

## Hitwise Inspire: Searches for Property for Sale terms have decreased by 27%

May 2011

Over the past few weeks there has been increased media interest around the property market. According to Halifax bank in a [Guardian newspaper article](#), during April 2011 house prices fell at their fastest annual rate for over 18 months. [The Independent](#) also reported that home repossession figures jumped by 15% during the early part of this year. At the same time, with the threat of an interest rate hike, UK lenders announced the number of homeowners who secured a new mortgage deal increased in March, up 16% from February and a 17% rise on the same month last year.

The following Inspire looks at how this has played out online, looking at how both the UK and the Australian online population has searched in regards to this sector.

### Search Intelligence:

- Looking at the top generic search terms that drove traffic to the Property industry over the past 4 wks/e 14 May, the top ranked search term was **'houses for sale'**
- This second most popular generic term was **'house prices'**. The terms **'property for sale'** and **'houses for rent'** were also in the Top 10
- The term **'property news'** had virtually no paid traffic which is a great opportunity for any property website to attract traffic to their homepage
- Creating a search term portfolio that specifically looks at house prices, property for sale and property for rent can provide a greater insight into how the UK population searches online
- By charting these portfolios against each other over a year we can see that since May 2010, **searches relating to 'Property – Real Estate for Sale' has decreased by 27%**
- The 'Property – Real Estate Renting' portfolio also decreased by 20%; however the volume of searches for **'House Prices' has increased by 73%** since this time last year.
- In fact, since 2 April 2011, searches for **house prices** search term variations has **increased by 126%**
- Understanding the performance of search terms over time is important for ensuring that site content and campaigns are focused on the most popular variant

### Fast Moving Websites:

- By looking at an analysis of what websites are receiving traffic from the search term portfolio **'House Prices'** we can discover which websites successfully captured this increased online interest
- From the w/e 14<sup>th</sup> May compared to w/e 16<sup>th</sup> April, the property information website, [www.nethouseprices.com](http://www.nethouseprices.com) showed the biggest increase, receiving more than **twice as much traffic** from these searches than it was receiving 4 weeks ago.
- Zoopla UK also received a significant increase in traffic with a 7.62% rise

### Hitwise Australia:

Hitwise data is currently available in 11 countries globally. By looking at Hitwise data within the Australian online community, we can establish if trends such as what we are experiencing above in the UK are mirrored in other markets

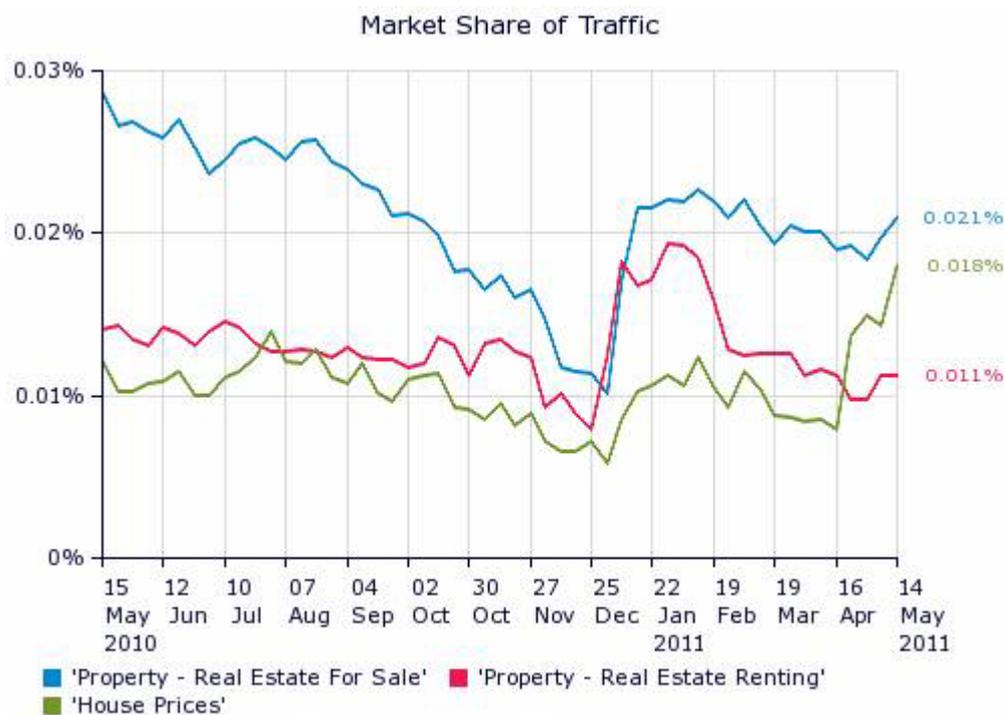
- By creating the same search term portfolios as above within the Hitwise Australia tool and charting them over time, we can see that there has been a significant increase in searches for all three variant portfolios – 'Property for Sale', 'Property for Rent' and 'House Prices' – since mid March 2011
- The portfolio **'House Prices' increased 433%** in searches since 12 March 2011

- Since May 2009, searches for terms within the portfolio 'Property for Rent' has **increased by 526%**, indicating a strong rental market in Australia

### Search Terms driving traffic to **Business and Finance - Property**

4 Rolling Weeks ending 14 May 2011

<input type="checkbox"/>	Search Terms (497,418 results before filters applied)	Search Clicks ▼	Paid:Organic Rate	
<input type="checkbox"/> 1	houses for sale	0.36%	30.27%	69.73%
<input type="checkbox"/> 2	house prices	0.26%	12.97%	87.03%
<input type="checkbox"/> 3	holiday lettings	0.26%	50.15%	49.85%
<input type="checkbox"/> 4	property finder	0.25%	28.15%	71.85%
<input type="checkbox"/> 5	property news	0.11%	0.19%	99.81%
<input type="checkbox"/> 6	estate agents	0.11%	27.48%	72.52%
<input type="checkbox"/> 7	business for sale	0.092%	0.56%	99.44%
<input type="checkbox"/> 8	property	0.088%	21.12%	78.88%
<input type="checkbox"/> 9	property for sale	0.081%	33.43%	66.57%
<input type="checkbox"/> 10	houses for rent	0.079%	41.69%	58.31%



Weekly share of traffic from each portfolio to 'All Categories', based on UK usage.

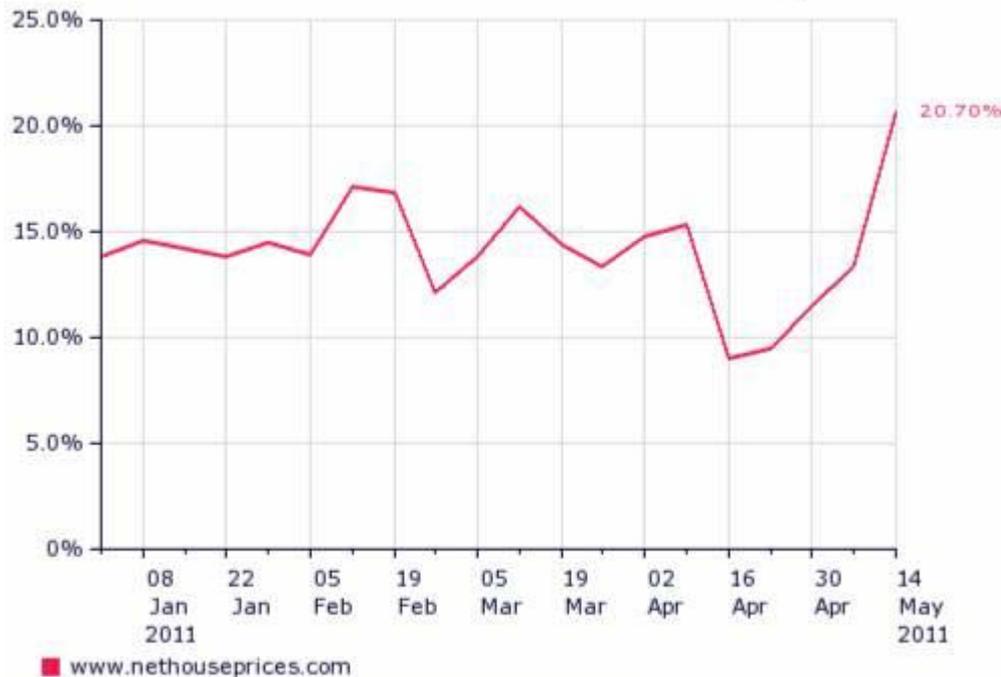
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### Websites receiving traffic from terms in House Prices

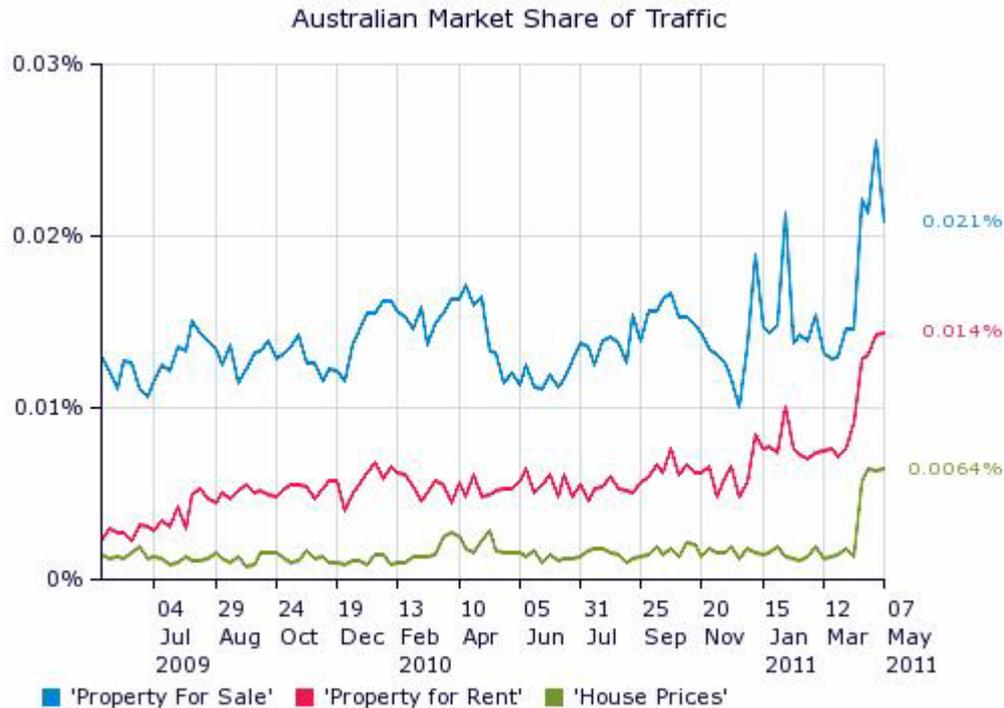
Week ending 14 May 2011, compared with 16 April 2011

	Websites (669 returned)	Search Clicks 14/05/2011	Search Clicks 16/04/2011	Change ▼ (Percentage Points)
1	Nethouseprices	20.70%	9.03%	11.67
2	Zoopla UK	18.80%	11.18%	7.62
3	Rightmove	5.87%	3.50%	2.37
4	Land Search	1.96%	<0.091%	1.96
5	Mouseprice.com	2.91%	1.51%	1.40
6	Nationwide Building Society	3.47%	2.13%	1.35
7	Yahoo! UK & Ireland	1.20%	0.25%	0.95
8	HousePriceCrash.co.uk	5.75%	4.81%	0.94
9	The Independent	0.82%	0.15%	0.67
10	OurProperty.co.uk	1.62%	1.06%	0.55

Contribution of House Price Portfolio terms to Nethouseprices.com



Weekly share of traffic from the portfolio 'House Prices', based on UK usage.  
 Created: 19/05/2011. © Copyright 1996-2011 Hitwise Pty. Ltd. Source: Experian Hitwise UK



Weekly share of traffic from each portfolio to 'All Categories', based on Australian usage.

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### About Hitwise Inspire

Each week a dedicated support team uncovers the most topical news and events, translating them into actionable insights for relevant clients in the form of an Inspire report. To learn more about Inspire or any of the content, please email [support.uk@hitwise.com](mailto:support.uk@hitwise.com).

### About Experian Hitwise

Experian Hitwise is the leading online competitive intelligence service. Experian Hitwise gives marketers a competitive advantage by providing daily insights on how 25 million Internet users around the world interact with more than 1 million Web sites. This external view helps companies grow and protect their businesses by identifying threats and opportunities as they develop. Experian Hitwise has more than 1,500 clients across numerous sectors, including financial services, media, travel and retail.

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