

High Quality Listings

If you were going to take out an advertisement in a magazine, most likely you'd want to ensure that the graphics and text work to give a good impression of your business and help attract buyers. But for some reason, many companies do not take the same level of care with their web advertising. This is a mistake.

For many companies, online listings are the first opportunity you have to catch the attention of a potential customer and present them with the full details of the property you have on offer.

Bad listings create an unprofessional impression and reduce the chance of that visitor becoming a customer of yours. High quality listings stand out and help attract more potential buyers. Which seems like the better choice?

Property Data

The use of checkboxes and radio buttons to fill out basic generic information has a two main purposes:

- It ensures the listing is returned in relevant categories and keyword searches
- More information is shown on the page if the listing is automatically translated

It takes virtually no time at all to fill this information out, so be as thorough as possible. However, please remember that it is a breach of your contract to provide inaccurate, false or misleading information.

Short description

The short description is used on the results pages and in other featured placements on the site, as well as in certain email newsletters.

There are a few important things to remember:

- **First and Only Chance:** if you don't grab a potential customer here, they will be lost.
- **Always be Selling:** Be positive and encourage the reader to click through to the full details page.
- **Don't Waste Words:** This section is limited to 256 characters, so you'll need to learn to be succinct.
- **Grammar and Spelling:** Obvious typos and poor attention to detail should be avoided.

Long description

This is where you need to go into sufficient detail to whet the appetite of the client to motivate them to make an enquiry. This is the main purpose of this description and is your most useful lead generation tool.

The length of this description and how much detail you go into will depend on whether you would prefer to have a lower volume of higher quality enquiries or a higher volume of lower quality enquiries. The more information you put in, the more you filter out browsers and other people window shopping for information.

Formatting can play a big part in making a listing attractive and encouraging a user to enquire. If a listing is a solid, dense passage of text that is hard to read, many people will simply click away.

However, if the listing is well laid out, broken into paragraphs and make subtle use of bold text, italics, lists and other such elements, then it will be easier on the eye and readers will be more likely to enquire.

Below are some suggestions for the type of information you could include, but this will depend on the individual property type. Remember that this is a sales listing and should therefore be written in a positive tone.

Site Location

- Exact location, preferably with a map
- Nearby lifestyle or investment attractions
- Aspect and orientation of the property

The Property

- Type and condition of property
- Development size and composition
- Tenure and ownership terms
- What's included in the price
- Internal finishes and fittings

External Features

- Facilities and amenities on site
- Gardens, parking, pool, and other external features
- Details of private / communal gardens

Market Data

- Any factors that have been or will be driving the local market
- Historic capital growth for comparable properties in the area
- Projected capital growth over a specific period
- Rental yields, demographics, occupancy rates

Ownership Information

- Ongoing property management services
- Personal usage or rental restrictions
- Breakdown of the annual running costs

Purchase Information

- Details of any reservation or finders fees
- Purchase costs, deposit, stage payment structure, timings and amounts
- Finance availability, rates and term

Next steps

- How and when the property can be viewed
- Call to action to prompt an enquiry

Images

Images help create the overall impression of a property and a location, so are incredibly important in driving leads, particularly when someone doesn't know an area particularly well. Computer Generated Images and artists impressions are fine to use, but make sure they are high quality and don't cheapen the listing.

Good quality, attractive pictures of the surrounding area or local landmark are a good idea, particularly if the pictures of the property itself are not of a high standard. Include vibrant and colourful pictures from the local area and amenities such as beaches, golf courses and scenic locations – these all help the property and the page come to life. If you don't have any actual photos use a royalty free image websites to source pictures of the local area.

You can add up to 10 additional images and you should use all 10 if possible. Remember that these should look good at 500 pixels in width, otherwise you risk putting people off.

For help with listings or to find out about our outsourced listings service, please contact your account manager.