



# Top Tips for Getting Your Property Advert Noticed

Welcome to **Europe Properties** – your gateway to property and lifestyle across Europe.

At **Europe Properties**, we want all our private sellers and agents to achieve the very best results when listing their properties. Whether you are selling a stone cottage in France, a villa in Spain, or an apartment by the sea in Portugal, your advert is your *shop window* — and first impressions matter.

Follow our **Top Tips** below to make sure your property advert stands out, attracts clicks, and generates genuine enquiries.

## 1. Create a Compelling, SEO-Friendly Title

Your title is one of the most powerful tools for getting noticed online. It is not only a headline — it is how buyers find your property through Google and other search engines.

### What to include:

- **What you are selling:** house, villa, apartment, land, etc.
- **Purpose:** ‘for sale’ or ‘for rent’.
- **Location:** include the region and country.
- **Key features:** number of bedrooms, gîte, pool, lake, outbuildings, sea view, etc.

### Example:

“3 Bedroom Character House for Sale with Gîte in Brittany, France”

This title tells buyers *what, where, and why* it is interesting — perfect for SEO and instant appeal.

**NOTE:** Don’t make your title too long as this increases the length of your URL slug. It is much easier for search engines to read a shorter URL and users are more likely to click on a clean, readable URL. Keep it ideally 50-60 characters.

## 💡 2. Use High-Quality, Eye-Catching Photos

Your photos are the most influential element of your listing. Think of them as your *shop window* — the image that makes a buyer decide whether to click or scroll past.

**Your first image** is the most important. Choose a bright, clear exterior shot that shows your property with open shutters and a blue sky, if possible.

### Top photo tips:

- Take photos in **landscape orientation** and **high resolution**.
- **Open closed shutters/blinds** on windows & doors.
- Photograph on a **bright, sunny day**.
- Keep rooms **clean, clutter-free, and well-lit**.
- **Avoid people and pets** in the images.
- Step back slightly out of spaces to **capture the full room** and its features.

Include around **10-15 photos**: Image 1+2 being your best external photos of the property and then garden/pool/terrace area, for images 3-10 showcase the main living areas in the order indicated below. The rest of your images showing a mix of additional photos.

- Main living areas in this order (lounge, kitchen, dining room, bedrooms, bathrooms).

- Exterior highlights (house, garden, pool, terrace, balcony, or views).

If the weather is poor, wait for a sunny day and **update your photos** — great images can make all the difference.

### 3. Write a Clear and Engaging Description

A good description is **informative, well-structured, and appealing**. Keep it concise while highlighting the key features that make your property special.

**Start strong with a brief introduction:**

“Beautiful 3 Bedroom Stone House with Gîte plus 5000 m<sup>2</sup> of land, close to the sea in Brittany, France.”

Then describe your property in sections:

- **Ground Floor:** layout and features.
- **First Floor:** bedrooms, bathrooms, and views.
- **Exterior:** gardens, terraces, pool, outbuildings, or land.

Emphasise attractive details such as exposed stone walls, beams, original fireplaces, or recent renovations.

**Finish with local context:**

Mention the nearest **villages, attractions, amenities, and transport links** — for example:

“Situated close to local shops and restaurants, and just 45 minutes from Rennes Airport with international connections.”

Buyers want to imagine life there — so highlight not just the property, but the *lifestyle*.

### 4. Price Your Property Realistically

Setting the right price is essential. Overpricing can reduce interest, while a realistic price attracts more enquiries and serious buyers.

**Our advice:**

- Request a **professional valuation** (many agents offer this free of charge).

- Research **similar listings** in your region.
- Adjust according to **location, condition, and features**.

A competitive price helps your property gain traction and visibility from the start.

## 5. Combine All the Key Elements

When your **title**, **photos**, **description**, and **pricing** are all strong, your advert will perform significantly better — reaching more buyers and generating real interest.

- A well-optimised **title** ensures visibility in searches.
- Professional **photos** attract attention.
- A well-written **description** keeps buyers engaged.
- A realistic **price** converts clicks into enquiries.

By following these steps, you will give your property the best chance to shine on **Europe Properties** and beyond. If you want further help with your advert contact us here: [office@europe.properties](mailto:office@europe.properties).