



BOOST4youth

online Business and e-commerce cOaching for
increasing entrepreneurShip among youTh

IO1/A5- BUYING

Lead Organisation:

AKNOW



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(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference	Title
1	2018-1-UK01-KA205-047672	BOOST4Youth Proposal

APPLICABLE DOCUMENTS

ID	Reference	Title



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REAL ESTATE

2.1 BUYING

2.1.1 PROVIDING A RICH MEDIA EXPERIENCE

ABSTRACT

Providing a rich media experience in real estate is a form of advertising properties that utilizes an array of interactive digital media, including streaming, video, audio and other technologies such as virtual and augmented reality. The aim of such approach is to give an enhanced experience to a web user, delivering far greater impact and in the end increase your sales.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Regular ad formats include text and standard display ads, static or animated, typically having only one interaction. Rich media is the use of interactivity or multimedia objects to provide an enhanced experience to a web user, attracting their attention. Because of the advancement of creative technology, rich media advertising continues to improve rapidly, and the need for these types of ads has become a demand for brand awareness.

Common types of rich media will generally include in-page, out-of-page and in-stream ads.

- In-page ads: usually show up in various areas of the webpage in various forms and sizes.
- Out-of-page ads: includes floating, pop-up and expandable ads.
- In-stream ads: involve either pre or post roll videos.

One of the great advantages of rich media ads is that they can be easily adjusted to improve performance. Rich media ads generate data revealing customers' behavior. For example, your conversion tracking reveals that certain keywords generate more conversions compared to others. You can easily eliminate the poorly performing keyword and optimize for success.

Another practice to adopt is to have a clear and concise call-to-action. That means that multiple messages stuffed into a single rich media ad will only confuse your potential customers. Stick to one message that is clear and conveys what you want to convey. If you are advertising a house in the countryside, do not also advertise a flat in the city center at the same page or space. Avoid using big provocative headlines and actionable language. Be concise, respectful and to the point.

Include interactive content. It is a growing form of rich media which basically displays information or data visually. Examples include interactive infographics, scrolling parallax pages and digital quizzes. The user interacts, shares socially and reveals personal information which can be used later for lead targeting.

Examples of real-estate websites that provide a rich media experience to their visitors and potential customers:

- From Switzerland: <https://www.wohnliegenschaften.ch/>
- From France: <https://www.cologne-tour-carree.ch/fr>
- From Russia: <http://villagio-city.ru/>
- From Australia: <http://anthologynewfarm.com.au/>
- From Ukraine: <http://vasilkovrealty.com.ua/>

ACTION TYPE

2. Simple actions that have no prerequisites but require an investment.

CONNECTED ACTIONS

N/A

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

1 – 2 weeks to decide the types of multimedia to include. Several months to collect or create all material and implement to your website.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive:

- Higher interaction rate: Real estate websites can more effectively capture the attention of visitors and potential customers by letting them interact with the online property ad, providing a more engaging experience.
- Measurable and scalable: Rich media advertising enables advertisers to track and measure a variety of important customer browsing behaviors, hence more concrete data to be processed and therefore better decision making for future ads or targeted, personalized marketing.
- Higher performance levels: Rich media outperforms standard counterparts with increased conversion rates. Customers are more likely to take some kind of action after viewing a rich media ad compared to standard display property ads.
- Brand awareness: Increased brand awareness for online advertisers who offer a rich multimedia experience. That means that your real estate website is more likely to be remembered by visitors and be recognized elsewhere, hence higher visiting numbers and higher conversion rates.
- User experience: Rich media do not force the user to leave the site, which means not having to interrupt what might be a pleasant experience. It helps keeping your website traffic around for a longer period of time.

Negative:

- Implementation time: It takes time to implement a rich multimedia experience, especially if you have an already established website which uses regular media for advertising properties.
- Costly to implement: Can be from few hundred of dollars to few thousands.
- Large file sizes for your website and servers: Since you will be using multimedia resources (audio, video, text) of high quality, you will need extra virtual space to your website and servers which also might increase costs.

ESTIMATED EXPLOITATION

Short-term exploitation involves higher conversion rates and higher website traffic.
Long-term exploitation involves brand awareness and increased clientele and cost-effective ad campaigns.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediate

WEBSHOP LEVEL

Established

REFERENCES

Sharma, R. (2014). Retrieved from: <http://insights.marinsoftware.com/rich-ads/benefits-of-rich-media-ads/>

Price, S. (2017). Retrieved from: <https://placester.com/real-estate-marketing-academy/use-display-ads-for-real-estate/>

Miller, D. (2015). Retrieved from: <https://www.entrepreneur.com/article/233521>

ADDITIONAL RESOURCES

- Examples of well-designed Real Estate Websites: <https://www.awwwards.com/websites/real-estate/>
- How to create rich media ads: <https://www.youtube.com/watch?v=SV2axqhFpdg> (video)
- 8 design tips for creating rich media banner ads: <https://blog.bannerflow.com/8-design-tips-creating-rich-media-banner-ads/>
- What are Rich Media Ads: The complete guide for publishers: <https://www.adpushup.com/blog/rich-media-ads/>

CROSSBORDER REMARKS

Offering a rich multimedia experience is of utmost importance in terms of increasing visibility and thus sales.

2.1.2 APPOINTMENT SCHEDULING

ABSTRACT

Offering an online appointment scheduling web application through your website would save you the time and effort of planning and managing your calendar. At the same time, potential clients can book, reschedule and cancel appointments according to your availability, offering them an easy and robust way to view your properties in person.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Appointment scheduling software developments and trends include greater mobility, increased adoption and the depletion of free and old systems. Mobility gives customers the ability to schedule an appointment using their device (phone, tablet) instead of solely relying on a laptop or desktop computer. Increased adoption refers to service-based businesses across the globe which are using online booking systems in the hopes of reducing costs, saving time and resources and boosting revenue through sales.

Different types of appointment scheduling software:

- Desktop applications:
These applications are installed on a system and require a license. They are highly customizable and offer a variety of features and reporting options. They require, however, maintenance and upgrades. They also might not support an online portal for customers to make an appointment online but can be used by employees to manage appointment made by phone call or text.
- Web-based Systems (SaaS):
Web-based appointment systems utilize cloud technology and are often offered by a third-party. This type of systems offers online scheduling to customer who also interact with their booking, meaning they can book, change and cancel appointments. Web-based systems are highly customizable and offer a lot of information which basically automates the whole appointment procedure. Moreover, they are well used in the real estate industry.

Online appointment applications give your agents a lot of further information to use in their job. This information includes client info, preferences, requested services and the names of employees who will be involved. They also show you feedback and listing activity reports that helps agents to position their property to win.

Examples of appointment scheduling software:

- [ShowingTime](#)
- [Calendly](#)
- [Setmore](#)
- [Full Slate](#)
- [Appointy](#)
- [SimplyBook](#)
- [Ovatu Manager](#)

ACTION TYPE

2. Simple actions that have no prerequisites but require an investment.

CONNECTED ACTIONS

N/A

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

3-5 weeks once you decide which application best suit your agency needs.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive:

- Convenience: Having an online appointment application saves time both to your agency and its customers who have the power to decide when and how they book regardless of where they are.
- Staff and resource management: Employees will be able to focus on more pressing matters across the business since they won't have to spend time booking appointments.
- Increased automation: Almost all scheduling apps store all necessary information in one place, automating the task of responding to and preparing for appointments. This information includes client info, preferences, requested services and the names of employees who will be involved.
- Increased customer satisfaction: Customers get the booking process started at any time they choose, which saves them from frustration and time, hence you have a happier customer base.

Negative:

- Impersonal: It eliminates the initial interaction between the business and the customer, disabling the opportunity for the agency to connect with them right at the beginning of the relationship.
- Might be difficult for some customers: Not everyone is comfortable with using the web and social media, or they may not want to share personal information online. Make sure to have multiple options available for your potential customers to make an appointment.
- Need to have synchronized and up-to-date calendars: In case customers prefer to call to make an appointment, you have to make sure that the employees responsible for taking appointments are be vigilant about updating the scheduling software.
- Reliable internet access: Your business requires constant and reliable internet access to ensure that all appointments are up-to-date and that there is no missing new information.

ESTIMATED EXPLOITATION

Short-term exploitation involves higher customer satisfaction, and more efficient time and resource management. Long-term exploitation involves a happier customer base and increased conversion rates.

ICT COMPETENCE

High

ENGLISH LANGUAGE SKILLS

Advanced

WEBSHOP LEVEL

Established

REFERENCES

TEC Team (2018). Retrieved from: <https://www3.technologyevaluation.com/sd/category/appointment-scheduling/articles/Pros-Cons-of-Online-Appointment-Scheduling>

Duffy, J. (2019). Retrieved from: <https://zapier.com/blog/best-appointment-scheduling-apps/>

Gurner, J. (2018). Retrieved from: <https://fitsmallbusiness.com/real-estate-scheduling-software/>

ADDITIONAL RESOURCES

Top Appointment Scheduling Software: <https://www3.technologyevaluation.com/sd/category/appointment-scheduling>

Top 10 Scheduling Tools: https://www.capterra.com/sem-compare/scheduling-software?gclid=CjwKCAjw67XpBRBqEiwA5RCocUDxaV7u54LvorEBJORZmsDkq235SHy_ys7vTsxjp1AZ6b8vVK-LzRoCT8UQAvD_BwE

ShowingTime Mobile App: <https://www.showingtime.com/mobile-app/>

Real Estate Appointment Setting Services: <https://www.youtube.com/watch?v=UeKNtqeLIoo>

CROSBORDER REMARKS

Offering an online appointment scheduling application is of utmost importance in terms of increasing visibility and thus sales.

2.1.3 ADD ONLINE REVIEWS FUNCTIONALITY

ABSTRACT

Client reviews are as important as a personal recommendation to many potential customers. Customers review the property, your website, your service, even your behavior and how you talked. Integrating reviews to a website has shown to increase conversion rates. Especially in real estate, outstanding reviews has been increasing sales by 30% on average.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Online reviews have become an important tool for both customers and business owners. They help potential customers to know the post-buying experiences before deciding on a purchase. They also give business owners a good opportunity to establish an excellent online reputation. In the real estate business, reviews on properties, your agents and their behavior, even your website and overall service could boost sales up to 30% on average.

Why should you include customer reviews on your website?

- 74% of buyers say it's important to read reviews posted online by others,
- Eight-in-ten claim they consult online rating and reviews (negative and positive) when buying,
- Potential customers feel more confident about their purchase if they have read reviews first.

- Embedding reviews can increase conversions rates by 17%

Buying a property is about trust. Trust in you and your services. But how can you ensure that customers trust you or are willing to trust you? By trusting the experience of other customers that led them to buy a property and in return have left a positive review for your agency.

However, there is a possibility that existing clients will not leave a review, either because your agency did not offer the online review service at the moment of purchase or simply because they are not engaged enough. Here are a few tips on how to engage clients for reviewing your services:

1. Ask recent clients to leave reviews:

Most clients will not be motivated to leave a review unless asked, so follow up and kindly ask for their feedback in the form of a review at your website. If your online reviews service is relatively new, let your current and former clients know that. They will be eager to leave a comment if you approach them personally and decentralized.

2. Leverage the power of software:

Using reputation management software can help you manage your online reviews. It consolidates and centralizes all your reviews from different places on the web, placing them neatly in a dashboard. There is also the option to respond to customer feedback directly through the application, which helps to nurture the relationship with the clients.

3. Create video testimonials:

It is worth the investment to hire someone who can make an outstanding video for your real estate website with customers' testimonials. Work together with former clients and record their testimonials. Potential customers will be more likely to use your agency when they see that you have worked with real people which are satisfied with their purchase.

4. Make it easy for people to leave a review:

Make it easy for customers to leave a review by placing the option in plain sight when they visit your website. And to increase your website traffic make sure that your agency appears in other websites that people use when they look for a realtor.

ACTION TYPE

2. Simple actions that have no prerequisites but require an investment.

CONNECTED ACTIONS

N/A

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

4-6 weeks to set the review function to your website which can cost a few hundred dollars.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive:

- Increased customer confidence: Positive reviews give people higher confidence and trust in your business. A satisfied customer is more likely to recommend your real estate business to his circle.

- Free advertising: Positive reviews work as a marketing tool as well, free of charge. People tend to trust other people's review as much as they trust a personal recommendation.
- Widens customer base: Positive online reviews help in attaining new customers; hence your customer base will start increasing.

Negative:

- False reviews: People who have not used your service might post fake reviews just to harm your business. These people can be competitors or ex-employees.
- Outdated reviews: Reviews older than 6 months can be hazardous, so make sure you keep your review function up to date.
- Reputation lost: Only a few negative reviews could decrease customer's confidence, meaning that potential customers might be lost.

ESTIMATED EXPLOITATION

Short-term exploitation involves higher conversion rates and increased customer confidence.
Long-term exploitation involves a boost in sales and a larger customer base.
Both exploitation estimates are based on satisfied customers who leave positive reviews.

ICT COMPETENCE

Low

ENGLISH LANGUAGE SKILLS

Intermediate

WEBSHOP LEVEL

Established

REFERENCES

Brand 24 (2018). Retrieved from: <https://brand24.com/blog/why-you-should-include-customer-reviews-on-your-website/>
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 ReviewSolved (2018). Retrieved from: <https://www.reviewsolved.com/2018/02/01/advantages-and-disadvantages-of-online-reviews-for-your-business/>
 Prosser, M. (2017). Retrieved from: <https://www.reviewtrackers.com/improve-online-reviews-real-estate/>

ADDITIONAL RESOURCES

Whys You Should Include Customer Reviews on Your Website: <https://brand24.com/blog/why-you-should-include-customer-reviews-on-your-website/>
 How to use real estate agent testimonials to get more leads: <https://fitsmallbusiness.com/real-estate-agent-reviews/>

5 Ways to Improve Online Reputation for Real Estate Agents: <https://boast.io/5-ways-to-improve-online-reputation-for-real-estate-agents/>

CROSSBORDER REMARKS

Offering an online reviews functionality will increase your customer base and thus sales.

2.1.4 PERSONALIZED PROPERTY SUGGESTIONS

ABSTRACT

Personalized property suggestions refer to recommendations of properties in the home page of your website based on what your visitor views, searches, criteria used, filters, etc. Personalized suggestions could be from most popular properties, to properties that match certain characteristics, to real time personal recommendations based on what visitors are interested in during their visit. If done cleverly, conversion rates would be boosted.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

In general, consumers are bombarded with too many ads and promotional messages. However, companies that deliver personalized experience are getting increased conversion rates which translates to an increase in sales. With personalized recommendations, highly relevant properties are suggested to your site visitors and potential customers. Intuitive recommendations will make every customer feel like your website was created just for them.

But what are personalized property recommendations?

Personalized recommendations are based on user behavior. These are items (properties) that have been frequently viewed, considered or even purchased and are similar with the ones the visitor is currently considering.

Another way of personalizing recommendations is based on browsing history. These can be properties that were recently viewed by the current visitor to your website and reappear on their screen at the homepage or at the bottom of each page. By utilizing customers' behavior, predictions are made about what future customers would like. This involves the collection of user data on a wider scale, and the deployment of automatically generated recommendations.

Personalized recommendation practices:

1. Use high-quality photos for your properties.
2. Make smarter recommendations by integrating AI algorithms.
3. Utilize customer data and suggest bestsellers or most viewed properties.
4. Make recommendations based on google search or other search engines.
5. Recommend top sellers based on categories (apartments, lofts, houses, etc.).
6. Add compelling calls-to-actions (CTAs), such as "learn more", "book a tour", etc.

Order winning characteristics for personalized property recommendations:

- Personalized recommendations as per location, budget, floor plan and other preferences,
- Property score comparison and evaluation,
- Shortlist of properties where all options are evaluated and data from other online or offline sources can be added.
- Personal assistant for home buying where you can maintain personal notes, details of site visits, carry out negotiations and close the best for your agency property deal.

Finally, personalized recommendations can be delivered through a content-based model which is trained to predict a user's click probability for each listing independently of all other homes. This, combined with a diversification algorithm, produces a set of candidate properties for each user. [Zillow.com](https://www.zillow.com), for example, uses such a system to provide potential buyers with a set of properties that best suits their interests.

ACTION TYPE

2. Simple actions that have no prerequisites but require an investment.
CONNECTED ACTIONS
N/A
TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST
6-8 weeks to set up the system and start recommending properties.
POSITIVE AND NEGATIVE PART OF THE SOLUTION
<p>Positive:</p> <ul style="list-style-type: none"> • Increased conversion rates as potential customers are more likely to buy a property that was recommended to them. • Save time on setup as most personalized recommendation engines allow you to “set it and forget it”. • Better insights on customer behavior and preferences. <p>Negative:</p> <ul style="list-style-type: none"> • Need a lot of data to generate effective recommendations. • Ever changing data as trends are always changing and an algorithmic approach will find it difficult to keep up. • User preferences constantly change which cannot be captured by the recommendation system.
ESTIMATED EXPLOITATION
Short-term exploitation involves improved user experience and small increases in conversion rates. Long-term exploitation involves a bigger customer based and increased revenue streams.
ICT COMPETENCE
Advanced
ENGLISH LANGUAGE SKILLS
Intermediate
WEBSHOP LEVEL
Well-developed

REFERENCES

- Kohler, N. (2018). Retrieved from: <https://woocommerce.com/posts/personalized-product-recommendations/#>
- Kristensen, E. (2018). Retrieved from: <https://sleeknote.com/blog/product-recommendations>
- MacManus, R. (2019). Retrieved from: https://readwrite.com/2009/01/28/5_problems_of_recommender_systems/
- Liu, K. (2019). Retrieved from: <https://www.zillow.com/data-science/personalized-recommendation-diversity/>

ADDITIONAL RESOURCES

Personalized Property Recommendations: <https://getmeroof.com/>
Content-based recommendation system: <https://www.zillow.com/data-science/personalized-recommendation-diversity/>

CROSSBORDER REMARKS

Offering personalized property suggestions to your website visitors experience is of utmost importance in terms of increasing user experience and thus sales.

2.1.5 SEARCH ENGINE OPTIMIZATION (SEO)

ABSTRACT

SEO is a web marketing strategy in which search engines find and rank your website higher than the large number of different webpages in light of a search inquiry. The bulk of online purchases are done from websites with advanced SEO and that applies to the real estate market as well. If an agency wants to increase their website traffic and thus conversion rates, then SEO is key - the why of this is explained below.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Real estate websites are considered the most useful channel of information when buying a property. Research has shown that between 2008 and 2012, real estate-related online searches increased by 253%. For professionals in real estate, SEO is a strategy of utmost importance.

SEO helps websites to capture traffic and increase their visibility on the web. In real estate, it usually starts with local keyword targets on a personal website. The following six practices will optimize your real estate website, increasing conversion rates and your customer base.

1. Target local keyword phrases:

Optimize your website for search keywords such as:

- [City] real estate
- [City] homes for sale
- [City] real estate listings
- [City] realtor

These keywords should appear on pages throughout the website. Use them in content that is useful to a prospective buyer.

2. Write blog entries on properties you're especially keen to sell:

A way to secure traffic to your website is to write blog posts on properties that the realtor is particularly interested in selling. The keyword for these properties should be their addresses, which should be used in any type of content regarding the property, such as meta description, title, tags on photos, file name on photos and the actual content. The winning practice in this context is to write unique content for this particular property. That way search engines like Google will rank your listing.

3. Take advantage of photos and videos:

Home buyers like seeing a video tour of the inside of their prospective new home. Potential customers are more likely to book a home tour if the listings they read have professional photographs that showcase all attractive qualities of a house. In addition to photos and video tours, capturing testimonials of customers right after they get their keys of their new home should also be considered.

4. Make your site mobile friendly with responsive design:

Potential home buyers are more likely to use their phone to navigate through properties while at home, at work or even waiting in a queue to the restaurant. Home buyers visit real estate websites to read general information, book a visit, compare prices, call a broker, read reviews, etc. Making your website mobile friendly is an important factor in real estate SEO. A suggestion in this context is to use responsive design as Google prefers that type of mobile configuration.

5. Get listed in directories:

Real estate directories get a lot of traffic. A real estate agency should be listed in them. Highly trafficked real estate sites have directories available to realtors:

- [Trulia](#)
- [Zillow](#)
- [RedFin](#)
- [Homes.com](#)

Getting listed in the right real estate directory can enable potential traffic to be captured. For example, Zillow had 498 million-page views in a month.

6. Incorporate social media:

Relationships between a real estate agency and its potential customers can be built on social media. A realtor who is active on social media is more likely to convert into purchases. Research is required to establish where the main target group of potential buyers is most active socially. In real estate, photos and videos that showcase properties are key components, so social media platforms like Pinterest and Instagram are great channels to advertise. On Facebook, one suggestion is to join location-based groups and on Google+ to join local communities. Across all platforms, strategic hashtags should be created and used in every post.

In a nutshell, SEO is the process of proving to search engines that a website is the most authoritative, the most trusted, the most unique and interesting that they can offer to a user. Producing high quality content, engaging socially and getting people to link your website will make Google more confident that this website is the best result and it gradually will be ranked to appear on the first page of a search.

ACTION TYPE

2. Simple actions that have no prerequisites but require investment.

CONNECTED ACTIONS

N/A

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

This action can be implemented immediately and be 100% functional in 1 or 2 weeks.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive:

- Continuous flow of free and targeted traffic.
- Steady business growth and higher return on investment compared to normal ads.
- Higher brand integrity.
- Low cost investment to implement.

Negative:

- Takes more time to show real results in terms of ROI and website traffic.
- To stay competitive, a lot of investment is required in the long run.
- Unpredictability with algorithmic updates from Google, Bing and other search engines.

ESTIMATED EXPLOITATION

Exploitation of this action involves higher website traffic and leads, and in the long-run increased visibility and revenue.

ICT COMPETENCE

Advanced

ENGLISH LANGUAGE SKILLS

Advanced

WEBSHOP LEVEL

Established

REFERENCES

Kellong, K. (2019). Retrieved from: <https://www.bruceclay.com/blog/real-estate-seo/>
Chowdhury, M. (2017). Retrieved from: <https://www.seohorizon.com/seo-benefits-disadvantages-explained/>
Hayes, M. (2011). Retrieved from: <https://www.shopify.com/blog/seo-marketing>
Rogers, P. (2018). Retrieved from: <https://www.shopify.com/enterprise/ecommerce-site-search-best-practices>

ADDITIONAL RESOURCES

Ultimate Guide to Real Estate SEO: <https://www.bruceclay.com/blog/real-estate-seo/>
The Beginner's Guide to Keyword Research for eCommerce: <https://www.shopify.com/blog/14207073-the-beginners-guide-to-keyword-research-for-ecommerce>
Top 10 Real Estate Search Tools: <https://lifehacker.com/top-10-real-estate-search-tools-5068439>

CROSSBORDER REMARKS

Implementing an SEO strategy is of utmost importance in terms of increasing your website visits and potential customers as well as contributing to increased sales.

2.1.6 ADVANCED SEARCH FUNCTIONALITY

ABSTRACT

Offering a strong search functionality in your website guarantees visitors' satisfaction on their search needs and a stronger customer experience. A site search solution is a tool used onsite to sync customer queries with property variants, descriptions, areas, images, videos, etc., and provide customized results, increasing the potential of a conversion.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

An online property platform should be capable of providing quick, filtered and relevant results based on the user's search query. To enable this, a filtered search feature should be created. Visitors should be able to find relevant results effortlessly. The search functionality should respond quickly to user requests and should be efficient enough to show results based on the user's needs and preferences.

Each property has certain attributes (location, area, price, description, etc.), meaning that when searching, users will use these parameters to find their dream property. Having an advanced listing search feature is a winning practice, especially when a real estate website has thousands of different property options. The most important characteristics of such search functions are:

- **Auto suggest locations:**

The location field should accept an accurate search location, detailed down to the post code. To autosuggest locations based on keywords entered by a user, a database is needed with all relevant locations in the area. There are several databases that can be used, and which provide address information. The search box should also provide spelling suggestions, in case a user misspells place names.

- **Broad match search:**

The keywords entered as search criteria are matched exactly with the displayed results. That leaves out results which contain these keywords individually or contain synonyms of these search criteria. In a broad match search, it is not only the phrase that is searched for, but also individual words and close variations, providing the user with all relevant search results.

- **Fast search:**

When searching through a database of posted listings, providing an optimized and speedy search is most important. A search server that uses indexing can substantially speed up a search query because it links words to pages, similar to a glossary index in a book.

Additional features that are recommended to be considered include:

- **Assigning weights to parameters:** Each parameter has priorities. The parameters with higher priority will drive the search, followed by the ones with lower priority.
- **Scalability:** Since new listings will be added frequently, the server has to be highly scalable to store and use the incoming data.
- **Sorting and filtering options:** Sorting should be available not only based on relevance but also based on the age of listings. Filtering should include price range, location range, locality filters, etc.
- **Nearby properties suggestion:** When the search criteria does not return results for a specific location, there should be an option for nearby locations.

ACTION TYPE

2. Simple actions that have no prerequisites but require and investment.
CONNECTED ACTIONS
N/A
TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST
6-8 weeks to implement an advanced search functionality. Regular maintenance to ensure a robust and always up-to-date search system.
POSITIVE AND NEGATIVE PART OF THE SOLUTION
<p>Positive:</p> <ul style="list-style-type: none"> • Customer satisfaction • Stronger customer experience <p>Negative:</p> <ul style="list-style-type: none"> • Regular maintenance to server • Costly investment for small real estate agencies
ESTIMATED EXPLOITATION
Exploitation of this action involves higher customer satisfaction which will eventually lead to increased conversion rates.
ICT COMPETENCE
Advanced
ENGLISH LANGUAGE SKILLS
Intermediate
WEBSHOP LEVEL
Established
REFERENCES
<p>Templatic, (2019), 10 must have real estate website features. Retrieved from: https://templatic.com/wp/must-have-real-estate-website-features/ Aparna, G. (2014), Add an Advanced Search Functionality to a Real Estate Website. Retrieved from: https://wisdmlabs.com/blog/add-advanced-search-functionality-real-estate-website/</p>

REALTOR Magazine, (2012), Winning Features for any Real Estate Web Site. Retrieved from: <https://magazine.realtor/technology/feature/article/2012/03/winning-features-for-any-real-estate-web-site>

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ADDITIONAL RESOURCES

24 Real Estate Listing Websites & Search Engines: <https://www.followupboss.com/blog/real-estate-listing-websites-search-engines>

Anatomy of a real estate marketing website: <https://www.inman.com/next/anatomy-of-a-real-estate-marketing-website-18-crucial-features-of-a-real-estate-home-page/>

CROSSBORDER REMARKS

Offering an advanced search function is of utmost importance in terms of increasing your customer base and thus sales.