



Property Search Websites: From £175 a month

Overview

Having an impressive website that **attracts customers, generates more leads and improves revenue** is a must for any property business. But many companies are frightened by the cost of planning and developing a new website, as the costs for this kind of technology often run to tens or even hundreds of thousands of pounds. But it doesn't need to blow a huge hole in your annual marketing budget, as you can now harness the systems and platform of Globoledge.co.uk for a tiny fraction of the cost of setting up your own site from scratch.

The first step with this package is to come up with a **site architecture plan**, in which we structure the content of the site and design the navigation system to ensure it looks good and works intuitively. The next step is to come up with **design templates** based on the look and feel of your brand or corporate image, with templates for the **homepage, search results, property details and information** pages.

The **property search engine** part of the package will include database structure, interactive search forms, listings results, dynamic reordering and search filters, details pages and an enquiry system complete with data validation.

On the back end, **property database** offers a full hosting, maintenance and management service with full data backups and the **listings manager** allows you to add, edit and remove property listings quickly and easily. **Enquiry Routing** allows you to send property enquiries to your chosen recipient in a simple, effective manner, while all enquiries are visible in our **Online Enquiry Manager**.

By default, the websites are English language only, but additional languages can be added for a **fixed fee of £250 per language**. Choose from Russian, Spanish, French, German, Italian, Portuguese, Greek, Urdu, Malay, Indonesian, Punjab, Gujarati, Swedish, Polish and Afrikaans. This fee does not include translation of the individual listings, though a machine translator is built into the system to make adding listings into multiple languages a little easier.

Summary of what's included:

- **Website planning**
 - Site content and navigation structure
- **Template design**
 - Style, theme, layouts, colours, fonts, images, advertising placements
 - Customised and unique design theme to be created exclusively for you
 - Consistency with an existing logo, brochure or colour palette and style
 - Includes up to 3 sets of revisions based on customer feedback
- **Copywriting**
 - Developer provides basic information content for editing
 - Content editing for: Homepage, Company, Any 1 additional page
- **Languages**
 - Single language only, additional languages charged at £450 each (one off cost)
 - Allows full replication of all content in up to 15 different languages
- **Property search engine**
 - Clean and Simple, or Advanced search forms available

- Choose from the following search elements:
Category, Type, Subtype, Country, Region, Location, Keyword, Currency, Price, Bedrooms
- **Property results pages**
 - List style and gallery formats available
 - Choose how many results per page
 - Results order can be by price, freshness or name
 - Filter by location, price band, date added, category, type, subtype, features
- **Property details pages**
 - Layout and template designed to fit the property information
 - Pricing, key features, images, short or long description, enquiry form
- **Enquiry management**
 - Contact form design and optional registration integration
 - Web enquiries automatically emailed to one or multiple recipients
 - Integrated online enquiry manager allows to manage responses and store customer data
 - Export leads as CSV or XLS file for integration with external CRM system
- **Property database hosting**
 - Fully maintained and optimised SQL server database
 - Query caching for rapid performance
 - Regular upgrades and enhancements
- **Listings management**
 - Easy to use Ajax-based online listings management
 - Data elements include:
Name, reference, ID, Country, Region, Location, Type, Subtype, Features, Price, Description, Key Features
 - Unlimited images per listing
- **Technical setup**
 - XML sitemap set up and submitted to Google
 - Google Analytics software integrated and set up
 - Unlimited free hosting for this website
- **Testing**
 - Browser testing across 7 different web browsers
 - 7 point pre-launch testing protocol
 - 18 point post-launch testing protocol
 - Ongoing support and troubleshooting

Optional Extras:

- **Portal Feeder Integration**
 - Export and upload to other UK and overseas property portals
- **Newsfeed**
 - Daily property news from our news partners
- **Content Management System (CMS)**
 - Add your own news, blog, features or other regularly updating content
- **Featured Property Manager**
 - Select and update properties for enhanced promotion
- **External Links Manager**
 - Links page or integrated links panel with page by page management
- **Search Alerts**
 - Allow users to store search criteria and receive email alerts when new matching properties are uploaded

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