Community Website Do’s and Don’ts

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brought to you by On-Site

Today's Topics

Stock Photography

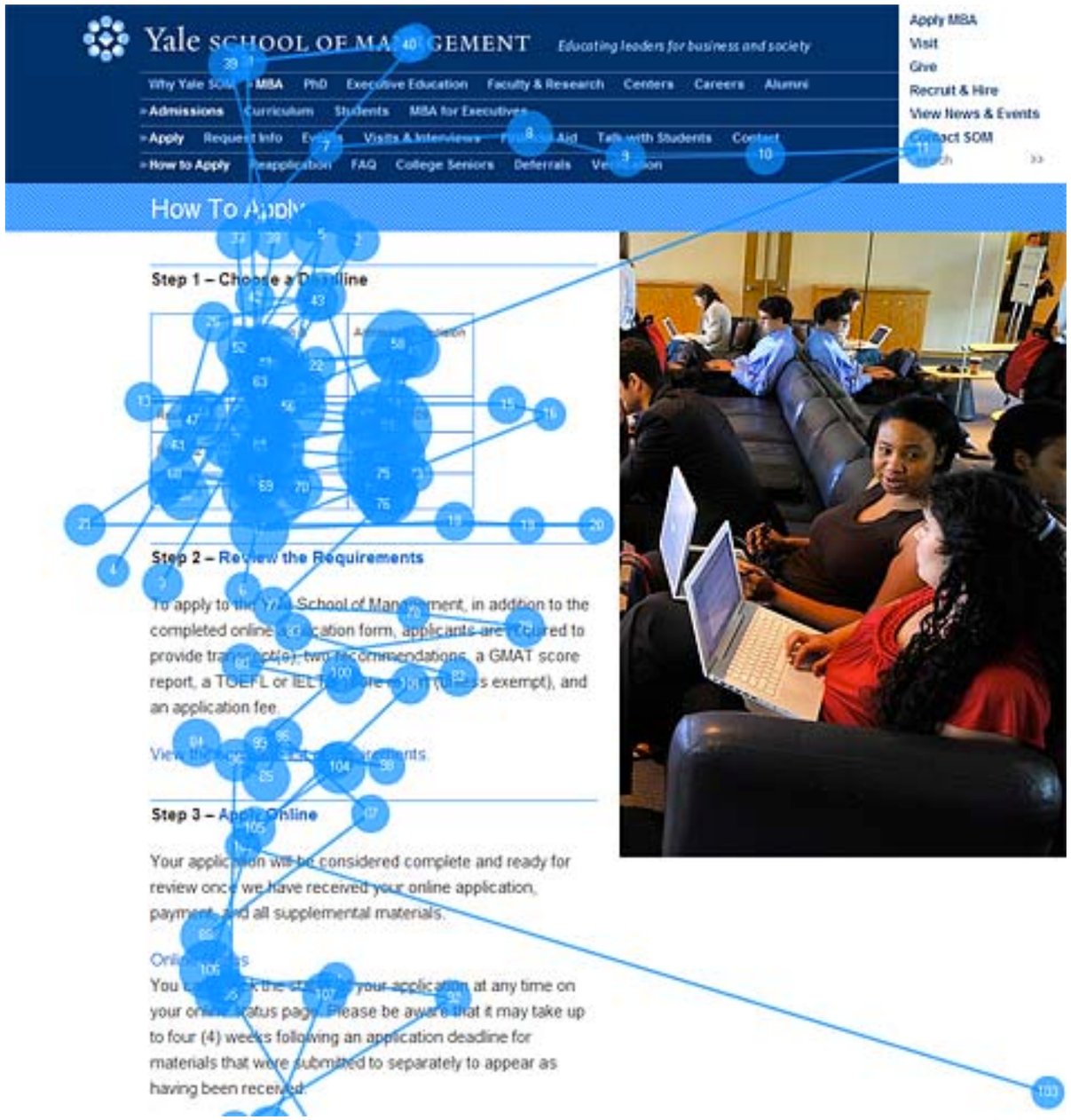
Mobile Sites

Language

Calls to Action

Stock Photography

Where do visitors look?



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Good photography in action:

PHOTO GALLERY

CLICK A THUMBNAIL BELOW TO SEE A LARGER IMAGE

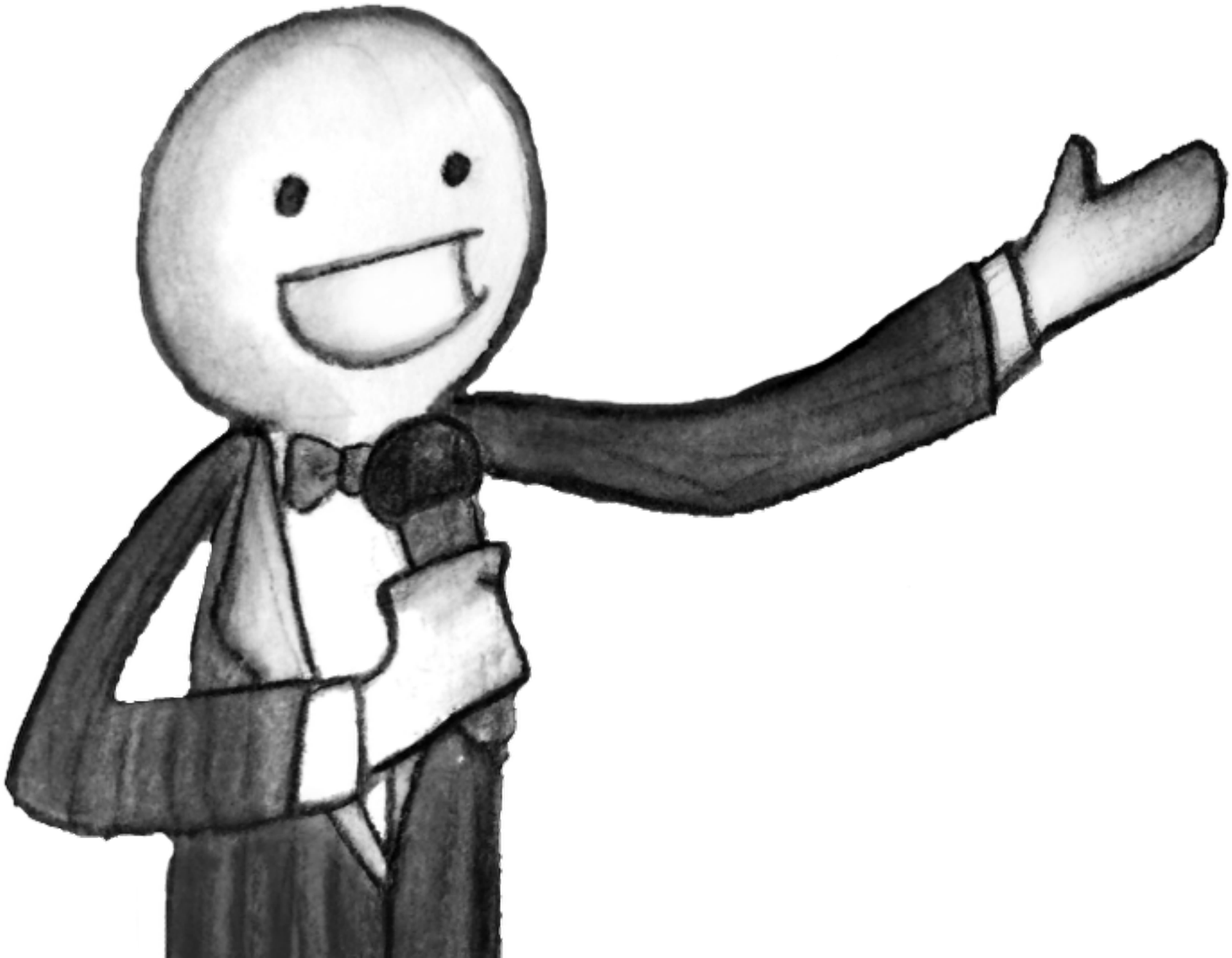
Property

Amenities

Unit

Community Event

Let’s play a game…



Guess the Photo’s Origin

- 8 images
- Is it from a property website… or a pharmaceutical ad?
- We need: **2 participants**

Property or Pharma?

Property

Property or Pharma?

VIAGRA®
film-coated tablets
Sildenafil
100 mg
pfizer

Property or Pharma?

Property

Property or Pharma?

Property

Property or Pharma?

VIAGRA®
film-coated tablets
Sildenafil
100 mg
pfizer

Property or Pharma?

NOW AVAILABLE!

NEW!

Allegra®

FOR ALLERGIES

SAME Prescription Strength Available *WITHOUT* a Prescription!

USE ONLY AS DIRECTED.

ALSO AVAILABLE:
Allegra 12 HR and 24 HR
and Children's Allegra

To learn more,
visit www.allegra.com

© 2011 CHATTEM, INC.

MANUFACTURER'S COUPON | EXPIRATION DATE 9/30/11

$3.00 OFF

On Any One
Allegra-D
12 HR 20ct

CONSUMER: LIMIT ONE COUPON PER PURCHASE AND ONE COUPON PER CUSTOMER. Good only in USA. Customer must pay sales tax. Void where prohibited. Void if transferred or copied. Retailer: Chattem, Inc. will redeem for the face value plus $.08 handling. Any other application constitutes fraud. Invoices proving sufficient purchase of this product to cover coupons presented may be required. Cash value 1/20 cent. For redemption of coupons mail to Chattem, Inc. P.O. Box 880445, El Paso, TX 88588-0445. © 2011 Chattem Inc.

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Property or Pharma?

Property

Property or Pharma?

ACTOVERCO

Lipitor™ 10 mg

ATORVASTATIN

30 filmcoated tablets each
containing atorvastatin 10 mg

PARKE-DAVIS

Stock Photography

DO

- Put your property front and center
- If including people, use real residents

DON'T

- *Hide your property behind stock photos*
- *Use zombies or stock "people"*

If it could work in a Viagra ad, don't use it.

Mobile Sites

Why mobile?

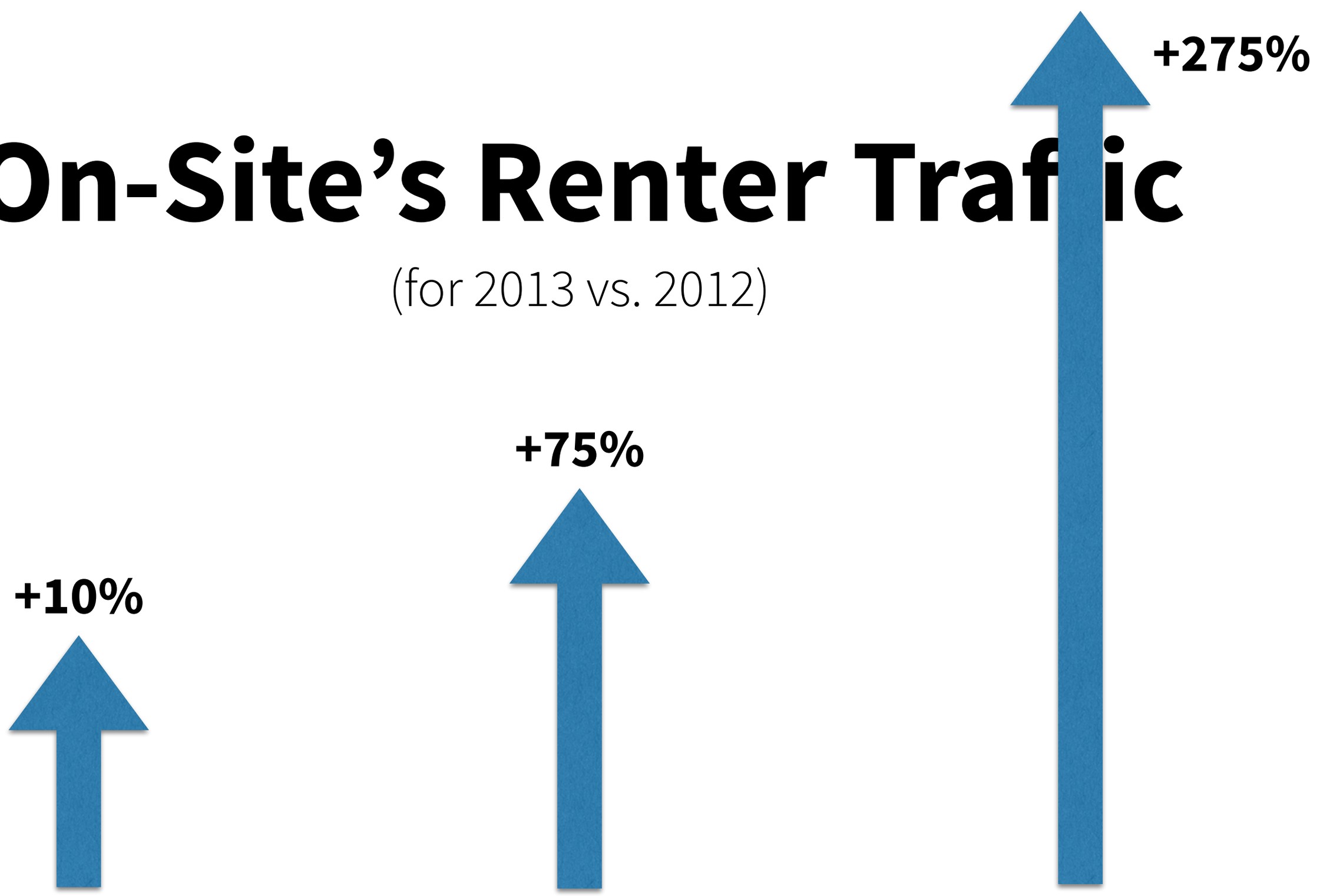
By the Numbers

- As of May 2014:
  - **1 in 5** website visits are coming from a mobile device
- In 2013:
  - Nearly **80 million tablets** were shipped in the last quarter alone

Source: Mary Meeker's 2014 Internet Trends, http://www.kpcb.com/internet-trends

On-Site's Renter Traffic

(for 2013 vs. 2012)



Source: On-Site's internal analytics

Your Future Renters

- **44%** of teens 14-17 own a smartphone
- **72%** of college undergrads own a smartphone

Source: Pew Research: Teens and Technology 2013, Pearson Student Mobile Device Survey 2013

In fact…

Andrew Luck's cell phone looks almost as old as him

GAME ON! **Samer Kalaf, USA TODAY Sports** *9:21 p.m. EDT April 16, 2013*

Kirby Lee/USA TODAY Sports

When not making bets with former Mr. Irrelevants, Indianapolis Colts quarterback Matt Hasselbeck is busy showing his Twitter followers that yes, Andrew Luck, the team's franchise quarterback, really does have a $10 cell phone. Luck's boasted about it in the past, but Hasselbeck shared an actual photo of the device, and boy, does it look like a cell phone that would cost $10.

Matthew Hasselbeck Follow
@Hasselbeck
True story... Andrew Luck's cell phone. #impressive twitpic.com/cjv4ez
4:52 PM - 16 Apr 2013

Source: USAToday Sports

Do:

- Use responsive design for your community website

What is responsive design?

- It’s a website designed to *respond* to the size of the device you’re viewing it on

Responsive Accounts For:

Large Screens

Desktops

Medium Screens

Tablets

Small Screens

Phones

Or any new devices in the future!

Good responsive design in action:

Benefits

- One single website for multiple devices
    - No need to maintain multiple sources of information
- Your site will work for devices in the future

Mobile Sites

DO

- Use responsive design
- Include all content
- Make all online workflows responsive from website to renewal

DON'T

- *Use apps or mobile sites*
- *Hide mobile content*

Language

Reading on the Web

- Users scan—they don’t read everything
- Only about 20% of content is read online

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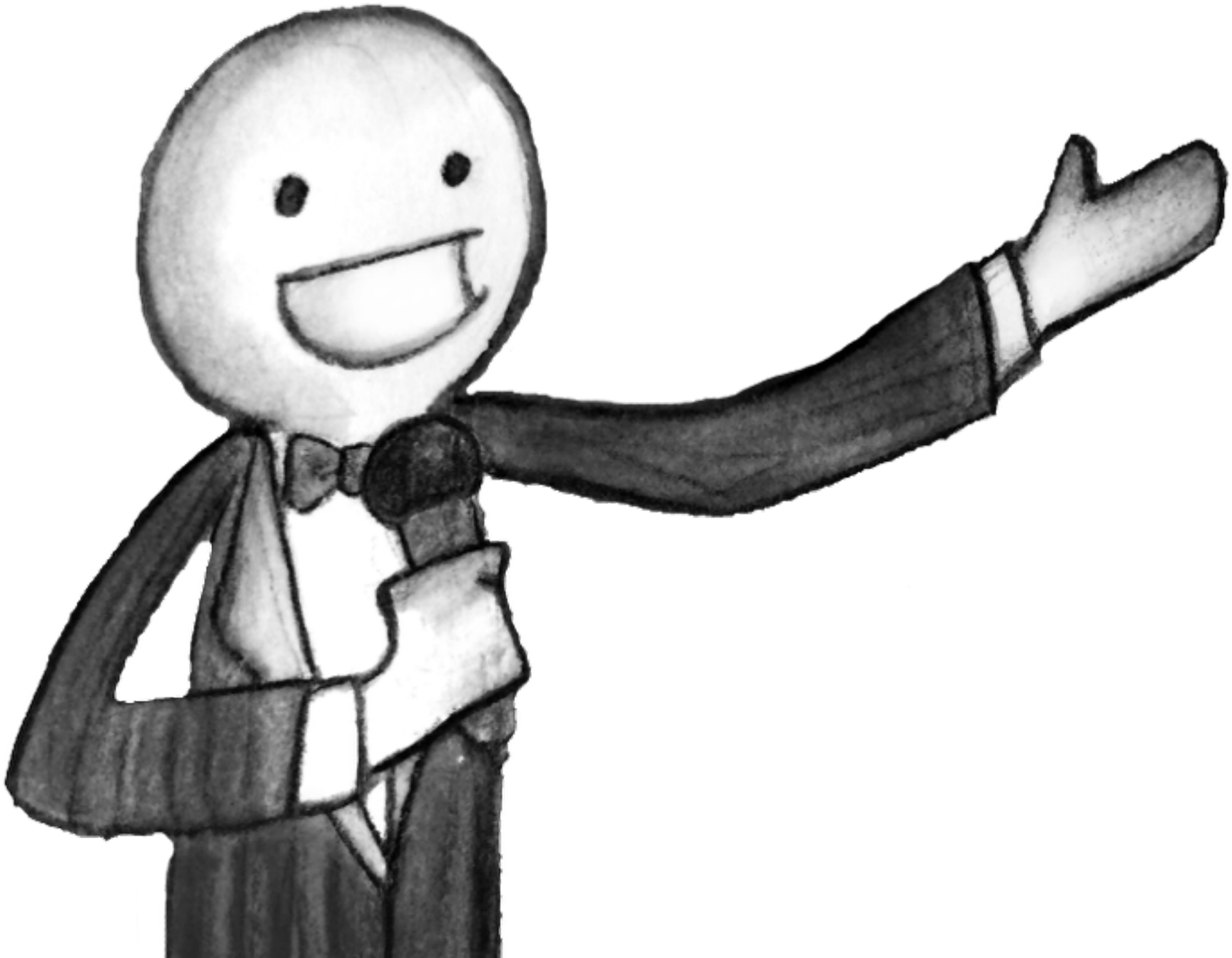
The 3 C’s of Language

- Clear
- Concise
- Consistent

Clear

- Be **clear** with your website copy and phrasing

Let’s play a game…



Street Smarts: Apartment Edition

- 4 leasing industry terms
- How do they define the term?
- We need: **2 participants**

ain entrance

On-Site

Concise

- Keep your website's copy **concise**: short, sweet, and to the point
- Use scannable text to help users locate what they want

Use Scannable Text

- Scannable means:
  - Has **clear headings**, sections, and labels
  - Uses **large** type
  - **Emphasizes** key ideas
  - Makes use of **bulleted lists** (when appropriate)

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Example:

Premier apartment living is right around the corner. Discover Awesome Apartments, San Jose's top apartment living destination, featuring a luxurious selection of floorplans, each offering breathtaking views of the Santa Clara Valley. Watch the sun rise every morning through the floor to ceiling windows and spread its warming rays over your dream lifestyle. Each apartment features a selection of high-end amenities, including gourmet kitchens stocked with commercial, stainless appliances, granite countertops and spacious dining areas for entertaining guests as well as breakfast nooks for mornings of quiet contemplation. Apartments also include central heating and air, high efficiency washers and dryers, plush carpeting, hardwood laminate floors and crown molding. Awesome Apartments is also pet friendly. Enjoy our weekly pet meet and greet play sessions. It's the perfect opportunity for you and Fido to make new friends and new romances. Come visit Awesome Apartments today and realize a new level of luxury in apartment living.

153 words, time to read **38.4s** average

(Much) Improved:

Awesome Apartments features luxury apartments in the downtown San Jose area, conveniently located a 10 minute walk from the Caltrain station and an easy drive to highways 87 and 280. We offer four different floorplans, ranging from **studios** up to **two bedrooms**.

Amenities

- Floor to ceiling windows
- Central heating and A/C
- Stainless steel appliances
- Granite countertops
- High efficiency washers and dryers
- Carpeted and hardwood floors

Pet Friendly

Awesome Apartments is a pet friendly community. Both **cats** and **dogs** are welcome for a small additional monthly fee. Your pets can also enjoy our weekly pet meet and greet play sessions with other resident pets and their owners.

106 words, time to read **20.2s** average

Consistent

- Be **consistent** with how you refer to floorplans, amenities, and workflows (e.g. online application)

Floorplans

Home Your New Home Luxury Living The Gallery Neighborhood Find Us

Amenities

Photos

Language

DO

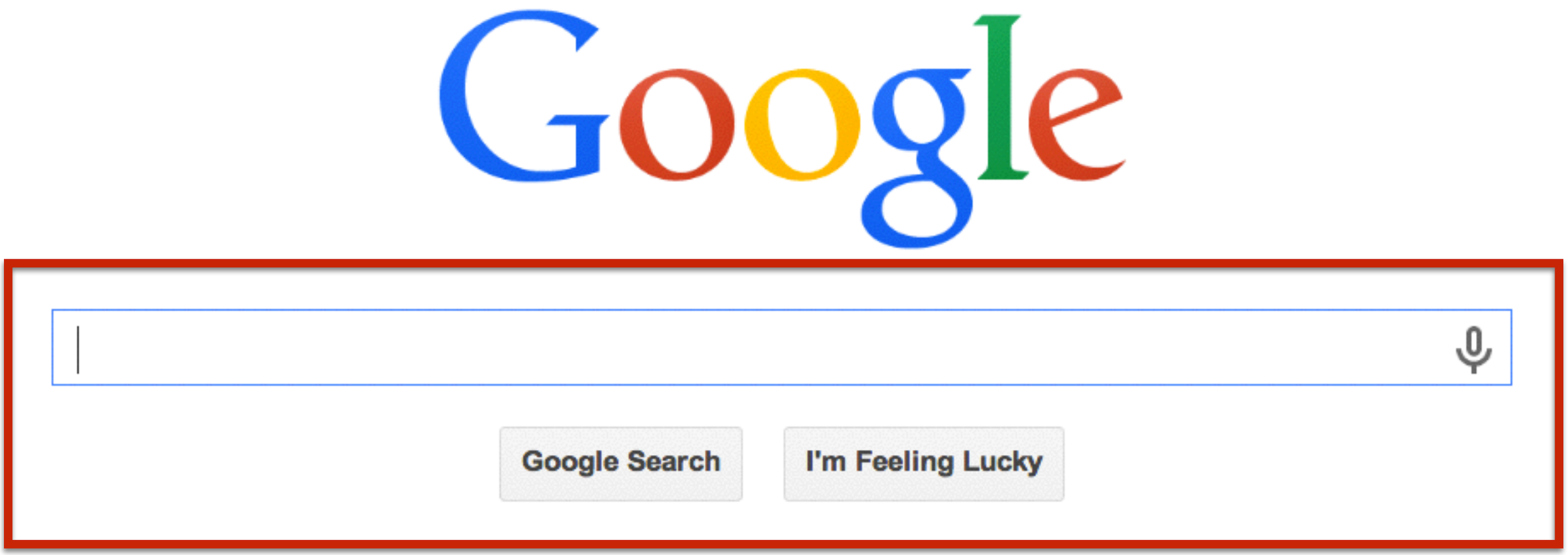
- **Be clear** use words renters know
- **Be concise** make text scannable
- **Be consistent** with word choices

DON’T

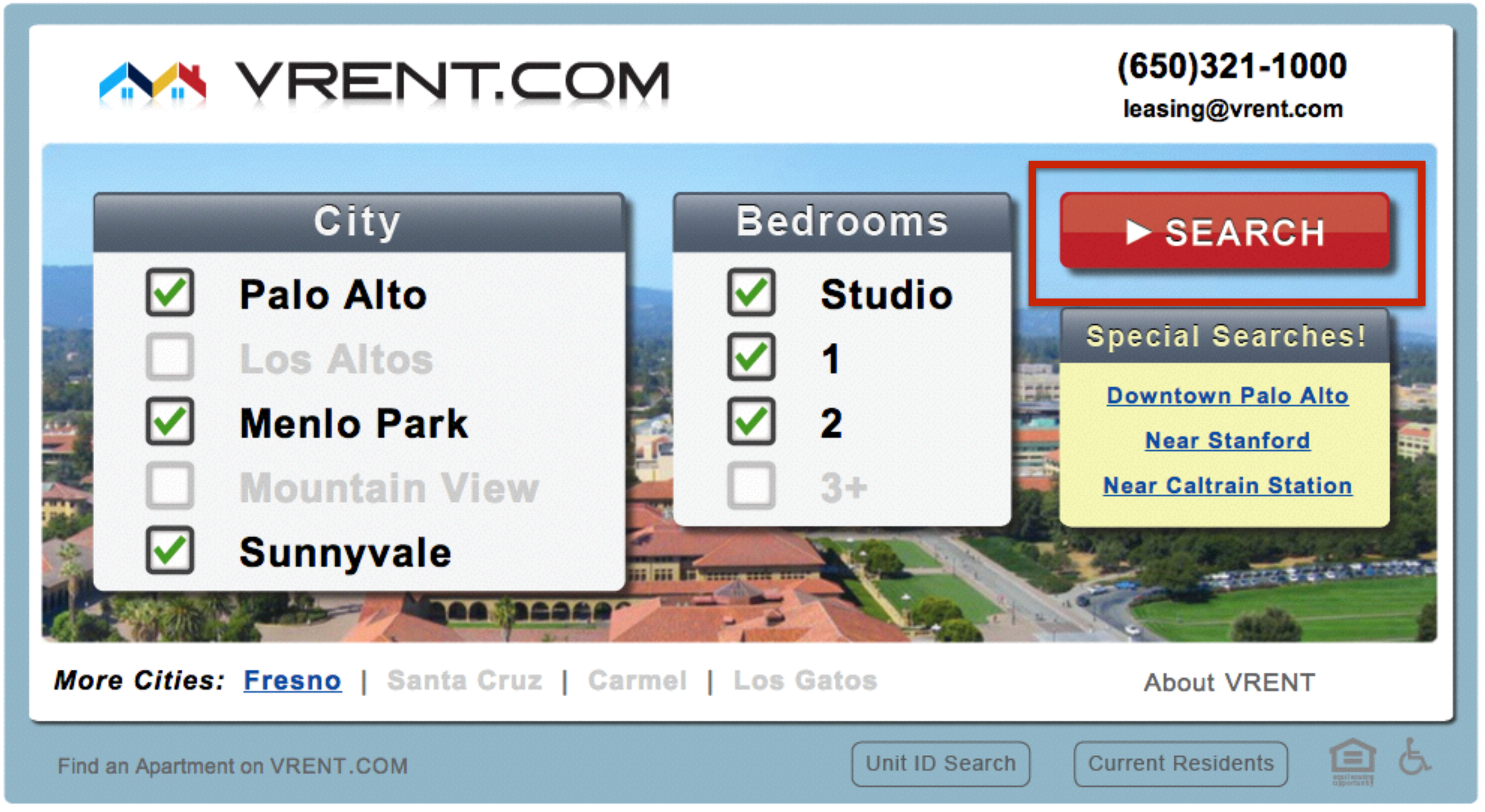
- *Use industry jargon*
- *Use long text*
- *Use marketing speak*

Calls to Action

Example



Example


VRENT.COM
(650)321-1000
leasing@vrent.com
City
Palo Alto
Los Altos
Menlo Park
Mountain View
Sunnyvale
Bedrooms
Studio
1
2
3+
SEARCH
Special Searches!
Downtown Palo Alto
Near Stanford
Near Caltrain Station
More Cities: Fresno | Santa Cruz | Carmel | Los Gatos
About VRENT
Find an Apartment on VRENT.COM
Unit ID Search
Current Residents

Let’s run a test…

Click Testing

- **Click Test:** A type of user test
- Ask users to click through screenshots of your website
- Record where they click—and check it out in action!

Good calls to action… in action:

THE BERK

PAY RENT | APPLY ONLINE | MAINTENANCE REQ.

FLOOR PLANS & RATES | FEATURES & AMENITIES | PHOTOS & MORE | FORMS & INFO | IN THE AREA | CONTACT US

It's Your Life!

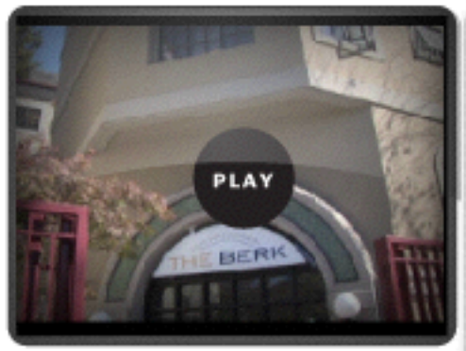
With two historic properties across the street from the University of California, The Berk offers student housing of exceptional quality.

Open to undergraduates, The Berk provides a full menu of residential life programming that emphasizes physical, social, emotional and intellectual wellness.

FAVE FIVE

- Amazing Location!
- Fully Furnished
- Spacious Suites
- 24/7 Library
- Laundry Facilities

Latest Buzz: See our latest news and check out our exciting events on our facebook feed.



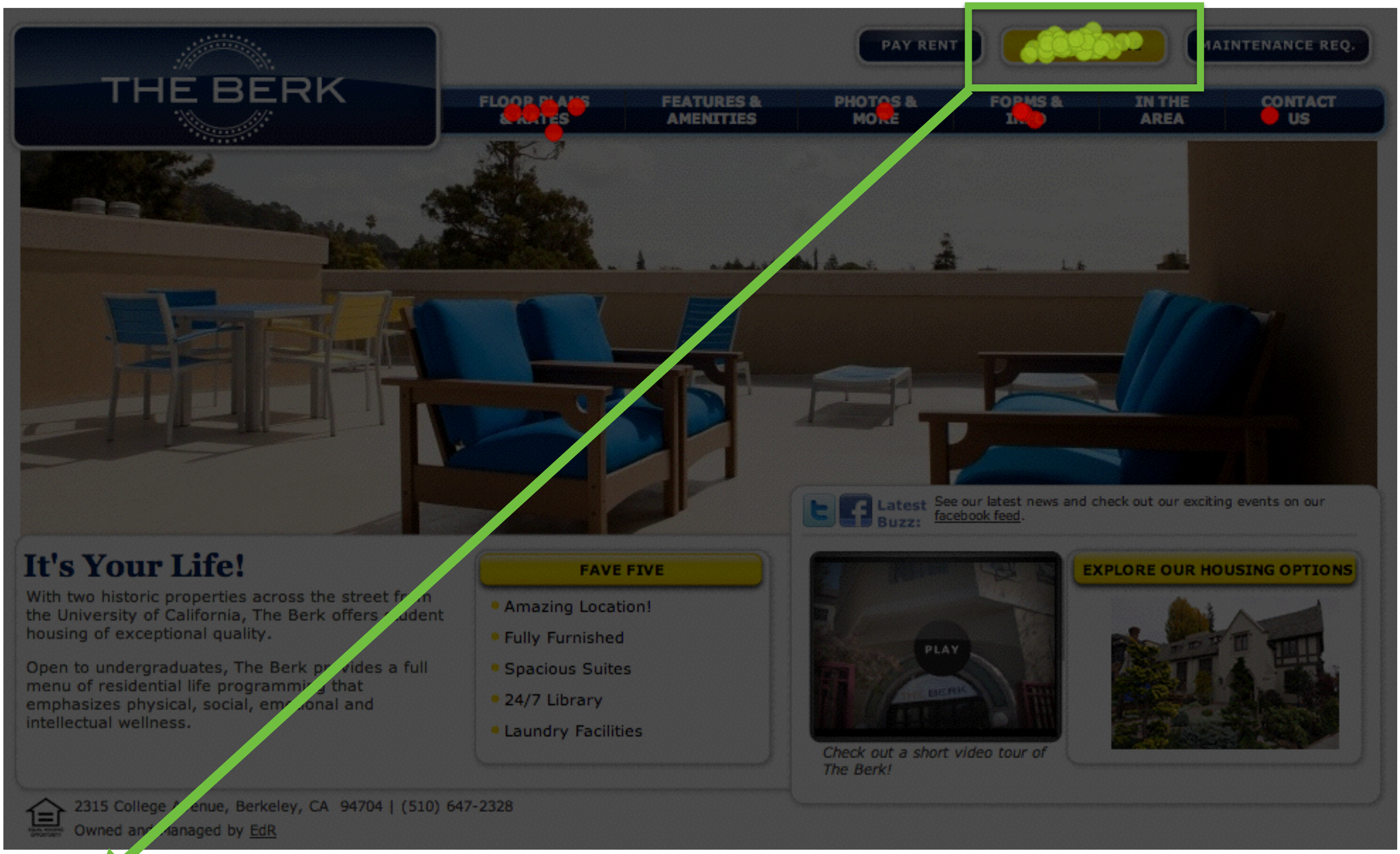
Check out a short video tour of The Berk!

EXPLORE OUR HOUSING OPTIONS

2315 College Avenue, Berkeley, CA 94704 | (510) 647-2328
Owned and Managed by EdR

The Test

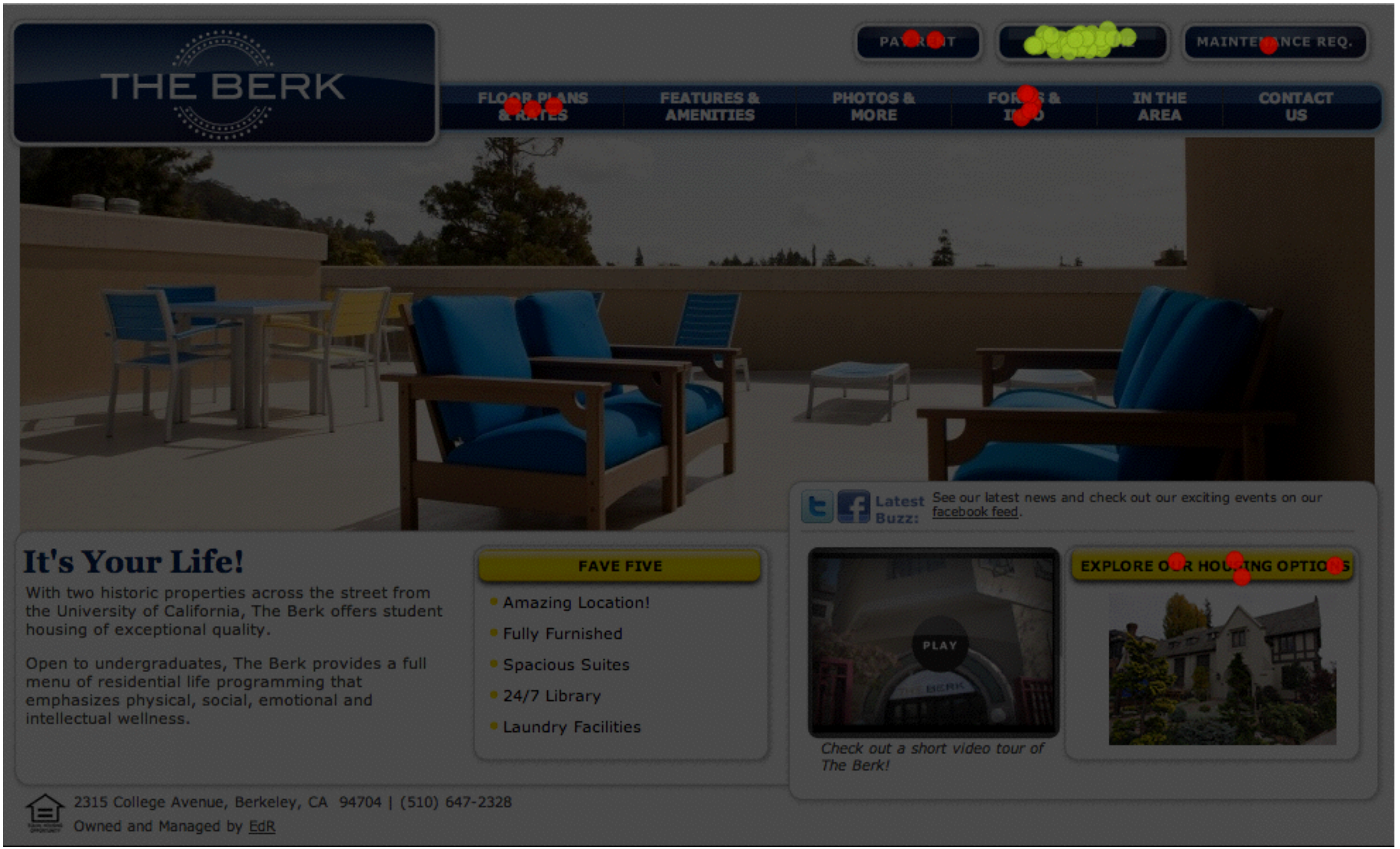
You're a student looking for an apartment, and you find a community you'd like to live at in the upcoming school year. Fill out a rental application.



80% success, 17 seconds

50 participants

How do we know if that’s good?



72% success, 17 seconds

50 participants

Running Your Own Tests

- You can run your own tests!
- **UsabilityHub.com** is free to register and use

Call to Action

DO

- Decide on your CTA
- Make your CTA dominate
- Test your CTA

DON’T

- *Have 5 calls to action*
- *Be subtle*
- *Trust your gut*

Summary

Show your property not a zombie

Be clear, concise & consistent

Use responsive design in all online workflows

Emphasize the main task

Your Challenge

- Do an audit of your property websites!
- *Look* for the things we talked about
- Make some changes—and test the results

Thank you! Questions?

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Get a copy of the do’s and don’ts at: on-site.com/naa

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