

Top 3 Best Solicitor and Real Estate Themes

Description

Up Your Game with a Mobile Friendly WordPress Themes for Solicitors and Estate Agents

Most solicitor and estate agents already have a very good website to list property for sale in their local area. They will also be using a property portal. With Rightmove and Zoopla leading the way and OnTheMarket nipping at their heels, we compare the two.

Rightmove is currently the market leader, receiving **127.5 million visits per month**. Zoopla says its websites (including Prime Location) and mobile apps attract over **50 million visits per month**.

The Associated Brands

Many of the property sites you'll stumble across online are actually linked to each other. Prime Location was once a big name in property portals along with the likes of FindaProperty.com and Globrix. Zoopla Group bought all three brands and closed the latter two. And most recently Zoopla snapped up Hometrack, the property information website.

In 2015, Rightmove replaced Zoopla as the exclusive portal partner for London Evening Standard. Indeed, you'll see on lots of the smaller property websites the term 'powered by' usually followed by either Zoopla or Rightmove.

The Agents' Own Portal

With Zoopla and Rightmove clearly dominating the property market a number of estate agents across the UK came together to launch On the Market - their own property portal. Agents know that avoiding the big two completely would be shooting themselves in the foot - they want to sell the properties on their books and they know that's where buyers look first. But in order to take control over the situation On the Market agents decided they would only list on **one or the other - not both**. Properties will first appear on On the Market for 24 hours (the site currently only gets around **7 million visitors**) and will then be posted on either of the big portals.

As well as making this portal connection change work most effectively, your website is performing many different functions in the customer journey but most of all it provides a centre point for all your digital channels. Building brand loyalty is one of the many challenges facing estate agents today. It can start from having a good digital profile and digital marketing strategy. At the heart of this sits your company

website. It is important to get your website performing at its very best. With a slow, unresponsive, unsecured, dull website you could lose new customers as well as returning existing customers.

If you agree you need to **Up Your Game with a Mobile Friendly WordPress Themes for Solicitors and Estate Agents,**

Here are our top 2 themes as voted by Themeforest:

“Hang on a minute!” I thought you said 3 Best Solicitor and Real Estate Themes for WordPress! What happened to the 3rd one?”•

Well spotted! We decided to remove the one at the top spot and replace it with your own theme. Yes, your own WordPress theme. No need for an overhaul of your existing WordPress site. If you are not already using WordPress then we can get you started. Call 0333 321 4617 for more information.

Why our customised solution? We felt that although the WordPress Themes for Real Estate and Solicitors work well, they are very much for the American market. The Scottish and UK market is dominated by the portals and it is important to easily import property listings to those property portals. Contact us for a full demonstration on how your solicitor and real estate website could look.

Category

1. Themes
2. Web Design

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