



[roomjumping.com](http://roomjumping.com)



## **Business crit**



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## **Project description**

Online booking rental website working as a bridge between private and professional accommodation providers and London newcomers in search of a short-term home.

## **Elevator pitch**

Roomjumping.com is an accommodation website where landlords and/or professional hosts can offer short-term accommodation for London newcomers, mainly students and young professionals, searching for a temporary home in the city.

Through the website the audience coming from abroad or other UK cities will be able to book safely before arrival their accommodation in the city choosing from rooms in shared houses, a family home to live as a guest, private studios, apartments and whole flats saving the time and the hustle that the search normally involves.

They will also have tools to search the placement matching their personal interests, discuss details with hosts, share their experience and read reviews posted by others.

## **Manifesto**

Education is an increasingly global marketplace. People are becoming more willing to travel abroad for the best educational opportunities, and London is very well placed as a great student's destination.

The trend for global mobility also boosted the interest of young professionals of relocating to big cities to seek job opportunities increasing significantly the demand for accommodation.

Recognizing this demand as an opportunity for landlords and professional hosts the aim of the website is to work as a showcase for accommodation providers and as a database for accommodation seekers facilitating their connection and minimizing the risks to both parties.

It will give to the user the best tools from similar websites in just one place combining social networking, rental database and a bookings system in a unique solution to solve a problem and the demand of a huge audience.

## **Website promotion**

The website will need to be promoted in both markets: accommodation provider's and accommodation seeker's.

Provider's channels: telemarketing campaign, email marketing, sms campaign, social networking campaign, Google adwords, SEO

Seeker's channels: direct sales to accommodation and student's travel agencies, email marketing, sms campaign, social networking, advertisement in student's specialized magazines, Google adwords, SEO

## **Up-front costs**

The maintenance costs are going to be incorporated by my main business as part of our services. I'm going also to use the actual staff team to work on the website marketing and promotion.

## **Estimate of projected traffic to the site**

Using Google Adwords keywords tool based on the keyword accommodation London the global monthly searches in English are 1,830.000.

There are also other suggested keywords ideas as follow:

Save all Search Terms (1)		1 - 1 of 1	
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> accommodation london ▾	High	1,830,000	1,000,000
Save all Keyword ideas (100)		1 - 50 of 100	
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input checked="" type="checkbox"/> cheap accommodation london ▾	High	201,000	135,000
<input checked="" type="checkbox"/> student accommodation london ▾	High	40,500	27,100
<input type="checkbox"/> cheap accommodation in london ▾	High	201,000	135,000
<input type="checkbox"/> temporary accommodation london ▾	High	1,000	720
<input type="checkbox"/> budget accommodation london ▾	High	135,000	90,500
<input type="checkbox"/> short term accommodation london ▾	High	14,800	9,900
<input checked="" type="checkbox"/> accommodation in london ▾	High	1,830,000	1,000,000
<input type="checkbox"/> self catering accommodation london ▾	High	5,400	2,900
<input type="checkbox"/> hotel accommodation london ▾	High	1,500,000	673,000
<input checked="" type="checkbox"/> student accommodation in london ▾	High	40,500	27,100
<input type="checkbox"/> family accommodation london ▾	High	8,000	6,000

It is important to add that on our SEO and Adwords campaigns we are going to work with keywords in different European languages what is going to improve even more our website traffic.

## Source of revenue

Users will book and secure their accommodation by paying the deposit requested by landlord/host. The total amount can be the value of 1, 2, 4 or 6 weeks accommodation.

The website will profit on 15% to 20% of the deposit paid by the user and will be charged as website service fee incorporated on the total paid.

Refunds can be claimed by users minus website services fee in case of a user being unable to check-in by landlord/host fault or if the accommodation presented is significantly different than described on the website.

Users can also use the amount paid to book another accommodation on our website.

The landlord/host will get the payment if everything goes well as promised in the website. They can also claim the deposit in case of no-show or accordingly to the cancellation policy chosen.

## **Estimate of projected revenue**

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 that there is about 400.000 students working and studying in London every year we can have an idea about the market size.

To be a little bit more realistic, If I was working with roomjumping to receive my bookings considering my company as an accommodation supplier which manages 200 rooms in East London with an approximated turnover rate of new customers every four months at an average price of £110 per week per room charging 2 weeks deposit to secure the booking, the revenue of the website with just this accommodation provider were going to be around £19,800 free of card surcharge.

## **Analysis: success of competitors**

There are a lot of popular websites in the market working as a bridge between landlords and tenants, but any of them offer all I want offer in just one place.

In some you can search and book online, but only for holiday accommodation.

Others work as classifieds websites showing listings where you can communicate with hosts /landlords by taking their contact and dealing out of the website.

It is difficult to measure its success based in website traffic once some of them, as the popular Gumtree, offers other kind of listings.

For that reason to be more plausible I just will evaluate the competitors “Housetrip” that works as online booking website for holiday accommodation accommodation and “Easyroommate” which shows accommodation listings from private and professional accommodation providers.

The numbers for Housetrip are:

**housetrip.com**  
HouseTrip

Your one-stop marketplace for short-term rentals

Statistics Summary for **housetrip.com**

There are 12,246 sites with a better three-month global Alexa traffic rank than HouseTrip, and about 33% of visits to it consist of only one pageview (i.e., are bounces). The site has a relatively... [Show More](#)

**Alexa Traffic Rank**  
12,247  
Global Rank

**Reputation**  
1,103  
Sites Linking In

Traffic Stats | Search Analytics | Audience | Contact Info | Reviews | Related Links | Clickstream



**Average Load Time for Housetrip.com**  
Very Slow (3.051 Seconds), 83% of sites are faster.

### Easyroommate.com's Regional Traffic Ranks

Country	Rank
 United Kingdom	1,312
 Australia	2,459
 Canada	7,632
 Italy	8,069
 Hungary	9,603
 Mexico	11,251
 Portugal	11,273
 Brazil	12,732
 Spain	15,389
 Argentina	18,030
 India	20,396
 Poland	23,823
 United States	24,137
 France	38,048

[Less](#)

### Audience Snapshot

Based on internet averages, easyroommate.com is visited more frequently by **females** who are in the age range **18-24**, have **no children**, are **graduate school** educated and browse this site from **school**.  
[Get complete site demographics.](#)

### Audience Snapshot

Based on internet averages, housetrip.com is visited more frequently by **females** who are in the age range **25-34**, are **graduate school** educated and browse this site from **work**.  
[Get complete site demographics.](#)

[View the full Audience Profile](#)

### Where Visitors Go on Easyroommate.com

Subdomain	Percent of Visitors
uk.easyroommate.com	34.31%
easyroommate.com	23.57%
au.easyroommate.com	11.61%
secured.easyroommate.com	8.59%
in.easyroommate.com	7.35%

[More](#)

### Top Search Queries for Easyroommate.com

Query	Percent of Search Traffic
1 <a href="#">easyroommate</a>	4.20%
2 <a href="#">easy room mate</a>	3.29%
3 <a href="#">roommate finder</a>	3.22%
4 <a href="#">easyroommate</a>	2.31%
5 <a href="#">rooms for rent</a>	1.63%
6 <a href="#">roommate</a>	1.48%
7 <a href="#">easy roommate</a>	1.30%

### Top Search Queries for Housetrip.com

Query	Percent of Search Traffic
1 <a href="#">housetrip</a>	36.19%
2 <a href="#">house trip</a>	9.15%
3 <a href="#">housetrip.com</a>	2.77%
4 <a href="#">housetrip wien</a>	2.18%
5 <a href="#">airbnb</a>	0.89%
6 <a href="#">www.housetrip.com</a>	0.87%
7 <a href="#">housetrip cannes</a>	0.83%

[View the complete Search Analytics](#)



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<a href="#">Less</a>	

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## Success after launch

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. I believe that after launch it will take at least a year to become popular. To pay itself it will not take long as the maintenance costs are not so high.