

December 09

# Insight

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"Aussie web solutions"

- Web Development
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## YOU SAY IT'S YOUR BIRTHDAY.....

'They say it's your birthday, we're gonna have a good time ...' Yes that's right; December 2009 is aussiehome.com's tenth birthday.

Now that might not sound like such a milestone to some but dotcoms were not renowned for their longevity when we started out, so if a dotcom business year is a bit like a dog year, it is worth seven real years. Wow that makes this really our seventieth birthday!

In 1999, with just seven real estate clients, we launched www.aussiehome.com, the first real estate portal to employ ground breaking interactive mapping technology.

Co-founders, Charlie Gunningham (current aussiehome.com Managing Director) and Nick Streuli, met while studying MBAs at UWA. After comparing experiences of buying property in WA as new comers to the state, they thought there just had to be a better, simpler way to search for property and find your real estate agent, and this led to the birth of what became the aussiehome.com site. Since those early days aussiehome.com

has continued to stay at the forefront of technology continually developing the aussiehome.com database to provide arguably the most diverse platform available for real estate agents to load their properties onto the Internet.

With the mantra, 'Your website is the most important website', aussiehome.com have designed and built hundreds of real estate websites, customised to suit client's branding and business operation.

Along the way a wide range of online solutions have been developed including Blogs, Enewsletters, Client Relationship Management systems and many other applications.

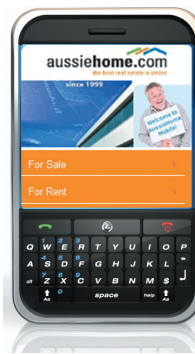
We would like to take this opportunity to thank our clients and web site users for their continued support. We know without you we wouldn't be celebrating such an important birthday.



*Here's to the next ten years and beyond.*

## WEBSITES ON MOBILES – HOW?

With 21% of Australians now accessing the internet through their mobile device (iphone, Blackberrys and such) do you need to upgrade your web site so it looks good on mobiles? What does it look like NOW on them?



Well, it will probably become an issue as more and more of your clients and prospects out there are hunting for property on their mobiles, taking them with them as they charge around the suburbs, and using them for quick property searches online. A mobile friendly web site is basically a stripped down simplified version of your current site, and this can be done for an upfront fee (design) or small ongoing sum, depending who your web site provider is.

Do talk with us if you need any help on this – we have 2 solutions for you.

Go to [www.aussiehome.com](http://www.aussiehome.com) on your mobile device to see our site specially coded for all mobiles

**aussiehome.com**  
the best real estate is online



## SEO AND SEM, WHAT THE?

What's the point of having a web site if no one goes there – could it be a white elephant? Well, yes it could – but do you know how many people visit your own web site at the moment (visitors, page views, time per visit)? Do you know where visitors come from?

(If not, get your web developer to install the FREE Google Analytics tool, at least; or talk to us)

You may get contacted from time to time by self-professed 'Search Engine Marketing' (SEM) experts – beware! Do not sign any ongoing monthly contracts until you really understand what is at stake here, and how relatively easy it is to get your web address high up on the NATURAL (free) search results.

You can do a lot of easy, cheap things on your site to get it ranked higher on Google; and you may not then need to pay for results (so-called Google Adwords) at all. SEO ('search engine optimisation') involve some coding techniques (some of them mind boggling simple) that get your site noticed on Google. All you need to know is what Google actually looks for.

Here are 4 simple things:

**1. TITLE TAG** – while Google ignores the keywords meta tag, it really reads what is in your title tag – it describes your site, and it only reads the first 80 characters (that's about a dozen words). Make sure your key words are in there, and nothing else.

**2. NO FRAMES, little or NO FLASH** – Google can't read beyond the top frame, so if your site is coded in multiple frames, you are blocking Google from following through. Similarly, Google can't read images or flash animation easily, so reduce this to a minimum.

**3. LOTS OF TEXT – BLOGS ARE GREAT!** – Google CAN read text, and starts from the top left, looks at headings, and loves blogs as they are laden with text (and the text updates all the time)

**4. LINKS IN** – Google works on judging the popularity of your site by how many sites link to it (to see how many do, enter "link: www.yourwebaddress.com.au" into the Google search).

So, before you sign up to any SEM campaign – get your SEO right first! If you need any help, talk to us (and if you don't believe us, see where 'aussiehome.com' is when you enter 'properties for sale perth' into Google).

## Who is aussiehome.com?

No, we're not a home loan company!

- We set up in 1999 with 7 real estate offices and 70 properties on our site; today, 9 years on, we have 160+ offices and 7500+ live listings (sales and rentals)

- We have designed/hosted 150+ real estate web sites; most (90%+) of our clients host their site with us ('single data entry' is the key)

- We are a fiercely private, independent company (NOT owned by media or real estate interests)

- We do not make clients sign contracts, if they don't like our services and think we're not value for money, they can leave

- We are continually innovating and bringing new services to our real estate clientele (our R&D spend is significant, about 35% of total costs)

- We also feed listings to realestate.com.au, reiwa.com, domain.com.au, rent.com.au, realestatewa.com.au & realestateview.com.au and google real estate.

- We also do print design - from logo creation through to full colour brochures, flyers and magazines

- Every client has their listings also on the award-winning www.aussiehome.com web site, 11,000 visitors a day, 7500+ listings on the site; high end niche real estate site based here in WA

- We have 6 full time and 4 part time staff operating out of our office in Nedlands. The staff demonstrate what good old fashioned customer service means.



**Charlie Gunningham**  
Co Founder & Managing Director



**Phil Knight**  
Sales Manager

