

Good Online Advertisement Check List

- ✓ Catchy Headline – Is it lifestyle driven? Does it Offer solutions to the problem
- ✓ Street address Included
- ✓ Price or price range
- ✓ Full description – Including local area information
- ✓ Number of bedrooms, bathrooms, parking spots
- ✓ Auction times
- ✓ Open for Inspection times
- ✓ At least 15 + quality photographs
- ✓ Video tours in place of Virtual tours
- ✓ Photographs of surrounding area including street shots, schools, shopping centres.
- ✓ Floor plans – Interactive if possible
- ✓ Individual agent contact details – Include Call to Action
- ✓ Frequently updated – Update body copy as required.
- ✓ Change Photos/Headline Weekly
- ✓ Remember Keywords – Include brand name in call to action.