Student Housing Community Website Do's and Don’ts

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Today's Topics

Stock Photography

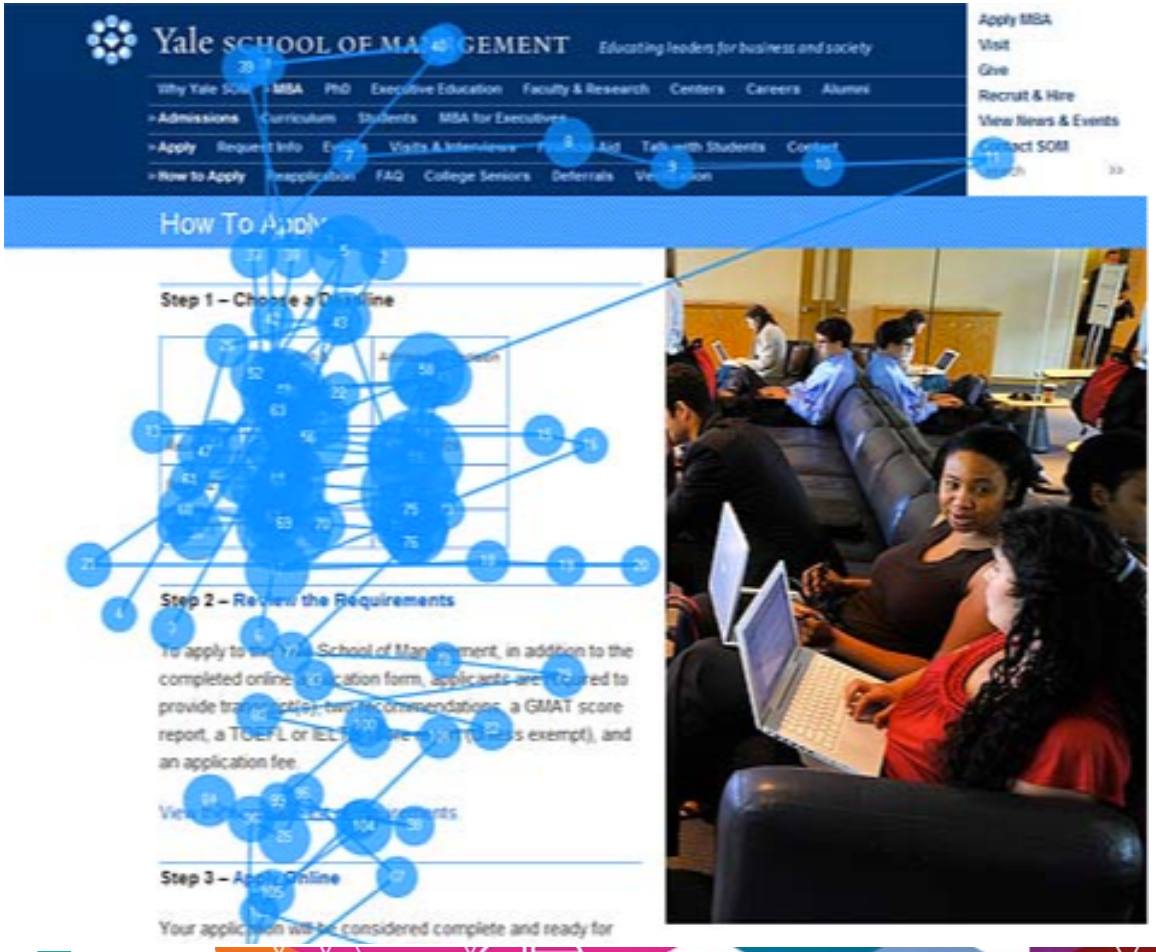
Mobile Sites

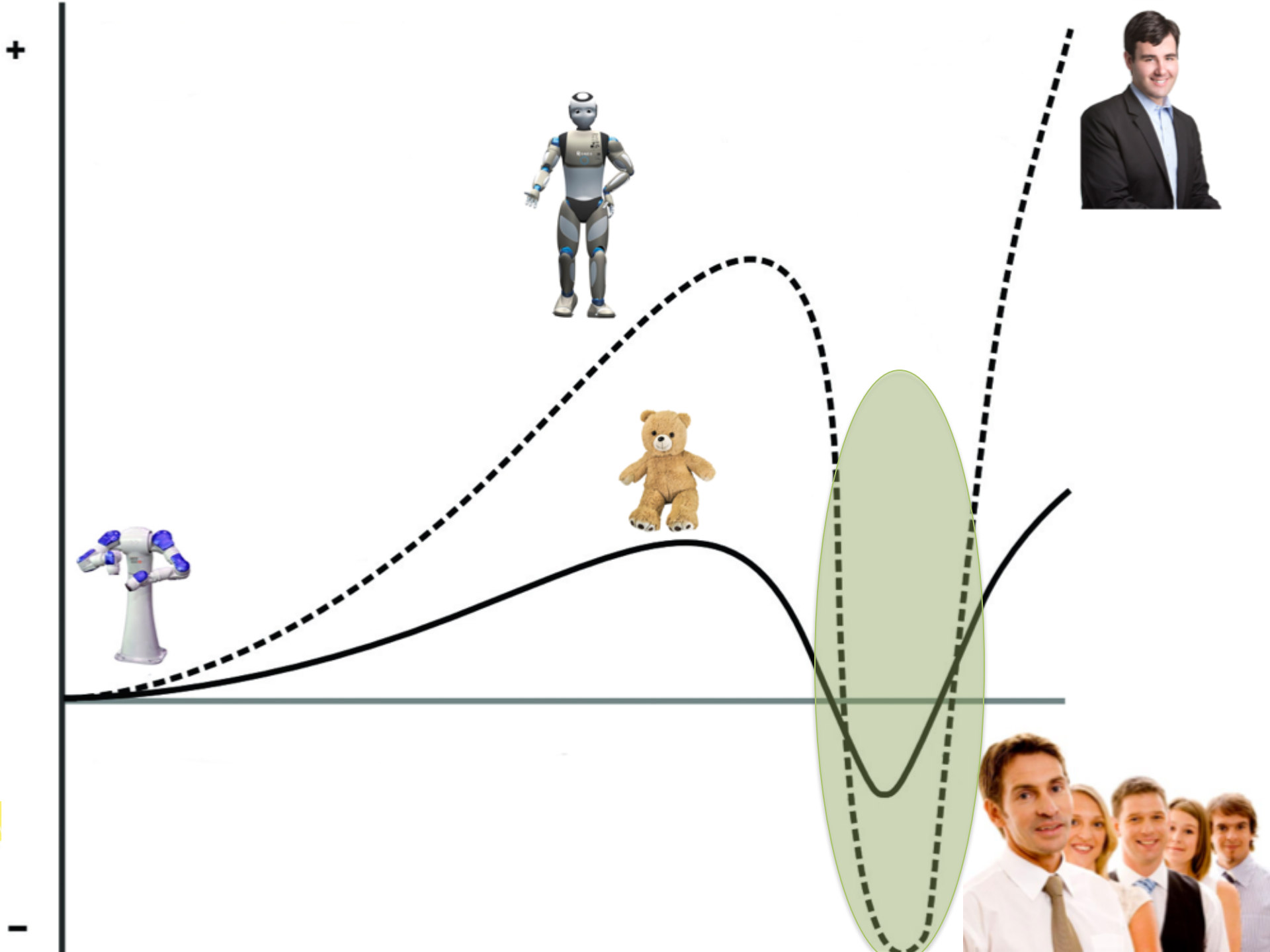
Language

Calls to Action

Stock Photography

Where do visitors look?





Good photography in action:

PHOTO GALLERY

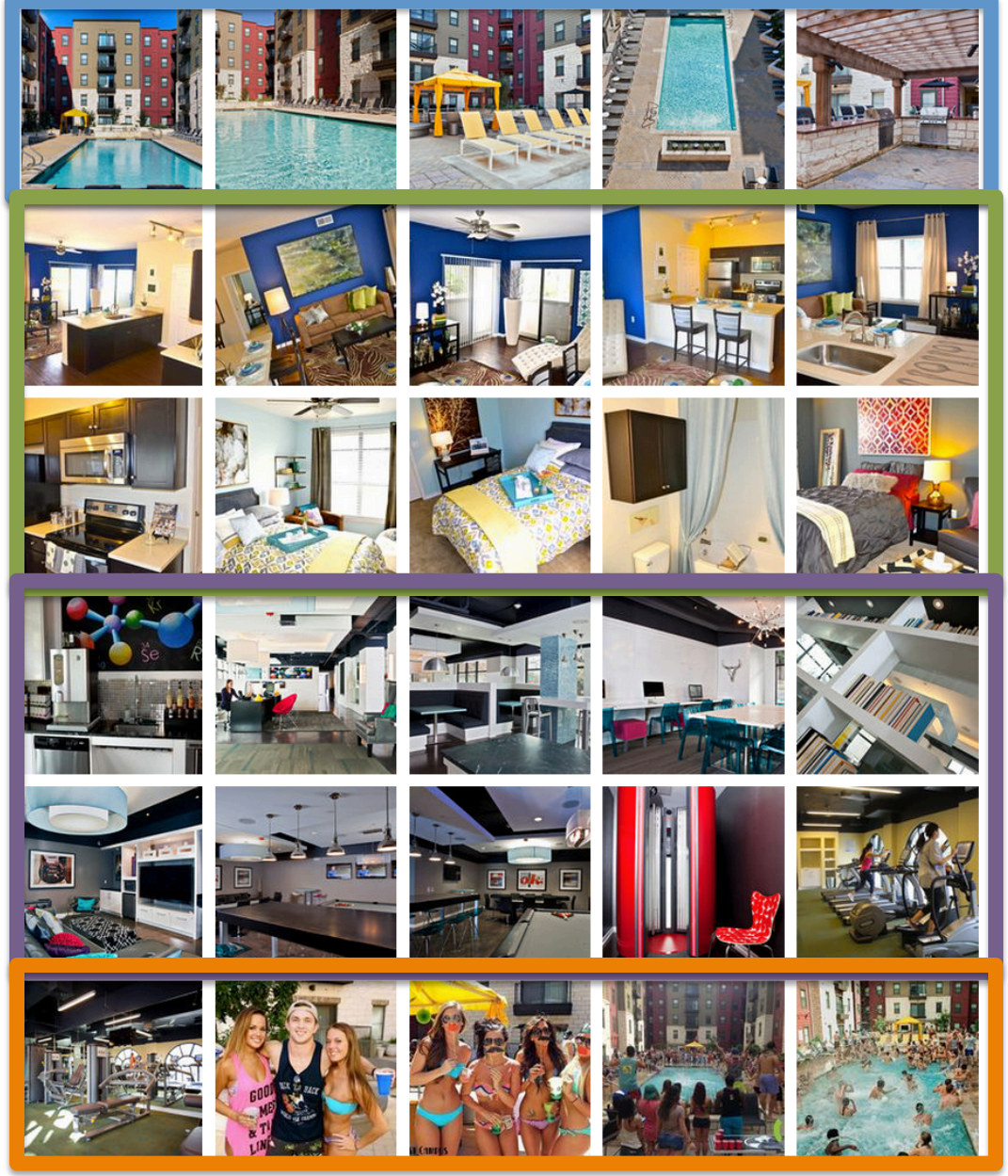
CLICK A THUMBNAIL BELOW TO SEE A LARGER IMAGE

Property

Unit

Amenities

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®
100 mg
film-coated tablets
Sildenafil
pfizer

Property or Pharma?

Property

Property or Pharma?

Property

Property or Pharma?

VIAGRA®
100 mg
film-coated tablets
Sildenafil
pfizer

Property or Pharma?

NEW!

NOW AVAILABLE!

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

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On Any One
Allegra-D
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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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5 41167 73187 6

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

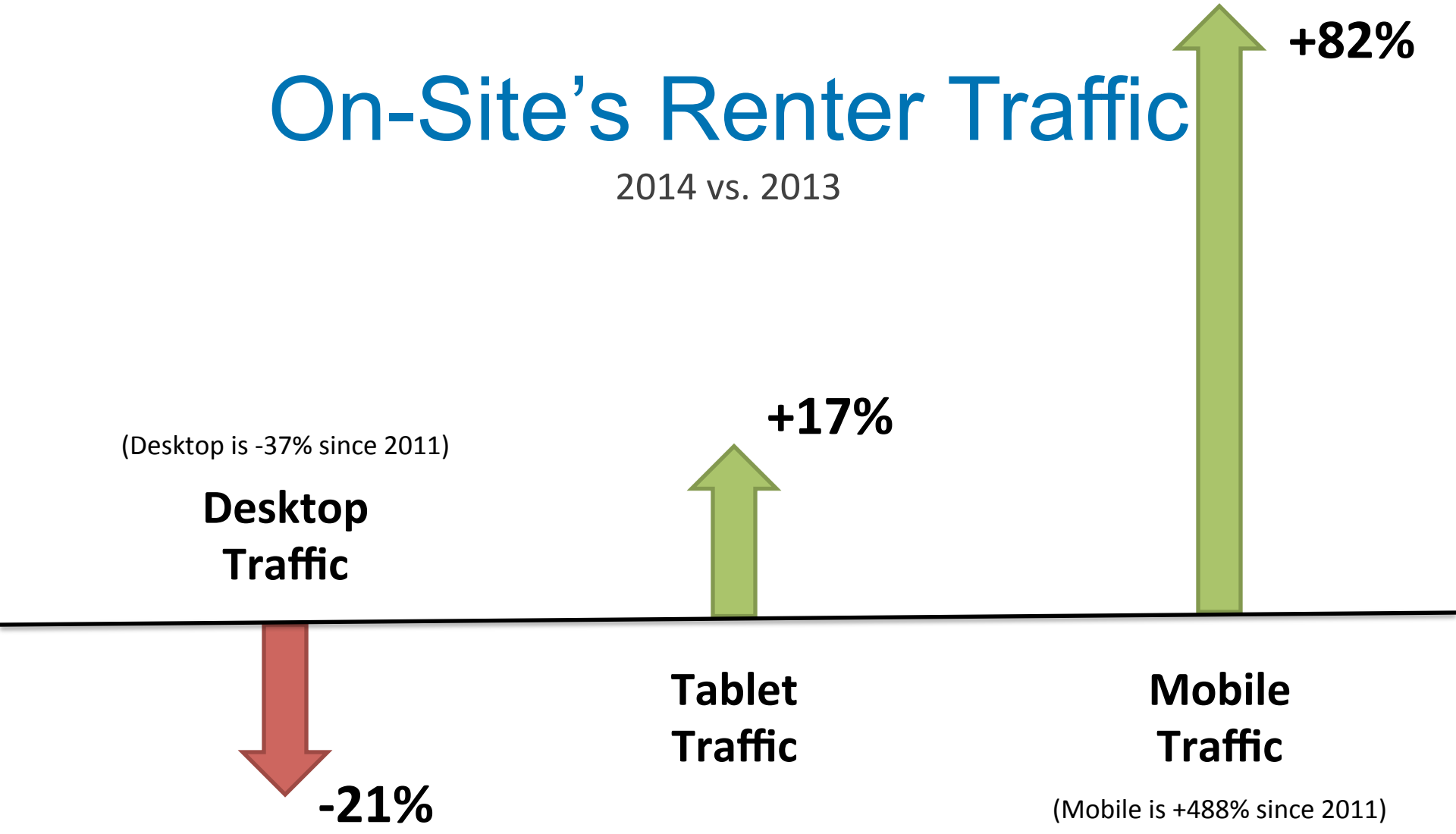
Why mobile?

By the Numbers

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

On-Site's Renter Traffic

2014 vs. 2013

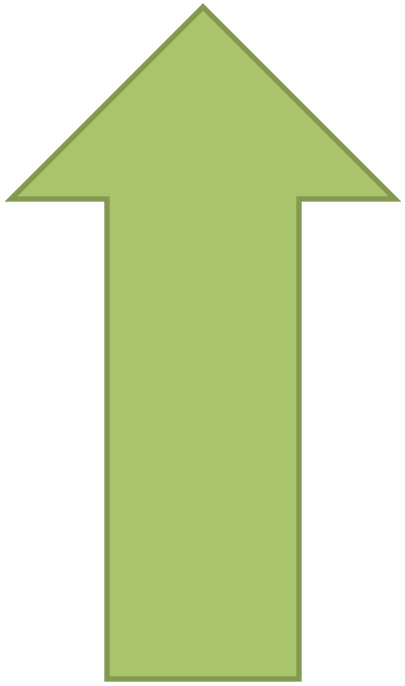


Preiss' Renter Traffic

2014 vs. 2013

+28%

mobile traffic share



Your Renters

- **44%** of teens 14-17 own a smartphone
- **72%** of college undergrads own a smartphone
- **38%** of college undergrads say they can't go more than 10 minutes without checking their email, tablet, laptop or smartphone

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
@Hasselbeck
Follow

True story... Andrew Luck's cell phone. #impressive twitpic.com/cjv4ez

4:52 PM - 16 Apr 2013

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 different sized devices in the future

Pitfalls

- Don’t hide content on the mobile version
- Design mobile first to avoid a large scrollable stack of desktop content

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 content on the mobile version

Language

Reading on the Web

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

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 people on the street define the term?
- We need: **2 participants**

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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)

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

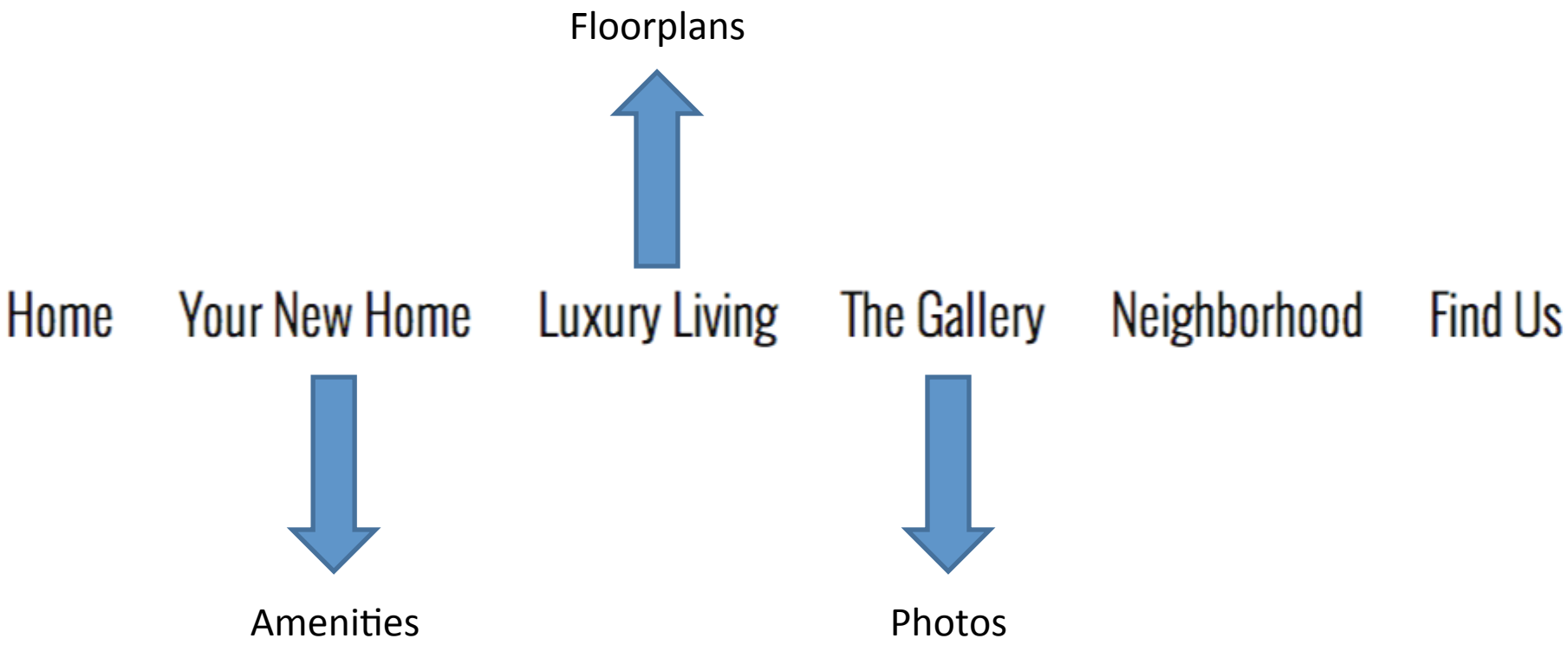
Pet Friendly

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

Floorplans and Pricing | Community Features | Map and Directions | Photos | Community Map

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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

Examples

- Let's take a look at some of your favorite brands.

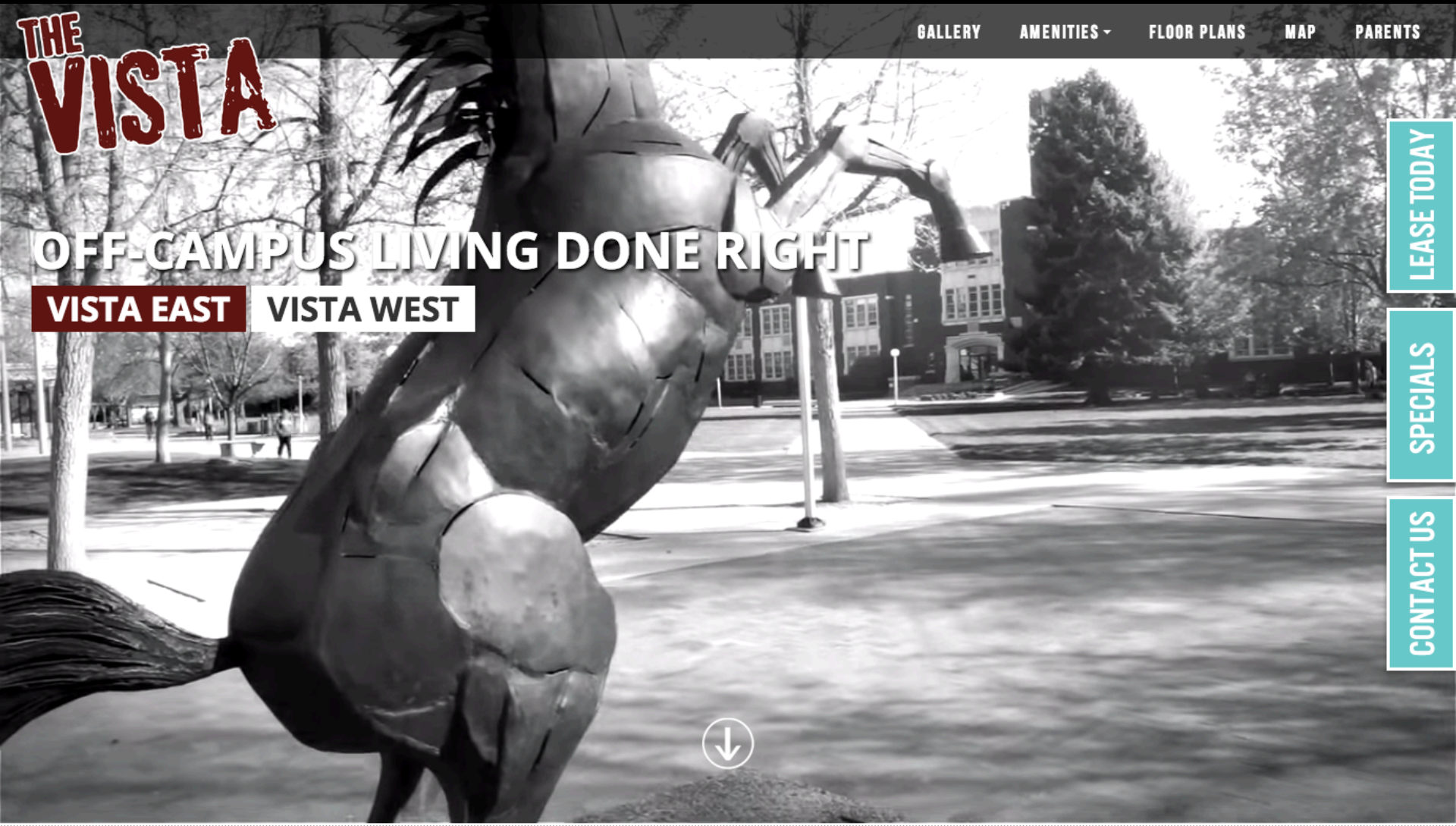
Let's run a test…

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:

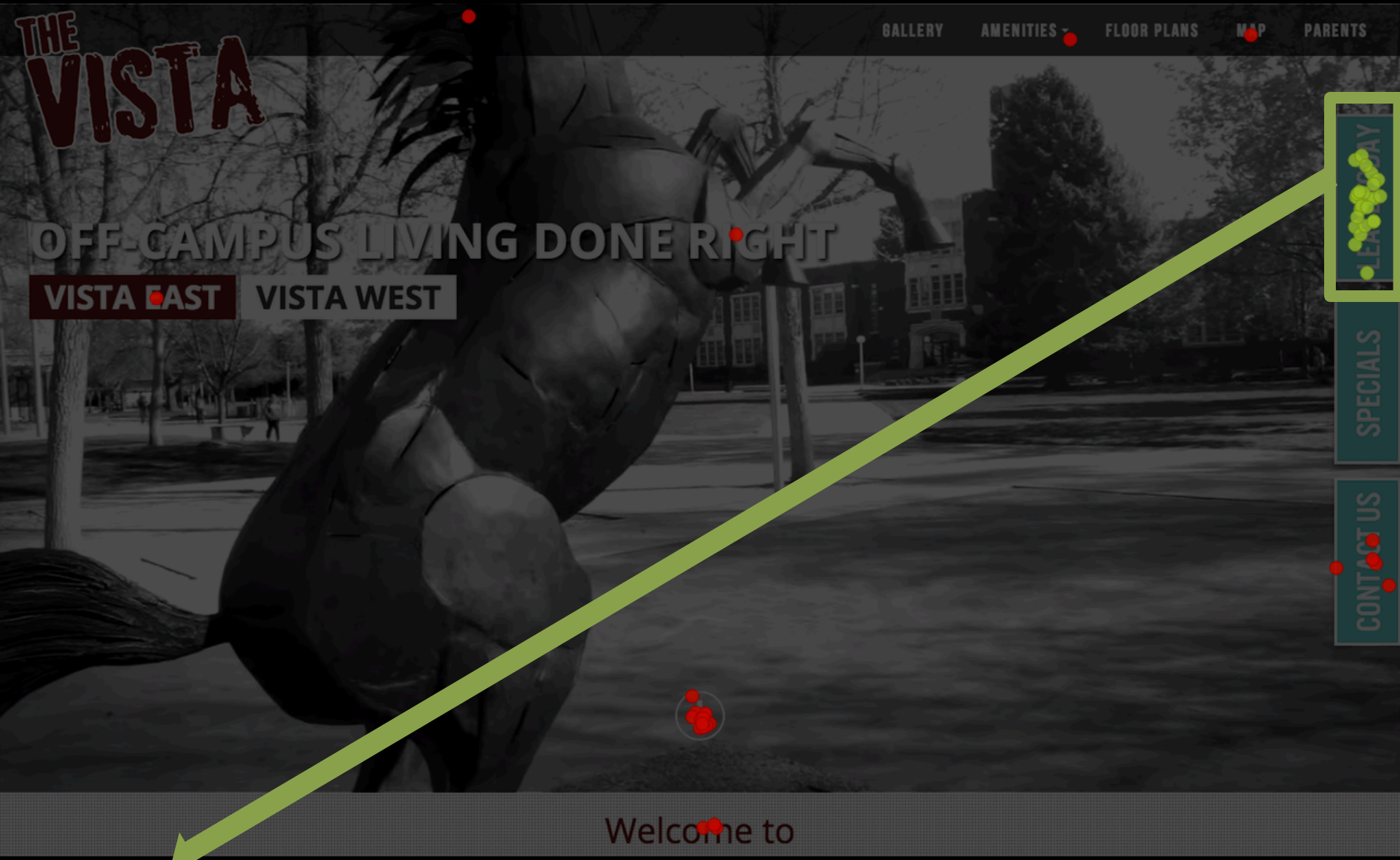
Preiss


THE VISTA
GALLERY
AMENITIES
FLOOR PLANS
MAP
PARENTS
OFF-CAMPUS LIVING DONE RIGHT
VISTA EAST
VISTA WEST
LEASE TODAY
SPECIALS
CONTACT US

Welcome to

The Test

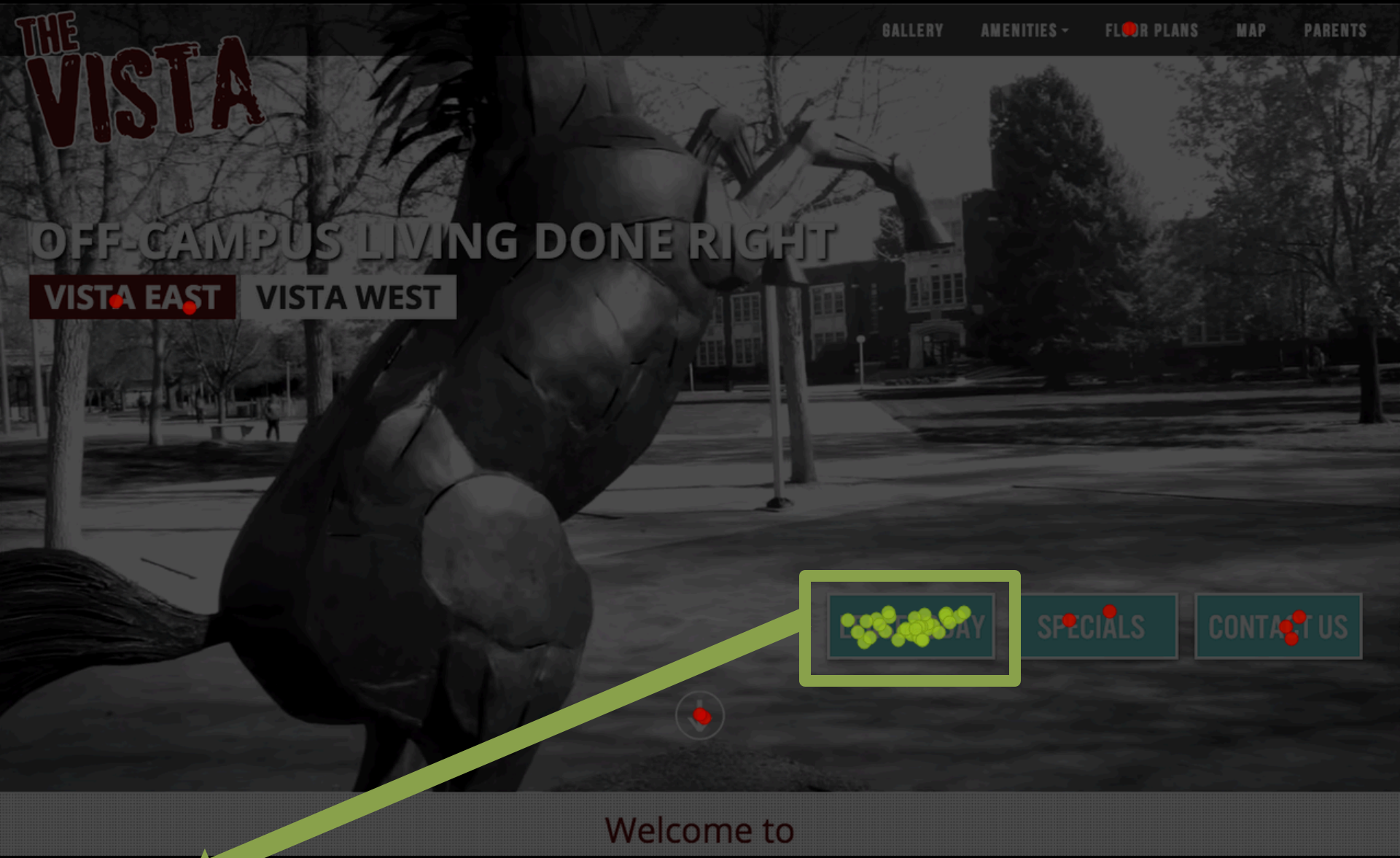
You're a student looking for an apartment, and you find a community you'd like to live at next school year. Fill out a rental application.



50% success, **35** seconds avg.

50 participants

How do we know if that's good?



80% success, **24** seconds avg.

50 participants

Running Your Own Tests

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

Calls to Action

DO

- Decide on your CTA
- Make your CTA dominant
- Test your CTA

DON'T

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

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

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