



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 will start with a screen like this:

The screenshot shows the Home.co.uk website's search interface for properties in SW1. The browser window title is "Home.co.uk: Property for Sale in SW1 - Mozilla Firefox". The address bar shows "http://www.home.co.uk/search/property.htm?location=sw1". The page features a navigation menu on the left with "SW1 Property" selected, and a search form in the center. The search form includes fields for "Max £:", "Min £:", "Min Beds:", and "Max Beds:", along with checkboxes for "Detached", "Semi", "Terraced", and "Flat". A map of London is displayed, showing the search area in SW1. Below the map, there are instructions for using the search tool, a search radius of 1 mile, and search options like "Highest Price First" and "All Found Dates". A "Search" button is visible. On the right side, there are links for "Home Buying", "Home Selling", "Home Finance", "Home Services", "Home Information", and "Home Business". A sidebar on the right contains various services like "Mortgages@home", "HIPs@home", "Surveyors@home", "Conveyancing@home", "Removals@home", "ENDSLEIGH", and "Please help support". At the bottom, a "Selected Property for Sale in SW1" is listed with a price of £15,500,000 and 14 beds, located at "INVESTMENT PROPERTY PORTFOLIO, MEDWAY HOUSE, MEDWAY STREET, ST JAMES PARK SW1, LONDON".

The search interface allows a house hunter to query the 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 two screenshots of a web browser. The top screenshot is a search results page on home.co.uk for properties within 1 mile of SW1. It features a search bar, navigation links, and a list of properties. Two properties are highlighted: 'CHESTER SQUARE, LONDON' and 'EATON MEWS NORTH, LONDON SW1X'. A large blue arrow points from the 'EATON MEWS NORTH' listing to the bottom screenshot. The bottom screenshot is a detailed property page on homes24.co.uk for '4-bedroom House for sale in London, Eaton Mews North London SW1X'. The page includes a search form, a 'Features list' (4 bedrooms, 2 reception rooms, 4 bathrooms, 3 receptions, 1 Media Room/Sym, 1 Garage), a description, and a gallery of images. A red button says 'CLICK HERE TO CONTACT AGENT OR ARRANGE VIEWING'.

A link is provided to each partner website that has uploaded the particular property to 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** 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 link to the **home.co.uk** Local Property Information page in their area.

e.g. http://www.home.co.uk/guides/local_info.htm?location=bath

Generic HTML:

```
<a href="http://www.home.co.uk/guides/local_info.htm?location=[your county, town or postcode]">Property Information in [your county, town or postcode]</a>
```

If your business covers a larger geographical area please use:

```
<a href="http://www.home.co.uk/guides/local_info_by_town.htm">Property Information at Home.co.uk</a>
```

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
- Number of bedrooms
- Type of property – home.co.uk accepts many types eg “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 – 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
- Price Timeframe – for rental properties this field should be set to “week” or “month”
- 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 system will cope with any size
- Short Description – describing the property – up to 250 characters of plain text
- 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

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
- *bedrooms* – number of bedrooms
- *type* – [home.co.uk](https://www.home.co.uk) accepts many types eg “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* – 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 eg “POA”, “Offers over £XXX,XXX” – if set, this will appear instead of price
- *price_timeframe* – for rental properties this field should be set to “week” or “month”
- *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
- *short_description* – describing the property – up to 250 characters of plain text
- *full_description* – unlimited text or simple html describing the property
- *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 £s

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, Country</location>
    <postcode>EF3 4GH</postcode>
    <url>http://www.agentwebsite.co.uk/properties/property_124.htm</url>
    <thumbnail_url>http://www.agentwebsite.co.uk/images/124.jpg</thumbnail_url>
    <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>
    <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 (eg "portal1") and with a file extension consistent with the file type (eg ".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 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

