

roomjumping.com

Site analysis report

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Where are we now?

Development phase

The website idea and development started to get life in August 2012. That was the main reason I decided to do this course. My aim was to get knowledge enough to develop the website by myself as I did before.

Obviously, I knew it was going to be more challenging as the project were much more sophisticated than my first website, but I confess the more I learned during the course, more and more conscious of the possibilities of development, difficulties and complexity of the project I became. For that reason the whole idea was constructed and re-constructed many times during the process due to technical requirements.

The initial plan was to have the website online for testing purposes by June 2013, but the testing phase started only 12th September. The reasons behind this delay was the constant change of structure required due to technical needs, changing on the development team due to lack of commitment (I had 3 different back-end developers working with me on the database and programming during the last 4 months, each of them requiring a new start of everything after criticizing the work of the antecessor) and ultimately the difficulty to find a host company who could host the website developed in Drupal 7.2 in a shared hosting environment.

Originally the domain name was bought 1 year ago from "Fasthosts" and the plan was to have the website hosted with them. After buying a hosting plan it took almost one month to have an explanation from the support team about the impossibility of installing the newest Drupal version into the server. It became clear after a long

waste of time that the maximum version allowed by them in shared hosting was Drupal 6.0 what didn't suit my project needs.

After this drama, I had also to go through rough discussions to cancel the hosting package and started a challenging search of a provider to suit my needs.

Many companies were approached, but the main issue was to talk to sales team attendants who had no idea about what can and cannot be hosted in their hosting packages once sometimes neither support team members can be sure.

Finally by the end of August I decided to go to 1&1 virtual server hosting package even not being sure about how it could work and completely unaware that they didn't offer support on installation or migration of projects. It took about 2 weeks and loads of new grey hairs in my head to understand how to transfer de DNS of the domain and understand how to use the "Plesk" control panel to migrate the database and the website.

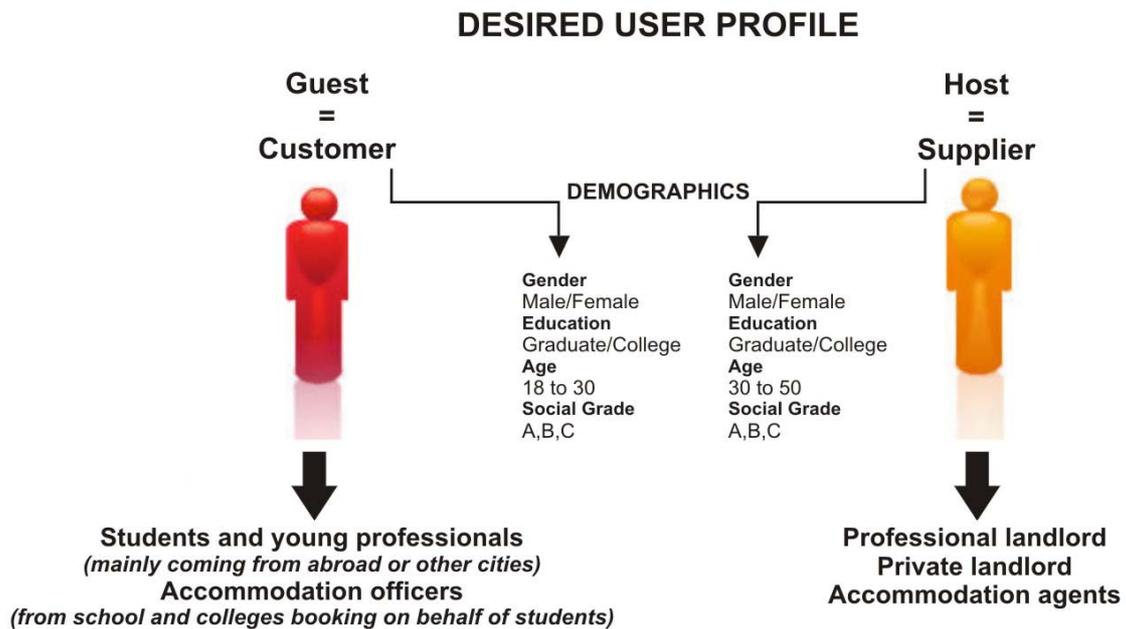
Therefore, at the moment there is no data as serving stats, analytics or search engine positioning and what follows in the next lines is the intended digital marketing plan to be placed into action to achieve success.

Where we want to go?

Market aimed

We aim for two different types of users. We can call them as hosts (considered by us as suppliers) and the guests (considered by us as customers).

To be more specific we can classify each of them by the following:



Where are they?

Geographically our audience is all over the world. We are interested in the UK market for hosts and internationally for the guests.

Competitors to base our goals

The most common act for someone looking to relocate to another city or country is to try to find accommodation before arriving. The common sense is to go to the internet and search for it. Depending on the keywords the search results will bring a list of hotels, hostels, classified websites and advertisement from accommodation providers.

If we use for example as keyword the term “house share London” (keyword with 583.000 Global Monthly Searches) the results on Google are:

Ads related to **house share london** ⓘ

Houseshare in London - UK.EasyRoomMate.com

uk.easyroommate.com/London ▾

Find The Perfect **Houseshare** Now In Web's No.1 Houseshare Website.

[Post an Ad for Free](#)

[Find a Lodger in London](#)

[Find the Perfect Flatmate](#)

[Rent a Room in London](#)

House Share London - Local **House Shares** at SpareRoom

www.spareroom.co.uk/London ▾

Sign Up & Find **House Shares** Today!

[Have a HouseShare for Rent? - Looking for HouseShares?](#)

House Share London - [View Adverts & Arrange Viewings](#)

flatmaterooms.co.uk/house+share+london ▾

Find a **House Share London** Today

House Share in London [HouseShare.com](#)

www.houseshare.com/house-share/london ▾

Results 1 - 20 of 12258 - **London Houseshare.com** - find a room for rent in a **house share** in **London** today. Advertise for free. 100% free to use.

[SPARE ROOM for flatshare, house share, flat share & rooms for rent](#)

www.spareroom.co.uk/ ▾

SpareRoom is the UK's #1 flat and **house share** website. Source: Hitwise ... The UK's busiest flat & **houseshare** website. Start your ... Searching in **London**?

[Browse](#) - [Place ad](#) - [My account](#) - [Search](#)

[house share in London](#) | [Gumtree To Share](#)

www.gumtree.com/flatsshare/london/house+share ▾

Find a **house share** on Gumtree London, the #1 site for To Share classifieds ads in the UK. Boom! Success!

Based on this search results I checked the estimate traffic on of both websites (natural organic results and paid advertisement) to have an idea about how many visitors we intend to have in a period of year after launching roomjumping.com. Information of each website and results are as follow:

“Easyroommate” shows accommodation listings from private and professional accommodation providers, but do not offer booking options as roomjumping. It profits from memberships offered to landlords and tenants. The website have a big share of the market we want to reach.

Www.easyroommate.com Traffic Estimate

Estimated Monthly Traffic (visits) for Wwww.easyroommate.com - By Month

Www.easyroommate.com has received an estimated 1,106,000 visits over the last 30 days.

“Spareroom” functions exactly as easyroommate but is not as popular around the world as it is in the UK. The website has a good share of the market we want to reach mainly around hosts.

Www.spareroom.com Traffic Estimate

Estimated Monthly Traffic (visits) for Wwww.spareroom.com - By Month

Wwww.spareroom.com has received an estimated 128,700 visits over the last 30 days.

“Houseshare” is a new website offering the same as the websites described above. The website has a small share of the market we want to reach mainly around hosts.

Www.houseshare.com Traffic Estimate

Estimated Monthly Traffic (visits) for Wwww.houseshare.com - By Month

Wwww.houseshare.com has received an estimated 130,400 visits over the last 30 days.

“Gumtree” is definitely the most popular classifieds website in the UK and despite having the biggest market of landlords and tenants searching and offering house share in London and in the entire UK it is difficult to use the estimated traffic to measure its success on the accommodation area because it offers many other kind of listings.

Www.gumtree.com Traffic Estimate

Estimated Monthly Traffic (visits) for Wwww.gumtree.com - By Month

Wwww.gumtree.com has received an estimated 15,981,000 visits over the last 30 days.

Launch, goals & deadlines

After all delays on the website development we had to reschedule the website launch to the public to March 2014.

1° Goal => Traffic numbers

Based on the numbers stated above the plan is to take the smallest traffic estimate (128.700 from sparerroom) to base our growth carefully during the website first year.

The target is to reach 20% of Sparerroom estimated traffic totalizing 2574 visits per month in the first three months followed by 40% (51480) after six months reaching 120% (154440) at the end of the year one.

2° Goal => Number of registered users (hosts and guests)

The numbers of properties advertised and guests registered informed by all competitors are questionable. They mention numbers between 50.000 and 100.000. For that reason it could be a bad idea to base our targets on their numbers. The reasonable solution for the first year is to reach a number of properties and guests registered in the website that can be realistic to manage on the backstage and good enough to have the website filled. In this way the target settled for the first year is 10000 of properties listed (considering that each bedroom counts as a property) for 20000 of guests profiles.

3° Goal => Sales

It is hard to project revenue as the prices are not fixed and will depend on different variables, but if we think that the average weekly accommodation prices for single rooms in shared houses in London may vary between £250 to £100 and the 15% booking fee is going to be charged on top of the deposit of 2 weeks the medium charge is going to be £26.25 per booking less 4% of paypal fee.

Taking into consideration the target of 154440 visits per month at the end of the first year we aim for a conversion rate of 1% of one month's visits reaching a gross profit of £40,540.00 by March 2015.

Action plan

Budget

With extras costs spent in development on the last months the website budget is strictly low to invest in advertising. Therefore, at this moment we intend to work with free tools to improve the website visibility.

SEO basics

We should take care about the titles, descriptions, url names, tags in images, keywords and of course, the website content with engaging, meaningful content using the keywords.

To improve keyword density it should appear in the first paragraph of the page and we aim to have near 300 words on useful content at each page.

Keywords ideas

Based on the same keywords used by competitors I used the keyword planner provided by Google to search for the best keywords to use in the website. The planner divided the ideas into 3 groups:

Ad group (by relevance)	Keywords	Avg. monthly searches [?]	Competition [?]	Avg. CPC [?]	Ad impr. share [?]	
London (8)	London Accommo...	18,260	High	£1.69	0%	✓
House Share (5)	House Share, hou...	23,960	Medium	£0.29	0%	✓
Keywords like: Ro...	rooms for rent, Ro...	129,490	Medium	£0.25	0%	✓

1 - 3 of 3 ad groups

Your plan
 Saved until 26 Sep 2013

Bid range [?]
£0.00 - £18.89

Daily estimates
0.00 - 2.40K Clicks
£0.00 - £3,779 Cost

Ad groups: 6

First group: London (High competition)**Chosen keywords:** London accommodation, accommodation in London

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Avg. CPC [?]	Ad impr. share [?]	
London Accommodation	8,100	High	£1.93	0%	ACCOUNT
accommodation in london	4,400	High	£1.82	0%	
room to rent london	2,400	High	£0.40	0%	
London Student Accommodation	2,400	High	£2.36	0%	
London Homestay	480	High	£0.43	0%	
rent a house london	320	High	£0.51	0%	
London Student Flats	90	High	£1.75	0%	
London Residences	70	High	£0.64	0%	

Second group: House share (medium competition)**Chosen keywords:** house share, share house

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Avg. CPC [?]	Ad impr. share [?]	
House Share	14,800	Medium	£0.26	0%	
house share london	2,900	Medium	£0.26	0%	
share house	3,600	Medium	£0.50	0%	
shared house	2,400	Low	£0.28	0%	
house to share	260	Medium	£0.18	0%	

Third group: rooms for rent (medium competition)**Chosen keywords:** rooms for rent, rooms to rent, flatshare, roommate

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Avg. CPC [?]	Ad impr. share [?]	
rooms for rent	 33,100	High	£0.20	0%	
Rooms to Rent	 22,200	High	£0.23	0%	
Flatshare	 22,200	Low	£0.29	0%	
Roommate	 49,500	Low	£0.27	0%	
housemates	 1,900	Low	£0.29	0%	
house mate	 590	Low	£0.19	0%	

Multilingual content

In the first 3 months the website will offer content in English, Spanish, French, Portuguese and Italian. By the end of first year it will offer also Dutch, German, Polish, Russian languages.

The same SEO basics and keywords strategy will be implemented in all other language pages. It should improve the organic searches in different countries.

Blog

A roomjumping blog will be created to engage users offering postings with relevant London info such as safety tips, advice about London areas, parties and unmissable experiences happening in the city.

The blog aim is to help SEO to be faster with new high quality content about London with visits increase.

We are going to start to write 2 o 3 posts per week in the first 3 months and review strategy after analyzing results.

Active eyes on the web

Our business is very based on internet. There are too much forums and blogs that can speak about us (in a good or bad way). We can use some tools like Google Alerts to track everything that people say about us in a public web to help to reduce any reputation crisis and act as soon as possible.

Web advertising

Google adwords

The advertisement plan offered by Google is too expensive to be taken into consideration. The cost of up to £3,779 daily is completely out of our range at the moment.

This estimate included only English language keywords. In the future after implementation of other languages we may consider more realistic offers.

Your plan

Saved until 26 Sep 2013

Bid range

£0.00 - £18.89



Daily estimates

0.00 - 2.40K Clicks

£0.00 - £3,779 Cost

Social Media

The aim of a social media strategy is to gain fans/followers for our accounts and have our services promoted mouth by mouth.

There are many social networks with different users and different purposes. We will start with accounts on the following:

Facebook

In Facebook we are going to have a passive strategy. We will answer all the queries from our prospective customers and promote Roomjumping news and publish London unmissable events posted in our blog.

In a second moment Facebook advertising may be considered depending on budget conditions.

Twitter

Twitter allows us to have an active strategy. We can monitor some keywords and offer to people something about what they are talking about.

For example: Someone comments that he/she is looking for a room in London. We can tell him/her that we can help, and give him/her our contact or send a link to our website.

We will also try to dialogue about interesting topics and news about London.

We will be monitoring some keywords related to London: some of them about London in general (and activities) and other related to our business (room London, London English courses and London internships) to find prospective customers looking for information.

For Twitter we will use a tool called Hootsuite and another one called SocialBro. The first one is for write on Twitter and read updates, follow topics, etc. SocialBro is used for manage the community, who is following us, who is not, etc.

Google +

Actually no-one reads Google+, but it's very important for the SEO in Google. So, the main mission for us in Google+ is to share the content that we will create in the blog and any other relevant content.

Telemarketing (inbound/outbound)

It will be necessary to have a call center to receive calls from guests and hosts willing to solve questions related to register, bookings, payments and to help also to assist customer in case of booking cancellations, non-show and any other issue that may emerge. In the first moment I will use my actual office structure designing two people to take those phone calls.

The same team will also work actively Monday to Friday on day-time searching for accommodation providers with the intention of presenting our services and encouraging them to list their properties on our website. This promoting campaign will take place by phone calls, sms and email sending. Prospective guests and hosts are going to be sourced from websites such as Gumtree, Easyroommate, spareroom among others.

Testing and control

The biggest challenge on the project is going to be the promotion that needs to create offer and demand in both audiences at the same time. To measure results of the strategy adopted we will use Google Analytics and Google webmaster Tools.