

The Ultimate Rightmove Listing

Here's our little guide to making a big impression on the UK's number one property website.

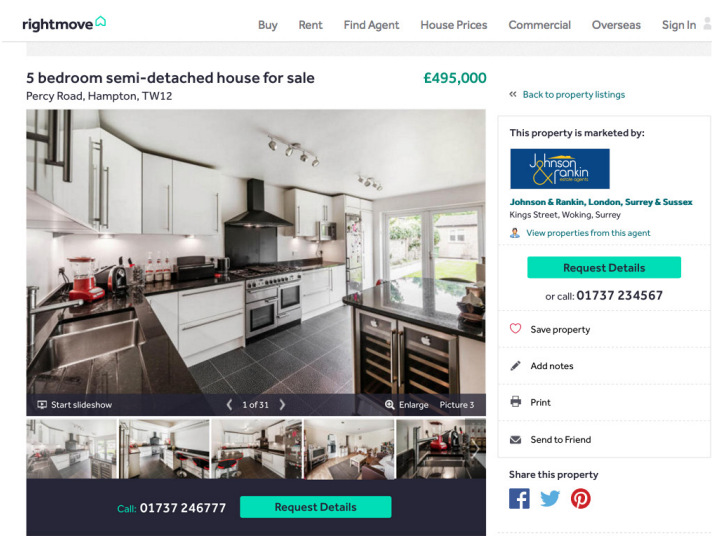


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Our guide to the Ultimate listing on Rightmove

Images

Having great images is essential when making an impression on home hunters. Show off the stand out features of a home with big, bright, eye catching photos.



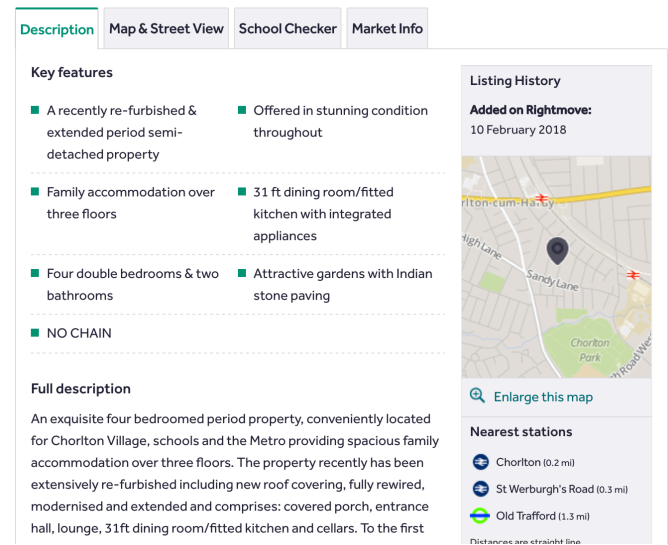
Top tips:

- 1 Listings with 5-9 nice images perform best. Variety gives buyers and tenants a real feel for the property.
- 2 Put your best photos first. These will be a searcher's first impression of your property in the search results, where you're competing with every other property.
- 3 The ideal size for an image is 1024px wide x683px high.
- 4 Internal images seem to get most views so if there's a fabulous kitchen then lead with that image.
- 5 Don't list without a photo! You'll waste your opportunity to impress when your property gets pushed out in our instant alert emails.



Key features

When a home mover knows what they are looking for it's the key features that can help them build a shortlist. It's a great place to show what makes this property stand out.



Top tips:

- 1 Ask yourself "what makes this home really stand out"?
- 2 List descriptive features such as walk in wardrobes, studies, utility rooms and en-suites.
- 3 Don't just write about the property itself. Use the surrounding area to your advantage.
- 4 Try to use all 10 bullet points for maximum impact.
- 5 Mention any incentives, like Help to Buy or reduced rent over summer.



Summary text

Clever agents really know how to make the most of their summary text. Agents who get the best out of those 300 characters seen in the search results entice more home hunters to their listings.



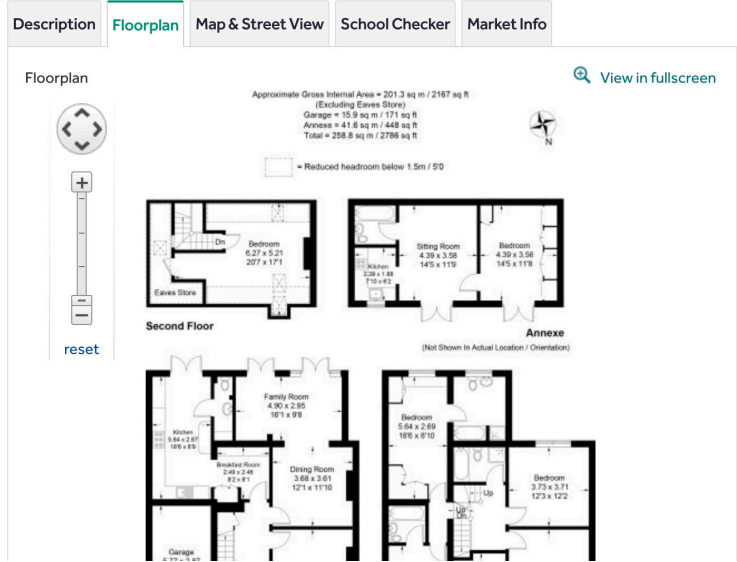
Top tips:

- 1 Keep it short and punchy - every word counts. It's all about enticing buyers and tenants to read more
- 2 Don't just duplicate text from the property details page, e.g. how many bedrooms the property has. Focus on the property's key assets.
- 3 Focus on the property's key assets, such as parks, schools and transport links.
- 4 CAPITALISE key features (but use this sparingly!)



Floorplans

90% of buyers and 80% of vendors think having a floorplan is essential or very useful.¹



Top tips:

- 1 Load floorplans separately to your property images. If you do this they won't appear in the floorplan tab.
- 2 State room dimensions to help buyers visualise the space.
- 3 900px x 900px is the optimum size.



Source: 1. Property Academy Home Moving Trends Survey, 2017.

For more tips and advice visit:

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