

Real Estate Reporting v.1 User Guide

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Overview

Our goal for reporting was to help determine the advertising opportunities that drive traffic to your listings. Page hits are just a small piece of the puzzle. What's really needed is a way to capture how the listings were presented and to compare which presentations are driving the most traffic to listings. We feel it is essential that we correlate how an ad was enhanced and how that enhancement impacted the number of times the ad was viewed or clicked.

We configured an image server to assist us in gathering the data necessary to capture how a listing was presented. The image server logs all of the specially formatted image requests and these requests form the foundation of our reporting tool. These formatted image calls are dynamically generated using our templating language and allow us to tie the viewing of a listing to the way the listing was presented. So, for instance, we can tell that MLS ID 1234 was shown 25 times as a search result, 5 times as a detailed listing, 3 times the map of that listing was viewed, and one person emailed you for more information about the listing. We can also tell you that this particular ad was a featured home, and in that presentation it was viewed 7 times more often than non-featured ads and was clicked on twice as often as non-featured ads.

Reporting Options

Real Estate Reports are available on three levels: agent, broker, and administrator. Reports are generated daily with a month-to-day view, weekly to show activity over the last week, and monthly to show each month's totals. All reports are printable so you can keep a copy for long-term comparisons and offline viewing.

Agents view reports for their listings only. Brokers view reports covering all of their listings. The administrator views reports covering all of the listings in the database for that property.

Reports Available

Available reports include the following:

Leads

This section provides the total number of site visitor contacts (leads) generated from the site. This total is broken down into the following categories:

1. **Traffic Sent to Your Web Site:** Total number of times a user clicked on a link that took them from our site to your web site.
2. **Walk-in Leads:** Total number of times a user requested a map of the listing or "Printer Friendly" page for a listing.
3. **Email Leads:** Number of times users submitted an email form requesting more information.

Listing Activity

This section provides you with a snapshot of your listing inventory for the reporting period.

It includes a Daily average number of properties listed on the site, which gives you an idea of how many listings you had up on the site at any one time during the reporting period. Additionally, it provides you with the actual number of unique properties listed during the month, which is the total number of properties that were displayed for at least 1 day during the reporting period (based upon property address).

Marketing Impressions

This section outlines the number of times your information ("branding") was viewed on the site. This includes:

- Total times listing appeared on the Search Results Pages
- Total times listing appeared on the Property Detail Pages
- Top Ads, Featured Home, etc.

Totals Table

This section provides an activity summary for each of your properties (listings). Properties are included only if they have had activity during the reporting period.

The following information is presented for each property:

Property Address: The full address of the property (if available) is displayed.

MLS/ID#: The property reference number assigned by the data source.

Property Price: Price of the property as displayed on the front end.

Property Search Results Views: Count of impressions (views) the property received on the Search Results.

Property Detail Page Views: Count of impressions (views) the property received on the Property Details Page.

Property Media Views: Count of impressions (views) the property received on the "Virtual Tour" and "Additional Photos" Pages.

E-mail Leads: Total number of leads submitted for the property.

Walk-in Leads: Number of times a user requested a "Map this Property" page or the printer friendly "Property Details" page for this property.

Web Site Leads: Total number of clicks to your site from this listing.

Open House Activity

This section provides an activity summary for each of your properties (listings). Properties are included only if they have had activity during the reporting period.

The following information is presented for each property:

Property Address: The full address of the property (if available) displays.

MLS/ID#: The property reference number assigned by the data source.

Property Price: Price of the property as displayed on the front end.

Property Search Results Views: Count of impressions (views) the property received on the Search Results.

Property Detail Page Views: Count of impressions (views) the property received on the Property Details Page.

Property Media Views: Count of impressions (views) the property received on the "Virtual Tour" and "Additional Photos" Pages.

E-mail Leads: Total number of leads submitted for the property.

Walk-in Leads: Number of times a user requested a "Map this Property" page or the printer friendly "Property Details" page for this property.

Web Site Leads: Total number of clicks to your site from this listing.

Featured Homes

This section provides an activity summary for each of your properties (listings). Properties are included only if they have had activity during the reporting period.

The following information is presented for each property:

Property Address: The full address of the property (if available) is displayed.

MLS/ID#: The property reference number assigned by the data source.

Property Price: Price of the property as displayed on the front end.

Property Search Results Views: Count of impressions (views) the property received on the Search Results.

Property Detail Page Views: Count of impressions (views) the property received on the Property Details Page.

Property Media Views: Count of impressions (views) the property received on the "Virtual Tour" and "Additional Photos" Pages.

E-mail Leads: Total number of leads submitted for the property.

Walk-in Leads: Number of times a user requested a "Map this Property" page or the printer friendly "Property Details" page for this property.

Web Site Leads: Total number of clicks to your site from this listing.

Support Information

Morris Digital Works (MDW), a division of Morris Communications Co., provides tools, technologies, consulting and Web development services to Morris newspapers and external clients. MDW award winning technologies include: world-class hosting facilities, robust content management software, high performance application tools, site enhancement tools and comprehensive classified and display classified technology. Founded in 1995, Morris Digital Works has over 100 employees with offices in Topeka, KS, Joplin, MO, New York, NY, and headquartered in Augusta, GA. An additional 250 MCC employees also participate in our Internet business and report directly to newspapers, magazines, book publishing, and other internal organizations.

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