

Focus

EDITION 2

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media

YOUR WEBSITE MATTERS

Find out what makes a great
estate agency website.

**Property
Pal.com™**

INTRODUCTION

As a marketing channel, online is undoubtedly becoming the industry benchmark for results driven marketing. Your website is at the forefront of those results, and in this edition of Focus, we've explored what makes a great website, and the trends happening in the industry that you can use to gain a competitive edge. We have included helpful articles on getting more productive in your business in 2016 and the usual sprinkling of tips and tricks that will help you get more done when using PropertyPal software. We hope you find it useful as another resource that will help you in your continued success.

The PropertyPal Team



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2015: OUR YEAR IN STATISTICS

From significant traffic growth, to further product innovation, **last year was a fantastic year for us.** This marketplace update shares our key internal metrics as we move forward together in 2016.

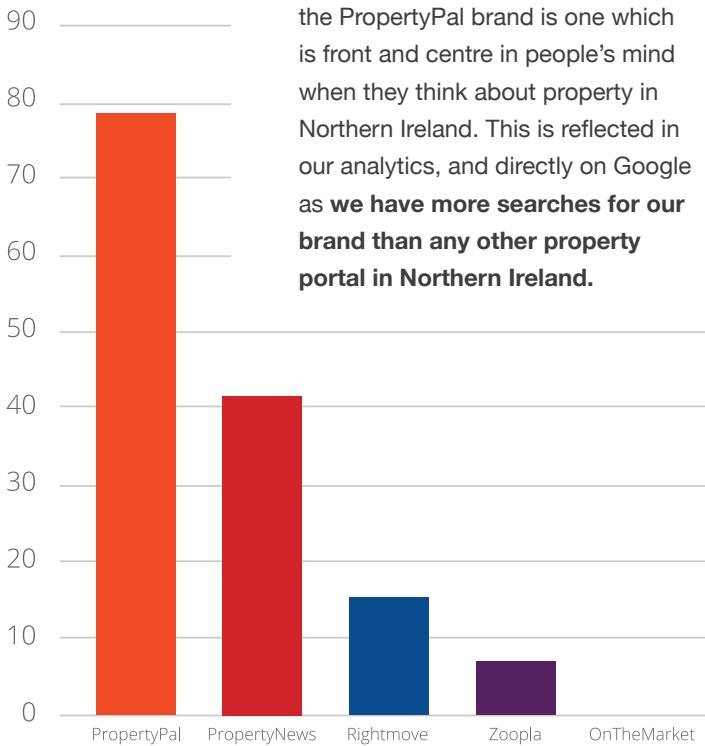
We've accelerated our growth with a renewed focus on shipping new features faster for our customers and evolving our core products to meet market demands. **We've cemented our position in the marketplace as Northern Ireland's number one portal,** both in terms of traffic and in the volume of leads we generate for agents.

We have provided well over 500,000 leads to agents, at a cost which is unrivalled in the market. With a dedicated team of programmers and digital professionals, we plan to further our commitment, to you the agent, by providing even more value for money in 2016.

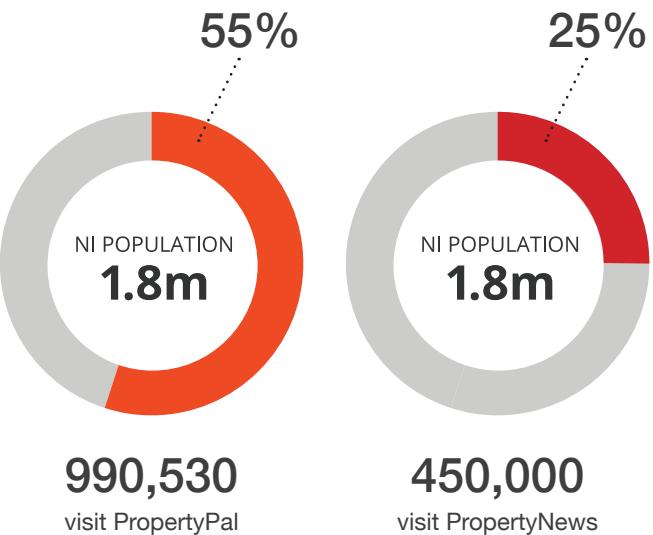


**50% GROWTH
IN THE LAST 18 MONTHS**

500,000+ LEADS GENERATED FOR AGENTS IN 2015



Source: Google Trends November 2014 to October 2015 - Average Weekly Interest



Our traffic continues to grow year on year, **and visitor sessions smashed the 20 million visitor mark last year.** Independently audited figures from ABC (Sept 2015) show that we have grown 50% since our last audit (March 2014).

Source: PropertyPal - ABC independent audit September 2015; Propertynews - Belfast Telegraph Business Editor Statement November 2015 twitter/MargaretCan

THE EQUIVALENT OF 1 IN 35 PEOPLE

in Northern Ireland follow us on Facebook
compared to 1 in 182 for our next nearest competitor.

Across all social platforms we have a combined audience of over 59,000.



Source: Website content 30 November 2015 (Volumes excluding Sold/Sale Agreed and Let/Let Agreed properties)



21.7%

More agents than
our nearest rival.

Source: PropertyPal.com & Propertynews.com,
30 Nov 2015

PROVIDING VALUE

WE BELIEVE NO ONE OFFERS BETTER VALUE FOR MONEY TO AGENTS THAN US. WE ARE VERY PROUD OF THAT FACT AND WANT IT TO REMAIN THAT WAY.

HERE ARE SOME OF THE REASONS WE CONTINUE TO PROVIDE SIGNIFICANT VALUE FOR MONEY.

PRICE

Many of you will already be aware of our pricing cap. The price cap places an upper limit or cap on the amount you will be charged in a month. For each property type (sales or rentals), reaching the maximum ceiling of 15 properties will result in subsequent properties of that type being free of charge. For example, if you are a rentals only agent, the maximum you will potentially be charged in one month is £105+VAT (£7 x 15 rental properties). If you deal solely in sales, the maximum you could potentially be charged in one month is £180+VAT (£12 x 15 sales properties, from 1st April 2016).

In our January invoices to our customers we illustrated that agents using our cap saved somewhere in the region of **£70,000 in 2015** using our cap. We put our cap in place to make it easier to budget for our services every month,

and many agents take full advantage of it by maximise their stock levels and leads for the month once they hit their magic number. This year we plan on making it even easier for front line estate agency staff to recognise when adding properties is free for the remainder of the month, with reminder emails and alerts inside our ‘admin tool’ to ensure you are taking advantage of this.

As part of our continued commitment to you we also offer a number of products and services entirely for free. For a full breakdown of all these, and how they can help your business (see page 13).

LEADS

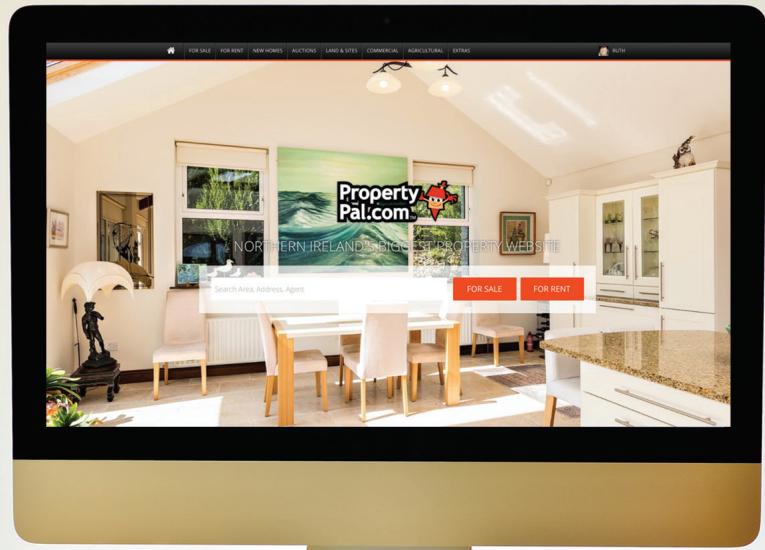
We continue to provide significant results across Northern Ireland. In terms of enquiries, we generated over half a million leads to agents in 2015, with plans to exceed that figure in 2016. We’ve conducted research with

a number of agencies across Northern Ireland, and we continue to outperform our rivals for the volume and quality of leads. Our results speak for themselves, and our price per lead (see page 9) is significantly lower than our rivals.

PRODUCT

We believe strongly in investing in our product and in-house team, and with a focus on Northern Ireland property and no other distractions, we continue to release innovative and exciting features on the website for both our customers and our audience.

Last year we placed our commitment heavily in mobile, with both Android and iPhone applications that have shown significant growth, and are paying dividends in terms of leads already. This trend is set to continue with more product development work planned for 2016.



WE CARE

ALL OF US HAVE EXPERIENCE OF TECHNOLOGY LETTING US DOWN AT SOME POINT. WE HAVE INVESTED HEAVILY IN A DEDICATED IN-HOUSE SUPPORT TEAM THAT ENSURE OUR CUSTOMERS EXPERIENCE TECHNOLOGY WITHOUT THE PAIN.

There are a number of responsibilities taken on by our support team that happen behind the scenes to ensure that using our systems and technology is as pain free as possible for our customers. The following are just some of them:

PROPERTY ACCURACY

We monitor new properties that get added to our site at several points during the day. This is a manual task, but ensures that we both see where inaccuracies occur before vendors complain to us or you the agent, and helps to make sure you aren't charged for properties in the wrong category that should be free.

UPTIME MONITORING

With a number of websites on our platform, we take the upmost care to ensure that these perform without interruption. If your PropertyPal estate agent website goes down for any reason, we have systems in place that alert our support team that a particular site is no longer responsive and needs investigation.

EMAIL DELIVERABILITY OPTIMISATION

Emails are a core part of any estate agency business. Whether it's finalising deals with solicitors, or communicating with your customer base, we take the deliverability of your emails extremely seriously. How do we do that? We receive alerts when mail servers elsewhere on the web begin rejecting emails for any particular reason, and navigate the nuances of avoiding spam and junk mail filters when your emails are being sent. This also helps to ensure that our enquiry emails are getting through to your inbox, so what is good for your business is also good for ours.

PROPERTY FEED MONITORING

If you send properties to us on a feed from a management system, or other third party software, often the data we receive isn't the cleanest. This can cause problems when these properties are being searched for. We actively monitor each and every feed with automated systems to ensure that properties are beautifully presented, searchable and available at the earliest opportunity on our website.

HELPDESK OPERATION

To allow us to better support our agents we have a helpdesk system that ensures that every

query that comes into the office both gets allocated to the correct person, and actioned as quickly as possible. We often pick up queries outside of our core hours and are constantly striving to improve and provide the highest level of customer service.

CUSTOMER SUPPORT

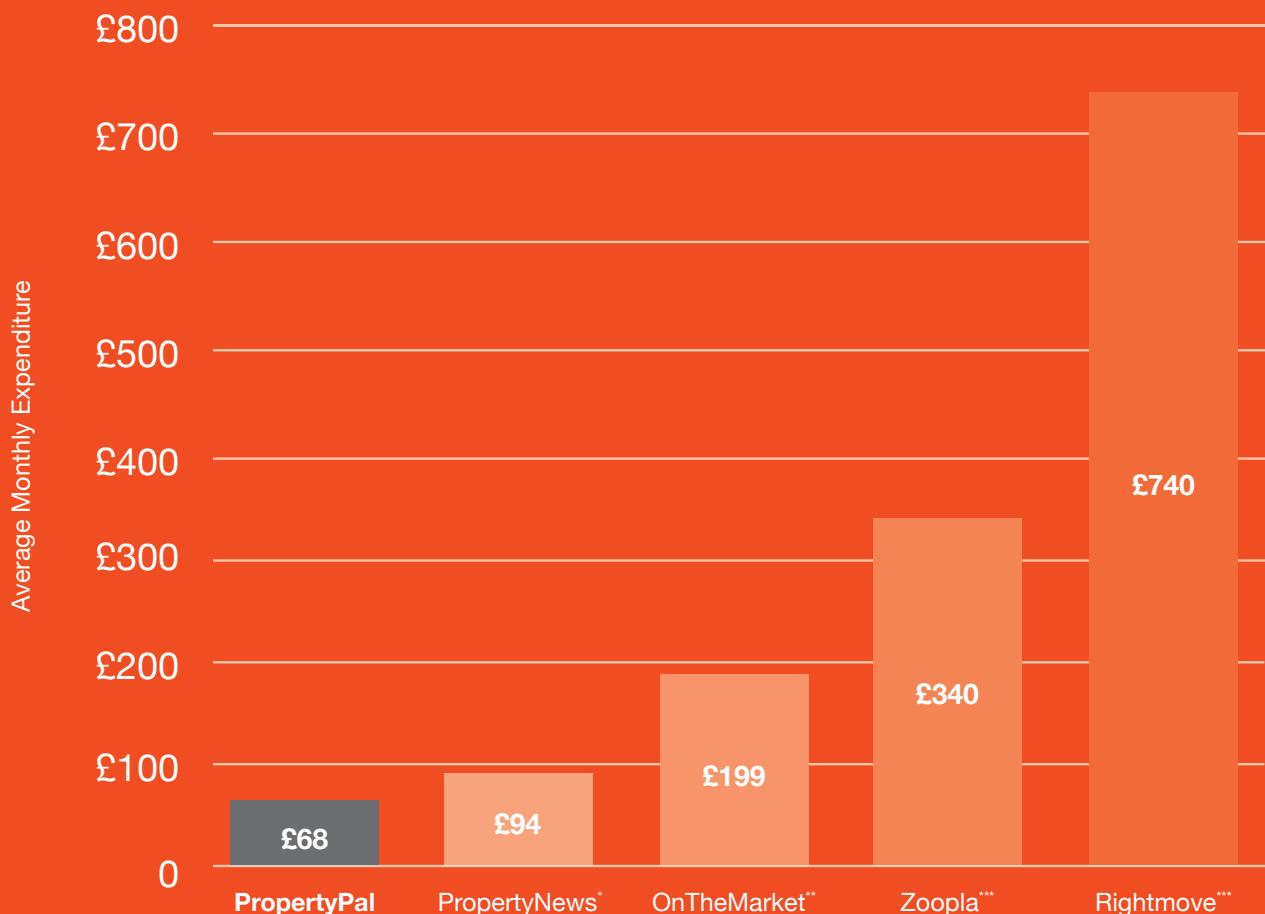
Need help setting up your email on your iPhone? Not sure why an email from a customer hasn't arrived? Not sure what a particular function within our software does? You can call us on a local number and speak to a local person who understands your business. We are here for you with a dedicated team who will ensure that your business is supported all year round.

CONTACT US

P: 028 90 18 33 44
E: help@propertypal.com

MORE COST EFFECTIVE

AVERAGE MONTHLY COST PER BRANCH PER PORTAL



*Based on PropertyNews rate card and cap volumes for the same agent listings as seen on PropertyPal.

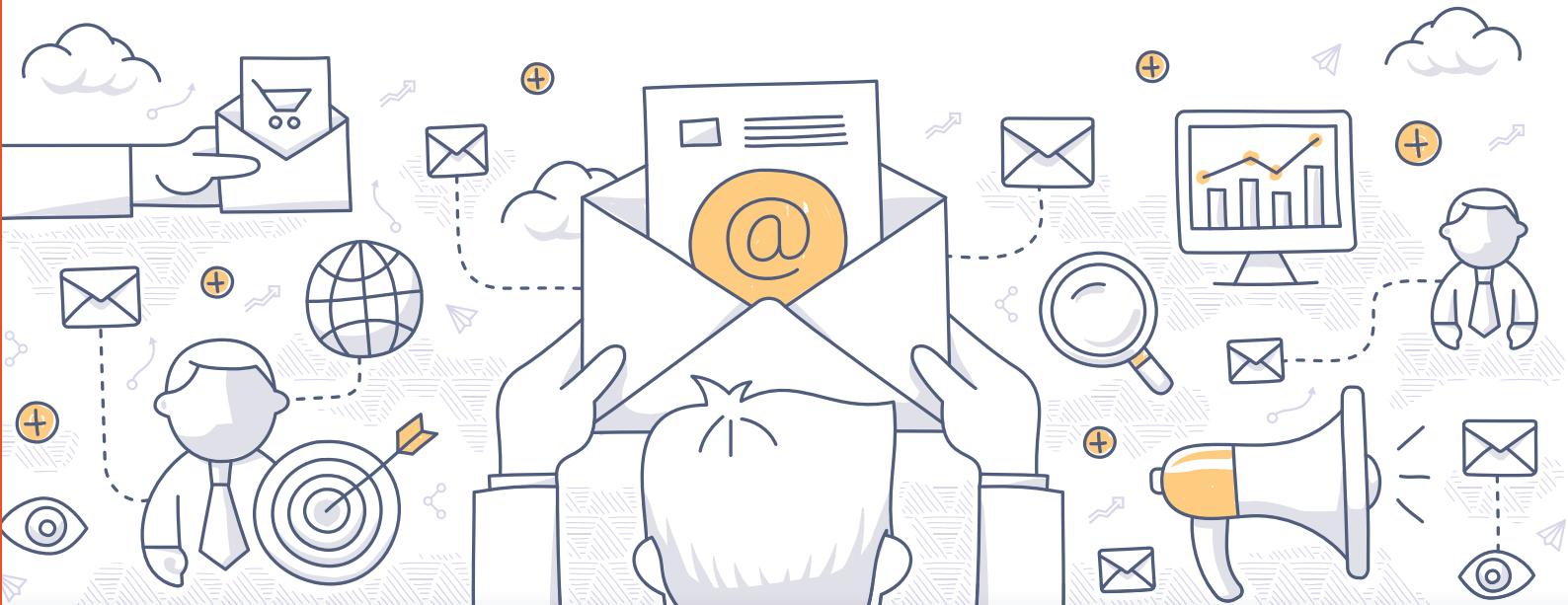
Based on OnTheMarket.com Northern Ireland existing (2020) rate. *Based on Q1 2015 Results.

£68

Average
Monthly Cost
Per Branch

MEASURING YOUR MARKETING

UNDERSTANDING YOUR MARKETING SPEND IS AN IMPORTANT STEP WHEN RUNNING AN EFFICIENT BUSINESS THAT IS TRYING TO GROW.



The beauty of online marketing has always been the absolute control of spend against results. Whereas typically with print based adverts, you have less understanding on just how many people have seen and reacted to your advert, online now provides a way to see pound for pound what sort of impact your campaigns have had.

We are aware that many agents accurately control their spending, with 'Price per lead' being the common metric used to analyse the effectiveness of marketing platforms such as ourselves and Google.

THE CALCULATION IS SIMPLE

We want to make it absolutely clear with our customers how effective we are in comparison with other advertising platforms.

Using the metric on this page you can analyse how many leads you generate from other marketing activities such as Google, PPC (Pay Per Click), Facebook or indeed other portals and compare to ourselves.

PRICE PER LEAD

$$\text{TOTAL SPEND} / \text{VOLUME OF LEADS} = \text{COST PER LEAD}$$

www.propertypal.com/return-on-investment

We've used price per lead calculations as part of our research into our performance in late 2015, and discovered that within a large estate agency on the Lisburn Road in Belfast our competition's price per lead was **seven times** more expensive than ourselves.

Whilst leads are generally easy to track, what about other goals that you have within your agency?

Landlord enquiries through your website?

Enquiries on your job advertisement?

Shares of your marketing video?

We have helped many of our customers to better understand and explore the wealth of metrics available within their analytics and digital marketing systems.

There are multiple ways within platforms such as Google Analytics that you can analyse your marketing performance including your spend on advertising.

Get in touch to find out how we can help in 2016.

BUILDING A GREAT WEBSITE

IT STANDS TO REASON THAT IF YOU WANT TO BEGIN MARKETING PROPERTIES ONLINE, YOUR WEBSITE NEEDS TO BE IN TIP TOP SHAPE. THERE'S ABSOLUTELY NO POINT IN WORKING HARD BUILDING WEBSITE TRAFFIC IF YOUR WEBSITE DOESN'T DELIVER ON ITS PROMISES.

SO WHAT EXACTLY MAKES A GREAT ESTATE AGENCY WEBSITE?

LOOK AND FEEL

A great design inspires confidence and trust in a brand, with consumers making decisions on your business in extremely small amounts of time. Studies have shown time and time again, that trust is an underlying factor in delivering sales online.

Your website design should reflect your brand, and be aesthetically pleasing to the eye. If it doesn't - visitors could land on your website and "bounce" - a term used in web traffic to describe what happens when someone visits, then immediately leaves.

If you aren't already monitoring Google Analytics, or similar tool now is the time to get your head around understanding what is happening on your site. Savvy agents are asking their website provider for access to statistics so they can work out what needs attention.

BRAND

Your brand is your most important asset. It is your website's responsibility to showcase just how you separate yourself from the crowd, and how your approach to business stands above

the rest. With a focus on providing the content and brand persona that will attract new business, your website will be perfectly positioned to provide an additional channel for enquiries.

MOBILE

Mobile is a trend that isn't going away. Traffic on PropertyPal.com is now **70% mobile**, so it makes sense to ensure your website is fully optimised to take advantage of this trend in the market. Responsive websites adapt to fit the device they are being viewed on, and this approach is now recognised by Google as the way to build websites in 2016. We offer this on all our websites to ensure your marketing message reaches your audience no matter what device they are on.

PROPERTY LISTINGS

A good property listing will showcase the interior and exterior of the property, and give the consumers an overview of the property itself.

It's also important to keep your website fresh, and up to date. No one is going to enquire on a site which stays the same and shows a lack of online activity.

No movement online is generally a reflection of no movement offline.

PHOTOS AND IMAGERY

Photos are an essential part of marketing a home in the best light possible. Invest in a decent digital camera, and if you aren't sure how to use it, consider taking a night class in doing so.

Photos are one of the main ways to promote a property, and crisp clean images are essential to get results. Many agents get this wrong, by failing to ensure properties are clean prior to taking photos, or sending an inexperienced camera user to take photos. Good photos engage people for longer, result in more visits and ultimately attract more enquiries. One of the first things we look for when promoting a property through our social channels is high quality photography.

VIDEO

Video, like photography can help encourage visitors to respond, and increases conversion rates by as much as 25% in some instances. It also can result in more traffic to your site,



by syndicating to video sites such as YouTube which are already getting traffic.

This traffic can then be redirected back to your own estate agency website. Many portals (including PropertyPal) offer full support for video content alongside photos. We also market property videos in addition to your listing on third party video distribution sites to further increase the size of your audience.

360 TOURS

Increasingly viewers want more than just photos to see around a home. To help with perceiving space, 360 tours help you to explore the home and its dimensions as if you were actually walking through it.

With 360 tours you can spin and look around all aspects of a home in virtual reality. Again, this is an additional feature that our portal and websites fully support.

CONTENT

The more content you put on your website, the better your overall results. Smart agents are now blogging for business, attempting to attract new

traffic and links from other websites. As Google revisits websites that update regularly more often, this can often result in more traffic and more leads.

This is one of the primary ways on the web to grow online. Unlike a brochure, a website should be continually refined and enhanced over time to create a presence that impresses your visitors and keeps them on your site longer.

ENDORSEMENTS, REVIEWS AND TESTIMONIALS

In the first edition of Focus, we explored the concept of 'reputation management'. The promotion of positive sentiments about your business as the first step in countering any negative feedback you may receive and on many of our websites, we use customer testimonials and reviews of the results they have achieved as a way to amplify that message.

EASE CONSUMER CONCERN THROUGH FAQS

Firstly, your website should focus on delivering goals for the consumer. So ask yourself: "What questions do I answer in my everyday business?" Your website should answer those

questions, which reinforce trust, and encourage contact with you. It also saves time with staff being able to refer customers back to the website, and exposing your brand (and properties) to them.

PROMOTE PERSONAL TOUCH

Don't be scared of showcasing your staff, and their qualifications – as this can help build trust. Your core USP will always be the personal relationship you have with your customer. A good estate agent builds their reputation by being both amicable and by delivering on promises - your website should do the same.

PropertyPal provide website solutions and consulting for over 150 estate agents in Northern Ireland. If you are interested in taking your business to the next level in 2016 get in touch.

CONTACT US

Contact us today by phone on 028 90 18 33 44 or email us at sales@propertypal.com

SO YOU'VE LAUNCHED A NEW WEBSITE NOW WHAT?

YOU'VE WORKED HARD ON DECIDING WHAT PAGES YOU NEED, YOU'VE SPENT HOURS GATHERING YOUR WEBSITE CONTENT AND FINALLY YOUR NEW WEBSITE IS LIVE...



...Now the real work starts...marketing it. There are a number of things that you can do to ensure that your newly launched website gets seen by as many people as possible, and we've compiled just a few ideas here that you can use to help ensure your website gets seen.

1. INCLUDE YOUR WEBSITE ON YOUR BRANDING

It may seem obvious, but if you are investing in branded vehicles, include your web address on that so it can be seen by people on the move. Your stationery and letterheads is another obvious location.

2. INCLUDE YOUR WEBSITE ON YOUR EMAIL SIGNATURE FROM ALL STAFF MEMBERS

You probably send well over 100 emails to customers every day internally in your organisation, so why not make sure that you are driving traffic back to your website.

3. SETUP YOUR GOOGLE BUSINESS PROFILE

If you haven't already done so, Google For Business provides an additional way to market your website on Google Maps. You can setup your profile yourself, or

get your website provider to optimise this for you (we perform this level of detail in marketing for our customers). You may even choose to get a Street View Walkthrough of inside your office done - visit www.thisis360.com for more details.

4. PUT IT IN YOUR OFFICE WINDOW

This is particularly effective if you already have footfall to your business in the high street, but again having a prominent web address will encourage passers-by when you are closed to visit.

5. VOICE MAIL / HOLD MESSAGE

Your customers may be exposed to your voice mail at the weekends, so what better time to introduce them to your website as an alternative place to get information. Your hold message could potentially be an additional opportunity to drive customers to your website.

6. YOUR COMPANY NAME

With online playing such an integral role in the marketing mix in 2016, it's no surprise to see bricks and mortar businesses registering the business name as 'something.com' or 'agentname.co.uk', this simple change means that you can easily mention your address in all written and vocal

communication with your customers and instantly get your website out there.

7. COMPANY UNIFORM / CLOTHING / TSHIRTS

If your staff wear a uniform, a branded shirt or blouse with your website is another place to introduce your domain. T-shirts are particularly effective at doing this if you are running an event or promotion that will expose you to a new audience. Not only will people associate your team with the event, but they'll be a walking promotion.

8. MAKE MEMORABLE BUSINESS CARDS (WITH YOUR WEBSITE FRONT AND CENTER)

Your business cards are another customer 'touch point' that regularly get handed out with your branding on them. Making them memorable not only separates you from the competition, but it also increases the likelihood that someone will show it to someone else. A bespoke design on good quality card makes such a difference. Stuck for ideas? Take a look here: <http://bzfd.it/1iJ38Hs>. p.s. we also offer bespoke business card design as part of our product offering. See page 34 for more detail.

PROPERTY REDRESS SCHEME

FOR ESTATE AGENTS, LETTING AGENTS, PROPERTY MANAGEMENT AND OTHER PROPERTY PROFESSIONALS

IT IS A LEGAL REQUIREMENT FOR ESTATE AGENTS TO BE A MEMBER OF AN OMBUDSMAN / REDRESS SCHEME.



Were you aware there is another ombudsman scheme for the property industry?

The Property Redress Scheme is government authorised to resolve consumer complaints made against Property Agents and other Property Professionals.



Department for
Communities and
Local Government

CONTACT US TODAY

Telephone: 0333 321 9418

Email: info@theprs.co.uk

Twitter: @PropertyRedress

Facebook: PropertyRedressScheme



Visit our website for more information www.theprs.co.uk or call us on 0333 321 9418

WHY CHOOSE US AS YOUR WEBSITE PROVIDER IN 2016

PROPERTYPAL HAVE BUILT AND CURRENTLY POWER OVER 150 ESTATE AGENT WEBSITES IN NORTHERN IRELAND. DUE TO THIS, WE ARE THE LEADING SUPPLIER IN THE MARKET, AND WE'VE LEARNED A THING OR TWO ALONG THE WAY ABOUT THE FEATURES AND REQUIREMENTS THAT MAKE A FANTASTIC SITE THAT GETS RESULTS. IF YOU ARE THINKING ABOUT GETTING A NEW SITE BUILT IN 2016, HERE ARE JUST SOME OF THE REASONS PROPERTYPAL CAN DELIVER YOU A SUPERIOR SITE TO MARKET YOUR BUSINESS.



BENEFIT FROM OUR SEARCH TECHNOLOGY

We are continually investing in improving our search technology, including the ability to cleverly recognise and search for addresses, keywords and areas. When we make a change to the core search on PropertyPal to improve it, every website customer immediately sees the benefit on their website. We've spent years perfecting our search algorithms to deliver results at speed for our audience.

Simply put, **no other independent provider can offer the same search technology at the price we offer.**

BENEFIT FROM OUR RESEARCH INTO IMPROVING CONVERSION RATES

As a lead generation platform, we are continuously testing and exploring ways to improve the conversion rate on

our site, from changing button text, to colours, to positions and design to make sure that the traffic we get converts into enquiries as easily as possible. **This is at the core of our business.** As a website customer, you are tapping into a wealth of experience with conversion rate data that enables us to build sites that get results and we know that most other providers don't go to that level of detail or carry out that research.

WE OFFER A RANGE OF OPTIONS TO SUIT ALL BUDGETS

As our sites are built in a modular way, we can offer more flexibility than most other providers, both in our extremely competitive pricing, and in our feature set. So no matter whether you are just getting established, or running a demanding estate agency with multiple branches, we have solutions which cater exactly to your needs.

WE ARE MOBILE READY

Every one of the websites we produce are now designed to be responsive, meaning that irrespective of device, the content can be easily browsed and seen perfectly on mobile phones and tablets.

As of January 2016, mobile traffic accounted for 70% of all traffic on PropertyPal, and we are continuing to see further penetration of smartphone and tablet devices. For that reason alone it makes sense to ensure that your website is fully mobile ready.

IN-HOUSE TEAM

Although we are a small company, we have an entire in-house team of digital professionals, and we don't have to rely on third parties to deliver your website. We have a dedicated consultation process, so you'll be dealing directly with the same people who make it all happen.



We have an in-house team of 15 digital professionals and our marketing, design, business development and programming teams will be dedicated to your project to make it a success. We go the extra mile with all our projects, utilising the entire skillset of the multi-disciplined team to get you results.

BEAUTIFUL DESIGNS

We have produced some of the best examples of web and graphic design in the industry, and the sites we build have helped generate significant business for our customers.

ADD ONCE AND FORGET

If you need to add a property on your website to PropertyPal, our websites use the same CMS (Content Management System), so you don't have to add it twice. Add it once, click a button and it will instantly appear on PropertyPal and your website at the same time. We

also provide outbound feeds to third parties should you wish to market your properties anywhere else. We specialise in making the process of marketing your properties as simple as possible.

INNOVATIVE FEATURES

We released a number of innovative features for our microsites last year, including video backgrounds, 360 tours, live chat solutions, online payment solutions, integrations with third parties such as FixFlo and reputation.com and a fully customised content management system that is perfect for estate agents. As you'll be dealing with a provider that is industry specific, you'll benefit hugely from the development experience that we acquire as we move forward with our business.

Move forward with us in 2016.

THINGS YOU SHOULD KNOW ABOUT US

WE'RE A SMALL, INDEPENDENT NORTHERN IRELAND COMPANY, (and proud of it).

We have a team of 15 people bringing you the technology you experience every day. Within that team, we have a wide mix of skills that makes the PropertyPal experience an enjoyable one for both our customers and our audience.

MORE THAN JUST A PORTAL

We can offer more than just the standard portal offering. We are also a supplier of websites to over 150+ happy estate agents across Northern Ireland. Here are just some of the other additional services we offer:

- Email hosting
- Developer microsites
- Featured Properties
- Rental Lists and Brochures
- Bespoke Logo Design
- Stationery Design
- Sign Board Design

DEDICATED SUPPORT FUNCTION

Whilst others rely on outsourcing support queries to third party companies, we have invested in dedicated members of the team to take care of support queries. You can contact us at any time via phone or by emailing help@propertypal.com and speak to staff based in Belfast with technical knowledge to assist you with your query.

FREEBIES!

As part of our continued commitment to our customers, we have a variety of products and services that you can get for free just by listing with us. New developments being the primary one, these are entirely free to list, Commercial properties, Land & Sites and Agriculture properties are all also free. We also offer the featuring of properties on our home page for free, provided that the home in question is both exceptional, and the photograph is of a high enough quality see page 37).

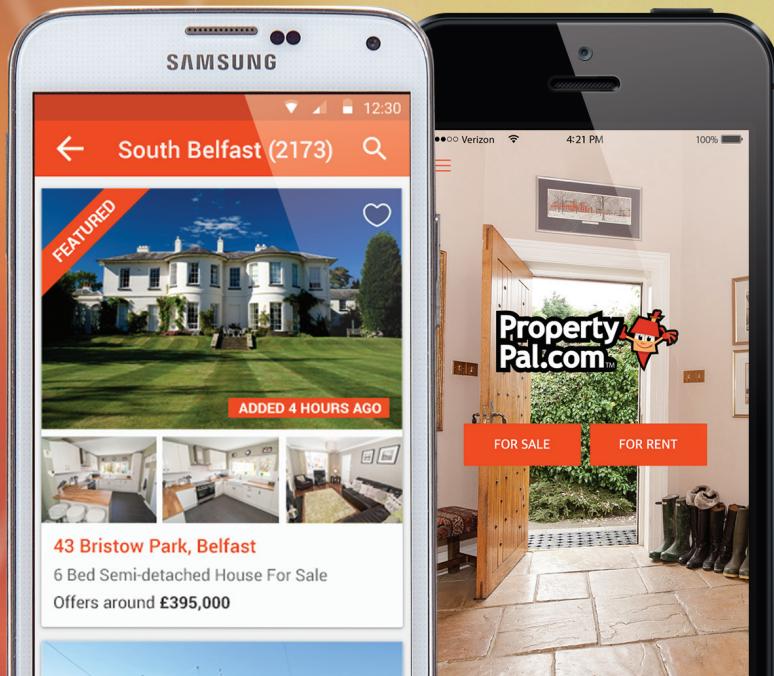
OUR APP STRATEGY

FAST

For busy people on the move, our apps are built for speed, giving you an enhanced experience at every step of the property search journey.

EASY

With a simple search interface, that lets you easily browse our property listings, you'll be able to find your new home in half the time.



FLEXIBLE

With two phone platforms (Android and iOS) now supported, we're all you need to find the perfect home.

BEAUTIFUL

Find beautiful Northern Ireland homes with stunning, high quality property images.

OUR INVESTMENT

PropertyPal have invested significantly in native apps, and your business will already be seeing the benefits in terms of the number of enquiries being generated.

With mobile traffic now making up 70% of all visits to PropertyPal, continued investment in this area is important to us.

We launched our iPhone application in July 2015 with our Android application launching in December ready for Christmas 2015.

As of January 2016, together our native apps are now generating over 10% of enquiries to agents, with further predicted growth on a weekly basis.

With twice the platform coverage than our competitors, you can be assured that your customers will continue to be delighted with the browsing experience that PropertyPal provides whether on mobile, tablet or desktop devices.

“**MOBILE IS NOT THE FUTURE, IT IS THE NOW. MEET YOUR CUSTOMERS IN THE ENVIRONMENT OF THEIR CHOICE...**

FIND YOUR NEXT HOME FASTER

DRAW

Find properties in your ideal location by drawing your own search area.

SEARCH

We have thousands of properties to choose from.

ENQUIRE

Contact agents instantly by email or phone.

SAVE

Save your favourite properties so you can easily find them later.



BURSTING WITH YOUR FAVOURITE FEATURES

- All the features you love about PropertyPal now on iOS & Android
- Stunning, high quality property images
- Find properties near you with our helpful location search
- Pinpoint accuracy with our innovative 'Draw a search' feature
- Search your way, either by list or map
- Save your favourite properties so you can easily find them later
- Be the first to find the perfect home with our saved search alerts
- Whatever your device we're here for you





KEEPING NEW HOMES MOVING

WE KNOW THAT NEW DEVELOPMENTS ARE AN IMPORTANT MARKET SEGMENT. AS NEW HOME SALES ARE OFTEN CITED AS AN ECONOMIC INDICATOR, IT IS IMPORTANT FOR THE INDUSTRY AS A WHOLE TO HELP KEEP NEW HOMES MOVING.

At PropertyPal, we have developed a few products which are tailored directly to the needs of developers. Internal statistics on visitor patterns have helped us to adapt our product to generate even more leads for new homes, and we now provide custom advertising solutions to reach consumers at the times when they are most likely to make an enquiry.

FOCUS ON NEW HOMES

Visitor patterns have illustrated to us that weekends are the perfect time to focus on new homes. To bring more footfall to show homes from Friday right through to Sunday, we take over the entire PropertyPal homepage with featured developments, illustrating the benefits of new homes to that audience to further drive enquiries.

MICROSITES

Get your new homes seen 24 hours, 365 days a year, as opposed to one night's advertising in the local press.

Our Developer microsites provide you with the complete solution for your marketing collateral to use in all of your advertising campaigns right from the minute you have the first home for sale.

Homepage Takeover

Take pride of place on the PropertyPal homepage with our New Developments takeover. With show homes being a key way to engage directly with buyers, our New Developments takeover, offered exclusively to microsite customers, drives both interest and footfall.

SEARCH SPECIFIC ADVERTISING

Reach your perfect customer who is currently looking for a residential home within a certain price. We can offer advertising for your new homes within certain areas and within certain house price ranges to provide an extremely targeted demographic of customer on PropertyPal. You only pay to reach the people relevant to your development.

Developer Microsites offer you the perfect solution to take care of the marketing of your development online.

Our solution is all you need to start generating more leads, and drive significant footfall to your show home.

WHAT IS A DEVELOPER MICROSITE?

A developer microsite is a ‘website within a website’ on PropertyPal.com. As PropertyPal has considerably more traffic than any other property website in Northern Ireland, the results and impact on your development will speak for itself.



WHAT ARE THE BENEFITS OF HAVING A MICROSITE?

Exposure and coverage on Northern Ireland's largest property website.

Reach your target audience 24 hours a day, 365 days a year.

Featured Developments showcased on the PropertyPal homepage between Friday - Sunday (4pm) with show home opening times if applicable giving maximum visibility throughout Northern Ireland.

Featured Developments superfeatured image showcased on the new homes landing page with show home opening times if applicable.

Enhanced listing on ‘For Sale’ & ‘New Developments’ search results, allowing the development to stand out from the standard listings.

Reach more potential buyers, with a mobile ready microsite that caters perfectly for all audiences.

With microsites, your development will show up in searches for surrounding towns and areas.

Reinforce consistency in your brand messaging, helping your development stand out from the crowd.

Keeping your development up to date is easy, as you'll receive a dedicated support package included in the price.

Featured Developments are given prominence at the top of the show homes opening times page and non featured developments are listed below.

GET FEATURED!

When browsers search for areas to live, we will show your development if it is within a certain radius of the search request. We do this even if the person has not explicitly searched for new homes. It gives you an opportunity to show how close your development is to their desired search area. The listing will be randomised between Featured Developments in that area.

LINEN LANE
BANGOR, BT19 7JJ

Developed by Hagan Homes

From £86,950 to £159,950

11 new homes with 2-4 bedrooms For Sale

SHOW HOME OPEN

Sundays 2-4 pm and by appointment

HAGAN HOMES UPS Skyline

PROPERTY FOR SALE IN BELFAST

35 OLD BREWERY LANE, GLEN ROAD, BELFAST BT11

5 ROGERS PLACE, NEWTOWNBREDA, BELFAST BT8

222 CREGACH ROAD, BELFAST BT6

LINEN LANE, BANGOR

7 CHESTERFIELD PARK, ROSETTA, BELFAST BT6

54 WOODVALE AVENUE, WOODVALE ROAD, NORTH BELFAST, BELFAST BT13

PROPERTY PAL.COM FOCUS 10

MARKETING WORKS...

SOCIAL MEDIA OFFERS ANOTHER IMPORTANT MARKETING CHANNEL THAT COMPLIMENTS PORTALS.

It's important when establishing your social presence to understand what market you are trying to reach, and choose your channels and advertising on those channels based around this. Some channels offer the ability to be really targeted in your messaging so you can shape your message according to age if you want.

According to a report by Pew Research Center in a month, 35% of all adults aged 65 and older said they're on social media, so if you thought it was just a young persons' game that simply isn't true. You just have to learn how to craft your message and content better to reach each audience.

We take all of these factors into account when achieving results for our customers. We've had some great wins recently by pro-actively marketing homes across our network of followers to extend our marketing above and beyond our website.



SEEN ON THE FOLLOWING SITES



STANLEY BEST ESTATE AGENTS



When Stanley Best contacted us with a particularly beautiful home with a Go Karting track in the back garden, we knew that a Facebook campaign would significantly help expand the reach for the home. We contacted a number of industry blogs and publications that we thought would be interested, and these publications also helped with the promotion. **Not only did our marketing efforts achieve additional exposure for the home, but it was agreed for sale the same day it went on the market.**

**VIEWED BY OVER 500,000 PEOPLE.
SALE AGREED ON THE SAME DAY!**

What a crazy day we haven't stopped from about 8am this morning lol. The craziness continues as we have just Agreed this for sale. One of the quickest sales we have had on one of the best houses we have had. Thank you for all your help.

Many Thanks, David Best

QUICK TIPS...

1 Build a bank of content by using RSS feeds, and tools such as [Feed.ly](#) that you can use to supplement your own message.



2 Use targeted advertising tools within each platform to build up an audience that you can use to further increase your reach.

5 Mix up your content types when updating your social media accounts. Videos / Slideshares / Images / Animated Gifs / PDFs / Infographics all offer additional places to distribute your brand. Write your content once and recycle between formats and platforms to increase the value you get out of the content you create..

Branding your content when you promote it is a fantastic way of improving your brand reach as well as the exposure a particular property receives. Every time it is shared your brand is going to be in front of a whole new audience. It only takes a few seconds to add your logo to your update and have it shared across the web.



3 Offer unique angles of interest in the properties you are marketing. Find the interesting in the mundane. That might be a fantastic reading nook that others haven't noticed. It might be a particularly spacious kitchen, but almost all properties have at least one unique feature that you can use as the angle to help separate it from the rest.

4 Use Twitter's location search plus alerts to find interesting people to follow that you may be able to help. Try using keywords like 'to let' or 'property for sale' 'rent'.

Mix humour, light hearted content with the serious and see what works for your audience. You'll be able to easily gauge the reaction of what works and what doesn't by seeing the reactions on social media. Learn and iterate from your audience to improve your reach.

8 Respond reply and engage. We use Zendesk to link our social media accounts to our helpdesk to respond quickly and answer queries faster.



REACHING YOUR AUDIENCE AT JUST THE RIGHT TIME

THE DEFINITION OF “REAL-TIME MARKETING” IN 2016 IS CHANGING. MANY NOW REFER TO IT AS “RIGHT-TIME MARKETING.”

We all remember the Oreo tweet during the Super Bowl. The 22-character tweet used a real-time scenario (the lights going out at the big game) to showcase the brand’s creativity and agility. The tweet was retweeted more than 10,000 times in one hour and took only minutes to approve. The time element was just as important, if not more important, than the content itself. This is the essence of moment marketing, taking advantage of the real time nature of social media and applying it creatively.

The definition of “*real-time marketing*” in 2016 is changing. Many now refer to it as “*right-time marketing*”. The difference is subtle, but important: Something delivered at the right time doesn’t necessarily have to be created in real time. Even if it was developed days or weeks before, if it is delivered at the optimal moment, it feels real time to the consumer.

How can you as a property professional engage an audience to take advantage of this trend? To truly benefit your marketing message needs to talk to your

audience around events and moments which mean something to them, and are something they are talking about already. It’s not just about reacting in real time to everyday events.



There are many instances where brands have developed creatives to compliment something that is trending but it doesn’t always translate to a piece of content their fans want to engage with - which

often leads to the effort feeling flat. Do some social listening before jumping on a trend; is your audience talking about this topic? Is it something that your brand could get on board with (without being forced)?

Here are a few examples of right time marketing that will engage your customers, and get them to promote your business without being asked.

WHEN SOMEONE IS WAITING IN YOUR OFFICE

Take stock of the time anyone has to wait for anything in your office. This is a perfect opportunity to capture their attention. Whether it is to see the managing director, or to collect something you can almost guarantee they will be on their phone passing the time. Asking them to ‘check in’ to your business premises on Facebook to be in with the chance to win something does two things. It engages them

with your brand, and it promotes your business to others, and turns a negative experience into a positive one.



WHEN SOMEONE HAS JUST MOVED INTO THEIR NEW HOME

There's an obvious opportunity to delight someone who has just moved into their brand new home. What better time for your brand to be involved with the next chapter in someone's life? We've seen examples of agent's hand delivering wine and flowers to customers on the day that they move into their new home, but there's also an opportunity to talk to them digitally as well. Tagging them in a photo that you've taken previously and wishing them all the best in their new home publicly shows that you are a caring personal brand that understands the importance of that day in someone's life.

WHEN SOMEONE HAS JUST GOT THE GOOD NEWS THAT YOU'VE SOLD THEIR HOME

You've just played a massive role in helping transform someone's life for the better. What better time to deliver an email that asks for endorsement of your brand? With word of mouth being

a key driver of business growth, there's an opportunity – particular if you have achieved outstanding results. E.g. Sold same day as listed on the market.

homes. A timely email delivered just as they leave thanking them for their time and providing contact details is a great example of moment marketing that exceeds expectation.



WHEN SOMEONE HAS JUST COME HOME FROM A SHOW HOME VIEWING

You are probably already collecting email addresses of potentially interested vendors as they explore your show

WHEN YOU'VE FOUND A STUDENT THEIR FIRST RENTAL PROPERTY

If this is the first time someone has lived away from home (which is often the case) you can easily leave them with a positive experience of your brand. One well known agency in the U.K. provides every first year student rental home with the chance to win gig tickets if they enter a competition and share it others on Facebook, the more shares, the more entries you get. The winner of the prize gets a £150 free night out and a drinks voucher. Huge exposure for their brand at a very low cost with the very demographic they are trying to reach.

Hopefully this helps to get you started with a few clever marketing touches that illustrate your attention to detail perfectly to your customers.



RICHIE LAVERY
PHOTOGRAPHY

SPECIALIST PROPERTY PHOTOGRAPHY

RICHIE LAVERY IS A BELFAST BASED PROPERTY
PHOTOGRAPHER SPECIALISING IN RESIDENTIAL
AND COMMERCIAL INTERIORS.

RICHIELAVERY.COM

RICHIE@RICHIELAVERY.COM

07828 773852

24HR TURN AROUND WITH ALL PROPERTY PHOTOGRAPHY



PHOTOGRAPHY IS ONE OF THE MOST IMPORTANT MARKETING ACTIVITIES THAT AGENTS UNDERTAKE. WE SPOKE TO WELL KNOWN LOCAL PROFESSIONAL RICHIE LAVERY TO FIND OUT HIS APPROACH...

I have been photographing interiors since 2006, working with Northern Ireland's leading estate agents and interior magazines. I love to photograph interiors, seeing how people live within a space, it's always interesting to see how the home owners or designers have created the space around them.

Most of my work is based in the greater Belfast area but I do travel throughout

Northern Ireland. My client base ranges from Interiors Magazines, Estate Agents, Interior Designers, Hotels and Commercial Businesses.

**PLEASE DON'T HESITATE
TO CONTACT RICHIE ON:**
Mob: 07828 773852
Email: richie@richielavery.com

COMPANY SERVICES

1. RESIDENTIAL PHOTOGRAPHY

Richie Lavery Photography specialist property photographers are the experts in capturing homes at their best - knowing exactly when, how and what features to showcase. That's why we're used by Northern Ireland's leading estate agents.

EXTERIOR: Getting the best exterior shots is vital. After all, this is the first photo perspective buyers will see.

INTERIOR: Using the latest photographic techniques we will capture the best angles, opening up the rooms to make them look as spacious as possible and draw the focus to the best and most important parts of the room.

2. COMMERCIAL PHOTOGRAPHY

In the commercial market competition is high, quality counts, and first impressions are critical. Therefore it's vital you have quality imagery to support your property. Using the latest camera and lens technology, we can ensure that all the key selling points of your property are perfectly captured - from location, surrounding amenities, ambience, size and quality.

3. SLIDESHows

Create a cost-effective video from your high-quality images with our slideshow products. Our professional designers create a slideshow from your high-quality photography to provide a more dynamic experience. This is a great way to engage with potential buyers.

4. VIDEOS

Contact us for further details.

5. IMAGE RETOUCHING

Make your images stand out with superior quality image enhancement. Our highly skilled image retouchers make photos truly stand out. Through digital enhancement, detail adjustment and quality control, image retouching ensures that all your photographs deliver the best possible imagery.



3D SHOWCASE

INNOVATIVE 3D SHOWCASE TOURS

With online marketing, one of the obvious benefits is the global reach that it can provide, so we often hear anecdotally about people in other countries using our website abroad to come back home to Northern Ireland. Virtual tours provide the facility to market a home to potential buyers or renters who may not be able to visit the home for a viewing prior to making a purchasing decision and the ability to conduct virtual tours was an innovation that we introduced to PropertyPal.com back in 2014.

To date we have integrated with over 32 supported suppliers to bring this technology to you.

We are pleased to announce that we have recently completed another integration with one of the latest technological innovations in property marketing – 3D Showcase tours. This is the equivalent of High Definition Google Street View for the interior of a house and it provides consumers the ability to virtually tour a property in 3-D from anywhere in the world. Scanning is performed with the 3-D camera, which rotates 360 degrees on a tripod, as well as being controlled via an iPad app. Typically, this process takes anywhere from one to two hours for an average-size home. At that point, the file gets uploaded to 3D Showcase's cloud system and is rendered into a 3-D model and users can go online and interact with the doll house view, floor

plan and even walk through the property at their own leisure from any device.

We can now provide you with amazing 3D tours of properties integrated directly into our online property listings. This takes interior property photos to the next level with a more immersive experience that allows you to virtually 'walk' through the entire home and the technology also provides a total realistic blueprint of the interior in a three dimensional floor plan. These models offer a full 3D representation of an interior (not just flat panoramic images) which means the data can not only be used on the web, but also be imported into complete virtual reality platforms such as Samsung Gear VR or Google Cardboard.

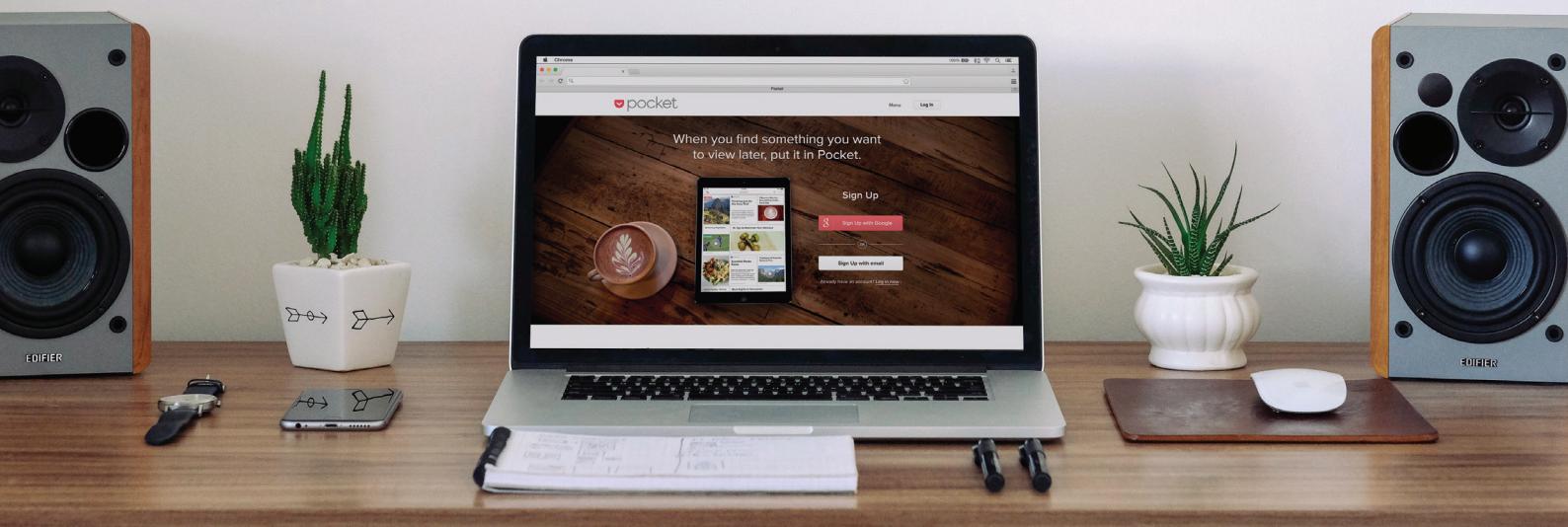
Bringing the technology to Northern Ireland, the team at 3dshowcase.co.uk have recently mapped this beautiful property in Belfast showcasing perfectly just how much detail with every facet of the home can be achieved. Many luxury brands, such as Starwood Hotels and Princess Cruises, have already begun to use this technology for their digital marketing, and it's easy to see why.

**To see a sample of this in action,
visit www.propertypal.com/3dshowcase**

3DSHOWCASE.CO.UK | 07974 753249



BEING MORE PRODUCTIVE



PRODUCTIVITY APPLICATIONS EVERY AGENT SHOULD KNOW ABOUT IN 2016

FollowUp.cc

FOLLOWUP CC

URL: <https://followup.cc>

Although it's a commercial piece of software, followup.cc is a great way to keep on top of your todos right from the inbox, and appear to be super-efficient and organised to your customers. You can simply CC them into any sales email you send, and they'll send you a reminder on that day.

For example if you CC 2days@follow.cc, you'll receive a reminder to follow up on that email in exactly two days' time. As well as that, if you want to see who's opening your email, you can use Open Tracking through Google Apps to target customers right after they read an email, closing more sales and building engagement.

RescueTime

RESCUE TIME

URL: <https://www.rescuetime.com>

Rescue time is a personal time tracking solution that lets you find out exactly how much time you are spending performing certain tasks during the day. You can setup alerts to prevent you from spending too much time on one particular website, block distracting websites and see a breakdown of exactly how you are spending your day.

pocket

POCKET

URL: <http://www.getpocket.com/>

Find yourself distracted as you browse the web, with all those interesting

articles that are just too tempting to read? With Pocket, you can save all those interesting distractions for later, carrying on with your day secure in the knowledge you'll get to them when the time is right.

Using Pocket isn't like bookmarking content to read later: When you create simple browser bookmarks (or save links to a social bookmarking service), they stay there once you're done reading them. Pocket is different in that it separates the 'read' from the 'unread' making for an uncluttered experience. With a Chrome bookmark that allows you to save pretty much any article on the web, combined with an **If This Then That (IFTTT)** recipe for email digests, you can get a single list of articles at the end of the week that you didn't have time to read, making for a much more organised approach to your bookmarks (see page 30 for more details).



SCANNER PRO

URL: <https://itunes.apple.com/us/app/scanner-pro-scan-any-document-/id333710667?mt=8&ign-mpt=uo%3D4>

No scanner? No problem. All you need is an iOS device and Scanner Pro installed to get quality scans from anywhere.

You can quickly scan receipts, (or any document) to PDF making it a must have for any estate agent on the move. iOS users can swipe up from the lock screen and quickly snap a picture of that lunch receipt using the built-in Camera app, then when it's more convenient later on, you can open the Scanner Pro and tap the Radar icon at top to view documents the app has automatically recognized. If you need to submit travel expenses, or find yourself frequently waiting to scan stuff in the office, Scanner Pro is a must have app.



DROPBOX

URL: <https://www.dropbox.com/>

Dropbox is a cloud storage solution that allows you to send big files without clogging your email (or the email of the recipients). If you have extremely large files to send, you can simply install Dropbox, drag your files into the Dropbox folder and they will be automatically uploaded to the cloud securely and safely. When you want to send to a recipient you can click the share icon, and it will allow you to mail them directly from the application. It's as simple as that.

With significant storage (around 50GB) offered entirely for free it's well worth exploring, even as a backup option for mission critical files.



IFTTT

URL: <https://ifttt.com/>

If This Then That is a great site that allows you to automate your workflow. It is a collection of programming recipes that allows you to connect the various services you use online to boost productivity. For example, want to send the Tweet you just made to Facebook? You can do that. Want to Tweet the Image you just added to Instagram, you can do that too!

There are hundreds of third party services available on their platform, and thousands of pre-made recipes which make it a really powerful tool for getting more done with less.



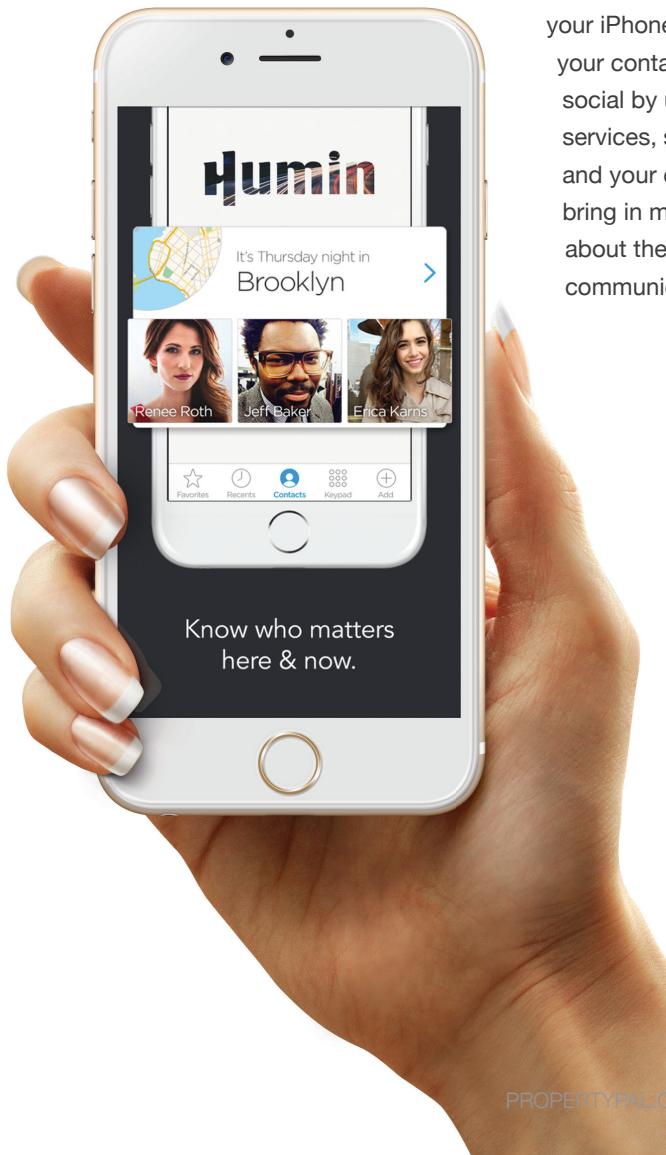
HUMIN

URL: <https://itunes.apple.com/us/app/humin-phone-and-contacts-/id904402986?ls=1&mt=8>

Humin is an app that remembers all the tiny details about how and where you met someone, so you can focus on the moment instead of remembering. All you need is someone's number, and Humin will do the rest. You'll then be able to search through your contact using familiar phrases like "met last week" or "lives in Newtownards" to find people with more distinguishable terms.

It replaces the icon with the white phone on a green background that you touch every time you want to make a call with the Humin dialer. Though it might feel

strange to change the most fundamental function on your iPhone, Humin makes your contact list more social by using location services, social networks, and your calendar to bring in more information about the people you communicate with.



KEEPING UP TO DATE WITH THE INDUSTRY

ESTATE AGENCY IS A FAST PACED GAME, AND THERE ARE ENDLESS STREAMS OF INFORMATION THAT YOU WILL COME ACROSS EVERY DAY ONLINE. THE KEY TO KEEPING UP TO DATE, AND AHEAD OF THE CURVE IS TO FIND THE INFORMATION SOURCES, AND THEN BRING THEM TOGETHER INTO A CENTRAL DIGEST THAT MAKES IT EASIER TO CONSUME AT A CONVENIENT TIME FOR YOU.

HERE'S A STEP BY STEP GUIDE ON HOW TO ACHIEVE THAT.

COLLECT & CURATE YOUR LINKS

You are going to need a central hub / source for where to push all your bookmarks. We've found probably the easiest to use is 'Pocket'.

- a. Sign up for a Pocket account here: www.getpocket.com. Take note what your username is you'll need it for a later step.
- b. Install the Pocket browser extension – there are numerous browser extensions available. See here for more <http://bit.ly/1N74Q3p>
- c. Start adding items that you'd like your staff to receive in your newsletter (weekly).

GRAB YOUR POCKET RSS FEED AND MAKE IT PUBLIC

- a. Find your Pocket RSS feed. This will be available at the below URL
<http://getpocket.com/users/USERNAME/feed/all>
So, for example, if your username is 123estates your URL will be something like this:

<http://getpocket.com/users/123estates/feed/all>

- b. Make it public. You'll need to adjust some of your Pocket privacy settings, you can find these here: https://getpocket.com/privacy_controls/
Find the link that says '*Your RSS feed is private and password protected - Turn off RSS Feed password protection.*' and click it.

So now you've got an RSS feed that you can do all sorts of useful stuff with. For example, you may decide that you want to use this technique to power your social media. Every time you add a new link to Pocket, your RSS feed is going to be populated with that URL. Make sure you write it down as you'll need it to create the email digest.

SETUP IFTTT

- a. Create a new '*if this then that*' account by visiting <https://ifttt.com/> - click the sign up button top right and follow the instructions.



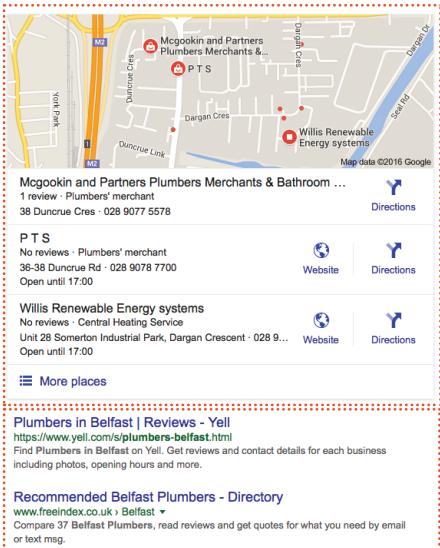
- b. Once you've done that, click your username and select 'Create recipe'.
- c. Choose the trigger channel as 'RSS / feed' – you can search for this.
- d. Choose the trigger as 'New feed item'
- e. Add your public pocket RSS feed as the Feed URL.
- f. Create trigger.
- g. Select 'that' and choose Email Digest.
- h. Click 'Add to weekly digest' and choose the time of day you want the email to be sent. Click create action.

That's it.

Simply add your items via Pocket around the web, and they'll now be shipped off to you ready to read at a time that is convenient.

As discussed earlier, there's all sorts of things you can do with RSS feeds within IFTTT, just explore a few of the recipes to see just how to make them work for you, and best of all the service is entirely free.

IMPROVING YOUR BUSINESS LISTING



There are two facets to Google's search results. The results which firstly appear 'organically' and secondly the results which appear as 'Business results' alongside a Google Map. For any 'service name in place' type queries where people need a result quickly, Google knows that some of the best results for their users come direct from this area of their site.

For example, imagine you are looking for a plumber, chances are you don't want to hang around checking out all the pages on their website, you probably just want a telephone number to get on with fixing a leak. Estate agency falls into this category. Getting found in local search isn't easy, and if you've been in business for more than a few months you'll know that this area of Google is highly competitive. So what steps can you take to improve your listing?

STEP 1: STANDARDISE YOUR ADDRESS

Local search engines rely on 'mentions' rather than website links in order to help

rank one result over the other. So the more accurate they are the better you will perform. There are tools out there that will help you perform this analysis, and ensure that your details are consistent across websites.

www.neustarlocaleze.biz/welcome/
www.brightlocal.com
www.yext.com/en_GB/
www.synup.com/
www.moz.com/local

STEP 2: MAKE SURE YOUR ADDRESS IS ON YOUR WEBSITE

Your website should contain your address in order to give search engines a good hint of what locality you operate in. This helps Google separate the physical businesses from the virtual ones, as those with actual offices that people can visit are likely to provide better results for their users.

STEP 3: GET A GOOGLE MY BUSINESS LISTING

If you haven't already setup your Google Business Listing, you can easily do so, or ask your website provider to help set this up. This is something we perform as standard for all our website customers. You can set this up or check your listing by visiting: www.google.com/business/ Follow the steps that Google provide.

STEP 4: OPTIMISE YOUR GOOGLE 'MY BUSINESS LISTING'

Optimise your profile by including your location details and category of 'Real Estate' and/or 'Commercial real estate'. Unfortunately Google hasn't provided 'Estate Agency' or 'Letting Agency' categories.

There is the ability to add photos and logos to identify your business. Adding these will make your profile stand out from others, as well as establishing you as a more 'valid' profile, so is definitely worth doing. Reviews are also a simple way to make your profile stand out in the search results. Reviews when combined with paid search campaigns also help to improve the click through rate, improving your ad quality score and performance.

STEP 5: OBTAIN POSITIVE REVIEWS OF YOUR BUSINESS

Users find reviews and user opinion extremely useful when making decisions about what service to use, and 88% of consumers trust online reviews as much as personal recommendations.

This is only part of the reason that they are important to obtain. The other reason that reviews matter is that they have a positive impact on your local SEO and indeed on click through rates. Google also place weight on the results with positive reviews.

We encourage all of our customers to investigate adding reviews and testimonials to Google as part of their overall marketing strategy.

Good Plumbers In Belfast - ratedpeople.com
www.ratedpeople.com/find/plumbers ▾
4.2 ★★★★ rating for ratedpeople.com
Recommended plumbers in Belfast. Post your job, get multiple quotes! Genuine Ratings & Reviews · 3 Million jobs posted · Instant Quotes
I need a good plumber - I am a plumber - Why use Rated People?

Ad [www.ratedpeople](http://www.ratedpeople.com)
4.2 ★★★★ rating for
Recommended plumbers in Belfast

BLOG

10 WAYS TO GET YOUR BLOG POST GENERATING MORE TRAFFIC

YOU CAN'T EXPECT EVERY PIECE OF CONTENT YOU CREATE ONLINE TO BE A HIT. IT TAKES A WHILE BEFORE YOU RECOGNISE THE PATTERNS IN YOUR WRITING THAT HAVE BECOME POPULAR WITH YOUR READERS. ONLY THEN CAN YOU USE THOSE PATTERNS TO REPLICATE SUCCESS.

Ultimately, there are always going to be peaks and troughs in your traffic over time as you experiment with what your readers want, but the more you write, the more you will recognise what demands people have, and what articles and knowledge they will find useful.

There are however, certain things you can do to make sure that people don't ignore it when they see it first time around.

1. MAKE SURE PEOPLE SEE YOUR POST

If you don't get your post under the noses of the people that matter, you don't really stand a chance of them liking it or sharing it in the first place. Promotion is as important, if not more important than the article itself, and unless you develop ways of getting it out there, you are unlikely to see much traction.

Building an email list is a great way to find (and grow) an audience, so start building subscribers using tools such as MailChimp.

2. MAKE SURE IT'S ENTERTAINING

If your subject matter isn't entertaining or applicable to your audience – you are dead in the water before you even get started. Ask yourself whether people will find your content exciting, entertaining, or informative to put you on a good footing from the get-go.

3. MAKE IT RELEVANT TO EVERYONE

When people share, typically they are in agreement with your concepts, or aligning themselves closely to your

content. It's important therefore that your content remains universal and has mass market appeal (outside of Northern Ireland) in order to maximise the chance that others will share and link to it.

4. MAKE YOUR BLOG POST EASIER TO CONSUME

Little nuggets of information at a time make for a happy surfer. Breaking up your message with headlines and / or pictures keeps a visitor more engaged with your content.

5. MAKE IT CONNECT WITH PEOPLE

Your content should as much as possible elicit an emotional response. Get people fired up. Shout a little. Make people happy. Above all, write your content about something you know and love. You can't expect people to swallow something you aren't 110% passionate about.

6. MAKE SURE IT IS UNIQUE

There's far too much competition for readership out there on the web for your content to be the same as everyone else's, especially when you are trying to establish yourself. Stand out from the crowd by really thinking about the core concepts around your content and present alternate viewpoints and ideas.

7. ADD MORE DETAIL TO THE ARTICLE

The web demands a certain level of quality, and sometimes that means really putting the effort in. Good blog posts may take an hour to create. Great blog posts take more than a couple of days to create. The hard work is often in researching your subject area, and referencing other resources around the web our readers demand it. Take your time, and really flesh out your thoughts and ideas.

8. MAKE SURE THAT IT'S EASY TO SHARE

Is your website built for sharing?

Buttons to share articles with others work, and encouraging your visitors to invite others to view your content is a great way to further improve your exposure. We encourage our customers to build their websites for the exposure of their best content, and include built in sharing facilities within them as part of our service.

9. ADD A GOOD 'HOOK' TO GRAB YOUR VISITORS

It's important to find a good 'hook' within a blog article that will grab your visitors and get them to react. That might be humour, it might be by being deliberately provocative in your opinion, or it might simply be that you are offering content over and above what is already available on the web.

10. MAKE SURE YOU HAVE NICE VISUALS AND IMAGERY

Every blog post you create should have a decent image - don't launch without it. Visitors respond to visuals, and are engaged first by what they can see at a glance, and unfortunately plain text (unless it has an excellent headline) doesn't grab their attention. Using multimedia to enhance your content not only engages the reader, but helps to make it more enticing to share with others.

Creating content that works in driving traffic can be challenging, and is more an art than science. That said, with perseverance, and some of these tips, you should be well on your way to more successful posts.

WHY NOT TRY...

1. Recycle your content into different formats e.g. ezines, slideshows or videos.
2. Guest blog your content on industry websites to improve your reach.
3. Interview your customers with a video testimonial.

5 CONTENT IDEAS TO HELP IMPROVE YOUR WEBSITE

1. Dress your content up with high quality images that improve the overall appeal. You can find good stock photography for free by searching on sites like Flickr - look out for the creative commons license. <https://www.flickr.comcreativecommons/>

2. Use third party video embeds that are relevant to the topic you are blogging about. Try searching on Vimeo or YouTube for popular content that is appropriate to showcase alongside your blog post.

3. Slideshare (www.slideshare.net) provide an additional way to recycle some of the powerpoint presentations you've used to win business in the past. Recycling the content you've already created for your business can offer you another great way to reach an audience, and they double up as good snippets for your social media accounts. You simply use the same information, but provide it in different formats.

4. Curation can be as useful as creation. Find some articles that you think offer good advice, and write some content to express your thoughts on them, bundling them up as a resource that you can reuse.

5. Build a tweet conversation. Twitter allows you to embed tweets, and Facebook also allows content to be embedded. If there are relevant tweets to your content, a tweet from a third party on that topic can offer some additional interesting points of view.

PROPERTYPAL PRODUCTS



AS WELL AS BEING A PROPERTY PORTAL, WE OFFER A NUMBER OF OTHER DIGITAL SOLUTIONS THAT YOU MAY OR MAY NOT BE AWARE OF.

AGENT WEBSITES

Take your Estate Agency to the next level online.

We firmly believe our agent microsites are the very best in the marketplace. Utilising all of the search technology that you've come to expect from **PropertyPal.com**, we can power microsites that not only perform in excess of the competition in terms of property search, but also outperform them in terms of search engine positions. All of the features that



you need to run your Estate Agency business online are available, with a variety of packages to suit all budgets.

Fantastic Design and Visuals

We want you to look your best, so our dedicated team can work closely with you to bring your ideas to life with some of the best looking websites in the industry.

Tried and Tested Search Technology (Punches well above it's weight)

We use the same search technology

for our agent websites as you find on **PropertyPal.com**, helping your visitors find your properties every time.

Affordable

(With no corners cut)

We can offer you best in breed technology at affordable prices - because this is our focus, all day every day. Not only that, but our pricing structure is flexible enough to meet your demands no matter what your budget.

Friendly Approachable Support Team

(Without the mumbo jumbo)

We want to make your experience an awesome one, so we've grown our dedicated support team to help you with any queries you may have - whether it's getting additional content onto your site or finding that lost email, we can help.

Features:

- Property Search Engine Technology
- Unlimited Property Pages e.g. Sales, Rentals, New Homes
- Unlimited Property Uploads
- Email Alerts, Saved Searches, Integrated Login
- Dedicated Shortlists
- Website Hosting
- Domains

Optional Extras:

- Full Content Management System for Blogs and Pages
- New Draw a Search Feature
- Mobile ready
- Map Search
- Enhanced SEO Performance
- Information Forms
- Email Hosting



BESPOKE LOGO DESIGN

Separate your business from the crowd.

Whether you are just getting started, or are in need of a fresh new approach, we understand that in a competitive market such as Estate Agency, your brand is everything.



Our design team can provide your business with a logo design that perfectly reflects your company culture, ethos and values.



STATIONERY DESIGN



Provide consistent branding throughout your business communication.

The key to successful branding is its consistent application across all of your marketing communication with customers.

Using new or existing branding provided by you, our team can help establish you as a serious player in the market with crisp, clear professional stationery design that puts your best foot forward throughout all your business communication.

FOR SALE / TO LET BOARDS



Professional board design

As the cornerstone of your visual identity, it's imperative your sign boards grab attention, to help define and consolidate your presence in the marketplace. Our team have years of experience creating eye catching, fresh and innovative designs for national networks to local independent Estate Agents, that are sure to make you stand out from the crowd at a competitive price.

the ground up, to make your life easier, so enter it once, and print perfect professional brochures for your own clients at your leisure!

There are a selection of templates available, and you can customise basic elements around the layout and design, even better if you avail of our website product as well, your customers can download them directly from your website.

Take our 30 day free trial to find out just how much more productive your business could be.



BROCHURES AND RENTAL LISTS



Print perfect brochures. Every time.

Wave goodbye to duplication of effort. We've built our brochure product from

SEARCH ENGINE OPTIMISATION



Helping you grow with SEO.

SEO is an art form in itself, and we not only build sites that take best practice into consideration, but we also have a dedicated in-house team to dot the i's and cross the t's before your site

goes live. Each and every site we build has been fully optimised meaning you get the optimum results from your website without spending a fortune getting found.

HERE'S SOME OF WHAT WE DO:

Create Sitemaps: Google uses these to spider ALL of your content, helping to get all of your pages into their index and driving more traffic overall.

Write Meta Titles: Titles of your page help your website to rank for particular phrases, AND encourage human visitors to click through from Google's search results.

Write Meta Descriptions: Whilst meta descriptions don't have any bearing on ranking, we'll make sure they are an appropriate length and encourage more traffic to click on your Google search listing.

Write Appropriate Headings: Headings offer an introduction to your page, and a good opportunity for Google to figure out what keywords that page should appear for. We'll align your site goals with these Headings.

Submit Webmaster Tools: As part of our holistic approach to marketing, we'll submit your site to Google's Webmaster Tools help centre, and to Bing Webmaster Tools both to alert you on any performance issues, and to spot any problems early.

Add Microformats (Addresses): We'll markup your location information with Google Microformats to help Google pinpoint your business, and appear for more local searches.

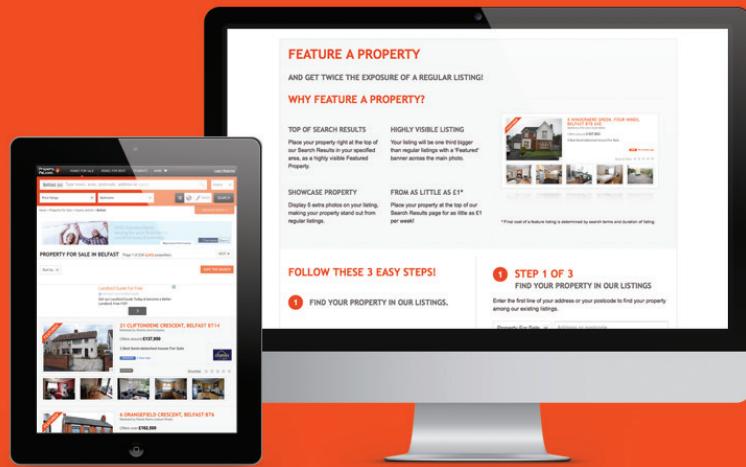
Create Robots.txt: This file gives Google guidelines on what to crawl, and what not to. We'll create it to block content which doesn't need indexed, and to give Google information on where to find your sitemap.

Add Google Analytics: To facilitate reporting on your website performance, we'll setup Google Analytics, and track your visitors with on demand reports.

FEATURE A PROPERTY



TURBO BOOST YOUR LISTING, BY HAVING A FEATURED PROPERTY.



WHY FEATURE A PROPERTY?

Place your property right at the top of our search results in your specified area. A highly visible Featured Property can be purchased from as little as £2 per week!

If you're selling or renting why not drive additional traffic and exposure to your property by featuring it at the top of the search results on **PropertyPal.com**.

It's an easy and cost effective way of promoting your property and you're in complete control.

FIND OUT MORE

Find out about the numerous benefits and how to avail of our featured property solution here:

<https://www.propertypal.com/premium/featured-property>

FREE AS IN FREEDOM



AS PART OF OUR CONTINUED COMMITMENT TO OUR CUSTOMERS, WE HAVE A VARIETY OF PRODUCTS AND SERVICES THAT YOU CAN GET FOR FREE.

We have given away listings to the value of approximately £80,000 in the last year. The following listing types are, and continue to be absolutely **FREE** for all our customers:

NEW DEVELOPMENTS

New developments are free to list providing you with an advertising channel to reach first time buyers, and those looking to purchase their first new home. With a youth orientated audience, and additional innovative marketing products (see page 18); PropertyPal.com continues to be the leading channel to market New Homes.

COMMERCIAL PROPERTIES

Have a coffee shop, a retail unit, or other commercial property to market? No

problem, you can list on our commercials section without charge.

LAND & SITES

Finding the perfect plot of land for a development or self-build project is made easy with PropertyPal, with our land and sites section which attracts an audience who want complete control over all aspects of their new home. These are totally free to list.

AGRICULTURAL

We also offer searching for rural farms for sale and agricultural land; again, these are entirely free for our customers to list on PropertyPal.com.

HOMEPAGE FEATURES

From Monday to Thursday we offer the featuring of properties on our home page

for free, provided that the property in question is both exceptional, and the photograph taken is of a high enough quality. We want to showcase the most beautiful homes in Northern Ireland, and with your help our homepage feature has helped to drive significant enquiries for these type of properties.

SOCIAL MEDIA EXPOSURE

We have built up a significant following on social media. At time of writing we had 5 times the following of our nearest rivals, and continue to work hard to improve the exposure we provide for agents through this channel. Many of you will have already seen the benefits our social posts have had at driving traffic to show homes, and in achieving sales (see our *testimonials*, page 20).

PROPERTYPAL SWAG BAG



WE PROVIDE A VARIETY OF USEFUL GOODIES TO LET YOUR CUSTOMERS KNOW THAT YOU ARE USING NORTHERN IRELAND'S BUSIEST PROPERTY WEBSITE TO MARKET THEIR HOME*. BEST OF ALL THEY ARE FREE! HERE'S A LITTLE TASTER:

MUGS



COASTERS



MOUSE MATS



PEN POTS & PENS



POST-IT NOTES



WINDOW STICKERS

We list our properties on...



*See our ABC Results on page 22.



www.propertypal.com 028 90 18 33 44 help@propertypal.com