



# An agent's guide to a great listing



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



# Contents

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



# Agent page

This is where you can provide an initial introduction to your agency, and where buyers, sellers, renters and landlords can come to find out more about you.

- 1 Your company name, logo, contact details, office hours, branch address and a link to your company website
- 2 Details of staff at the branch
- 3 A map shows the branch location, alongside a space where you can write about your agency, the areas you cover, how many branches you have and the services you offer
- 4 A preview of your property listings
- 5 Links to your company's social media pages and logos for affiliations (such as ARLA, NAEA) if you'd like to add them
- 6 Information about stations, schools, restaurants and things to do in the area are included automatically by OnTheMarket
- 7 A link to request a free valuation

The screenshot shows an agent page for 'London' on the OnTheMarket website. The page is structured as follows:

- 1 Agent Page - London**: Header section with contact details (12 High street, London, SW1B), phone number (020 1234 5678), office hours, website link, and buttons for 'Free valuation' and 'Contact agent'.
- 2 Sales experts**: Profile of Olivia Smith, Branch Director.
- 3**: Map showing the branch location and a text area for agency details.
- 4 Properties for sale nearby**: Preview of three property listings with prices (£1,220,000, £2,100,000, £425,000).
- 5 Discover our social activity**: Social media links for Facebook, Twitter, Instagram, and LinkedIn.
- 6 Living here**: Local knowledge section including a map, 'Stations within 4 miles' list, 'Things to do' (Bishop's Park, Fulham Palace, Putney Embankment), and 'Places to eat' (The Half Moon, Putney Pies, Blobar).
- 7 Request agent valuation**: Call to action section with a 'Let's go' button.

# SEO on your agent 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 your company or listings which property seekers and vendors/landlords might be searching for. You can include information on what makes you stand out compared to other agents in the area, a satisfaction rate (if you have this available) and any other useful information that you think would keep a user engaged and encourage them to click through to a property. Aim to have at least 100-150 words
- Use a hi-res version of your company logo to put your best foot forward as a brand and to encourage click-throughs from property seekers
- Logos should be at least 600px wide; we will resize them as necessary. The ideal width:height ratio is 3:2
- Review which of your listings are the most popular to understand if there are keywords that are repeated. This will give you an indication of which descriptions are working well

# Summary listing

When your properties appear in a property seeker's search results, they'll be in direct competition with those from other agents. 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.

The screenshot shows a property listing for a 3-bedroom terraced house in London. The listing includes a search bar with 'London' and a 'Filters' button. The main image is a street view of a row of brick houses, with a '1' callout pointing to the image. A '2' callout points to a heart icon in the top right corner of the image. Below the image is a '3' callout pointing to the 'Only With Us' badge and a '23:39:39' countdown timer. A '4' callout points to the price '£470,000' and the property description '3 bedroom terraced house for sale'. A '5' callout points to the address '10 High Street, London'. Below the address are icons for '3' bedrooms and '1' bathroom. A '6' callout points to the 'OnTheMarket today' status and the 'Estate Agent' button.

- 1 Your lead image is designed to grab a property seeker's attention and so it needs to be high quality and show off the property to its best advantage. You can choose either an external shot or an internal image and we recommend landscape over portrait, too
- 2 Images can be scrolled through while still on the summary listing. We strongly recommend not uploading a property before it has any photos
- 3 The Only With Us, Spotlight Property and Premium Display labels appear here (if applicable)
- 4 The countdown clock lets property seekers know how long these properties will only be on our website for. Clever, eh?
- 5 Key information here includes the price, number of bedrooms, property type and address
- 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/  
<14days/>14days

# Full details page

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

- 1 Add a minimum of 5 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 5 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'. The main listing area features a large photo of a modern kitchen (1), a price tag of £2,100,000 (2), and a '5 bedroom terraced house for sale' in London Street. Key information (3) includes tenure, council tax, broadband, and mobile signal. Property description & features (4) lists items like a south-facing garden, front living room, and five bedrooms. A map (5) shows the location relative to Putney Common, All Saints CE Primary School, and Putney Bridge Underground. A WhatsApp contact button (6) is visible in the bottom right corner.

# Top tips

Looking for more ideas to help your listings stand out? We've included some more handy hints below for you...



## 1 Refresh your listings

Listings that haven't been updated in a while may attract lower interest than those that are regularly updated. Changing lead images can freshen things up and encourage a potential buyer who has seen the property previously to click through again.

## 2 Go high quality

The quality of the media you share, whether that's floorplans or photos, is really important. Make sure your images are sized correctly and that they 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. You can read more about virtual viewings in our agent's guide to video viewings.

## 4 Be targeted in your copy

It's worth giving some thought to the key marketing features and need-to-know information about your properties 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.