



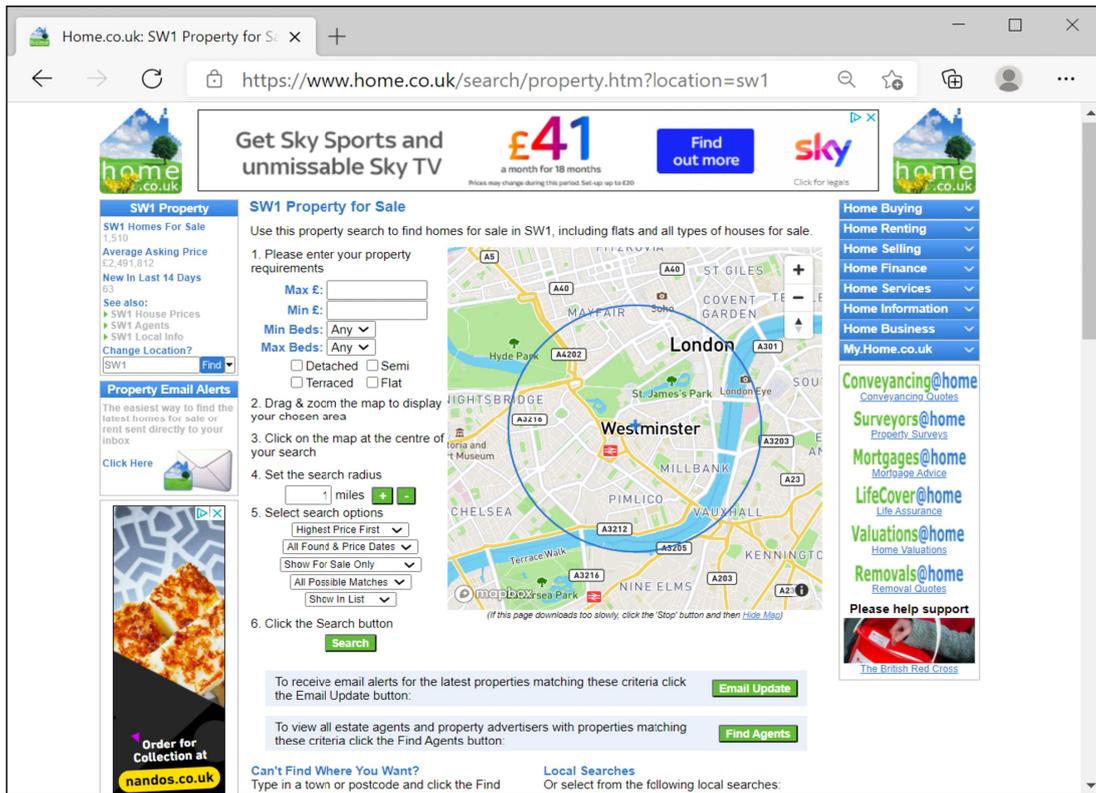
## upload guide

This document explains how to add residential sales and lettings properties to the [Home.co.uk](https://www.home.co.uk) Search Index

# How Home.co.uk Works

## The Search

A typical property search on [home.co.uk](https://www.home.co.uk) will start with a screen like this:



The search interface allows a house hunter to query the [home.co.uk Search Index](#) to find the matching properties, which are displayed in the style found on search engines.

## The Results

The house hunter is shown the key data for each property:

- Price
- Location
- Number of bedrooms
- Property type
- Short description – where available
- Thumbnail image – where available

## The Click-Through

Each search result contains one or more web links allowing the house hunter to click through to the partner website, where they can view the full details of the property.

The image shows a sequence of two screenshots illustrating a click-through process. The top screenshot is a browser window displaying search results on Home.co.uk for properties in SW1. The search results are sorted by highest price first. A blue arrow points from the first result, 'CURZON STREET, MAYFAIR, LONDON, W1J', to the bottom screenshot. The bottom screenshot shows the OnTheMarket website displaying the details for this property, including the price of £8,750,000 and a 3-bedroom apartment for sale. The OnTheMarket page includes a 'Sign In' button, a 'See more properties like this' link, and several images of the property's interior.

A link is provided to each partner website that has uploaded the particular property to [home.co.uk](https://www.home.co.uk). One link is selected as the *default link* associated with clicks on the Location and Thumbnail image.

The default link is chosen, using our search optimisation software, based its relative Quality Rating. All primary sources of property information, such as direct agent uploads, are allocated the default link as long as their data and server meet our minimum Quality Rating standards for accuracy, timeliness and server up-time.

## Benefits of Partnering with Home.co.uk

By uploading your property portfolio to the **Home.co.uk** Search Index, your properties will be listed in our search results with direct links to your property details pages. This system offers *several advantages* over other systems:

### Additional Site Visitors

- Large numbers of house-hunter site visitors are *directed to your website*
- Each new *potential buyer is delivered directly* to the property details of particular interest to them
- The property details appear under the *your brand* boosting brand awareness amongst house hunters and home sellers
- The partner has an opportunity to promote the added-value services available on their website to *a wider audience*

### Simple and Easy Mechanism

- There's less data to upload
- It's simpler to set up the upload process
- Less IT resources are required

### Full Data Control

- Partners retain full control of the property details
- If a property becomes "Under Offer" or "Sold Subject to Contract" this change can be displayed on your website immediately without waiting it appear on a third-party website.

### FREE Internet Advertising

- There is no charge for our Standard Service
- Standard Service clients are expected to provide a link to the **home.co.uk** Local Property Information page in their area.

e.g. [http://www.home.co.uk/guides/local\\_info.htm?location=bath](http://www.home.co.uk/guides/local_info.htm?location=bath)

Generic HTML:

```
<a href="http://www.home.co.uk/guides/local_info.htm?location=[your county, town or postcode]">Property Information in [your county, town or postcode]</a>
```

If your business covers a larger geographical area please use:

```
<a href="http://www.home.co.uk/guides/local_info_by_town.htm">Property Information at Home.co.uk</a>
```

## Premier Agent Service

- Partner properties can be marketed as **Premier Properties**, i.e. promoted to the top of our search results, by upgrading to our **Premier Agent** service. **Premier Agents** receive around 10x more buyers' clicks to their property details pages.

The screenshot shows a search results page for Andrew Louis in Prescot. The first result is highlighted with a red circle:

- 1. £300,000 FOX'S BANK LANE, WHISTON, PRESCOT** (6 Beds Detached)
- Andrew Louis is proud to present a unique opportunity to acquire a piece of Liverpool history in purchasing Old Halshead Hall, a period and extensive executive home set within approximately two acres of land including its own mature woodlands. This six
- Property marketed by Andrew Louis
- More details on Zoopla.co.uk Propertyfinder.com
- Property also listed on Rightmove.co.uk
- Indexed since 28th Dec 08 & last checked on 16th Jun 09
- Typical Monthly Mortgage Payment: £4,501.99
- Location: Price Info Contact Agent Mortgage Calc
- Conservation Success Remains

- Premier Agents** will be also listed at the head of the search results in our Estate Agent Directory. **Premier Agents** receive around 5x more seller enquiries.

The screenshot shows the 'Estate Agents in Prescot' directory. The 'Premier Agents' section is circled in red:

- 1. Andrew Louis**  
19 Eccleston Street, Prescot, L34 5QA  
www.andrewlouis.co.uk IP  
Full Details & Map  
Contact Agent  
Average Property Price: the highest out of 6 estate agents  
Time on Market: the shortest out of 6 estate agents
- 2. Aron - The Estate Agents - Prescot**  
Prescot 6 Church Street, Prescot Lancashire L34 3LA  
Full Details & Map  
Contact Agent
- 3. Destiny Property**  
10 Leyland Street, Prescot, Merseyside L34 5QP  
Full Details & Map  
Contact Agent  
Average Property Price: 4th highest out of 6 estate agents  
Time on Market: 3rd shortest out of 6 estate agents
- 4. Halifax Estate Agents**  
4/6 Eccleston Street Prescot, L34 5QE  
Full Details & Map  
Contact Agent  
Average Property Price: 3rd highest out of 6 estate agents  
Time on Market: 4th shortest out of 6 estate agents

A red arrow points to the text **See Your Agency Here** next to the first agent listing.

- Please email us on [property@home.co.uk](mailto:property@home.co.uk) for more details or visit: <http://www.home.co.uk/agents/premier.htm>

## Getting Started

If you'd like to include your properties in the [home.co.uk](https://www.home.co.uk) property search please see the following section [How To Upload Property Data](#).

Then email us at [property@home.co.uk](mailto:property@home.co.uk) letting us know the following:

- Whether you're an estate agent or service provider
- Your website address
- Your IT service provider contact details (if applicable)
- Your preferred upload file format and mechanism
- An example of your upload data file for us to check
- Your choice of link to the [home.co.uk](https://www.home.co.uk) Property Information pages

## How To Upload Property Data

### Your Website

In order for your properties to appear on [home.co.uk](https://www.home.co.uk) you need to have a website where the full details for each property are on a separate page that can be accessed directly via a fixed URL (web address).

You can test whether your website is suitable to link to the [home.co.uk](https://www.home.co.uk) property search using the following steps:

- navigate to the full details of a property using your web browser
- add the web page as a Bookmark or to your Favourites
- close all web browser windows
- restart the web browser
- select the Bookmark/Favourite you created
- if this takes you to the property details correctly, your website is suitable

### Upload Data File Format

[home.co.uk](https://www.home.co.uk) accepts property data in the following formats:

- XML – see XML Format below
- Rightmove upload format – see Rightmove Format below
- Globrix RSS upload format
- Google Maps upload format
- Trovit upload format
- Excel spreadsheet – see Tabular Formats below
- tab-delimited text file – see Tabular Formats below
- comma-delimited (CSV) file – see Tabular Formats below

## Tabular Formats

For tabular formats (Excel, tab-delimited and CSV) each property should be listed on a separate row of the file.

Each row of the file should include the following data columns:

- Price (in GBP)
- Price Timeframe – for rental properties only; this field should be set to “week” or “month”
- Number of bedrooms
- Type of property – [home.co.uk](http://home.co.uk) accepts many types e.g. “detached”, “semi”, “flat”, “terraced”, “room” etc
- Location – displayed on the [home.co.uk](http://home.co.uk) search results page
- Postcode
- URL – web address of the full property details on your website

The following data columns should be included where possible:

- Site Prop ID – a unique reference for the property that will remain consistent between uploads
- Tenure Type – if the feed includes sales and rental properties this field should be used to distinguish them
- Display Price – the price to display on screen e.g. “POA”, “Offers over £XXX,XXX” – if set, this will appear instead of price
- Prop Status – the feed should include “under offer”, “sold STC”, “rented”, etc properties marked using field
- Thumbnail URL – web address on your website of a small image of the property – optimal dimensions are 150 pixels wide by 100 high, however the [home.co.uk](http://home.co.uk) system will cope with any size
- Image URLs – web addresses on your website of high-resolution images of the property – the Image URLs column can include a CSV text list or alternatively use separate data columns Image URL 1, Image URL 2, etc
- Short Description – describing the property – up to 250 characters of plain text
- Full Address – including house number
- CPC Bid – bid for a click through to this property in pounds
- New Build – set if the property is a new build

The columns should be in the same order each time you upload the file.

Viewed in Excel your upload file should look something like this:

	A	B	C	D	E	F
1	Price	Bedrooms	Type	Location	Postcode	URL
2	£275,000	2	flat	Richmond Road, Cambridge	CB4 3PT	<a href="http://www.yoursite.co.uk/webpage2.htm">http://www.yoursite.co.uk/webpage2.htm</a>
3	£525,000	4	detached	Grantchester, Cambridge	CB3 6AB	<a href="http://www.yoursite.co.uk/webpage1.htm">http://www.yoursite.co.uk/webpage1.htm</a>

G	H
Thumbnail URL	Short Description
<a href="http://www.yoursite.co.uk/images/123.jpg">http://www.yoursite.co.uk/images/123.jpg</a>	This detached period property...
<a href="http://www.yoursite.co.uk/images/456.jpg">http://www.yoursite.co.uk/images/456.jpg</a>	A charming bungalow found in a rural...

## Rightmove Format

Because the Home.co.uk property search links to the full details for each property on your website, any Rightmove format feed supplied must include the web address of the full property details on your website. The property URL can typically be included in the MEDIA\_DOCUMENT\_00 field.

## XML Format

For XML format each property should be listed on as a separate element in the file, and the file can optionally contain agent details.

All data must be entity-escaped.

All tags must be enclosed within a top element *property\_upload*.

The *property\_upload* element may contain the following optional tags:

- *agent\_name* – agent name
- *agent\_address* – agent address including postcode
- *agent\_url* – agent's website URL
- *agent\_phone* – agent main phone number
- *agent\_email* – agent email address

The *property\_upload* element may contain one or more *property\_detail* elements.

The *property\_detail* element must contain the following tags:

- *price* – property price (in GBP)
- *price\_timeframe* – for rental properties only; this field should be set to "week" or "month"
- *bedrooms* – number of bedrooms
- *type* – [home.co.uk](https://www.home.co.uk) accepts many types e.g. "detached", "semi", "flat", "terraced", "room", etc
- *location* – displayed on the [home.co.uk](https://www.home.co.uk) search results page
- *postcode*
- *url* – web address of the full property details on your website

It may contain the following optional tags:

- *site\_prop\_id* – a unique reference for the property that will remain consistent between uploads
- *tenure\_type* – if the feed includes sales and rental properties this field should be used to distinguish them
- *display\_price* – the price to display on screen e.g. "POA", "Offers over £XXX,XXX" – if set, this will appear instead of price
- *prop\_status* – the feed should include "under offer", "sold STC", "rented", etc properties marked using field
- *thumbnail\_url* – web address on your website of a small image of the property – optimal dimensions are 150 pixels wide by 100 high, however the [home.co.uk](https://www.home.co.uk) system will cope with any size
- *image\_urls* – web addresses on your website of high-resolution images of the property – the <image\_urls> can include a CSV text list or can include embedded <image\_url> entities; alternatively use <image\_url\_1>, <image\_url\_2>, etc
- *short\_description* – describing the property – up to 250 characters of plain text
- *full\_description* – unlimited text or simple HTML describing the property; HTML tags must be enclosed within CDATA or escaped
- *full\_address* – including house number
- *cpc\_bid* – CPC Bid per click-through in GBP
- *new\_build* – set if the property is a new build

## Sample XML:

```
<?xml version="1.0" encoding="iso-8859-1" ?>
<property_upload>
  <agent_name>Smiths Estate Agents</agent_name>
  <agent_address>123 High Street, Town, County, AB1 2CD</agent_address>
  <agent_url>http://www.agentwebsite.co.uk</agent_url>
  <agent_phone>01234 567890</agent_phone>
  <agent_email>email@agentwebsite.co.uk</agent_email>
  <property_detail>
    <site_prop_id>ABC-12352</site_prop_id>
    <price>234,567</price>
    <bedrooms>3</bedrooms>
    <type>semi</type>
    <location>Somewhere St, Village, County</location>
    <postcode>EF3 4GH</postcode>
    <url>http://www.agentwebsite.co.uk/properties/property_124.htm</url>
    <image_urls>
      <image_url>http://www.agentwebsite.co.uk/images/124_1.jpg</image_url>
      <image_url>http://www.agentwebsite.co.uk/images/124_2.jpg</image_url>
      <image_url>http://www.agentwebsite.co.uk/images/124_3.jpg</image_url>
    </image_urls>
    <thumbnail_url>http://www.agentwebsite.co.uk/images/124.jpg</thumbnail_url>
    <tenure_type>Sales</tenure_type>
    <prop_status>Sold</prop_status>
    <short_description>A charming bungalow found in a rural...</short_description>
    <full_description><![CDATA[
SUMMARY
Offered to the market with no onward chain is this three bedroom mid terrace family
home. On the ground floor th....

DESCRIPTION
Offered to the market with no onward chain is this three bedroom mid terrace family
home. On the ground floor th....
]]></full_description>
    <full_address>123 Somewhere St, Village, County</full_address>
  </property_detail>
</property_detail>
...
</property_detail>
...
</property_upload>
```

## Upload Mechanism

Your property data file can be transferred to [home.co.uk](http://home.co.uk) using any of the following mechanisms:

- Email the file as an attachment to [uploads@property.home.co.uk](mailto:uploads@property.home.co.uk)
- Upload the file to the [home.co.uk](http://home.co.uk) FTP server
- Publish the file at an agreed URL on your website for [home.co.uk](http://home.co.uk) to download
- Leave the file in an agreed location on your FTP server for [home.co.uk](http://home.co.uk) to download

For each upload the data file should be named consistently starting with an identifier the agent (e.g. "smithco") and with a file extension consistent with the file type (e.g. ".xls", ".txt", ".csv"). An example filename would be "smithco-home-15jun05.csv".

Please include your full list of properties in the data file. If a property has been taken off the market, simply omit it from the file, and it will then be removed from the [home.co.uk](https://www.home.co.uk) property search.

Your data file should be emailed/uploaded/published daily, or whenever your listings change. The [home.co.uk](https://www.home.co.uk) database is refreshed overnight, so the best time to upload your data file is after the close of the working day.

## Terms & Conditions

- The [home.co.uk](https://www.home.co.uk) property search appears in rebranded forms and therefore data uploaded may be included on partner websites
- [home.co.uk](https://www.home.co.uk) will not redistribute your property data, except as part of these rebrands, unless otherwise agreed
- Partner sites are entirely responsible for the accuracy of information uploaded to [home.co.uk](https://www.home.co.uk)
- [home.co.uk](https://www.home.co.uk) reserve the right not to publish data that they consider inappropriate for any reason whatsoever

