QBurst

Boosting User Engagement and Conversion Rates with WordPress Property Listings Integration

Overview

A custom website created for a leading property developer that integrates their extensive property listings from a bespoke data management application. The new website features a user-friendly interface with advanced search filters and is mobile-responsive, improving user engagement and conversion rates. The integration enabled efficient property data management saving time and resources for the client.

Client Profile

Leading luxury property developer in the United States. Their portfolio comprises residential, commercial, and leisure properties across North America.

Business Requirements

The client wanted a custom website that showcases their extensive property listings and enables users to find properties easily:

○ Create a user-friendly interface with advanced search filters for efficient property data management

○ Ensure the website is mobile-responsive to improve user engagement and conversion rates

○ Integrate the website with custom application to streamline property data management and improve overall efficiency
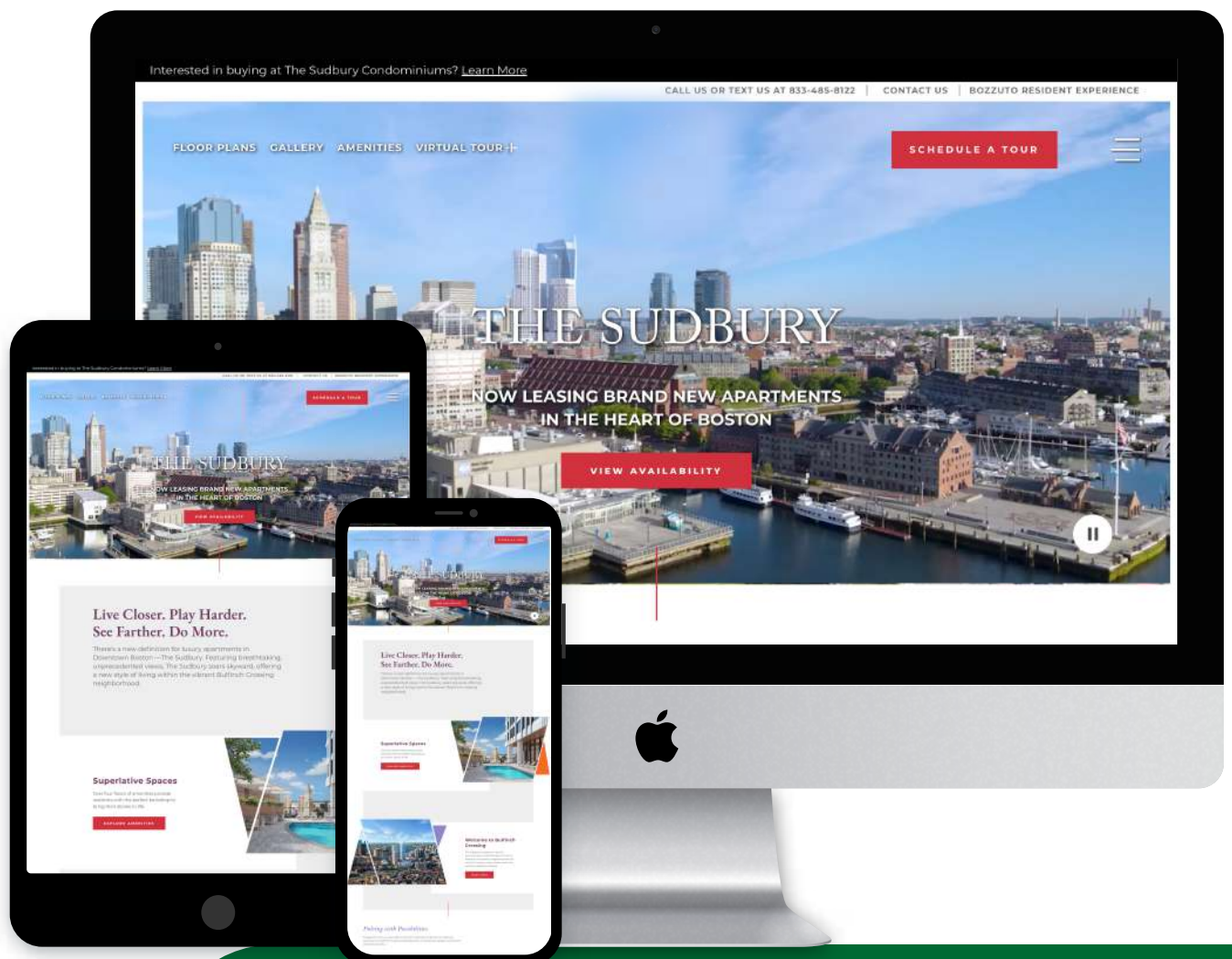
Solution

A WordPress website that integrates seamlessly with a bespoke data management application to obtain property-related information. Additionally, several API services are integrated to retrieve essential information.

- Reputation API to access reviews of each property

- Cornerstone API to retrieve job opportunities

- Google APIs to retrieve data on nearby facilities such as hospitals, airports, colleges, and transit options for each property

- Algolia API to store data in a third-party database and increase search speed

- Walk Score API to identify the Walk Score locations of each property

- Geolocation API to fetch nearby properties and neighborhoods based on user location

- YouTube API to track user interactions with site videos for analytics purposes

To create a user-friendly interface, the website design focused on a clean and intuitive layout that showcased the client's property listings in a visually appealing manner. Responsive design techniques were implemented to make the website mobile-friendly, enabling it to adjust seamlessly to various screen sizes and resolutions. Additional pages such as News, Careers, Portfolio, About Us, Leadership, Services, Contact Us, and User Registration/Login were added to make the website comprehensive. Additionally, on-page SEO best practices were incorporated to optimize the website for search engines.

Bespoke Application for Data Management

The application processes XML feeds from a master SFTP location and distributes them among various vendors. Admins can add vendors using the application's admin UI, each with their own SFTP location. Admins can also add properties to each vendor with specific time schedules, ensuring that feeds are delivered to the corresponding vendor SFTP location at the appropriate time. The application triggers an email notification to each vendor upon SFTP creation and whenever a new property is added to that vendor. The application can process feeds from various sources, including MITS, RentCafe, PropertyLink, Entrata, OnSite, and Google Price Extension, making it a versatile and comprehensive tool for managing data feeds.

Key Features

- Incorporated several levels of search pages, including state, metro area, and neighborhood levels with map interaction, to provide users with comprehensive search options

- Filter options for price, bedroom count, city, and neighborhood to enhance user experience

- Shortlist and save properties/floor plans

- RentCafe and Yardi integration for property listings

- Interactive maps for unit-level leasing powered by Engrain

- Virtual tours using third-party service LCP tours provide immersive walkthrough experiences of the community and specific units

- accessiBe and userWay plugins to provide better accessibility features

- WCAG 2.0 Level AA ADA compliant

Technologies Used

- WordPress
- HTML
- CSS
- JavaScript
- PHP
- Symfony
- Doctrine
- Python

Benefits

- Reduced manual effort by integrating MitsFeed to enable seamless retrieval of property-related information

- Enhanced user data management by integrating Hyly and HubSpot services for contact form management

- Improved customer satisfaction by facilitating easy discovery of properties that match specific requirements via advanced search filters

- Increased search engines visibility as a result of targeted SEO and performance marketing, driving more organic traffic to the client's website and leading to more inquiries and sales

- Improved brand image and credibility, as the user-friendly and mobile-responsive website showcases the client's commitment to providing quality services to their customers