



# A developer's guide to a great listing



Expert tips for maximising your property pages at **OnTheMarket**



# Contents

- 03 Development page
- 04 SEO on your development page
- 05 Summary listing
- 06 Full details page
- 07 Top tips



# Development page

The 'Find developments' page is where buyers can search for new build developments in the UK, either by area or a developer's name. On the development page, you can present the key information about your development and list the properties for sale within it.

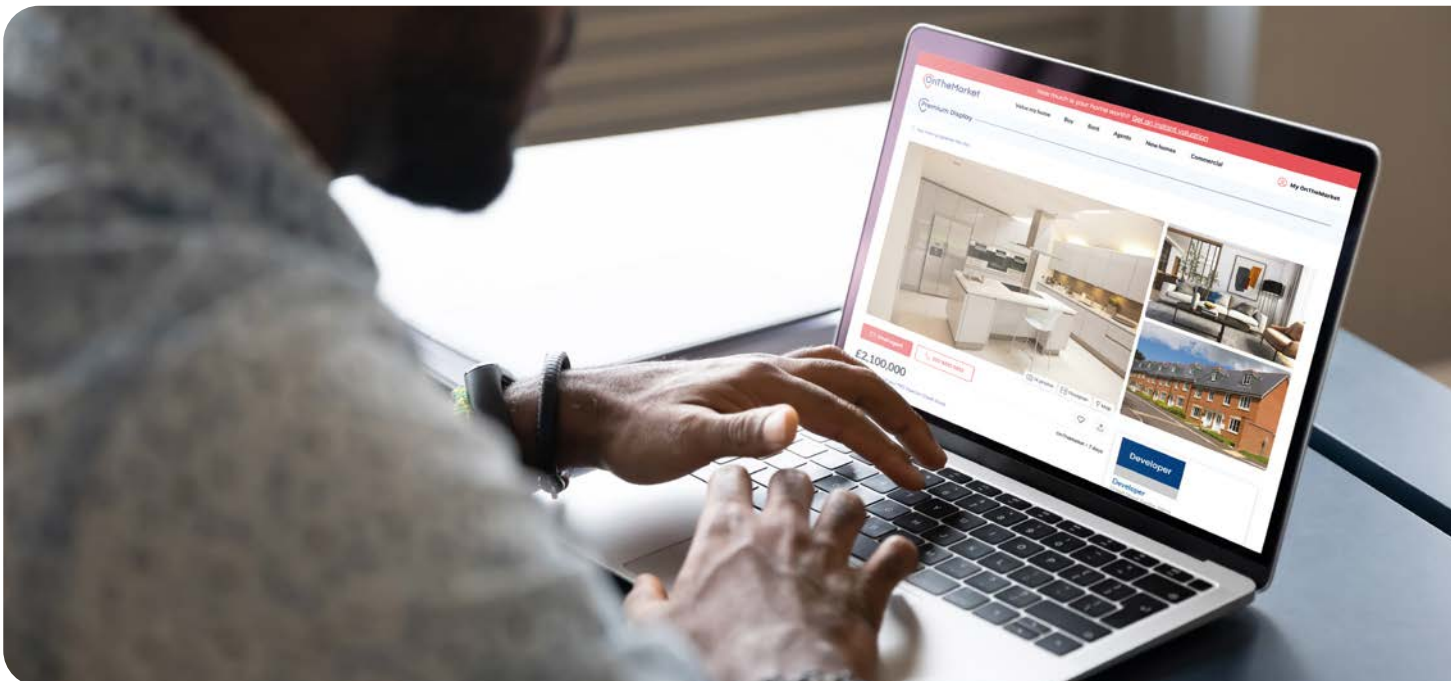
The screenshot shows a development page on OnTheMarket. The page layout includes a header with navigation links, a main image of the development (1), a developer information box (2), a detailed description of the development (3), a map of the location (5), local information such as directions, transport, and leisure (6, 7), and a list of properties for sale (8). The page is annotated with red circles containing numbers 1 through 8, corresponding to the numbered list on the right.

- 1 Upload multiple high quality images to show your development at its best
- 2 Your company name, logo, contact details and the development or sales suite address
- 3 Share development details, plus the price range of properties on offer
- 4 This is where you can market the development's key features, picking out highlights such as whether it's close to green space, transport links or schools. Try not to write an essay – 100 words at the most – but choose the details that will most appeal to buyers. Add any relevant support schemes – such as First Homes scheme. You can also share links to a brochure and the site plan
- 5 A map showing the location
- 6 Adding in key local information, including directions, transport links, education, leisure opportunities, health facilities and shopping hotspots is a great way to add extra useful content and help with SEO
- 7 Subheadings make text easier to read and draw the eye to important and relevant information. These subheadings will appear automatically
- 8 Newly available plots on offer are showcased here

# SEO on your development page

Otherwise known as Search Engine Optimisation, SEO is about boosting the number of visitors to your page by making sure you appear high up in a search engine's results. That means including keywords frequently searched for online, which you can research and then weave into your content. Here are some top tips for maximising your listing:

- Add in any relevant information about schemes such as First Homes scheme, which movers might be searching for
- Make sure you provide a brochure PDF and site plan image on your development page, which often show in Google image results too
- Review which of your listings do well and see if there are keywords that keep coming up. This will give you an indication of which descriptions are working well



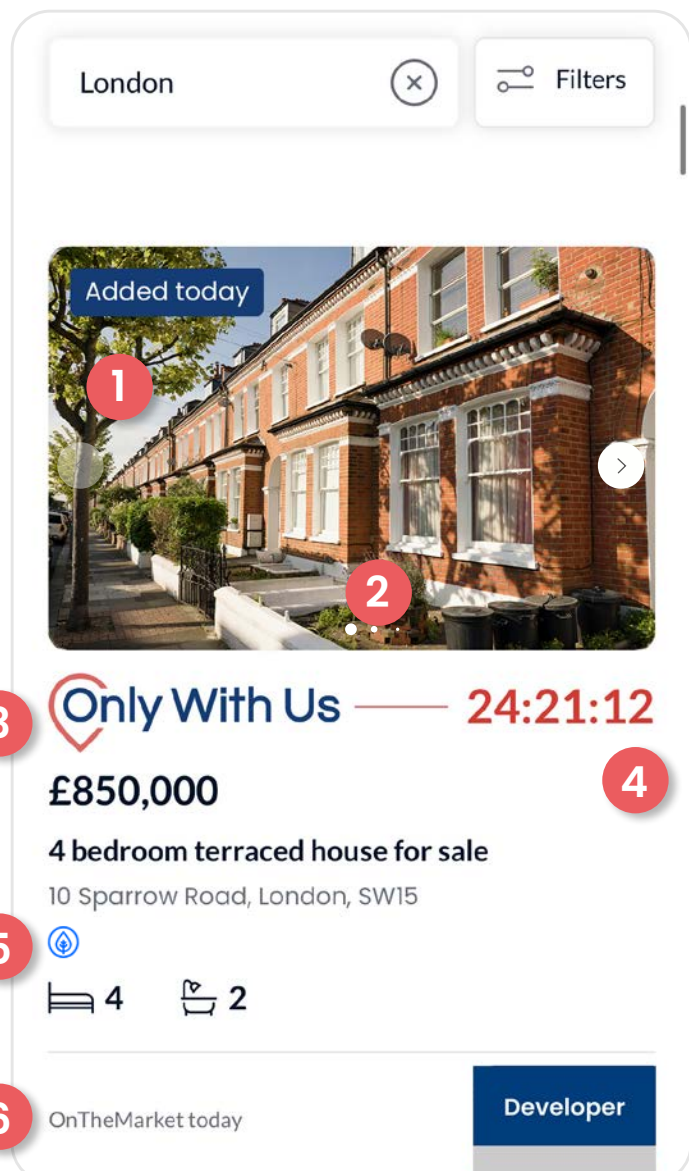
# Summary listing

When your properties appear in a potential buyer's search results, they'll be in direct competition with others. That's why it's key to make sure that your listing has a great lead image to encourage as many people to click through to your full details page.



- 1 Your lead image is designed to grab a buyer's attention, so it needs to be high quality and show the property at its best. You can choose either an external shot or an internal image
- 2 Images can be scrolled through while still on the summary listing, so be sure to use your best photos
- 3 The Only With Us and Premium Display labels appear here (if applicable)
- 4 The countdown clock lets buyers know how long these properties will be exclusively listed on our website for. Clever, eh?
- 5 Key information here includes the price, number of bedrooms, property type, address and filter information such as 'Greener choice'
- 6 Information showing how long the listing has been live or when it was reduced appears here (OnTheMarket today/yesterday/<7days/<14days/>14 days or Reduced today/yesterday/<7days/

Otiem, your AI-powered copywriter, will make creating your property descriptions easier and faster. Access under "Tools" at OnTheMarket Expert and simply fill in the property details, letting Otiem do the rest.

 Try **Otiem**, your AI-Powered  search assistant



The screenshot shows a property listing interface. At the top, there's a search bar with "London" and a "Filters" button. Below that is a large image of a terraced house with a blue "Added today" badge and a red circle with the number "1". A red circle with "2" points to the house image. Below the image is a red circle with "3" next to the "Only With Us" badge and a red circle with "4" next to the "24:21:12" countdown timer. Below the price "£850,000" is a red circle with "5" next to the "4 bedrooms" and "2 bathrooms" icons. At the bottom, a red circle with "6" points to the "OnTheMarket today" status and a "Developer" badge.

London   Filters

Added today

1

2



3 Only With Us — 24:21:12


4

£850,000

4 bedroom terraced house for sale

10 Sparrow Road, London, SW15

5  4  2

6 OnTheMarket today 

# Full details page

Here you can add any extra information that makes your properties unique. Share additional photos, floorplans, brochures and virtual tours, so you can significantly increase interest and viewing requests.

- 1 Add a minimum of five internal and external images together with a floor plan. You could also add a video viewing or virtual tour which will appear here
- 2 Details of the number of bedrooms, property type, price and location
- 3 Key information including tenure, council tax, broadband and mobile network signal
- 4 Share a minimum of five key features to show potential buyers and renters what stands out about the property. For example, an en-suite or a balcony, a double garage or great commuter links. You can then be more descriptive about the property underneath and highlight its desirability. Your property brochure will display in this section once uploaded
- 5 Details about train stations and schools are included automatically by OnTheMarket
- 6 Allow property seekers to connect with you via WhatsApp. They'll simply complete a short form with details of their enquiry. This will be sent to you via WhatsApp, where you can then reply directly and continue the conversation

The screenshot shows a property listing on the OnTheMarket website. At the top, there's a navigation bar with options like 'Value my home', 'Buy', 'Rent', 'Agents', 'New homes', and 'Commercial'. Below this is a 'Premium Display' badge. The main content area features a large gallery of images (1) showing the interior of a modern kitchen and living areas. To the right of the gallery, there's a 'Developer' section with a phone number '020 1234 5678' and a 'Request details' button. Below the gallery, the price is listed as '£2,100,000' (2). The property is described as a '5 bedroom terraced house for sale' in 'London Street'. Key information (3) includes 'Terraced house', '5 beds', '2 baths', 'EPC rating: D\*', and '2,374 sq ft / 202 sq m'. A 'Key Information' section lists 'Tenure: Ask agent', 'Council tax: Ask agent', 'Broadband: Super-fast 150Mbps+', and 'Mobile signal: EE, O2, Three, Vodafone'. A 'Property description & features' section (4) lists 'South facing garden', 'Large living room', 'Stunning wooden floors', 'Utility room', 'Five bedrooms', 'Large extended kitchen', 'Period features', and 'Cellar'. A 'Places of interest' map (5) shows the location relative to 'Putney Station' and 'Putney Bridge Underground'. At the bottom, there's a 'Contact Agent - 12 London Street' section with a WhatsApp icon (6).

# Top tips

You'll find a lot of detail on the previous pages – all good advice designed to help you advertise your developments to home seekers. Below are the essential tips, distilled from the experts' advice, to help your listings stand out.



- 1 Refresh your listings**

Listings that haven't been updated for a while may attract lower interest than those that are regularly updated. Changing lead images can freshen things up and encourage a potential buyer that has seen the property before to click through again
- 2 Go high quality**

The quality of the media you share, whether that's floorplans or photos, is important. Make sure your images are sized correctly and aren't blurry
- 3 Highlight viewings**

Make it clear how buyers can view the property, whether that's in person by appointment or via a remote viewing
- 4 Be targeted in your copy**

It's worth giving some thought to the key marketing features and need-to-know information about your development before writing your listing. After all, you don't want people to get bogged down in unnecessary detail

If you have any questions, please email [support@onthemarket.com](mailto:support@onthemarket.com) and a member of our team will be pleased to help.