



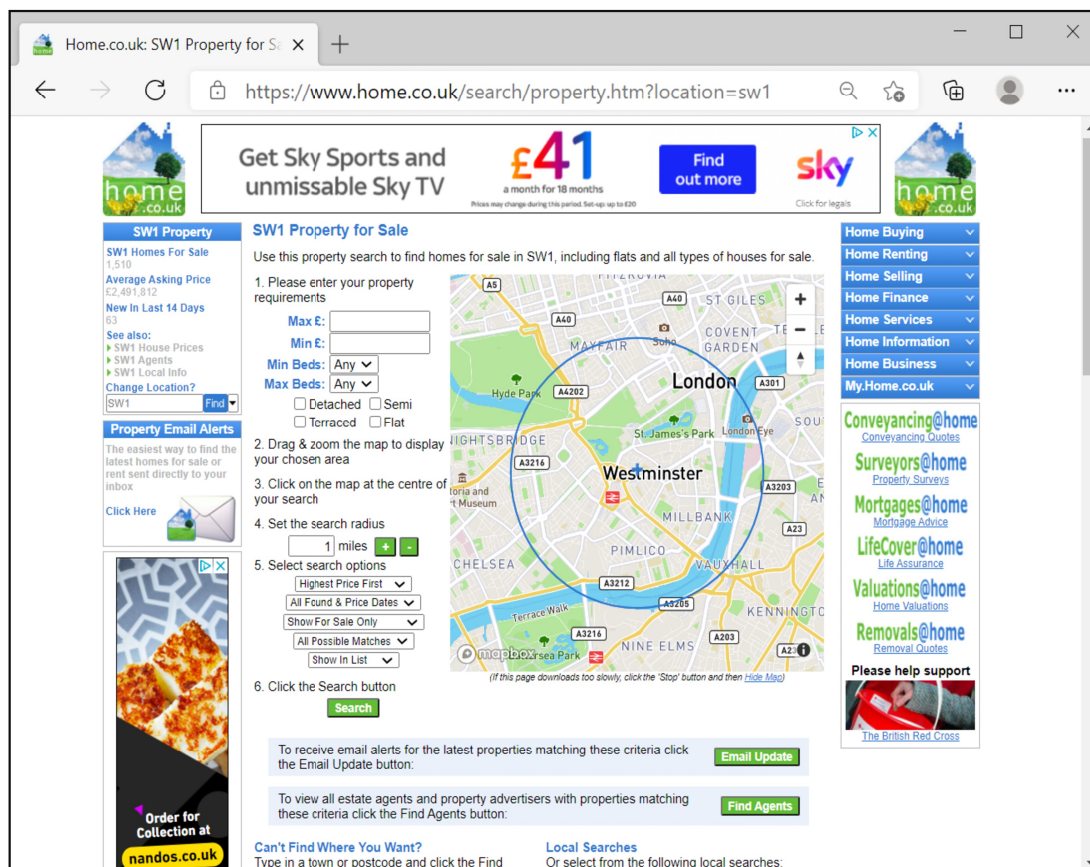
upload guide

This document explains how Portals and Multiple Office Chains add their 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](https://www.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 screenshot of a web browser displaying search results on Home.co.uk. The search criteria are for properties for sale within 1 mile of SW1, sorted by highest price first. The results list three properties:

- 121. £8,750,000 CURZON STREET, MAYFAIR, LONDON, W1J. 3 Beds Flat. Property marketed by Sotheby's.
- 122. £8,750,000 EATON PLACE, LONDON, SW1X. 3 Beds Flat. Property marketed by Beauchamp Estates.
- 123. £8,500,000 WHITEHALL PLACE, LONDON, SW1A. 2 Beds Flat. Property marketed by Sotheby's.

A blue arrow points from the first result (Curzon Street) to a detailed view of the property on OnTheMarket. The detailed view shows the property for sale at £8,750,000, a 3 bedroom apartment for sale at Curzon Street, Mayfair, London, W1J. The listing includes several high-quality photographs of the interior, showing a modern living area with a large window and a dining area.

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](https://www.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 reciprocal link to www.home.co.uk from their website.

CPC Service for Portals

- In response to traffic demand, Portals can now get more buyers delivered to their property details pages by bidding for the default link.
- Cost-Per-Click bids can start as low as 1p/click and the winning bid will override our search optimisation software.
- To enter a bid for the default link in the Home.co.uk Search Results, Portals simply need to append their feed with an additional field containing a maximum bid for that property. (e.g. 0.02)
- Our CPC Service is flexible and allows our Portal Partners to bid for the default link on as many or few properties as they wish.
- This system permits agents to offer accelerated selling services to their Estate Agent clients.
- If two or more Portals have different CPC bids for a particular property, the 2nd highest price +1p is used to determine the cost of the primary link click-through to the winning bidder.
- If two Portals have the same bid CPC bid, our Quality Rating is used to determine the primary link and therefore the winning bid.
- Please email us at property@home.co.uk for more details on our CPC Service for Portals.

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 letting us know the following:

- Your Portal's website address
- Your IT contact details
- Your preferred upload file format and mechanism
- An example of your upload data file for us to check
- Your editorial for entry in our [Recommended Portal](#) pages used by estate agents wishing to ensure their properties are listed on Home.co.uk

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](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
- Agent ID – the uploader’s unique reference/identifier for the agent office/branch listing the property
- Agent URL – web address of the agent website, if known

The following data columns should be included where possible:

- Site Prop ID – a unique reference for the property that will remain consistent between uploads – required for larger feeds
- 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 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
- Agent Name – agent name
- Agent Address – agent address including postcode
- Agent Phone – agent main phone number
- Agent Email – agent email address
- 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	http://www.yoursite.co.uk/webpage2.htm
3	£525,000	4	detached	Grantchester, Cambridge	CB3 6AB	http://www.yoursite.co.uk/webpage1.htm

G	H	I	J	K
AgentID	AgentURL	Thumbnail URL	Short Description	CPC_Bid
1235	http://www.agentsite.co.uk	http://www.yoursite.co.uk/images/123.jpg	This detached period property...	0.02
1235	http://www.agentsite.co.uk	http://www.yoursite.co.uk/images/456.jpg	A charming bungalow found in a rural...	0.02

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 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** accepts many types e.g. “detached”, “semi”, “flat”, “terraced”, “room”, etc
- *location* – displayed on the **home.co.uk** search results page
- *postcode*
- *url* – web address of the full property details on your website
- *agent_id* – the uploader’s unique reference/identifier for the agent office/branch listing the property
- *agent_url* – agent’s website URL

It may contain the following optional tags:

- *site_prop_id* – a unique reference for the property that will remain consistent between uploads – required for larger feeds
- *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
- *agent_name* – agent name
- *agent_address* – agent address including postcode
- *agent_phone* – agent main phone number
- *agent_email* – agent email address
- *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>
  <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>
    <thumbnail_url>http://www.agentwebsite.co.uk/images/124sm.jpg</thumbnail_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>
    <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>
    <agent_id>12345</agent_id>
    <agent_url>http://www.agentwebsite.co.uk/</agent_url>
    <cpc_bid>0.02</cpc_bid>
  </property_detail>
</property_detail>
...
</property_detail>
...
</property_upload>
```

Upload Mechanism

Your property data file can be transferred to home.co.uk using any of the following mechanisms:

- Email the file as an attachment to uploads@property.home.co.uk
- Upload the file to the home.co.uk FTP server
- Publish the file at an agreed URL on your website for home.co.uk to download
- Leave the file in an agreed location on your FTP server for home.co.uk to download

For each upload the data file should be named consistently starting with an identifier the provider (e.g. "portal1") and with a file extension consistent with the file type (e.g. ".xls", ".txt", ".csv"). An example filename would be "portal1-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

