

Can an Audio Message Improve the 'Stickiness' of your Real Estate Website?

ListingDomains announced today the release of their new audio tour feature. Many homebuyers in today's online world are shopping from the comfort of their own home. As they visit your virtual open house, wouldn't it be nice to greet them the same way you would had they come to your actual open house? A web site doesn't normally do this, but ListingDomain's single property websites can, and do.

Santa Rosa, CA ([PRWeb](#)) June 4, 2007 -- Many homebuyers in today's online world are shopping from the comfort of their own home. As they visit your virtual open house, wouldn't it be nice to greet them the same way you would had they come to your actual open house? A web site doesn't normally do this, but ListingDomain's single property websites can, and do. ListingDomains announced today the release of their new audio tour feature. Their interface allows agents to record an audio tour of the property directly from their administration panel. All that is required is a microphone and a voice.

"Using audio on your website gives you the ability to guide your visitor through your site and point out all the important features of your listing," says Amanda Cornelius, CEO of ListingDomains.com. "Not only are you getting personal with your prospects, you are also pointing them in the direction of your product."

A study conducted by DoubleClick found that adding audio to a website can increase brand awareness by 10.1%, and data recall by 59.9%. And according to research by Hermann Ebbinghaus, people retain on average 10% of what they read, 20% of what they hear but 50% of what they read and hear.

Including a voice over can make a great point of difference amongst the hundreds or thousands of real estate websites that a prospective client may visit. "Audio improves the "stickiness" of your website and creates a bond and rapport with your website visitor," continues Amanda. "It can also be a powerful motivator and your voice can influence and persuade visitors to explore your website and therefore stay longer." Audio is just one of the many feature additions ListingDomains.com users have enjoyed lately. With a 1200% growth rate over the past two years, it looks like the original listing website provider is continuing to lead the market.

About ListingDomains:

A Listing DomainTM web site is a complete free standing web site devoted entirely to selling one property. The domain name is generally the address of the property e.g. www.555MainStreet.com. Each Web site comes complete with a free DOMAIN RIDERTM sign that attaches to any traditional for sale sign, showcasing the properties web site address. The sites contain detailed information about the property, unlimited photographs, the option of including music and/or a audio message, the agent's photo and contact information, a property feedback system, the ability to upload property reports and much more.

###