



MediaVision



PROPERTY BRAND Demand Report

Mid-Year Review

Share of search: which property brands saw the biggest gains and losses in the first half of 2022?

ABOUT THIS REPORT

Every year, we use data from our Digital Demand Tracker to rank residential, commercial, developer and online portal brands according to their brand demand. This data shows us which brands are being searched for by name the most and tells us a lot about brand health.

For last year's report, we analysed brand demand between 2020 & 2021 to reveal the property brands dominating online, versus those in decline. For this report, we pulled the data again to reveal how UK property brands are trending in the first six months of 2022, compared to last year.

How are brands ranked:

Brands in the upcoming graphs are listed according to their average share of search relative to the market, from highest to lowest.



ALL DATA SOURCED FROM OUR **DIGITAL DEMAND TRACKER**

We built technology to give us search trend insights faster than any publicly available data.

Our Digital Demand Tracker refreshes data 4x quicker than any other tool to give us a real-time view of how brand and market terms are trending. If you'd like to try it for yourself, get in touch.

TRY THE DIGITAL DEMAND TRACKER

 **MediaVision**

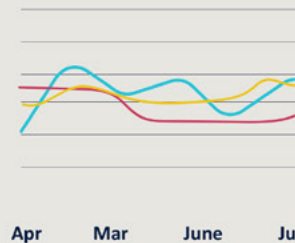
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RESIDENTIAL

Residential brands rode an unprecedented wave of success last year as the stamp duty holiday saw buyers rush to take advantage of the deadline. This year isn't as straightforward.

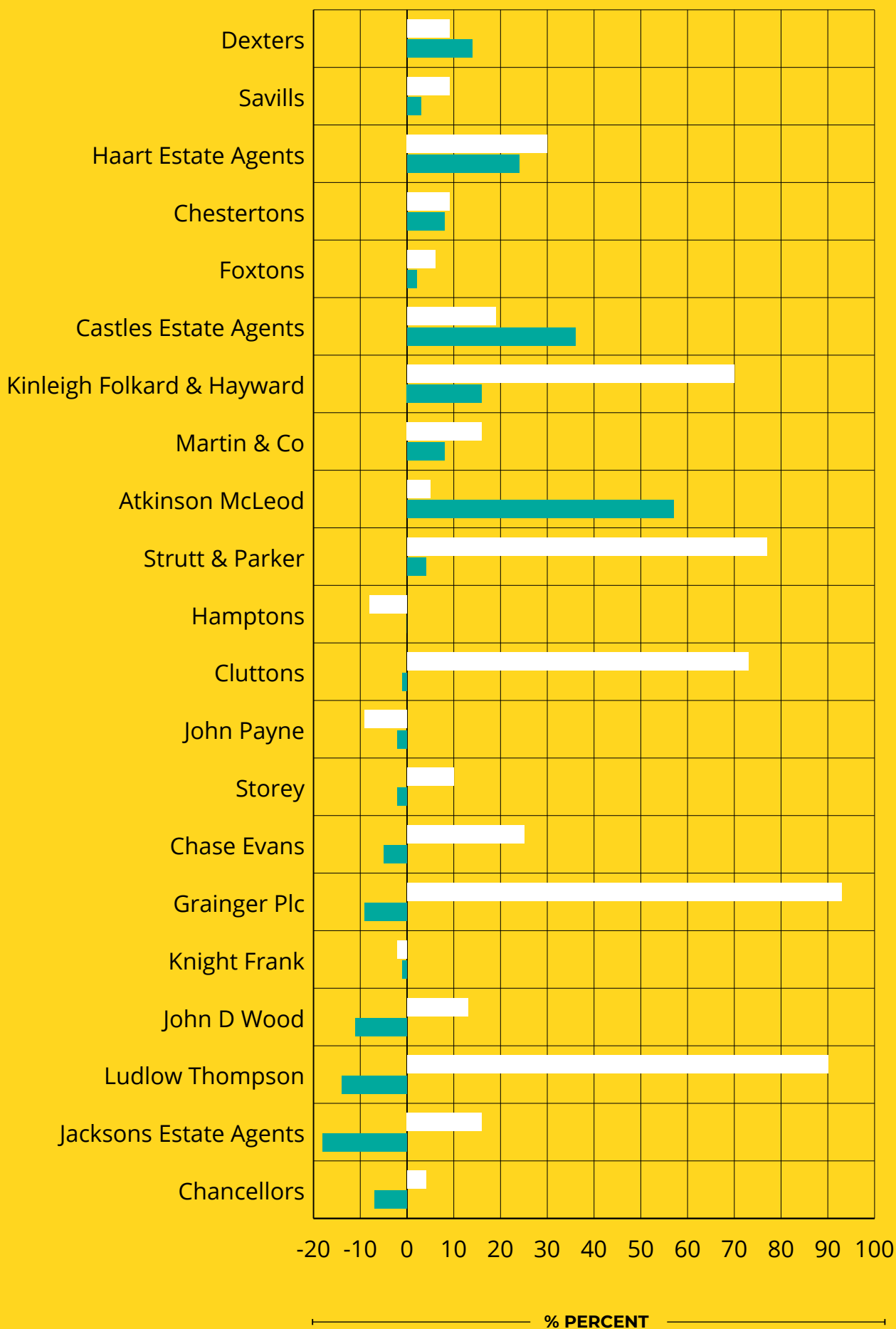
House prices continue to soar, and although continued growth in new buyer enquiries is being reported across the board, dwindling supply means options are limited for prospective buyers. Combined with increasingly high mortgage rates and the cost-of-living crisis, the prediction is that real estate brands could see the market level out or cool off towards the end of the year.

According to Deloitte's Real Estate Predictions for 2022, digital transformation and data are two vital areas for real estate companies to focus on in the coming months, as understanding market trends and consumer behaviour in more detail is vital.



LAST YEAR'S BRAND DEMAND
FIRST SIX MONTHS OF 2022

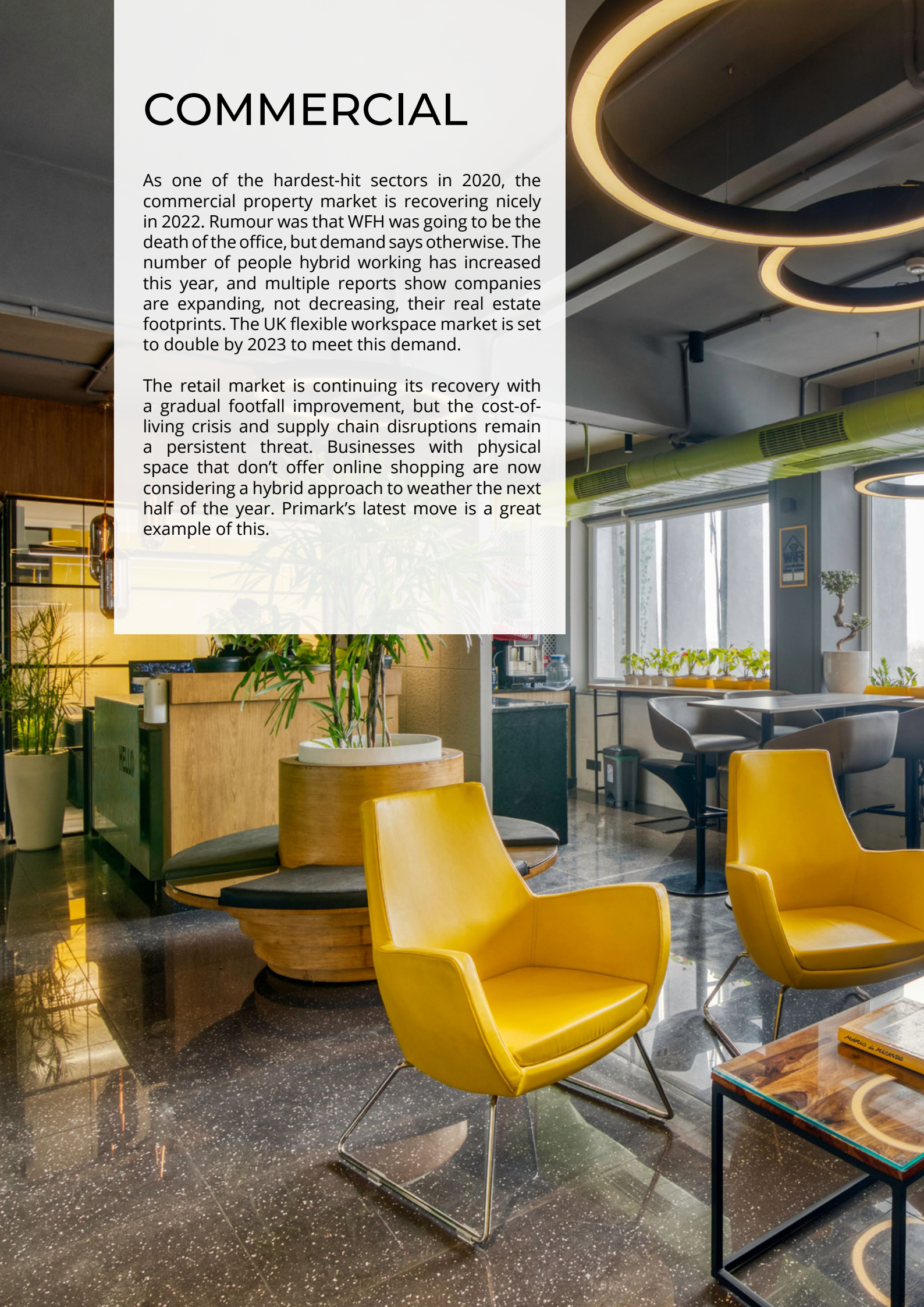
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COMMERCIAL

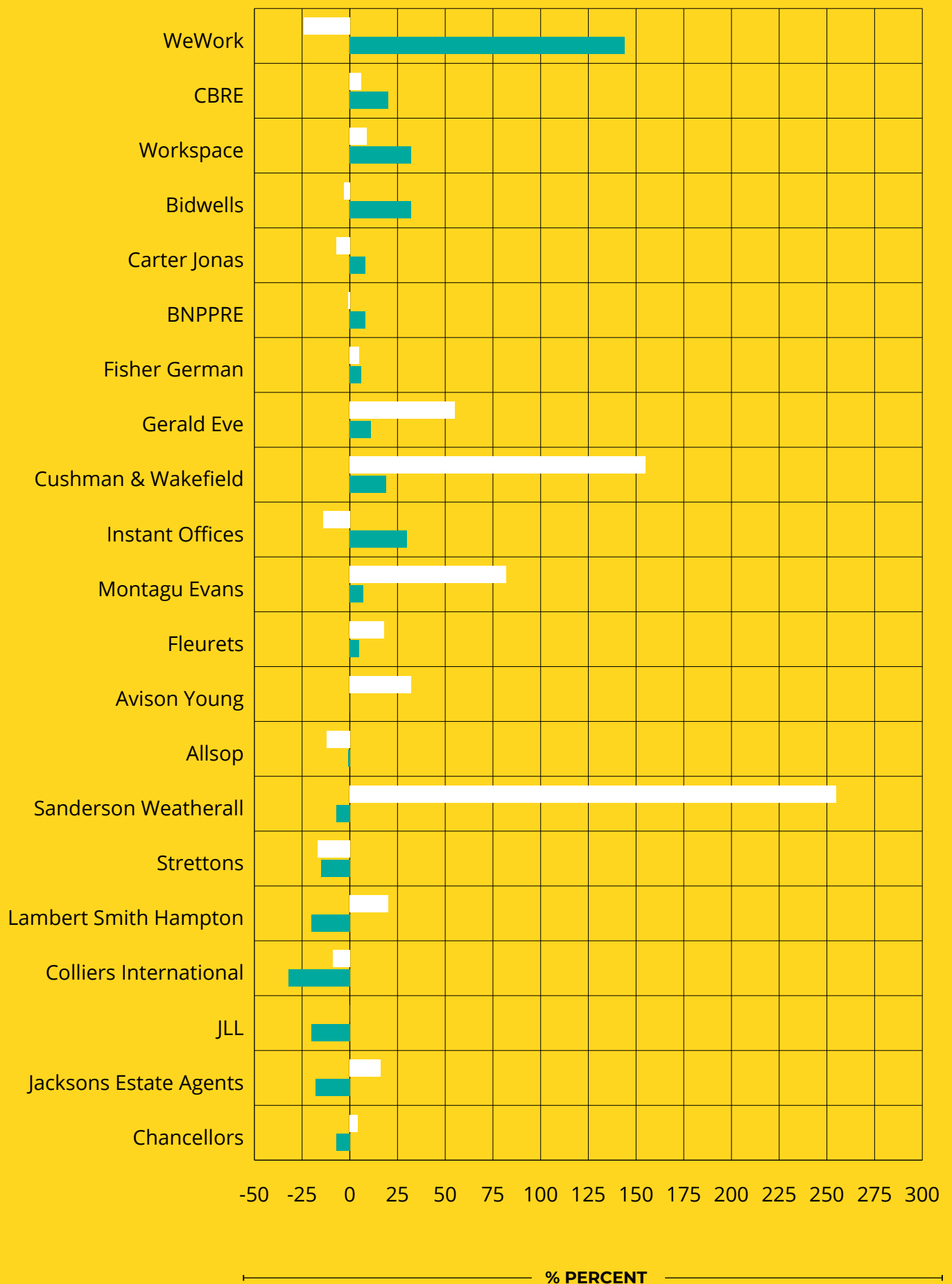
As one of the hardest-hit sectors in 2020, the commercial property market is recovering nicely in 2022. Rumour was that WFH was going to be the death of the office, but demand says otherwise. The number of people hybrid working has increased this year, and multiple reports show companies are expanding, not decreasing, their real estate footprints. The UK flexible workspace market is set to double by 2023 to meet this demand.

The retail market is continuing its recovery with a gradual footfall improvement, but the cost-of-living crisis and supply chain disruptions remain a persistent threat. Businesses with physical space that don't offer online shopping are now considering a hybrid approach to weather the next half of the year. Primark's latest move is a great example of this.



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PORTALS

No one benefitted from the surge in demand last year more than property portals. The uptick in performance and interest was significant, but this year a decline in brand searches more accurately reflects the market.

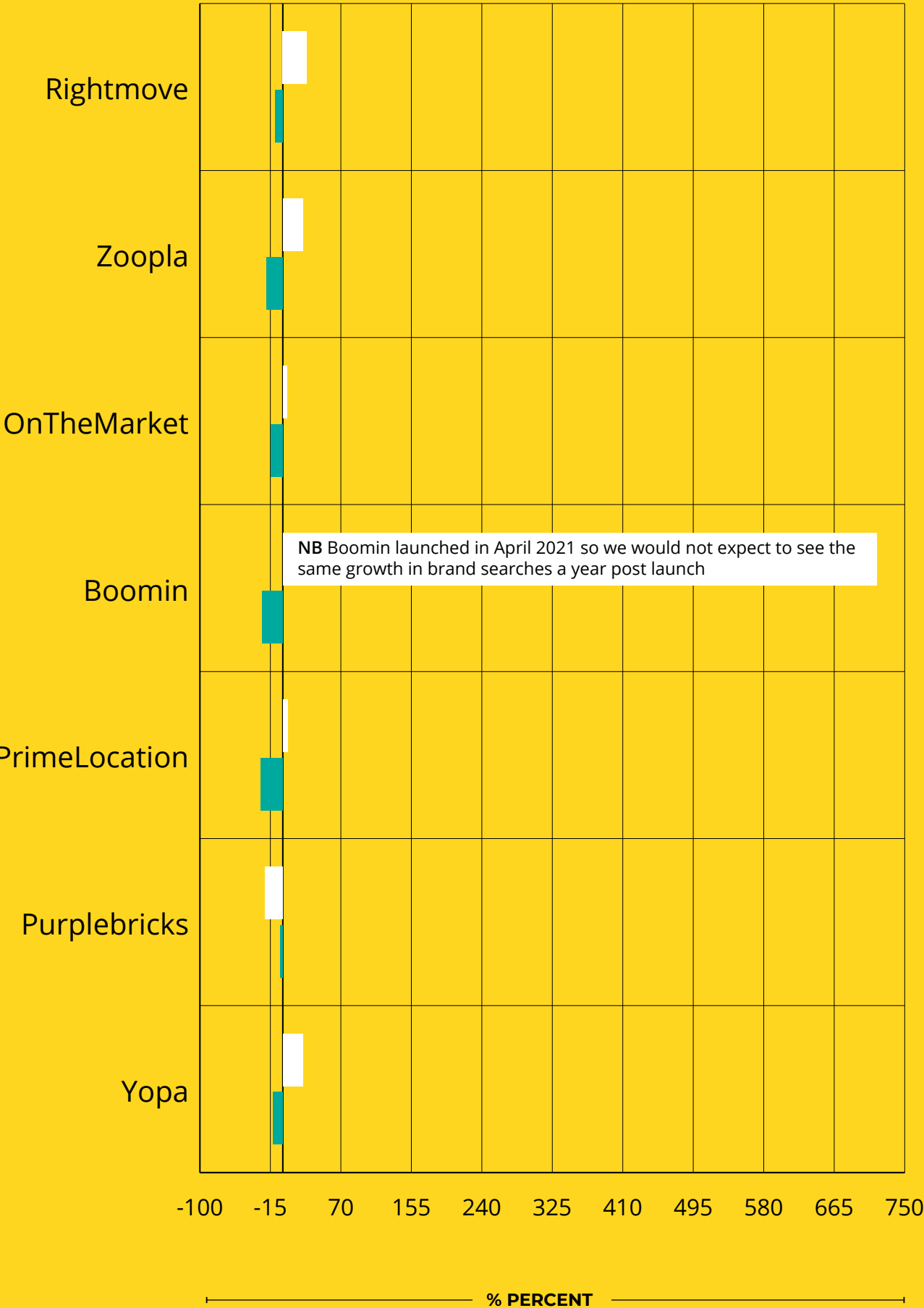
Reports across the board indicate that properties are taking longer to sell in 2022. That, combined with a lack of stock driving continued house price growth, means portals are seeing activity plateau and in some cases, dip.





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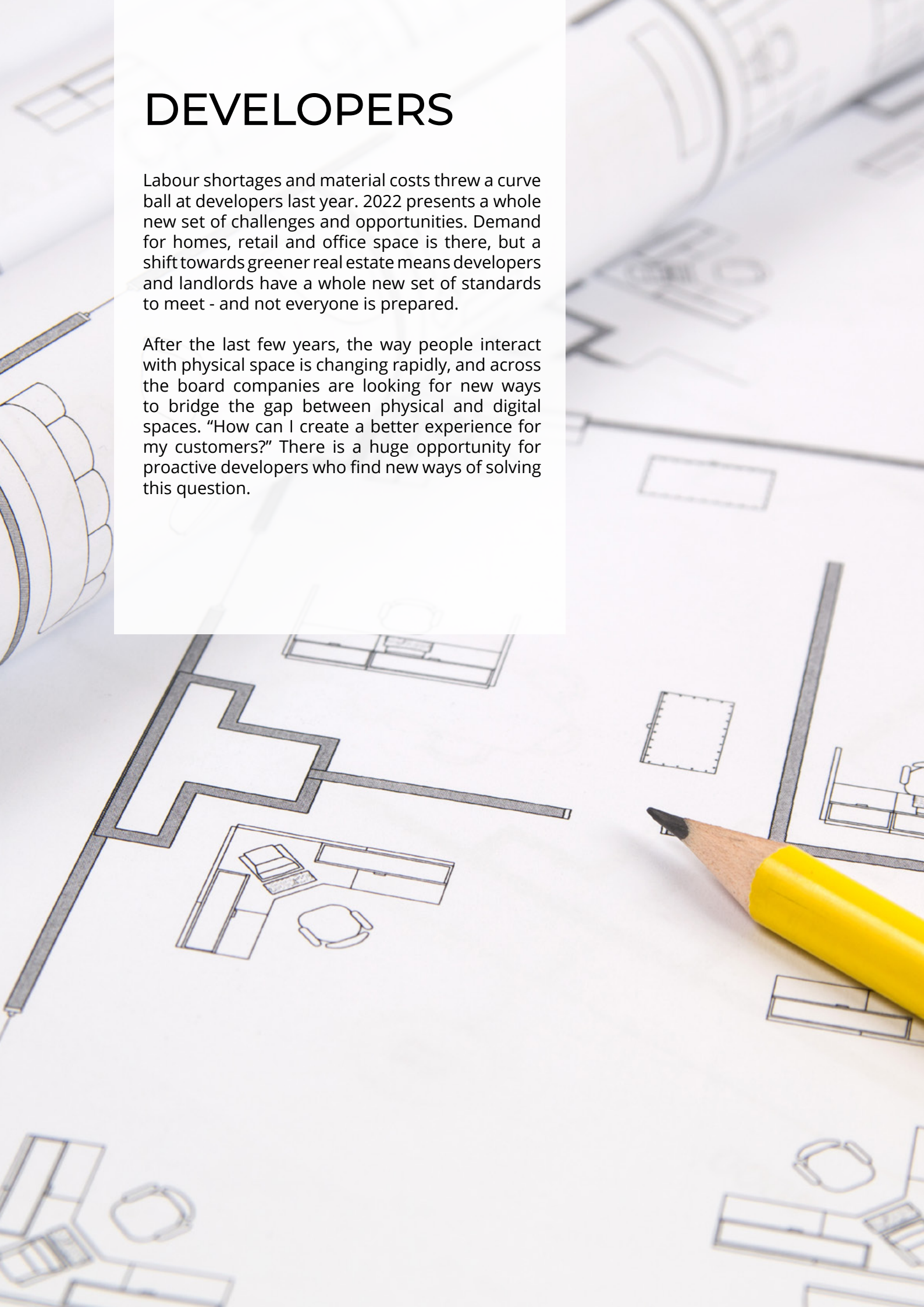
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DEVELOPERS

Labour shortages and material costs threw a curve ball at developers last year. 2022 presents a whole new set of challenges and opportunities. Demand for homes, retail and office space is there, but a shift towards greener real estate means developers and landlords have a whole new set of standards to meet - and not everyone is prepared.

After the last few years, the way people interact with physical space is changing rapidly, and across the board companies are looking for new ways to bridge the gap between physical and digital spaces. "How can I create a better experience for my customers?" There is a huge opportunity for proactive developers who find new ways of solving this question.

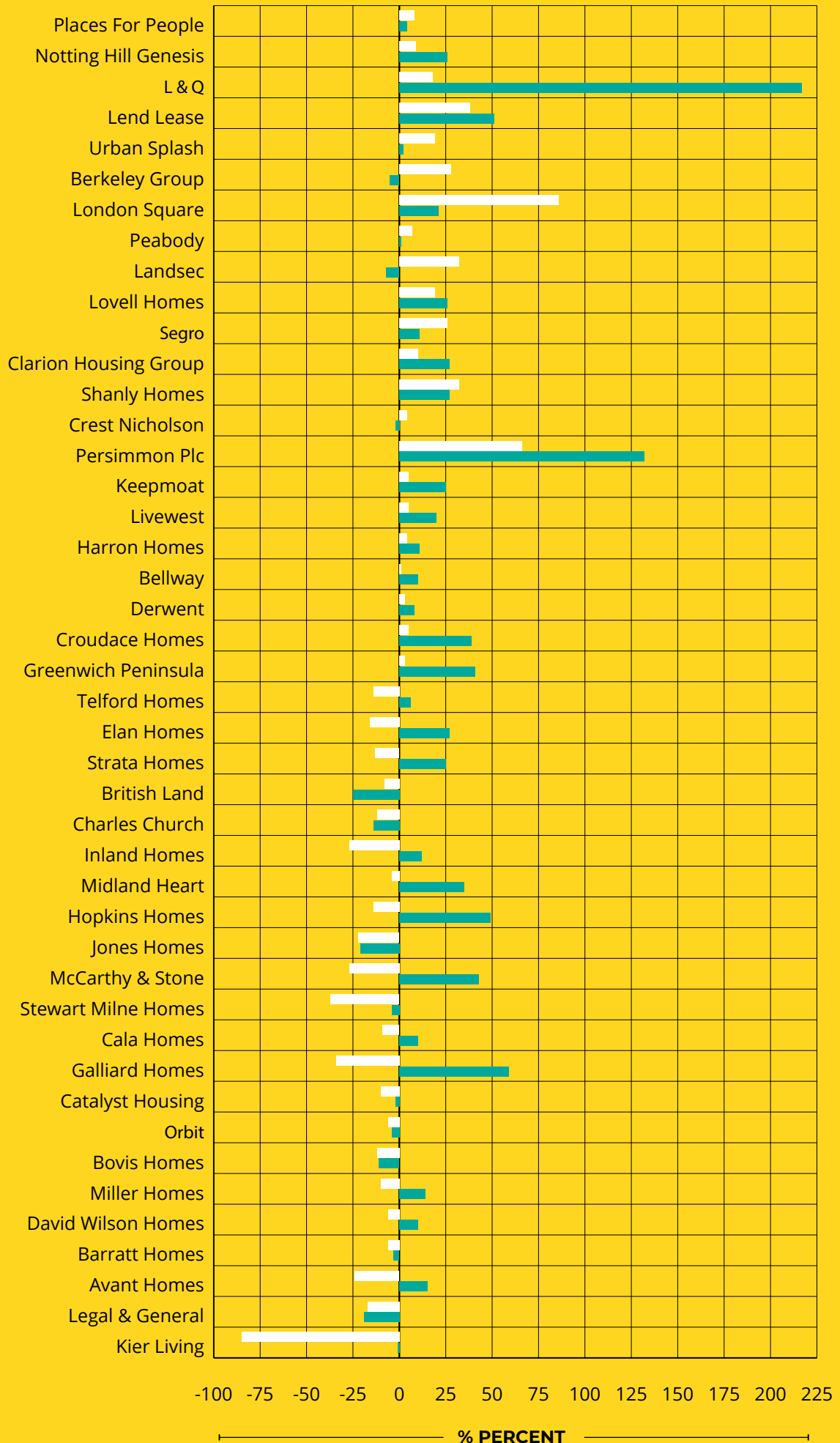




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FAQS

Q: How can I compete with industry leaders?

A: A branded search shows user intent, but ranking isn't always easy and takes consistent work and attention. Large, established, optimised sites with high authority, tons of backlinks and huge brand awareness are more likely to rank for brand terms, but it doesn't mean smaller, fast-growing sites can't compete.

Q: Why is my brand demand down?

A: There are many reasons why brand demand declines. This could be because your site is not properly optimised, competitors are performing better, or your brand awareness is too low to show up in search. It could also be due to market-related factors, or a Google algorithm update.

Q: How can I improve my brand demand?

A: One of the best ways to improve brand demand is through an integrated digital marketing strategy. If your site is technically sound from an SEO perspective, ongoing content creation, link acquisition and strategic page expansion can improve organic performance and

brand awareness. The ability to identify and react to search trends can also hugely improve visibility.

Q: What is considered a good increase?

A: There is no industry-wide benchmark. A brand that receives millions of searches each month may see a smaller percentage increase in brand demand, while a brand with a few hundred searches a month may see a triple digit increase. All growth is positive.

Q: Why do brand searches matter so much?

A: Searches that directly match your brand name indicate brand awareness. People aware of and searching for you will typically have an affinity for your brand, and are more likely to convert. Number of brand searches is a huge indicator of overall brand health. That being said, it is also vital to focus on broader SEO goals and non-brand terms.



GOT QUESTIONS? GET IN TOUCH



ABOUT MEDIAVISION

MediaVision is an integrated digital performance marketing agency that helps brands Grow Every Day through SEO, Content, Digital PR, Paid Media and CRO.

Our multi-award-winning agency is powered by a team of **30+ experts** across across the UK, USA and India.

A combination of brilliant in-house talent and a strong focus on technology helps us deliver valuable insights backed by data. As proud partners of some of the world's most ambitious global brands, we help clients stay agile, find new opportunities and grow in an increasingly competitive landscape.





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