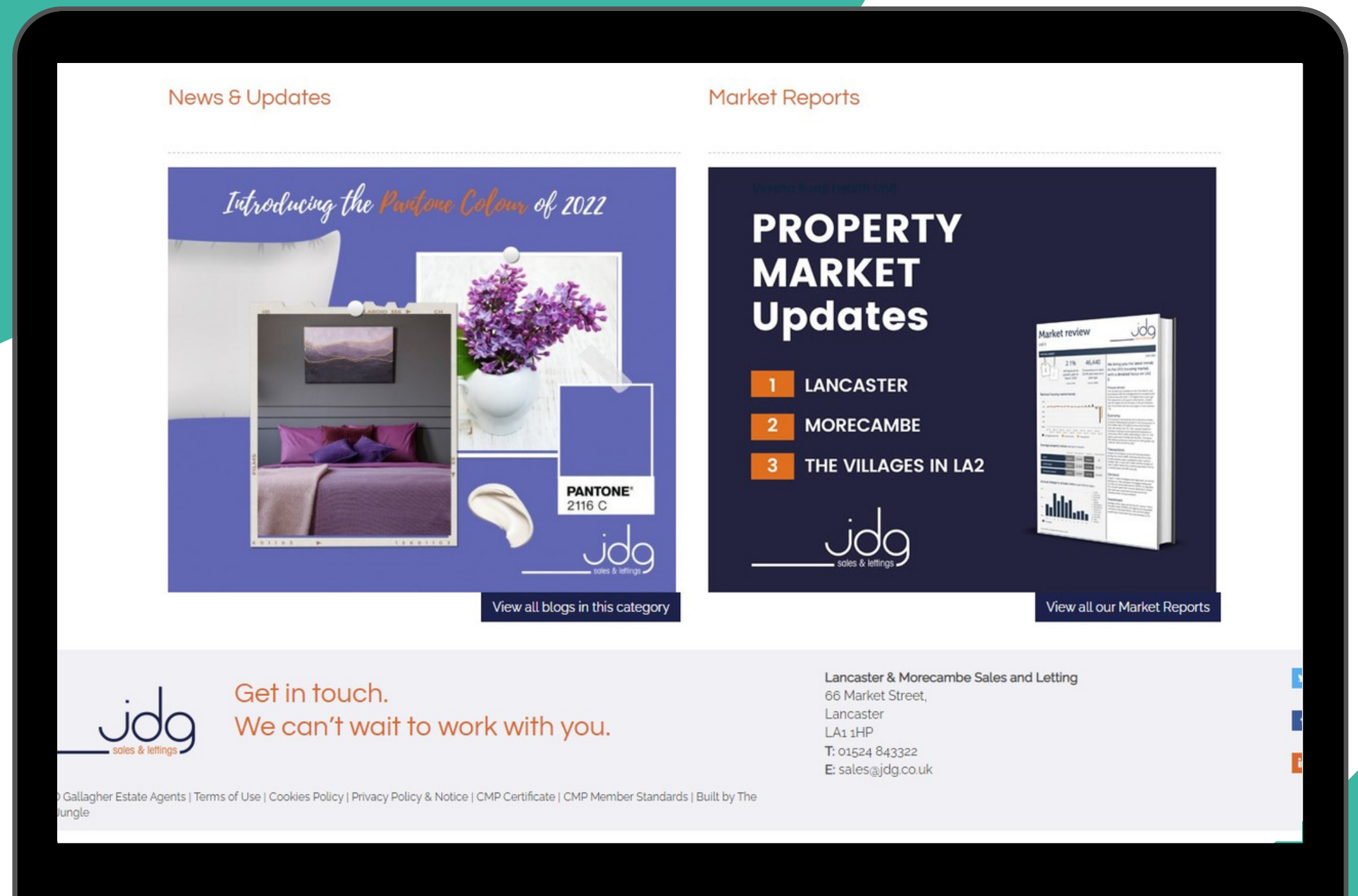
- ☑ Button
- ☑ Form
- ☑ Link to another page
- ☑ Download



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.

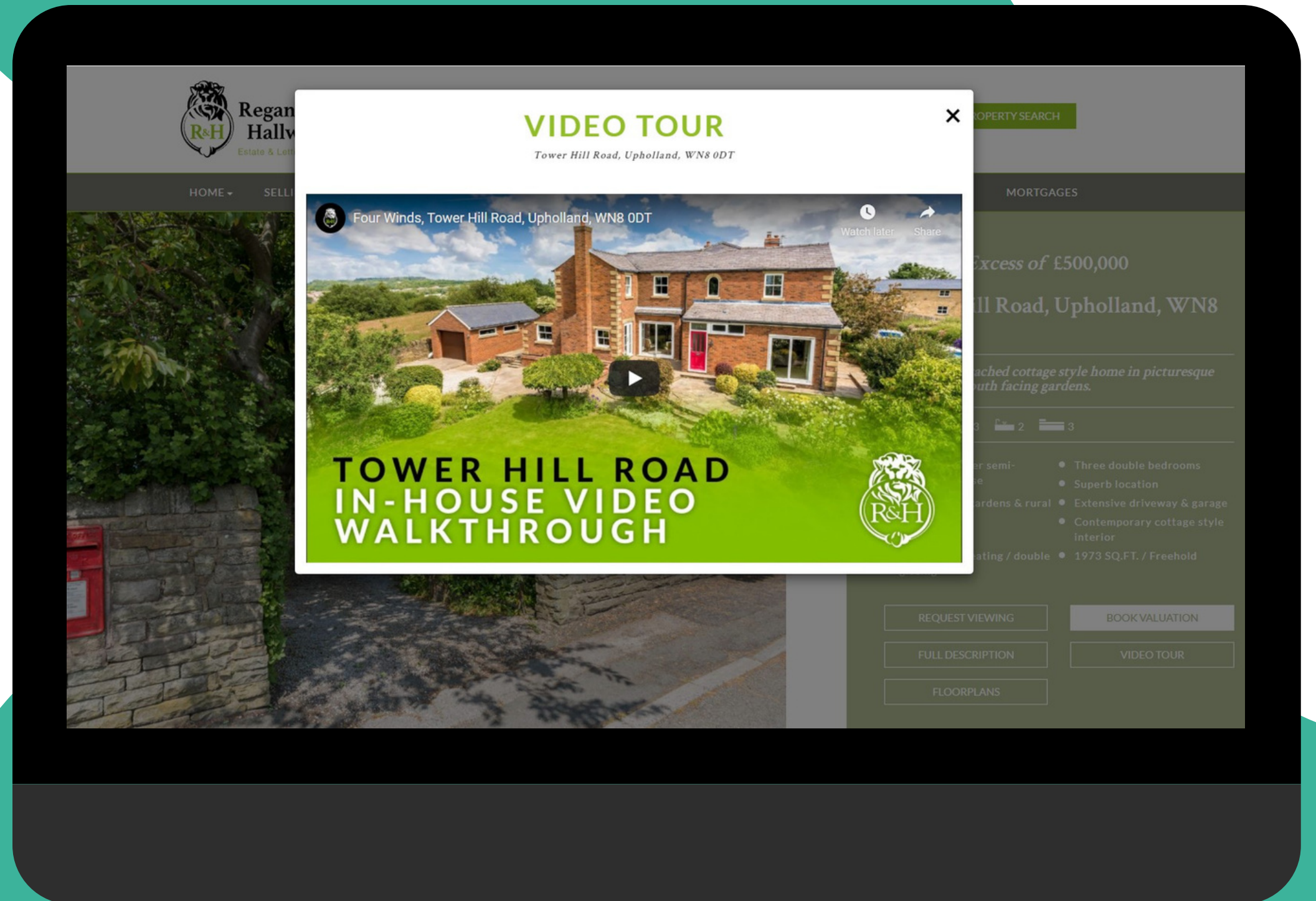


Add some movement

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**

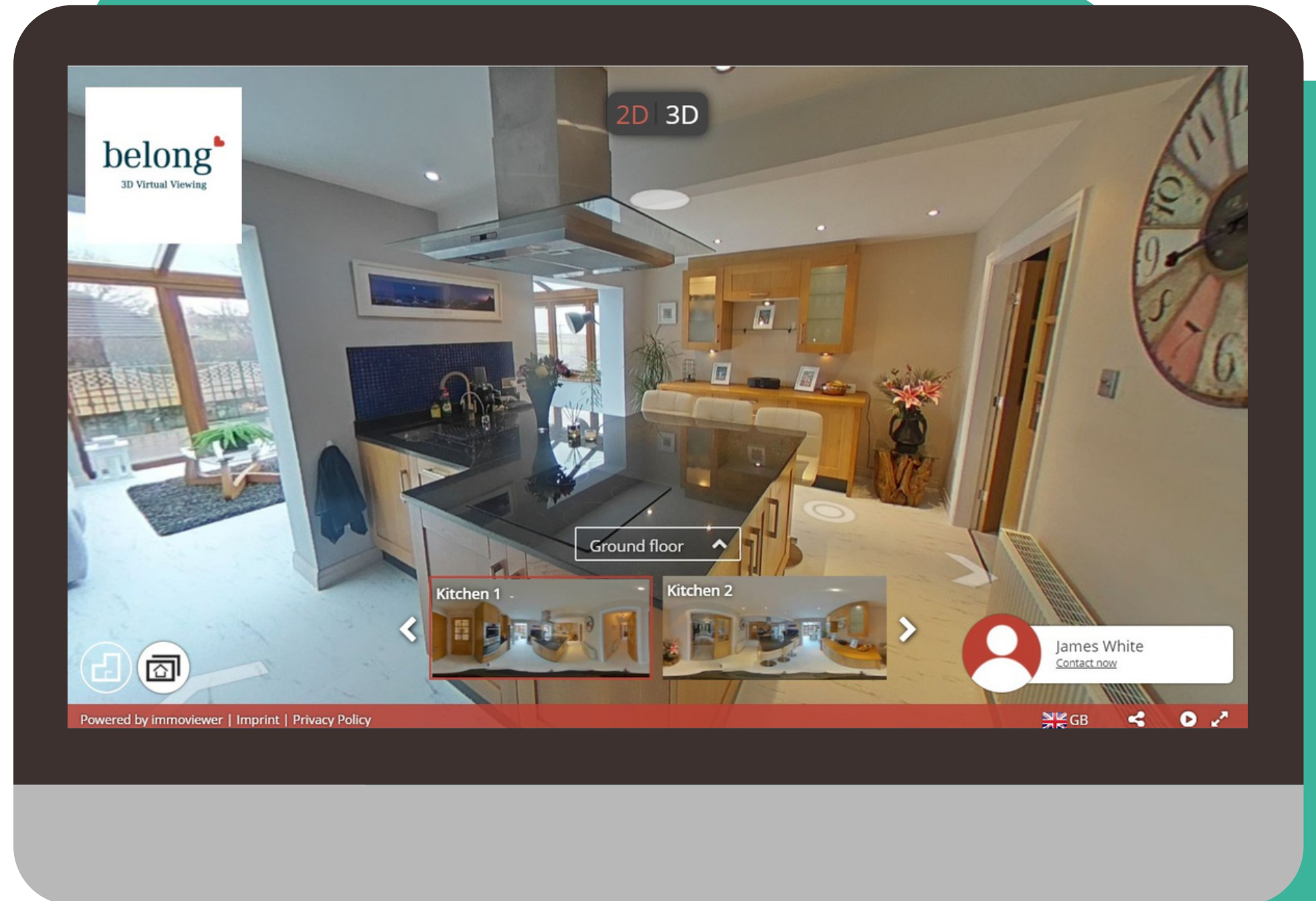


Embrace virtual 360° Virtual Tours

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**
- ✓ **Time saver**
- ✓ **Instruction winner**



Visualise the future

360° Visualisations



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.

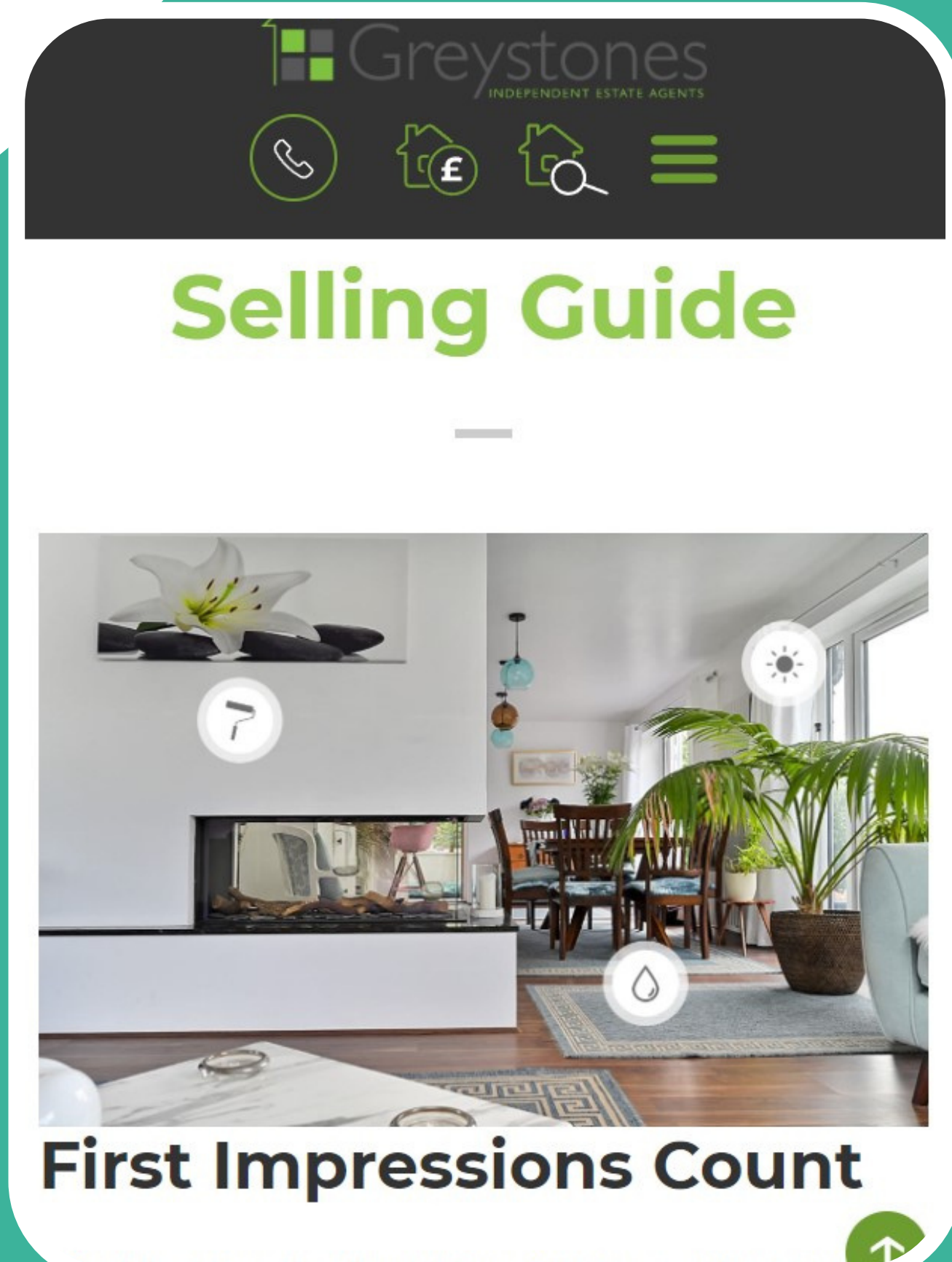
- ✓ **Quick and easy to use**
- ✓ **Maximise opportunities to sell off-plan**
- ✓ **Reduce wasted viewings: concentrate on the serious enquiries**

Be an expert

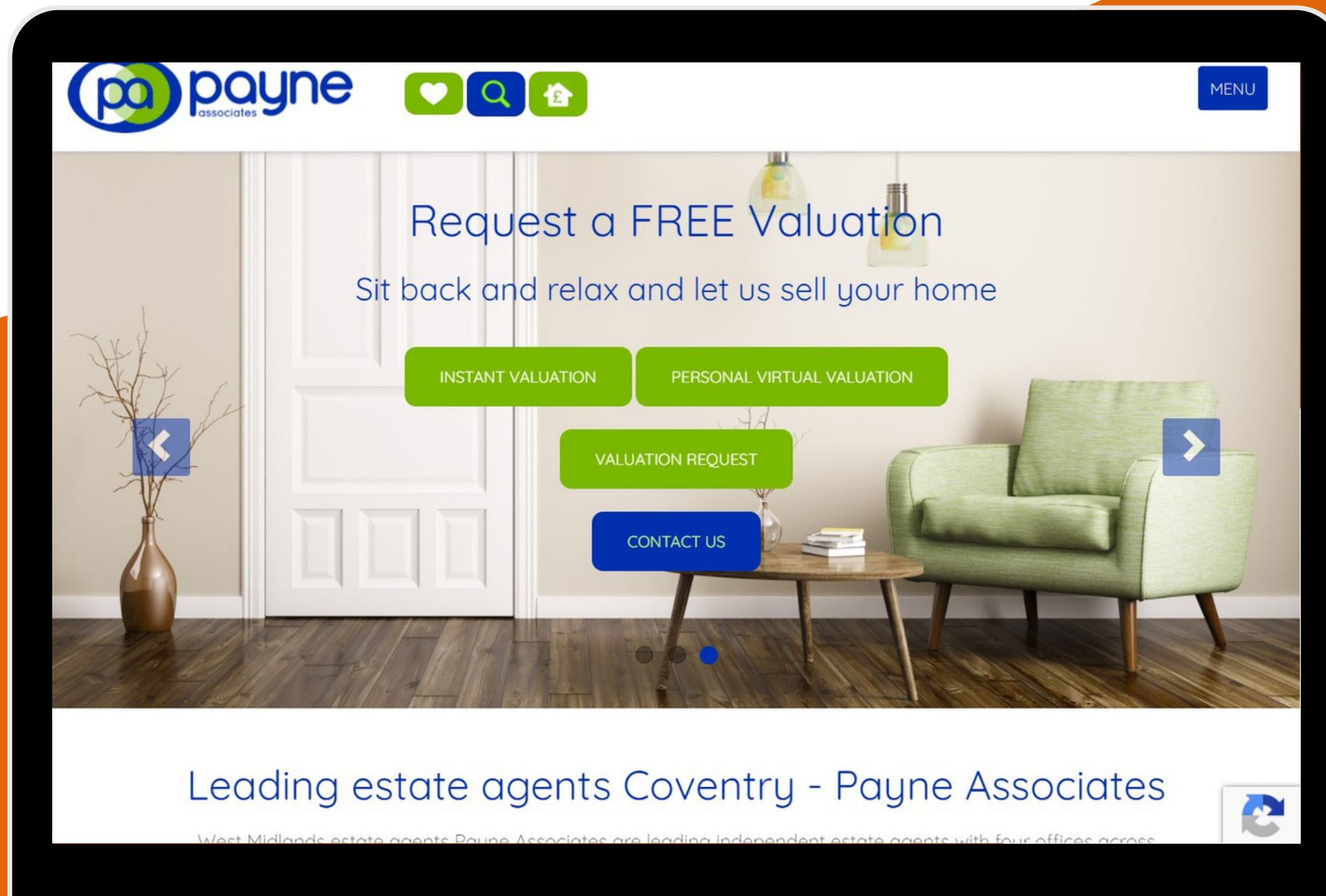
Share your knowledge

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

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



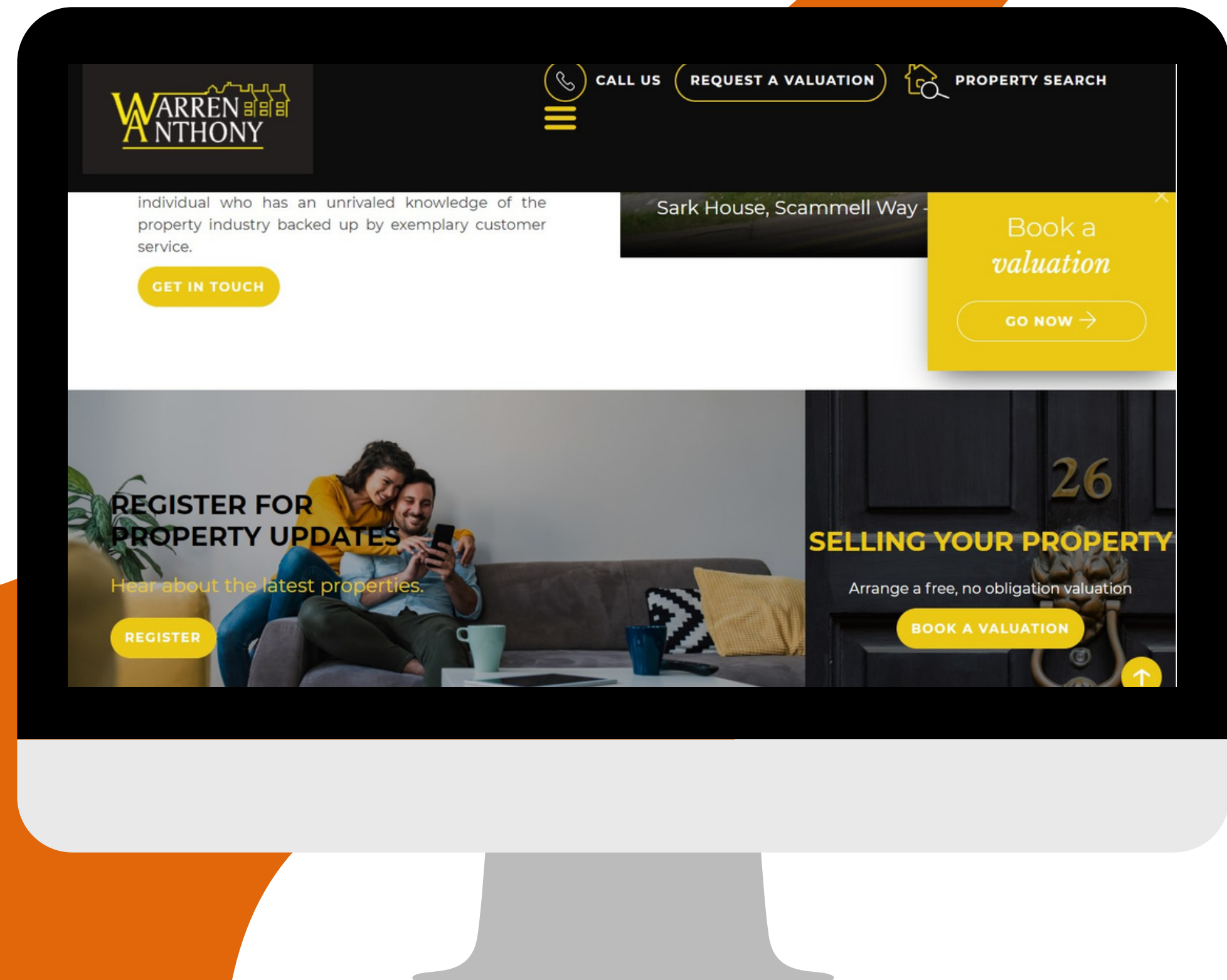
Offer a choice of valuation methods



- ✓ Online Instant
- ✓ Expert Virtual
- ✓ In-Person

Make sure your valuation link is always visible

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.

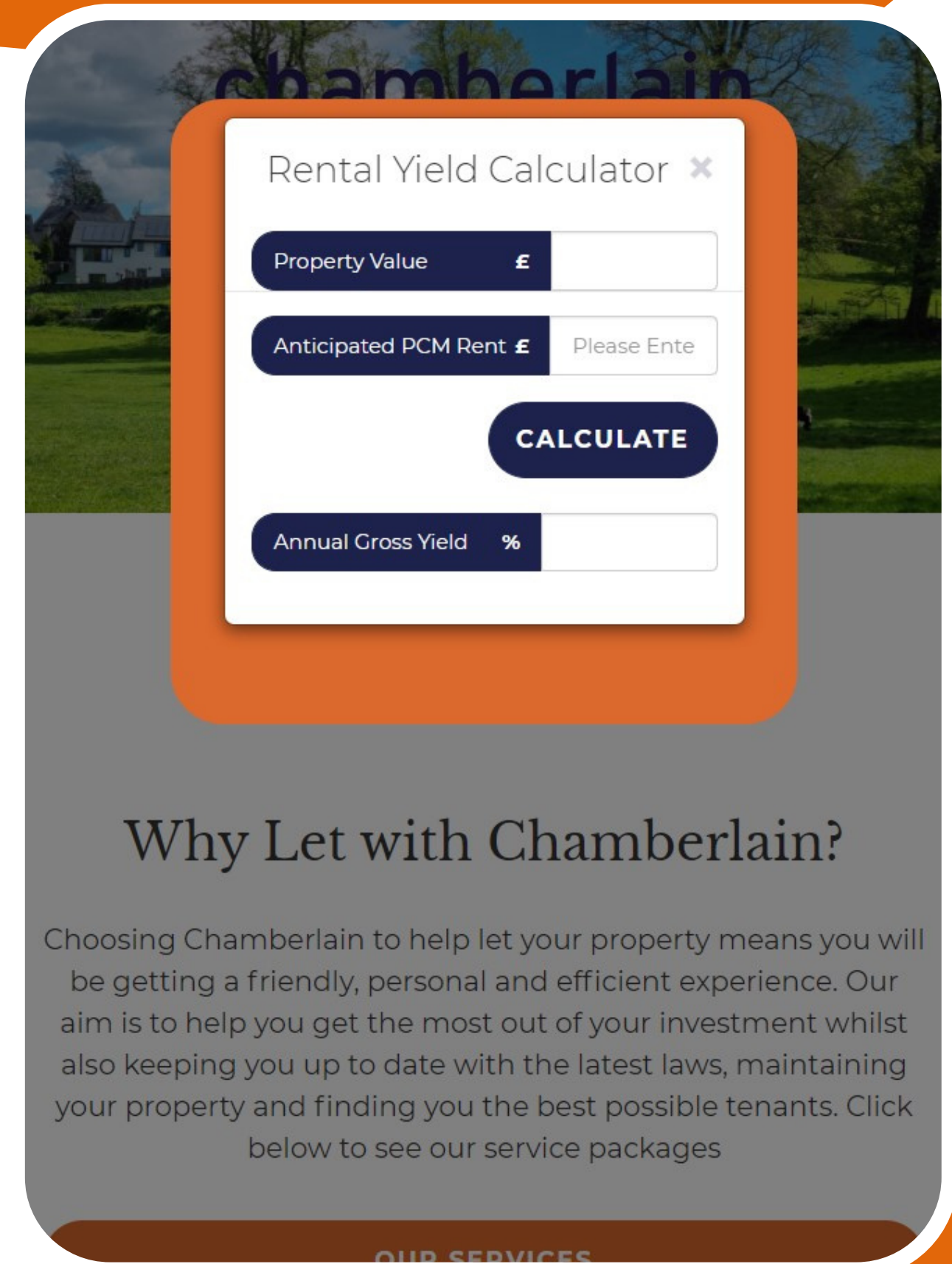


Automate your clients calculations

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.

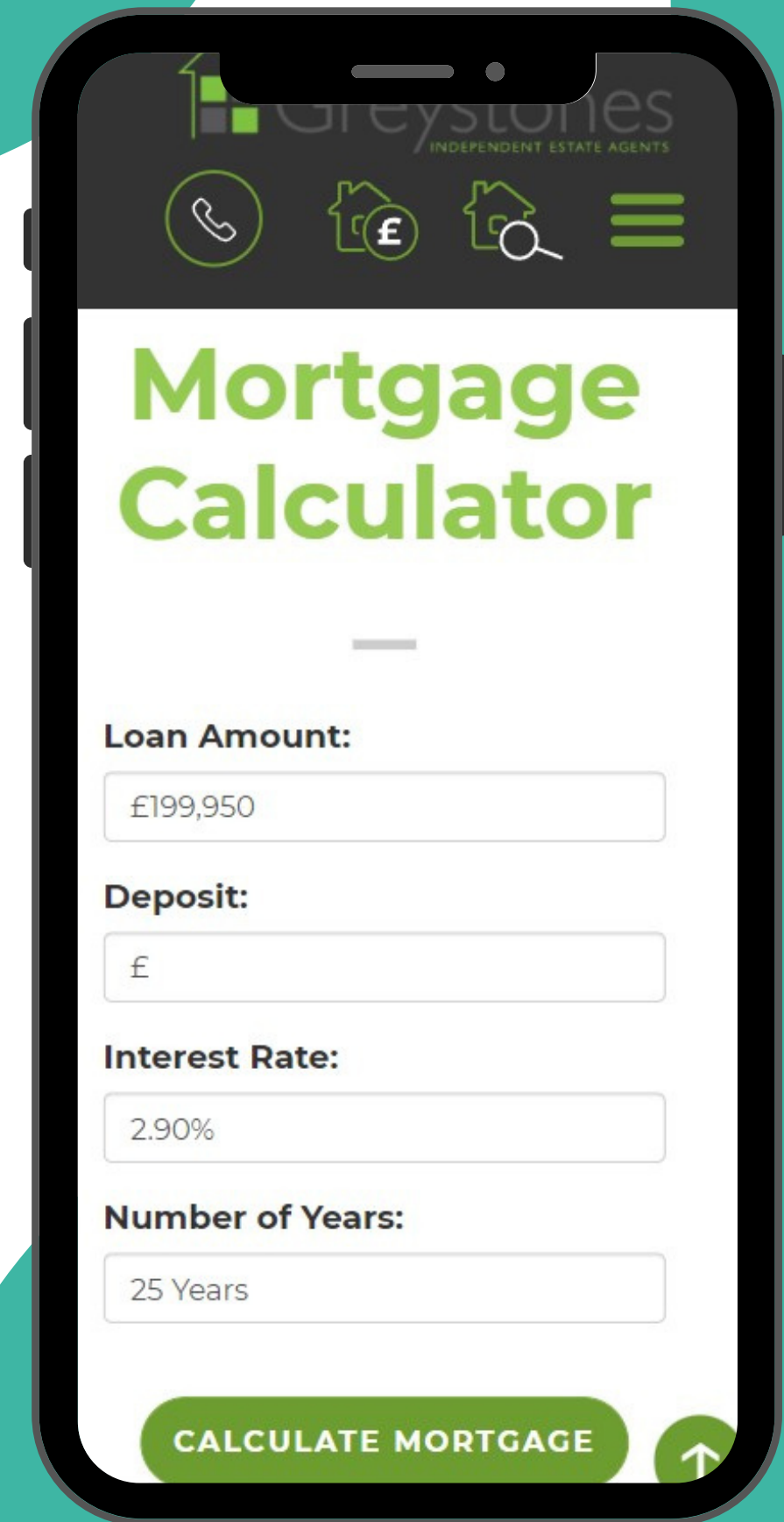
A simple touch that removes a barrier, and makes life easier, for your potential clients.



Mortgage Calculator

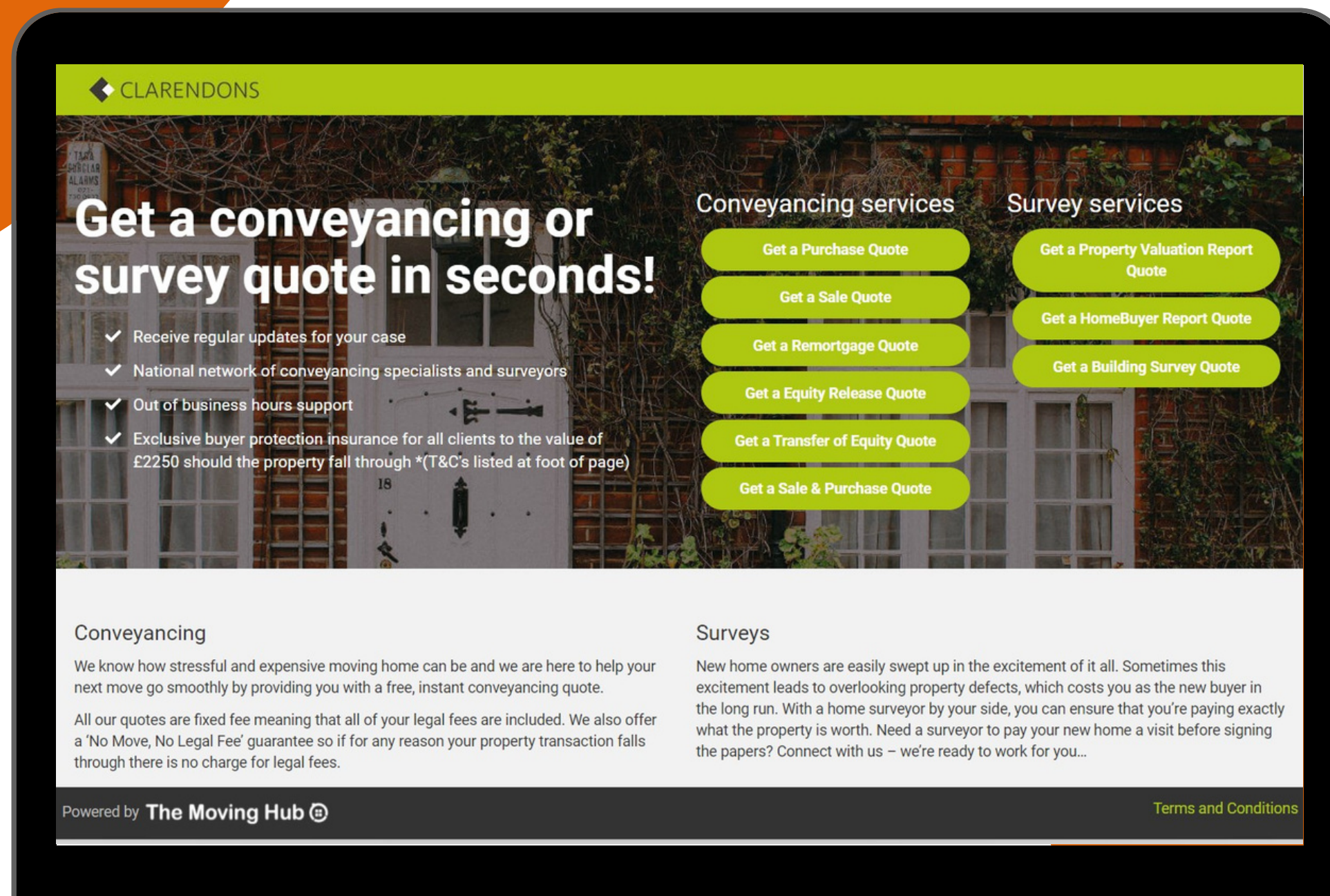
Affordability is now better than ever for many clients and income multiples vary from lender to lender.

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



The image shows a smartphone screen with the Greystones logo at the top, which includes the text 'Greystones' and 'INDEPENDENT ESTATE AGENTS'. Below the logo is a navigation bar with icons for a phone, a house with a pound sign, a house with a magnifying glass, and a hamburger menu. The main heading on the screen is 'Mortgage Calculator'. Below this, there are four input fields with labels: 'Loan Amount:' with the value '£199,950', 'Deposit:' with the value '£', 'Interest Rate:' with the value '2.90%', and 'Number of Years:' with the value '25 Years'. At the bottom of the screen is a green button labeled 'CALCULATE MORTGAGE' and a small green circular icon with a white upward arrow.

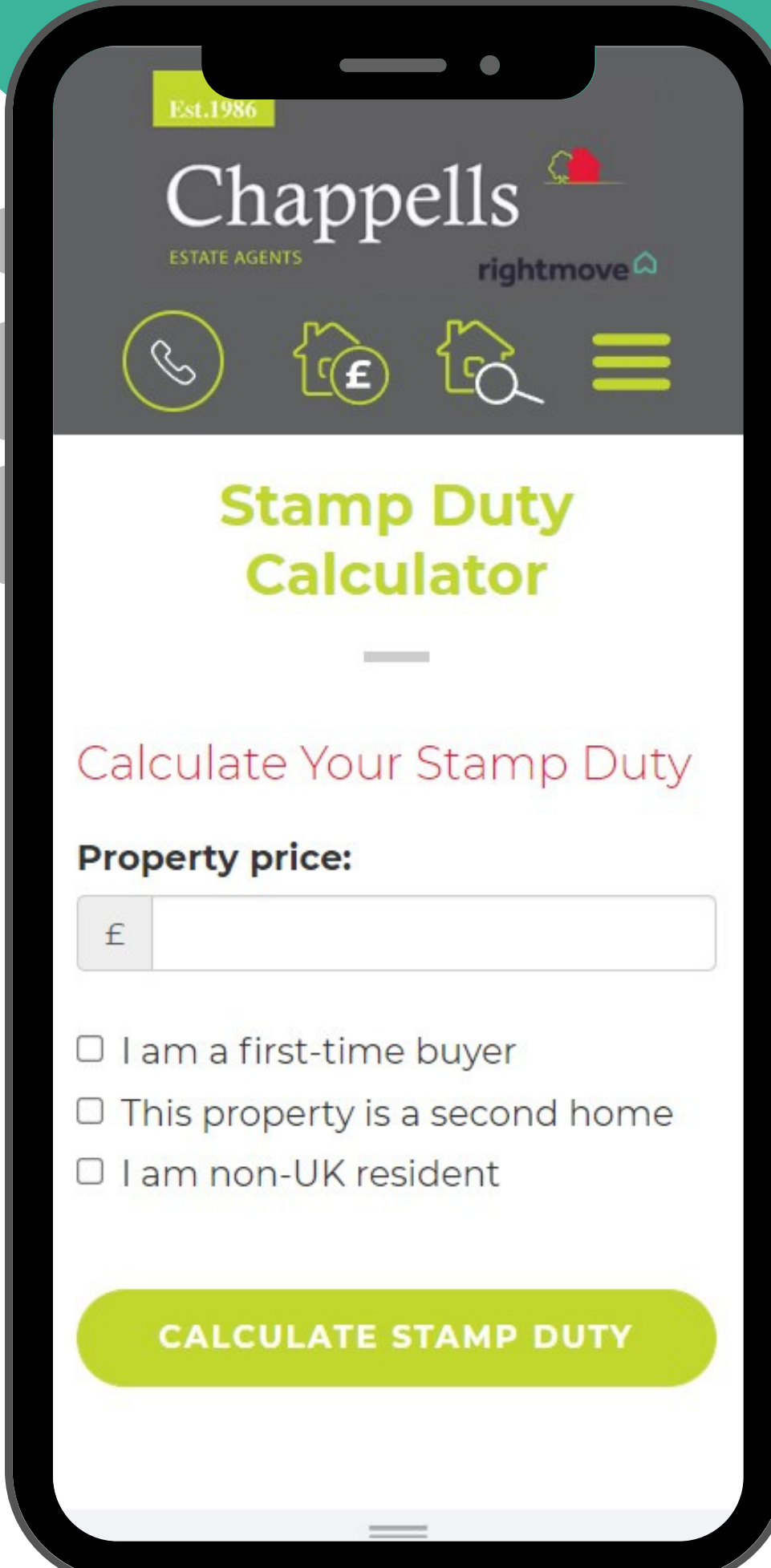
Conveyancing Calculator



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.



The image shows a smartphone screen displaying the Chappells Stamp Duty Calculator app. The app header includes the Chappells logo (Est. 1986), the text 'ESTATE AGENTS', and the rightmove logo. Below the header is a navigation bar with icons for a phone, a house with a pound sign, a house with a magnifying glass, and a menu. The main content area features the title 'Stamp Duty Calculator' in green, followed by a horizontal line and the text 'Calculate Your Stamp Duty' in red. Below this is a form with the label 'Property price:' and a text input field with a pound sign icon. Under the input field are three checkboxes: 'I am a first-time buyer', 'This property is a second home', and 'I am non-UK resident'. At the bottom of the form is a large green button with the text 'CALCULATE STAMP DUTY' in white.

Est. 1986

Chappells

ESTATE AGENTS

rightmove

Stamp Duty Calculator

Calculate Your Stamp Duty

Property price:

£

☐ I am a first-time buyer

☐ This property is a second home

☐ I am non-UK resident

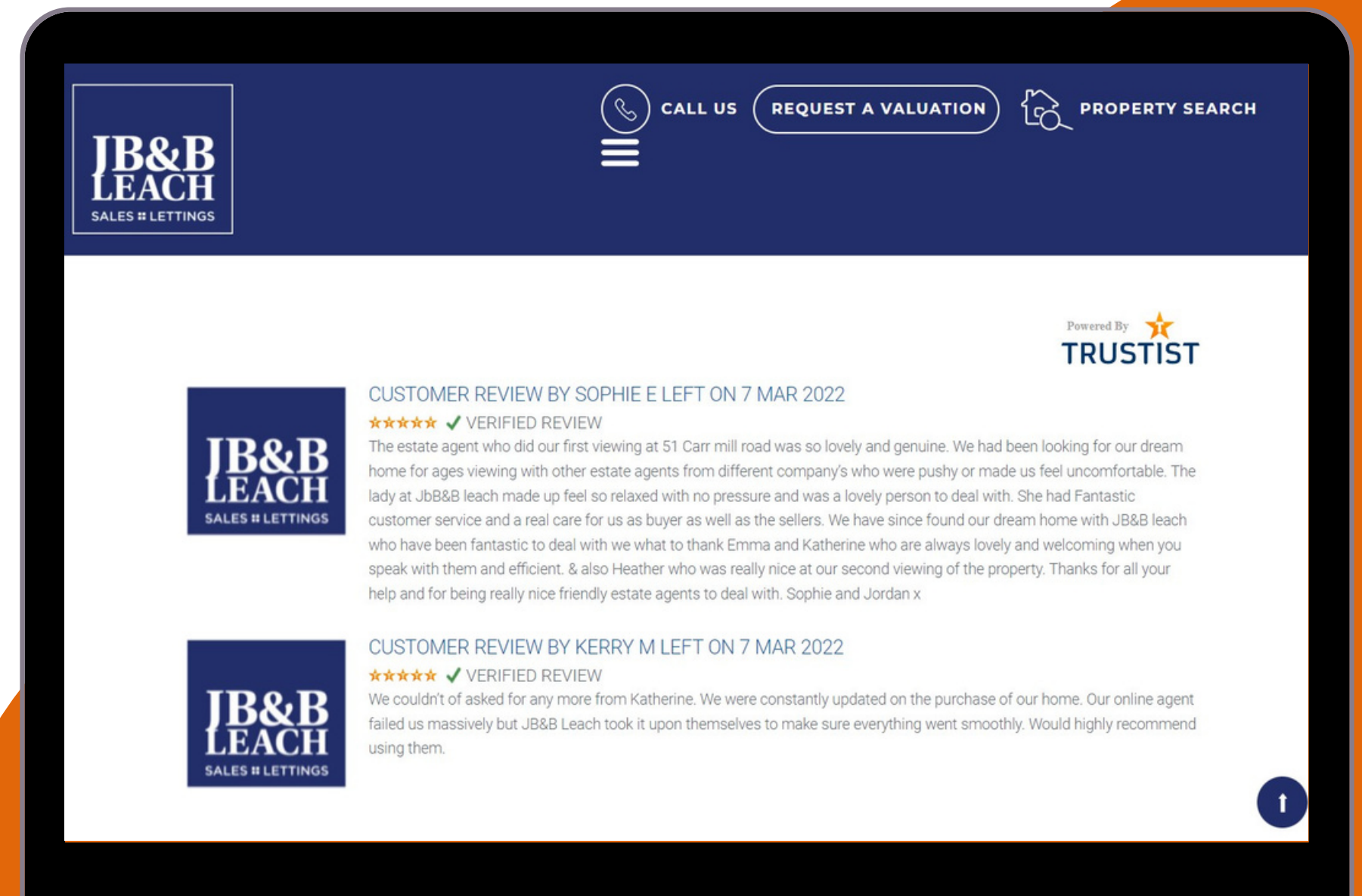
CALCULATE STAMP DUTY

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.

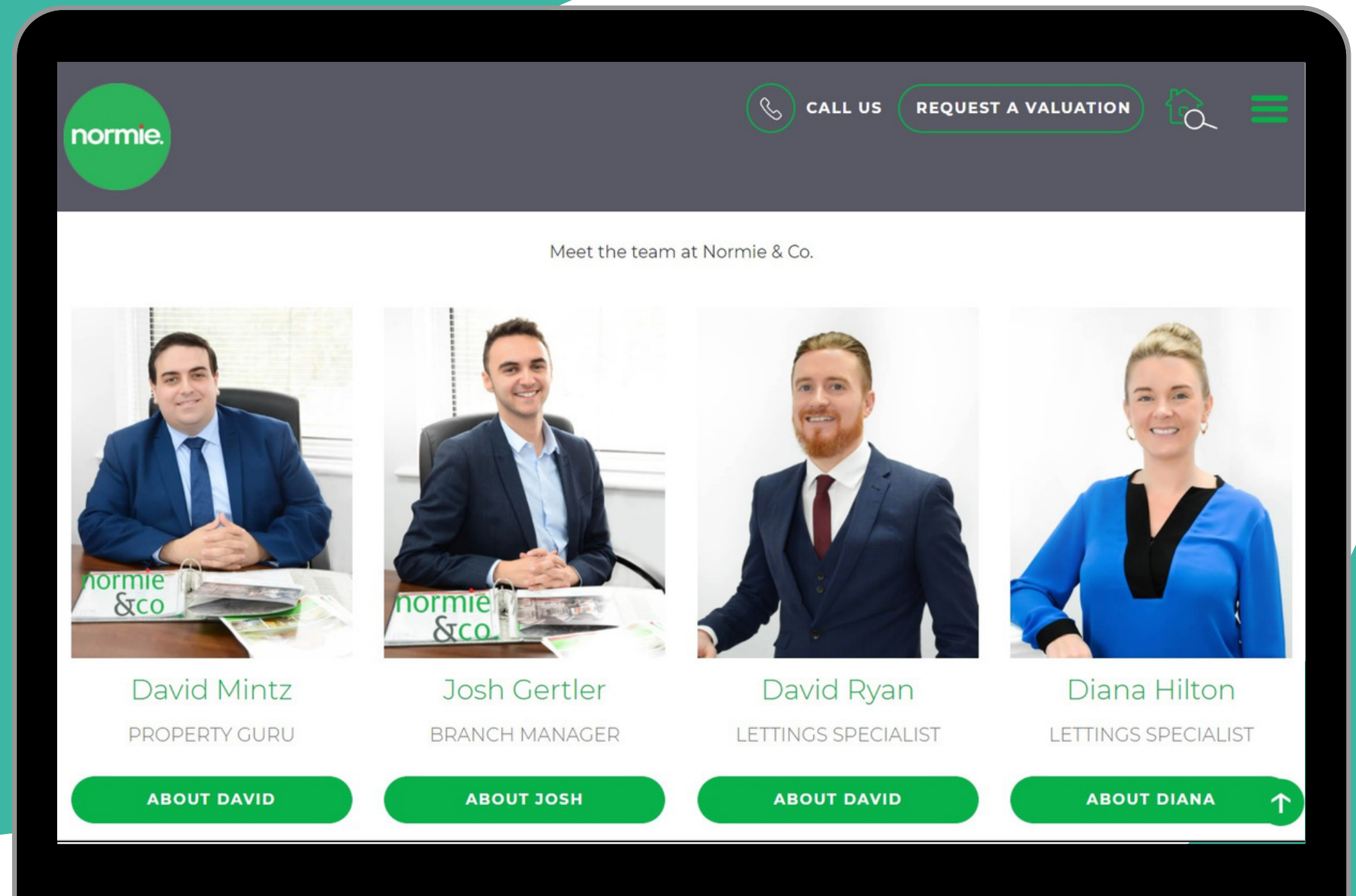


People buy from people

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.

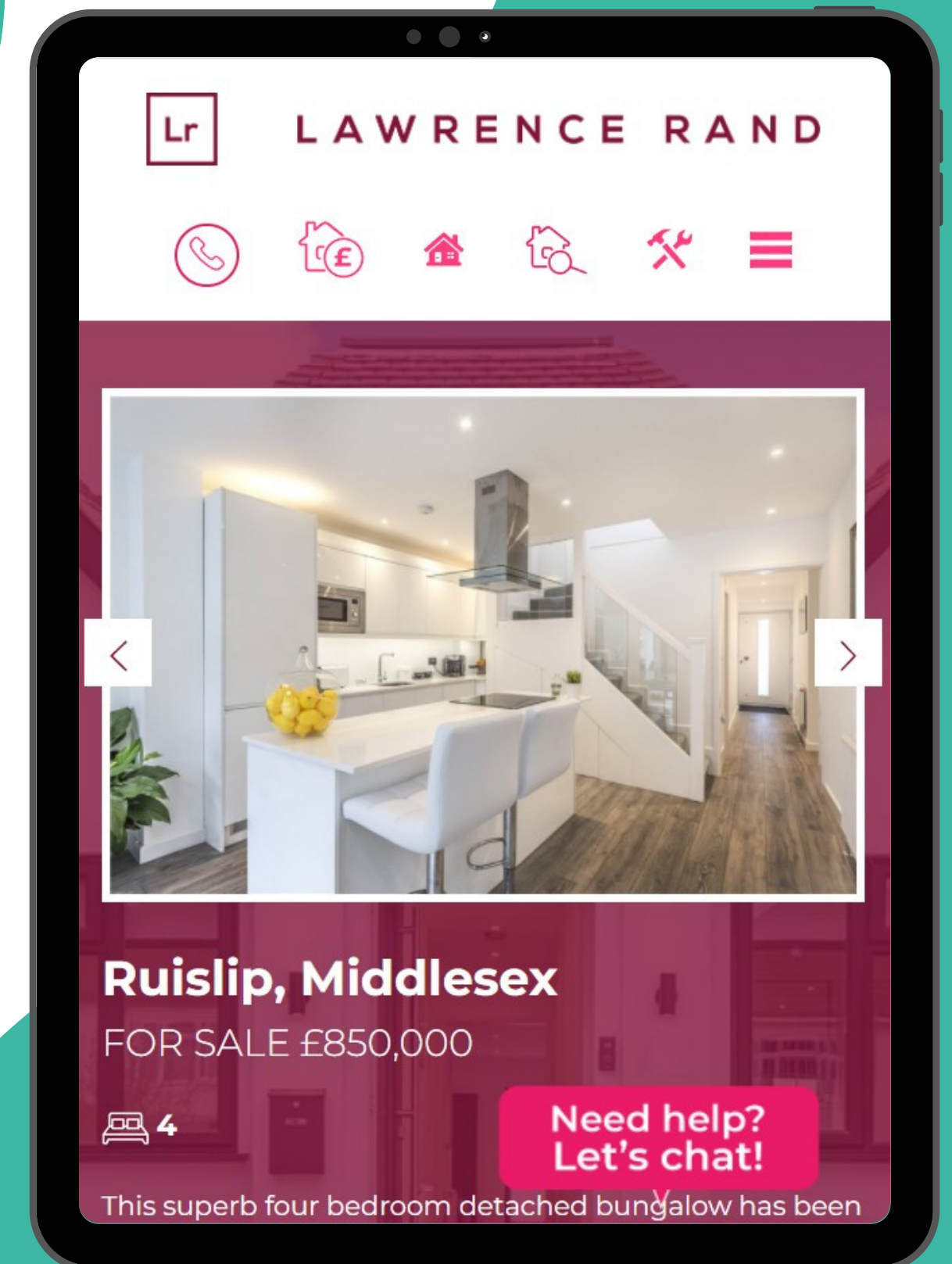


Keep in touch

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.



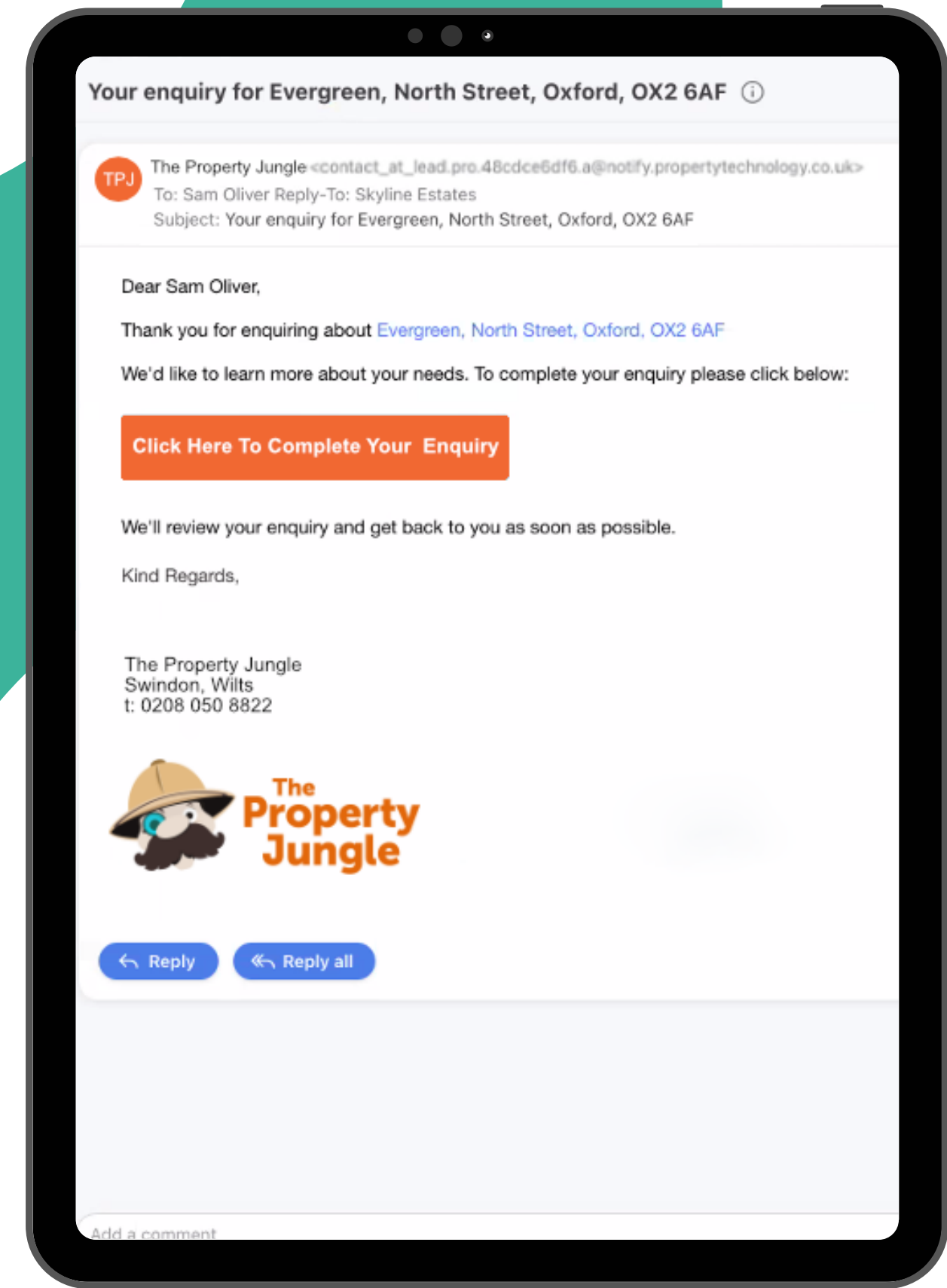
Act fast!

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.



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**



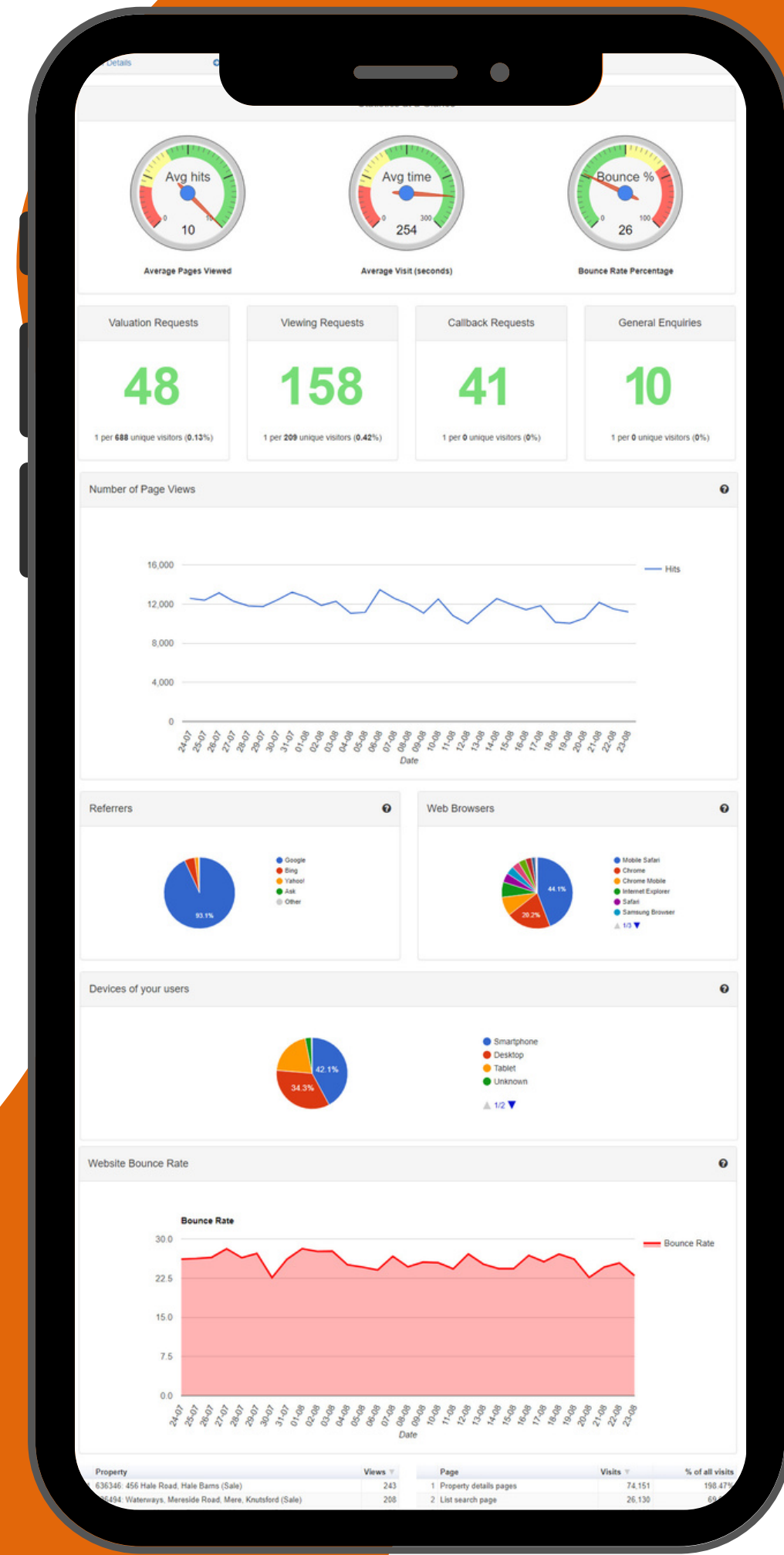
Length of time spent on the site



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

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