

Sam's Super Secret Strategy to BOOST your Click-through Rate



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A bit of background

Last year, I placed a property of my own on the market. It was a sweet little cottage that I had had rented out for a few years, and it had been returned to me in terrible condition. I renovated it and engaged a home stager, and after months of hard work, it was finally ready to launch it to market.

The online agent challenge

I had decided not to use a 'traditional' estate agent; after all, I'd done most of the hard work: the photographs had been professionally taken, I had commissioned a designer to produce a beautiful brochure for me, and I had found a lady locally who was happy to do the viewings. So I made the decision to use a virtual, or online agent.

Creative strategies needed

Now as you probably know, most online agents rely on fairly basic marketing methods to advertise properties on the portals, but I wanted to do something special. I knew that the average click-through rate for all agents was only about 5%, and online agents often have an even lower rate. On top of that, I couldn't rely on the agent calling my property out to his mailing list – with an online agent, there is no mailing list. It was all going to come down to the portals; I was going to have to come up with some really creative strategies to get noticed online.

Things get interesting

The strategy I implemented was just three steps, but it blew even me away. I was fully expecting a click-through rate of around 10%, in fact, I had called the three local agents to ask them what rate I should expect, given the location, the time of year (May) and the price (£200,000), and their answers varied from only 7% to 10%. My target then, was 10%, in order to get enough viewers through the door and hopefully achieve an early sale. So when I received my first Rightmove Property Performance Report and it said **25%**, I couldn't quite believe my eyes. I called the MD of the online agency and he too was amazed. He had never seen a click-through rate so high.

What happened next

The phone started ringing immediately with viewings, and I was very pleased to accept a near-asking price offer in just two weeks. I asked the agent to keep it fully available online, and we tracked the click-through rate for four weeks, watching it dip from the

initial 25%, to 21.4%, then 20%, and finally to 19%, at which point we marked it as STC, as the survey was back.

Can you keep a secret?

So what three things did I do to the Rightmove advert to get such a staggeringly high click-through rate? I'm going to share with you here something *I've never shared before*. I have just one request – please, keep it to yourself! I'm only sharing it with my list of subscribers, I'm not going to post it on my site, so please don't share it. After all, if everyone did it, it wouldn't work so well for you!

So here goes.... Sam's Super Secret Strategy to BOOST
your Click-through Rate!

Step #1 Round the Price

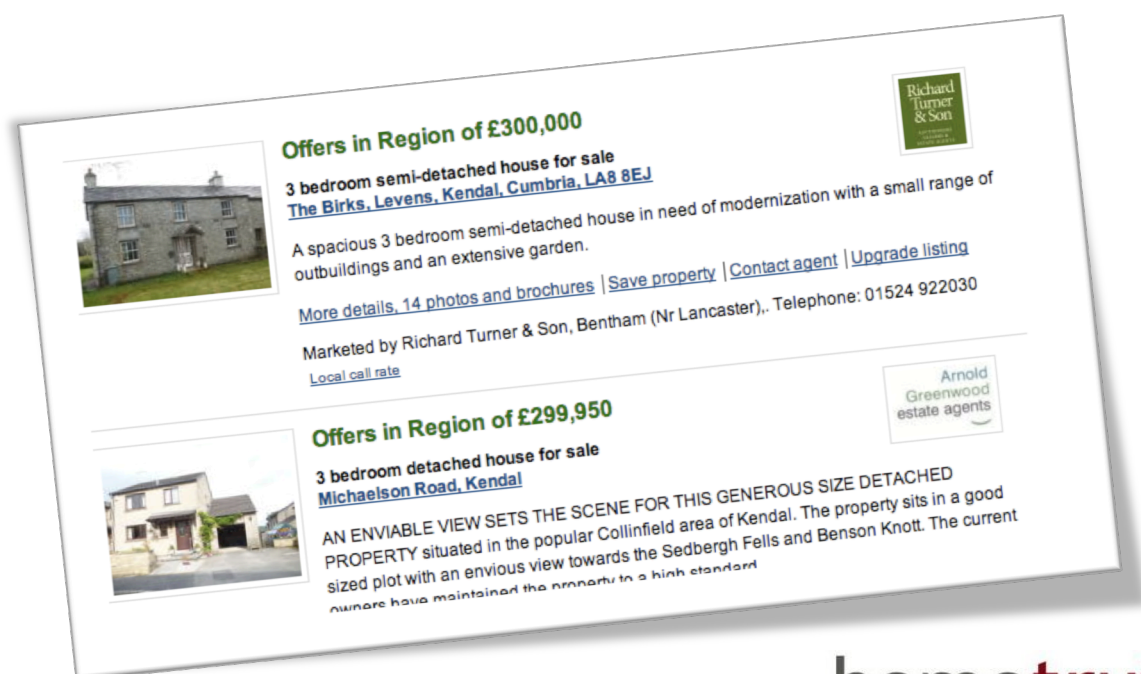
When you place a value on a property, I'm sure you do a great and professional job, taking into account all the comparables, sold properties, and current market demand. But do you take into account the price *strategy*?

Try this: enter a property search into Rightmove in your town for properties priced between £300,000 and £350,000. Make a note of the number of results. I'll do this with you. My search brings up 16 properties.

Next, change the search to £290,000 - £300,000 and count the number of properties that appear from £295,000 and upwards. I count an additional 7 properties. Therefore, approximately *30% of the properties* between £295,000 and £350,000 *are invisible* to a buyer starting their search at £300,000.

Applying a psychological price of just under a search banding makes no sense in 21st Century property searches. Rightmove doesn't second guess buyers' wants, and show them properties around their search parameters; it is a *database* and will only display property results based on the exact search entered.

If you place a *strategic* asking price of £300,000 on a property, what happens is actually very interesting: *it will appear in both searches* – that is, in a search from £290,000 to £300,000, *and* in a search from £300,000 to £350,000. That is potentially at least twice the number of searchers who will see a property priced with a rounded figure.



Offers in Region of £300,000

3 bedroom semi-detached house for sale
The Birks, Levens, Kendal, Cumbria, LA8 8EJ

A spacious 3 bedroom semi-detached house in need of modernization with a small range of outbuildings and an extensive garden.

[More details, 14 photos and brochures](#) | [Save property](#) | [Contact agent](#) | [Upgrade listing](#)

Marketed by Richard Turner & Son, Bentham (Nr Lancaster).. Telephone: 01524 922030

[Local call rate](#)

Richard Turner & Son

Offers in Region of £299,950

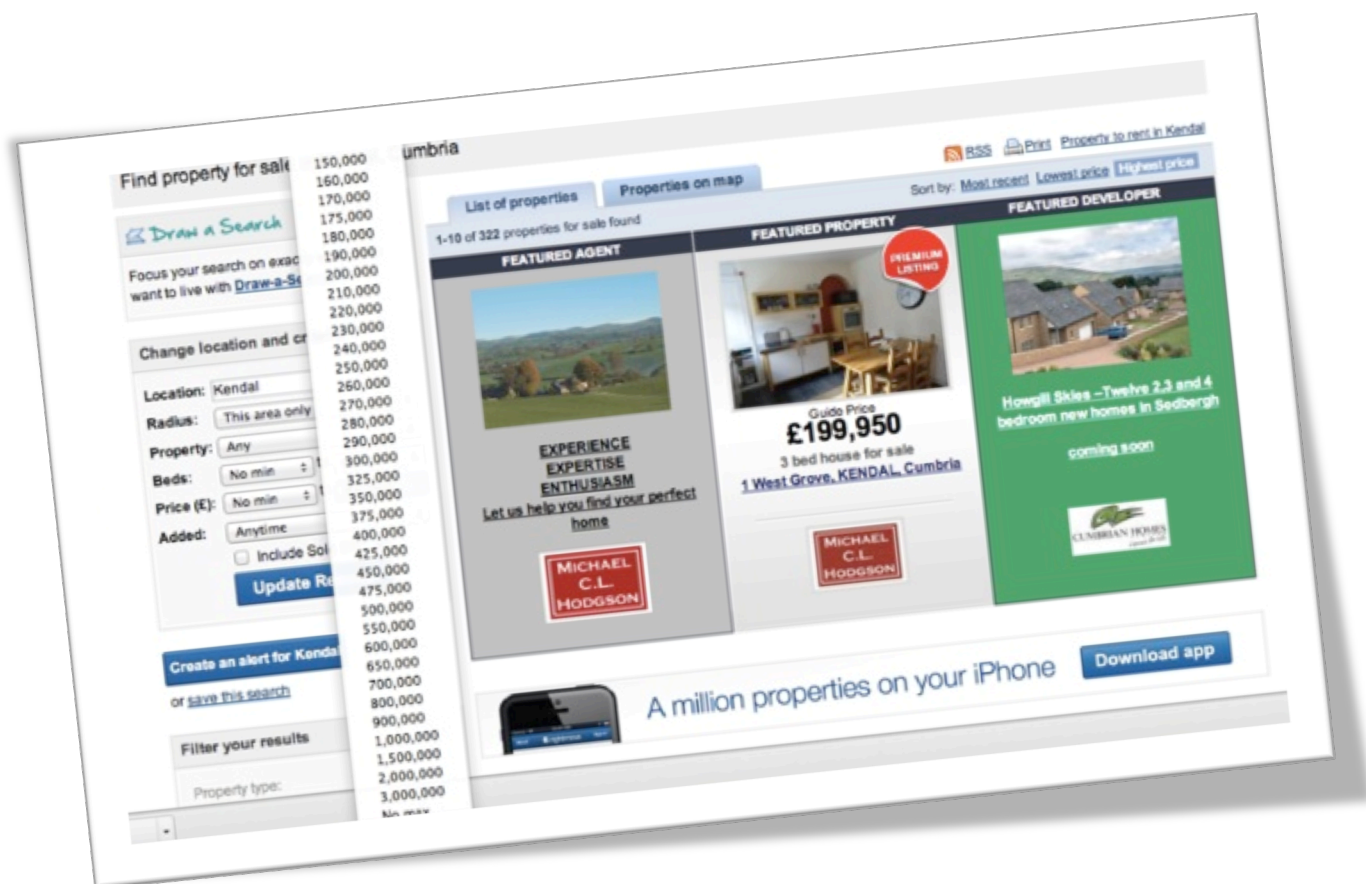
3 bedroom detached house for sale
Michaelson Road, Kendal

AN ENVIABLE VIEW SETS THE SCENE FOR THIS GENEROUS SIZE DETACHED PROPERTY situated in the popular Collinfield area of Kendal. The property sits in a good sized plot with an envious view towards the Sedbergh Fells and Benson Knott. The current owners have maintained the property to a high standard

Arnold Greenwood estate agents

At the golden £1 million price point, things get even more interesting; by pricing a property at the ubiquitous £999,999, only a buyer searching between £900,000 and £1 million will find it. That's a minimum search range of £100,000. If however, you apply a nice rounded £1 million asking price to the property, it will then appear in searches from £900,000 to £1.5 million – that's a £600,000 price range!

Have a look for yourself at the current Rightmove search bandings, and price accordingly. In this way, you will potentially double the number of buyers who will find your properties in their online searches.



Round the Price – Wrap-up

Goal: To have your properties appear in more searches

Technique: Ensure that *all* of the properties you have advertised online fit in with the Rightmove price bandings.

Outcome: Your listed properties will appear in more price bandings and therefore show in more searches.

Conclusion: A very simple way to get more visibility for your properties, and the potential to make your vendors happy by some upwards price adjustments.

What Sam did: I placed my cottage on the market at £200,000 (not £199,999.99)

Step #2 Create a Headline

Headlines are meant to command your attention. Think of the front page of our daily newspapers, the News at Ten summary before the Big Ben bong and the way our gaze is snagged by the headlines on the front cover of glossy magazines as they sit on the shelves, all fighting for our attention.

The same is true for property marketing. Too often are houses listed on Rightmove and the other property portals with the main description simply lifted and inserted on the summary page. So we get flat descriptions with ellipses, as they haven't been written to fit the summary, so overflow. Take a look at this prime example of a yawn-inducing 'summary':

A modern link detached 3 bedroom family home, situated in a corner position, located in this popular village. The property also offers a stylish kitchen, cloakroom, spacious living room and conservatory overlooking the rear garden. Further attributes include a garage,...

No way would the Sun sell a single paper if they used 'headlines' like this! Much better to have a simple and punchy headline of no more than 15 - 20 words that tells the buyer straight away why they need to book a viewing.

Here's a list of some headlines – some better than others – but all better than a wordy description that nobody will read:

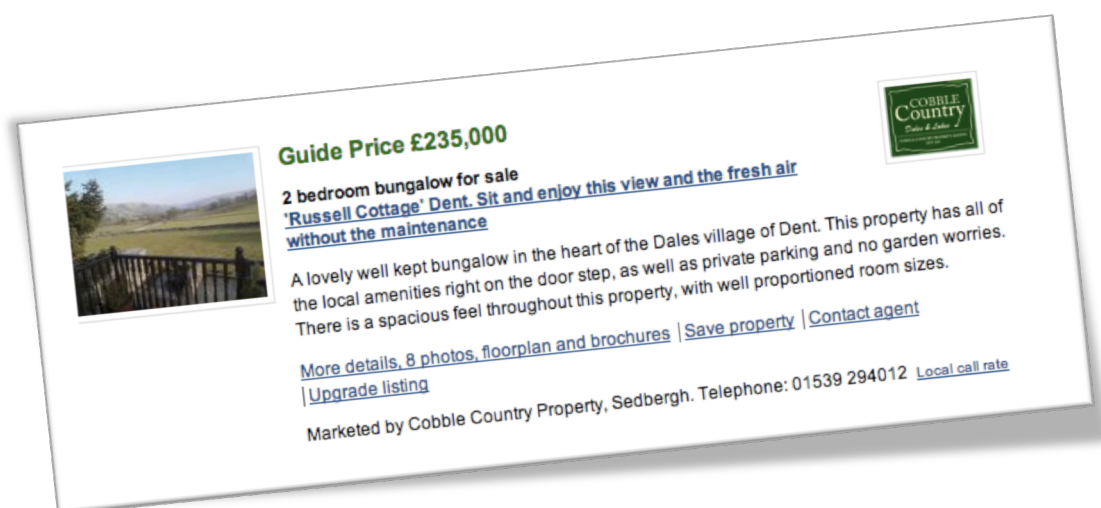
- Sea View Cottage – the very best of Cornwall
- A cosy cottage nestled in a beautiful quiet backwater
- Possibly Norfolk's finest coastal property
- Welcome to paradise
- If the tree-lined drive hasn't sold it to you, the 4 acres of grounds will.
- Can you see France from this garden?

Some pointers to make sure your headline beats the competition:

Use individual and unusual words – forget ‘spacious’ and ‘well-presented’, and go for adjectives that will really grab your buyer, like ‘delicious’, ‘cosy’ and ‘adorable’.

Capture the essence – what is it that is unique and special about the property that you can really capture in a handful of words?

Keep it short - 20 words or less is best.



Guide Price £235,000

2 bedroom bungalow for sale
'Russell Cottage' Dent. Sit and enjoy this view and the fresh air
without the maintenance

A lovely well kept bungalow in the heart of the Dales village of Dent. This property has all of the local amenities right on the door step, as well as private parking and no garden worries. There is a spacious feel throughout this property, with well proportioned room sizes.

[More details, 8 photos, floorplan and brochures](#) | [Save property](#) | [Contact agent](#)
| [Upgrade listing](#)

Marketed by Cobble Country Property, Sedbergh. Telephone: 01539 294012 [Local call rate](#)

Create a Headline – Wrap-up

Goal: To encourage more clicks via a creative headline.

Technique: Write a short snappy *unique* headline for each property that captures the essence and encourages clicks.

Outcome: A short headline that contains unusual words will snag a buyer’s attention.

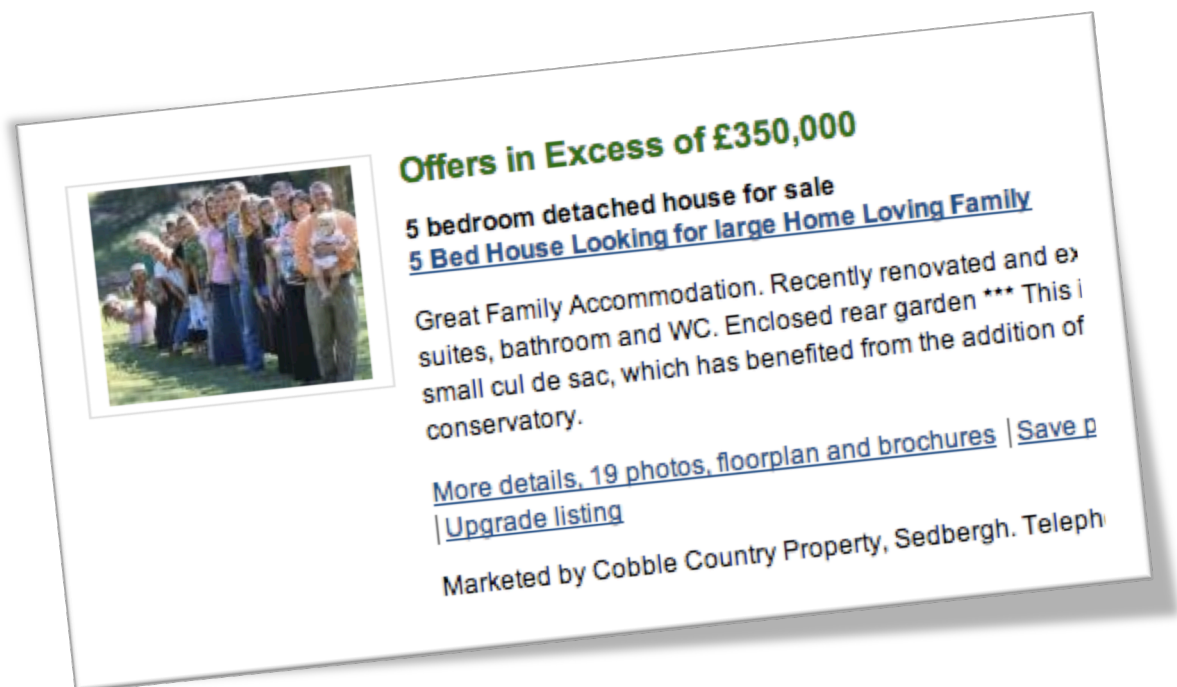
Conclusion: You will achieve increased clicks and stand head and shoulders above the competition.

What Sam did: The one I used? *“Is this the prettiest thatched cottage in Oxfordshire?”* Brilliant.

Step #3 Lead with a great image

Take a look at your properties in a list, the way a buyer will see online. What's your first impression? Which images encourage you to click to see more? Have you used a standard front shot, one of the house from across the road, avoiding the neighbouring properties? So has everyone else! Standing out is absolutely key to advertising online.

In the midst of thousands of competing properties for sale, you want yours to stand out and say 'click me!'



Offers in Excess of £350,000

5 bedroom detached house for sale
5 Bed House Looking for large Home Loving Family

Great Family Accommodation. Recently renovated and ex suites, bathroom and WC. Enclosed rear garden *** This i small cul de sac, which has benefited from the addition of conservatory.

[More details, 19 photos, floorplan and brochures](#) | [Save p](#)
[Upgrade listing](#)

Marketed by Cobble Country Property, Sedbergh. Teleph

Most houses have a standard front shot as the main image; apartments often have a kitchen shot, and deceptive bungalows are frequently photographed from the back of the house. But none of these images are what you would call imaginative.

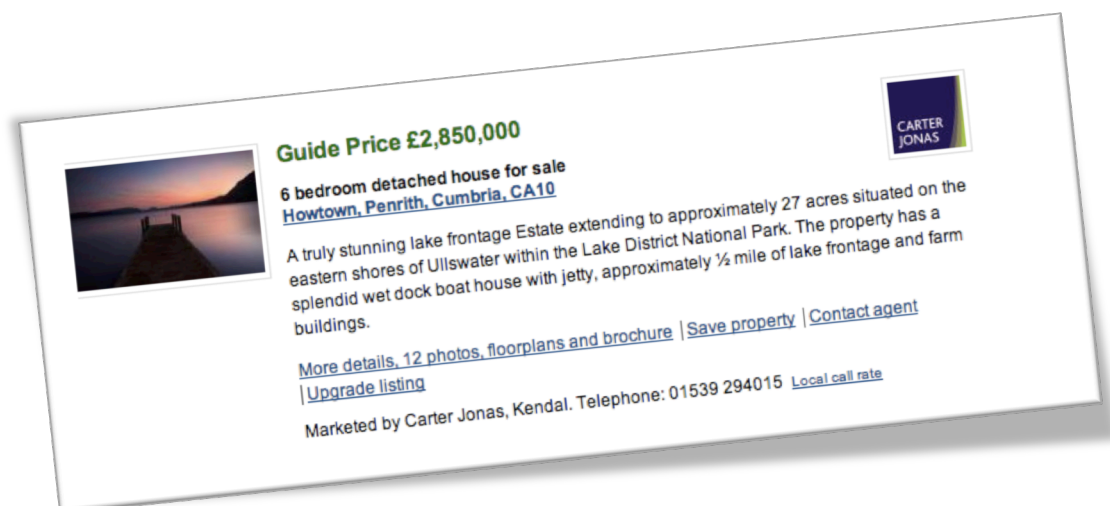
How about these ideas for your leading image?

Show more - Have you tried an elevated image of a house surrounded by more greenery than is obvious from the road?

Teaser - How about just the name plate of the house?

Lifestyle – a patio table set up for an al fresco meal with flowers can speak volumes.

Atmosphere – try taking the shot at dawn or dusk for added atmosphere



Guide Price £2,850,000

6 bedroom detached house for sale
[Howtown, Penrith, Cumbria, CA10](#)

A truly stunning lake frontage Estate extending to approximately 27 acres situated on the eastern shores of Ullswater within the Lake District National Park. The property has a splendid wet dock boat house with jetty, approximately ½ mile of lake frontage and farm buildings.

[More details, 12 photos, floorplans and brochure](#) | [Save property](#) | [Contact agent](#)
[Upgrade listing](#)

Marketed by Carter Jonas, Kendal. Telephone: 01539 294015 [Local call rate](#)

Lead with a Great Image – Wrap-up

Goal: To appeal to buyers' sense of curiosity

Technique: Experiment with different images, trying a different shot each couple of weeks.

Outcome: Pique their interest, and buyers will click more often in order to see more.

Conclusion: The allure of the home and the lifestyle it offers is a greater pull than a generic façade.

What Sam did: my main shot was of just the front door. Who doesn't want to click to see what's inside?

Go get those clicks!

So there you go! Sam's Super Secret Success Strategy to BOOST your click-through rate. Not rocket-science perhaps, but just good common sense. Best news of all, hardly any agents are using this strategy right now, so implement now, and reap the benefits!

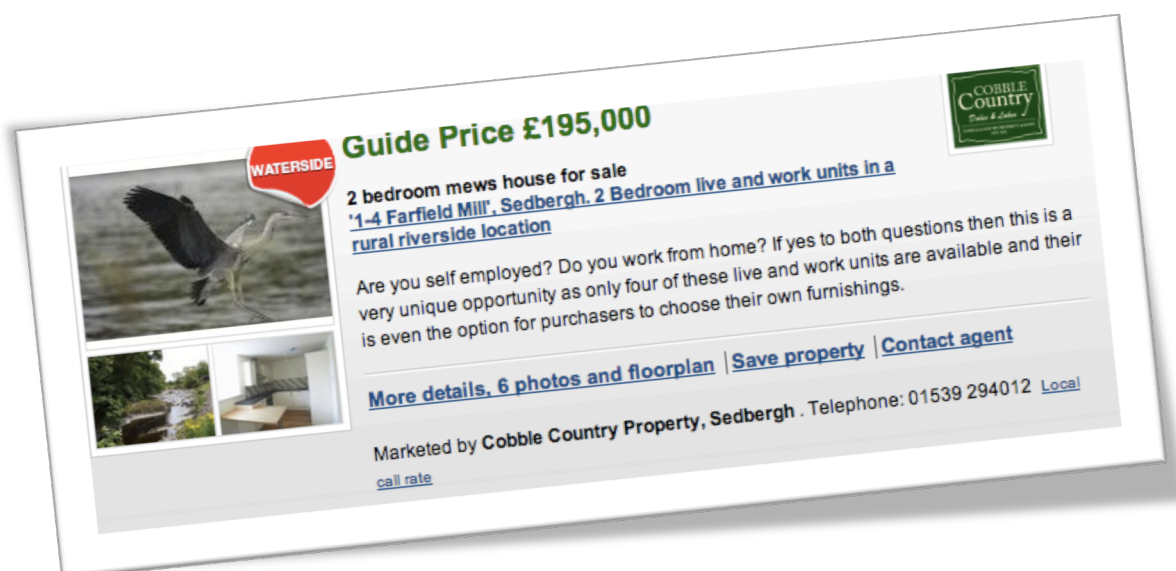
Quick tip before you start – take a snapshot of all your click-through rates on Rightmove. You can't go back and get previous results, and you want to be able to measure these and any improvements that occur.

Competition time! Get over 20% and I'll send you a delicious box of brownies for your office. I'll also invite you to share what you did, and how you got such a great result.

As always, questions and comments are very welcome at sam@home-truths.co.uk

You can also follow me here:

Sam



WATERSIDE **Guide Price £195,000**

2 bedroom mews house for sale
'1-4 Farfield Mill', Sedbergh. 2 Bedroom live and work units in a rural riverside location

Are you self employed? Do you work from home? If yes to both questions then this is a very unique opportunity as only four of these live and work units are available and their is even the option for purchasers to choose their own furnishings.

[More details, 6 photos and floorplan](#) | [Save property](#) | [Contact agent](#)

Marketed by **Cobble Country Property, Sedbergh**. Telephone: 01539 294012 [Local call rate](#)

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