

It's easy to create the perfect listing

To maximise your online exposure on domain.com.au it is essential to invest some time into creating the perfect listing.

A GUIDE TO THE PERFECT LISTING

■ Use your 10 seconds wisely. You have 5 – 10 seconds to grab someone's attention. A good headline, introductory paragraph and quality images are essential.

■ Use short punchy sentences that tell the story of how it could feel living in that particular home. Emotive words that describe the home and surrounding neighbourhood work best.

■ Write copy for your target demographic and include a complete description. Does the property suit a young couple or a large family?

■ Give some thought to the images you select. Photographs of different rooms, floor plans and virtual tours allow property seekers to assess their interest in the property and increases the chance of your listing making it to their shortlist.

■ Property seekers want to know the price or at the very least a price indicator. You don't want a potential buyer or tenant thinking you have something to hide.

■ Maps and a street address are important to assess the area.

FOR SALE



The perfect family home in a sought after location - large leafy backyard, lots of storage, large living area, close to schools and shops, strong community.

CONTACT US

To find out more about domain.com.au, contact us on 1300 799 109 or email sales@domain.com.au.