

One page **website top tips** check-list

This check-list presents the essentials to get the most from your website. We recommend printing it out and physically ticking-off what you are doing & then work on getting the rest done.

Present your properties in the best light:

- at least 4 good quality, professional-looking pictures
- take all pictures in landscape - *results in a tidier/more professional layout on website*
- property descriptions must be grammatically correct with no spelling mistakes & present useful relevant information - *buyers (& sellers) will judge you on this*
- upload floor plans, contracts, application forms or other associated documents

Notify potential buyers of your new properties

All web-box real estate websites automatically send an email to interested parties when new properties are added. This is completely automated with people being able to sign-up and unsubscribe themselves.

- have a sign-up link prominently positioned on every page of your website
- everyone in agency must continuously collect email addresses & add them to your website
- re-send notification emails when property prices change

List your properties on the major free property portals:

- iolproperty.co.za
- dothomes.co.za/dothomes.com/dothomes.co.uk
- g.co.za
- enormo.co.za/enormo.com/enormo.co.uk ...

This is free exposure on the biggest property portals in South Africa, make sure you use it! There is no additional work involved as your properties are automatically copied from your website to the above portals (if you are working with a service provider like web-box)

Keep your site up to date:

- upload all your properties to your website as soon as possible
- keep as many properties on your website as possible

Will present your properties as soon as possible & more often to buyers through property alerts and listings on the free portals (presented above).

Advertise your website by putting your web-address, email address and where relevant the property reference number on all of the following:

- newspaper adverts - *ref #'s let people find property easily on your website & also lets people know they can get more information on your website (more text, colour pictures, virtual tours)*
- letterheads
- email signatures
- business cards
- brochures
- window displays
- boards - *you can put stickers with your web-address onto existing boards*