



Manage My Property

New Website and digital marketing for a growing local business

Background

Manage My Property is an independent estate agent offering sales, lettings and property management services to most of South West London.

Brief

Manage My Property is a rapidly expanding business and director Andrew Bald wanted to create a new website that expressed his businesses's professional but friendly approach. He was also launching a new sales service and was keen to market this through the new website and through an email campaign.

Approach

After an initial design meeting a project plan was agreed upon which included delivery dates and a wire-frame design of the website. Communication was by regular RAG (Red Amber Green) status reports tracking progress of each task and a combination of telephone calls and face to face meetings.

Technically Joomla was chosen as the Content Management System, both for its suitability for this scale of website and Andrew's prior knowledge of the product. The following key stages of the project ensured a timely delivery:

- Initial template design and review to ensure style of website captured MMPs business vision,
- Site map design agreed
- Technical review of Joomla plug-ins
- Evaluation of shortlisted plug-ins
- Negotiation with plug-in supplier to provide high priority fixes for defective functionality
- Prototype site built and moved to staging server for review
- Feedback from review incorporated into website
- Security review of live installation carried out, with advice on key areas for improvement
- Go-live date planned and website optimised for search engines (SEO)
- Install and maintenance documentation written
- Email campaign designed and distributed using Mailchimp.
- On going advice on site enhancement and maintenance

Key features of website

- Custom template to give Andrew complete control over look and feel of site
- Quick search and Advanced search of property listings
- Featured properties on all pages
- Ability to link to PDF brochures and floor plans
- Google maps and street view integration

- RSS feeds into major property portals and Twitter
- Optimization for Search Engines (SEO) including site map, search engine friendly URLs, Google analytics and redirection from old site to new

Testimonial

On completion of the project, Andrew Bald, director of Manage My Property said:

"I would highly recommend Pete to anyone looking for IT consultancy and website services. He completely re-built my website from scratch under very tight time scales, as well as implementing and tailoring several 3rd party software plugins. His ability to give the client exactly what they want and react positively to specification changes, no matter how late in the project, was priceless to me. Being my own business I was very keen to get the finished website exactly how I wanted it and by using Peter Karas I have certainly achieved that. Once the site went live he was fully on hand to ensure everything was performing well, including back-up procedures and security standards, and he even created a comprehensive design and installation CD so developers other than him could maintain the site in the future. This selfless approach to business is scarce and is a great testament to not only his outstanding workmanship but also the great guy that he is to work with. Thanks for all your work Pete and I look forward to working with you more in the future."