ESTATE AGENCY LAUNCH PROGRAMME · GET THE SITE BUILT ON THE RIGHT PLATFORM

Website requirements checklist

The pages and features to hand your builder, so nothing important gets left out.

01 Core pages

Every agency site needs these. Map them before anyone starts building.

Property search with filters for price, beds, type and area

Listing pages with photos, floorplan, EPC and status

An area page for each neighbourhood you cover

A clear "Book a free valuation" page and CTA

The most important page on the site.

About and meet-the-team pages

Sellers want to see who they are trusting.

02 Must-have features

The plumbing that makes the site work and keeps it fast.

A live property feed from your CRM

Not a manual import. The feed is the point.

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A fast, mobile-first design

Most buyers browse on a phone.

An SSL certificate, so the padlock shows

Analytics, so you can see what actually works

03 Compliance and trust

The footer and pages that show you trade properly. These are legal duties, so see the compliance module for what each one has to say.

Redress scheme, CMP and ICO details in the footer

What each must state is set out in the compliance module.

A cookie and consent banner

Ties to your ICO and data-protection duties.

A privacy policy and terms

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