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**Rohan Holdings Website Research Document**

prepared 16/01/12

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## 01. Potential User Profiles / Target Audiences

You have identified the following potential user types for the website:

### Finance & Investment

- Banks
- Financial Institutions
- Building Societies
- NAMA
- Property Investors
- Investments Companies
- Insolvency companies (receivers etc)

### Property/Construction Industry

- Property Developers
- Architects
- Agents

### Public Bodies

- IDA

### Potential Tenants

- Multinational companies (eg FDIs)
- Logistics companies
- Haulage companies
- Transport companies
- Food companies
- SMEs looking to relocate office

Many of these user groups have similarities that mean one user profile can be used to map a single group. Others (such as the potential tenants) may be searching for very specific content relating to their industry or requirements and will be profiled individually.





## 02. Samples and Competitor Analysis

You have identified the following actual and typical competitors:

- Bruce Shaw
- Gardiner & Theobald
- PM Group
- other Quantity Surveying professionals
- architects/engineers/project managers
- all commercial estate agents
- property managements companies
- property consultants

From the information you supplied, our initial meeting and additional online research we have identified the following as competitors or interesting examples in your sector:

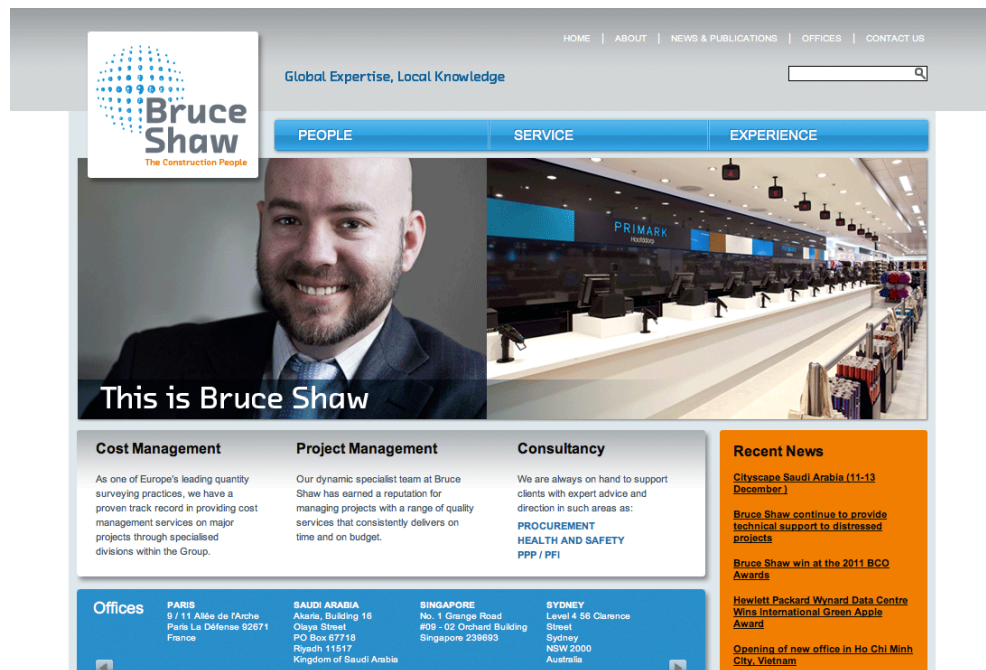
- [www.mcgarrellreilly.ie](http://www.mcgarrellreilly.ie)
- [www.harcourtdevelopments.com](http://www.harcourtdevelopments.com)
- [www.kkpa.com](http://www.kkpa.com)
- [www.cluttons.com](http://www.cluttons.com)
- [www.odpm.ie](http://www.odpm.ie)
- [www.propertyindustryireland.ie](http://www.propertyindustryireland.ie)

There follows a short analysis of each sample company website, their good and bad points and their profile in Google.





## Competitor 1: Bruce Shaw



### Good

- Slideshow on the homepage illustrating projects and people.
- Branding is strong, friendly and professional.
- Presented as large, multinational corporate company.
- An updated news feed keeps the homepage fresh with new content.

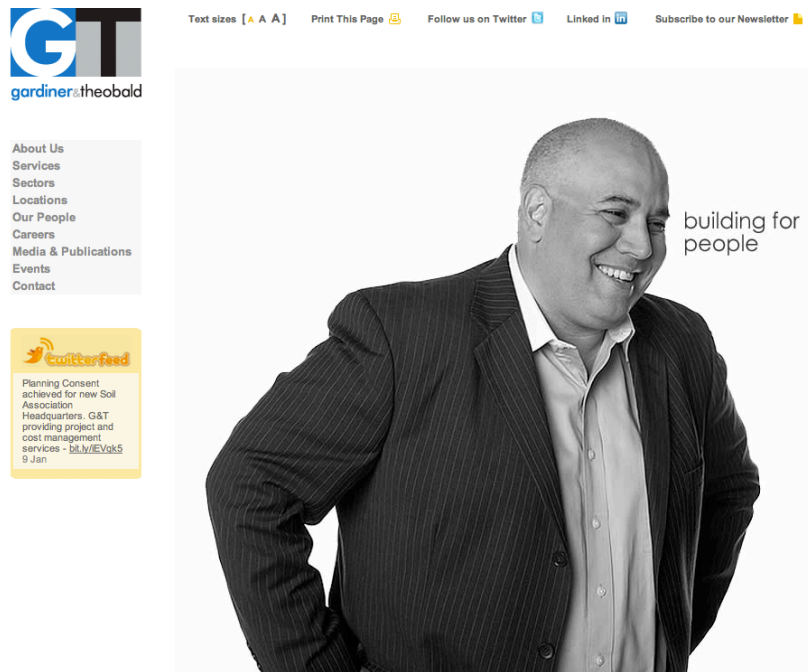
### Bad

- Layout features overlapping box for log which looks a bit untidy/poorly integrated
- The site appears to be vast, resulting in some very imposing and potentially confusing navigation.
- Not many calls to action
- Some content hidden behind “more...” buttons
- Case studies could be better presented, easy to miss the detail





## Competitor 2: Gardiner & Theobald



### Good

- Homepage designed to present one thing - the brand “building for people”
- Branding is strong, friendly and professional conveyed through photography, logo and typography
- Presented as large, multinational corporate company
- Clear and simple main navigation
- Good call to action in terms of linking through to relevant contacts

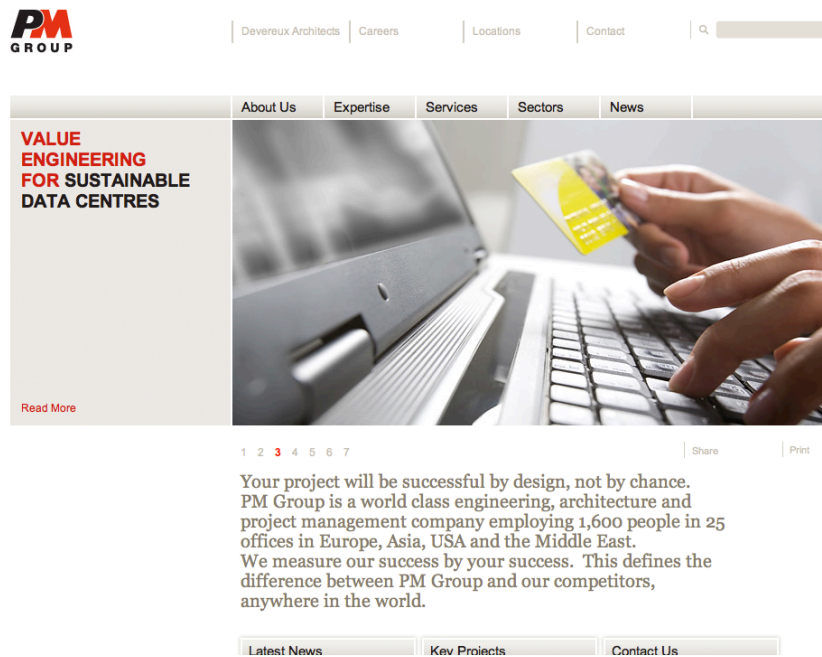
### Bad

- Homepage designed to present one thing - the brand “building for people”
- Main navigation on left but links at top are a bit confusing
- Secondary navigation is over done not very user friendly once the user gets over the novelty of pictures as navigation devices
- Calls to action only appear on main pages
- Bit like two websites patched together
- Case studies could be better presented, not much detail





### Competitor 3: PM Group



#### Good

- Slideshow on the homepage illustrating projects, people and values.
- Logo is not great but branding is implemented well across site.
- Very good navigational structure.
- Clearly presented content and related content at the bottom of most pages
- Nice mix of colour and black and white imagery
- Good balance of usability and taste

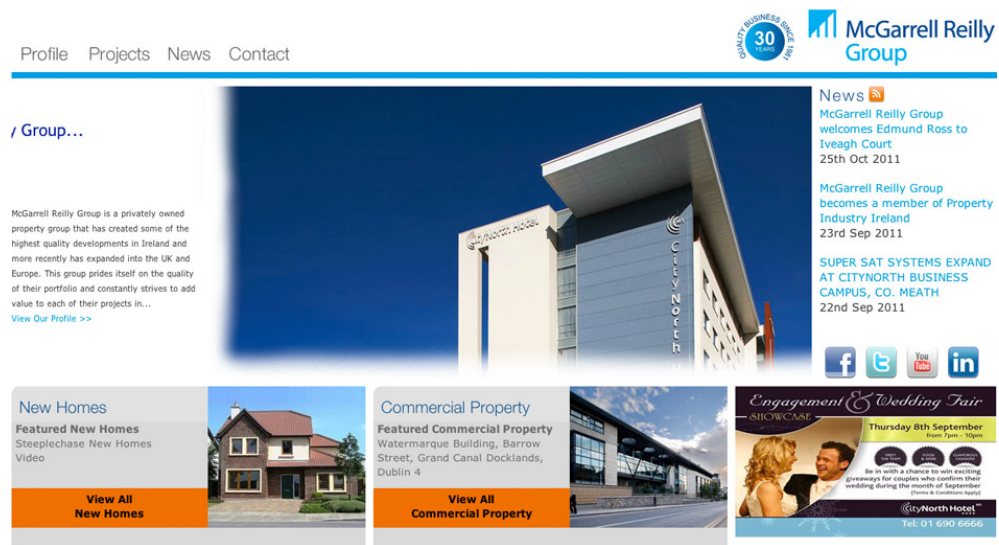
#### Bad

- The focus on brand values can confuse the “services” messaging
- Calls to action could be stronger
- Case studies could be better presented, easy to miss the detail





Sample site 1: www.mcgarrellreilly.ie



This page ranks quite high on a google search for 'property developers dublin'

**Good**

- A large slideshow on the homepage of their major developments.
- Calls to action for their main services, in this case New Homes or Commercial Property.
- The projects section shows off their work with large photography.
- An updated news feed keeps the homepage fresh with new content.

**Bad**

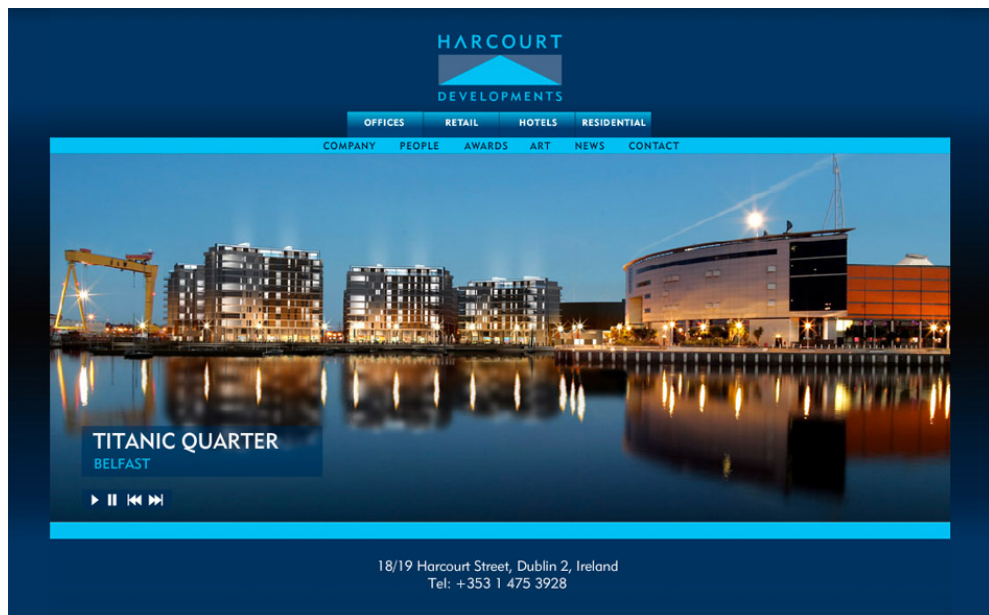
- The width of the overall site will fit many larger screens, however for users on lower resolutions and some mobile devices, not all of the site will be visible.
- The contact page seems to be filled with redundant info such as GPS coordinates and Google Earth Add links when the google map beside may suffice.







Sample site 2: [www.harcourtdevelopments.com](http://www.harcourtdevelopments.com)



This page also ranks quite high on a google search for 'property developers dublin'

### Good

- Photo slideshows on the homepage show the scale and, grandeur of their projects.
- Strong branding and sophisticated feel

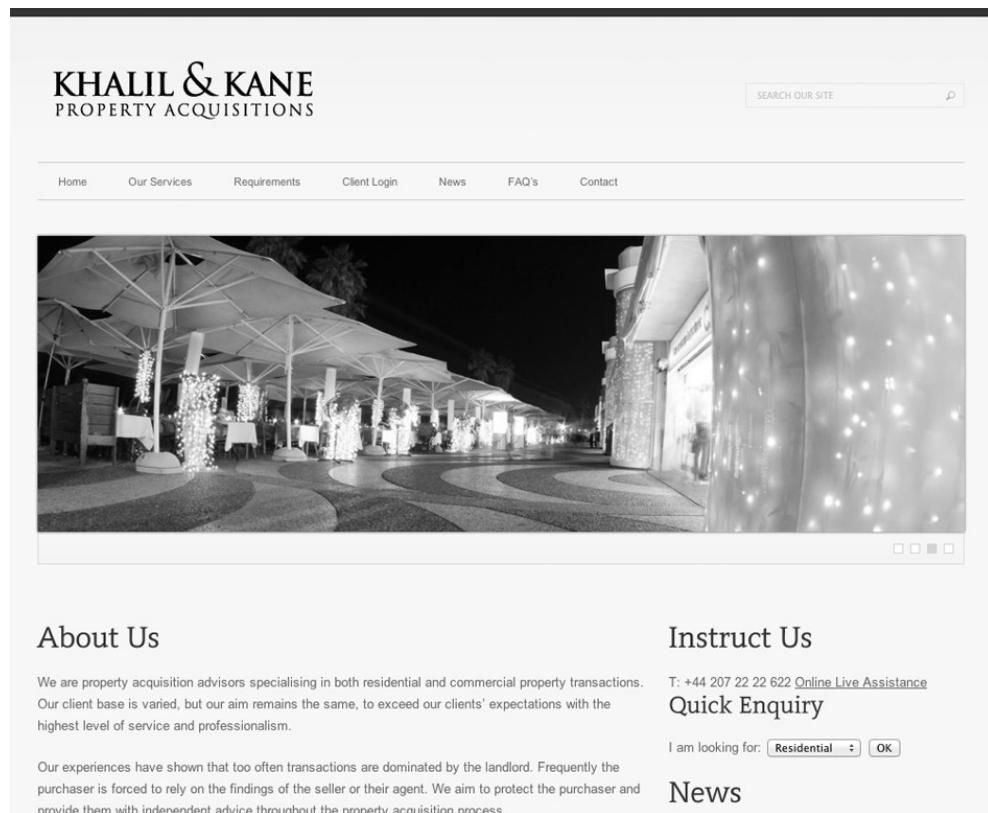
### Bad

- The site is built using Adobe Flash which means that most of the content won't be visible to google and is not viewable on iPhone / iPad.
- Navigation is complex (using an interactive map) which gives the user with a frustrating experience
- There is a soundtrack to the website and no way to switch this off which is rather annoying.
- Over all this site looks good but is not very user friendly and while lists for "property developers dublin" can't be being found for some of their key pages





**Sample site 3:** www.kkpa.com



We felt it would be interesting to look at similar businesses in the UK.

**Good**

- This website has a sophisticated look and feel and is built on a searchable platform. It returns well (on the map listings) for “commercial property london”.
- A nice fading slider is used on the homepage, highlighting key details and projects at a glance.
- FAQs section helps build confidence in their brand (mentions Daily Mail Property Awards etc).

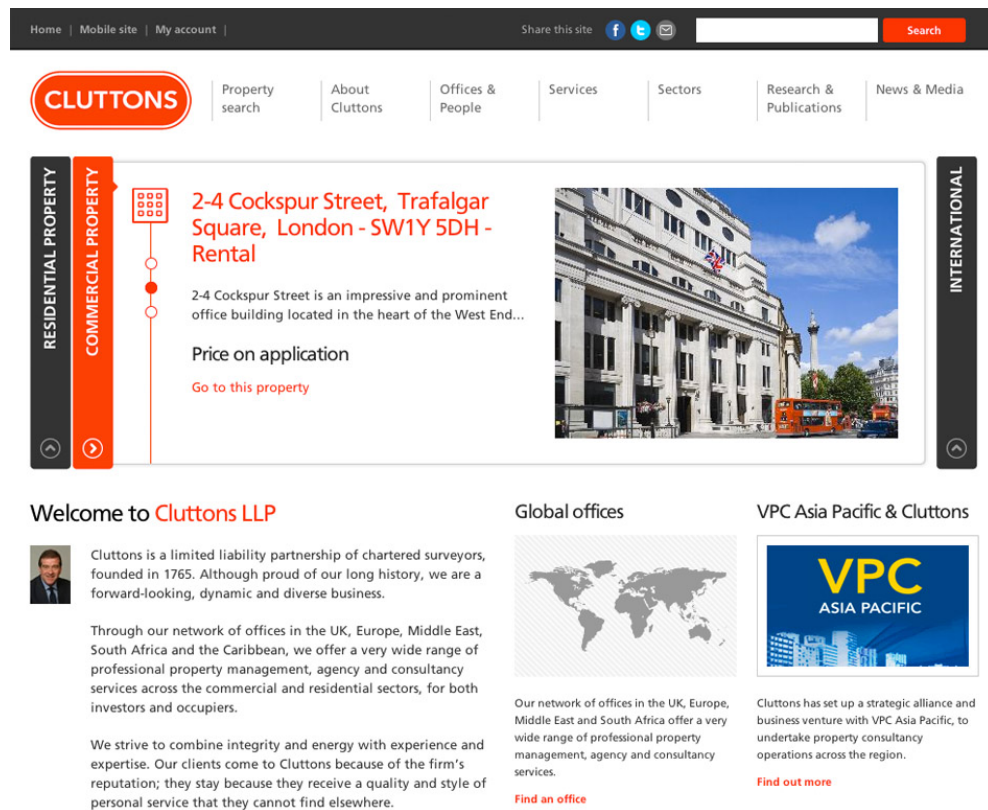
**Bad**

- The rest of the homepage focuses on ‘About Us’. This should be kept brief with more information about services and updates from their news feed.
- It would have been nice to see more imagery within the various services.





Sample site 4: www.cluttons.com



This is the number 1 returning site for “commercial property investment london”. However, it appears in many property related searches for London.

**Good**

- A very interesting slider on the homepage, which scrolls through various updated residential and commercial properties. Gives a very good feel for what they do.
- The corporate red is used sparingly to highlight important sections within each page but works very well.
- Very nice property search tool.

**Bad**

- Massive site, there are quite a few navigation menus, which could become confusing for some users... but it works pretty well.





Sample site 5: www.odpm.ie

The screenshot shows the O'Dwyer Property Management website. At the top, there is a contact number (+353 1 660 3822) and a search bar. The navigation menu includes Home, Our Company, Our Services, Our Clients, Our Quality, and Our Advice Centre. The main banner features the text 'more than Property Management' and a grid of four service categories: Property Management (Protect Value), Facilities Management (Operational Excellence), Portfolio & Lettings Management (Maximise Return), and Distressed Property Advice & Recovery (Expert Advice). A 'Members Area' sidebar offers registration and login options. Below the main content, there is a 'Welcome from our Chairman' section with a photo of a woman, a '5 Reasons to Choose Us' circular infographic, and an 'Information Centre' with video and e-books.

Another Dublin Property company, which ranks well for “property management dublin” on google.ie.

**Good**

- Strong branding - though a bit too green
- The overall structure and sitemap of this website is very good.
- Homepage presents all facets of company very well - we like the “5 reasons to choose us”
- Their homepage imagery and titles give good immediate insight as to what the company is about and the main services that are catered for

**Bad**

- Home page feel a bit busy
- Seem to be trying to come over as bigger than they are which can result in some areas feeling overly complex for example in “our clients” the testimonials, case studies and sites could have been merged into a single list.





Sample site 6: www.propertyindustryireland.ie

**Property Industry Ireland**

“While we cannot change the past, we have chosen to change the future ...”  
 President Mary McAleese,  
 Dublin Castle, 18th May 2011

**Rebuilding Ireland's Economy**

Partners

- Architects
- Chartered Surveyors
- Consulting Engineers
- Contractors
- Developers
- Financial Advisers
- Institutional Investors
- Planning Consultants
- Property Lawyers
- Quantity Surveyors

**About Us**

Ireland is experiencing an economic crisis of enormous proportion. The unrelenting nature of the crisis is threatening every economic sector of our society. The property industry is enduring an intensity of pressure matched by no other.

[> read more](#)

**Our Objectives**

The objective of Property Industry Ireland is to promote national economic recovery through:

- Job Creation and Retention
- Government Relations and Legislative Reform
- Enhancing Trust with the Public
- Innovation and Research

[> read more](#)

**Membership**

Membership will be open to representatives from all sectors of the property industry

[> read more](#)

**News**

**Property experts can help to rebuild the economy**  
 Ireland's economy depends largely on property which is why we desperately need property experts to help get us out of the recession. So why isn't the Government using them?

[> read more](#)

This site is related by industry. It is an example of the related sites either industry driven or (more likely) news driven that also appear when people search “property industry ireland” etc

**Good**

- A bright use of colour, along with photography brings this website to life.
- The modern typeface ‘Museo’ adds to the friendly and positive feel to this site.
- Feels like a fresh, positive approach to the subject
- Video message is a nice way to personalise the “about us”

**Bad**

- Not much on this site although it may grow if this initiative takes off.





## 02. Google Keyword Research

It is essential to build a web solution based on the key search criteria used by your customers. You supplied a set of potential keyword searches. Below is a screen shot of the frequency with which those searches were carried out last month according to Google.

Search Terms (25)				
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> <a href="#">available dublin industrial units</a>	-	-	-	
<input type="checkbox"/> <a href="#">industrial units close to dublin airport</a>	-	-	-	
<input type="checkbox"/> <a href="#">available industrial units close to dublin airport</a>	-	-	-	
<input type="checkbox"/> <a href="#">industrial units close to the m50</a>	-	-	-	
<input type="checkbox"/> <a href="#">rent industrial units close to the m50</a>	-	-	-	
<input type="checkbox"/> <a href="#">buy/let industrial units in north dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">irish property developers</a>	Low	320	73	
<input type="checkbox"/> <a href="#">property developers ireland</a>	Medium	590	140	
<input type="checkbox"/> <a href="#">property developers and investors ireland</a>	-	-	-	
<input type="checkbox"/> <a href="#">property developers dublin</a>	Low	91	58	
<input type="checkbox"/> <a href="#">property developers north dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">irish property asset management</a>	-	-	-	
<input type="checkbox"/> <a href="#">dublin asset management</a>	Low	1,300	590	
<input type="checkbox"/> <a href="#">dublin property project management</a>	-	-	-	
<input type="checkbox"/> <a href="#">property project management</a>	Medium	2,900	36	
<input type="checkbox"/> <a href="#">industrial project management</a>	Low	1,900	< 10	
<input type="checkbox"/> <a href="#">office property project management</a>	-	-	-	
<input type="checkbox"/> <a href="#">estate management dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">industrial estate management dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">commercial estate management dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">property investors dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">available office units dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">available office space dublin city centre</a>	-	-	-	
<input type="checkbox"/> <a href="#">industrial units with office space dublin &amp; north dublin</a>	-	-	-	
<input type="checkbox"/> <a href="#">large office and industrial unit north dublin</a>	-	-	-	

Go to page:  Show rows

Keyword Ideas (629)				
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> <a href="#">property management dublin</a>	Medium	2,400	1,300	
<input type="checkbox"/> <a href="#">irish property prices</a>	Low	3,600	1,300	
<input type="checkbox"/> <a href="#">asset management dublin</a>	Low	1,300	590	
<input type="checkbox"/> <a href="#">property development ireland</a>	Low	720	170	
<input type="checkbox"/> <a href="#">irish property management</a>	Medium	390	110	
<input type="checkbox"/> <a href="#">property management companies dublin</a>	High	260	170	
<input type="checkbox"/> <a href="#">asset managers dublin</a>	Low	210	110	
<input type="checkbox"/> <a href="#">dublin property management</a>	Medium	2,400	1,300	





Further to the above we identified the following related search statistics and opportunities in terms of key search phrases.

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches <sup>?</sup>	Local Monthly Searches <sup>?</sup>
<input type="checkbox"/> ☆ rohan holdings	Low	140	91

Go to page:  Show rows

<input type="checkbox"/> Keyword ideas (30)			
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches <sup>?</sup>	Local Monthly Searches <sup>?</sup>
<input type="checkbox"/> ☆ business parks in dublin	Low	260	170
<input type="checkbox"/> ☆ business park dublin	Low	6,600	4,400
<input type="checkbox"/> ☆ dublin commercial property	Medium	1,900	1,300
<input type="checkbox"/> ☆ commercial property in dublin	Medium	1,900	1,300
<input type="checkbox"/> ☆ property development companies	Low	9,900	46
<input type="checkbox"/> ☆ development companies	Low	368,000	2,400
<input type="checkbox"/> ☆ commercial property developments	Low	1,600	< 10
<input type="checkbox"/> ☆ property development company	Low	14,800	58
<input type="checkbox"/> ☆ industrial property development	Low	1,000	< 10
<input type="checkbox"/> ☆ industrial parks	Low	40,500	320
<input type="checkbox"/> ☆ irish property developers	Low	320	73
<input type="checkbox"/> ☆ property developers dublin	Low	91	58
<input type="checkbox"/> ☆ property developers ireland	Medium	590	140
<input type="checkbox"/> ☆ national asset management agency	Low	1,300	480
<input type="checkbox"/> ☆ property in ireland	Medium	246,000	90,500
<input type="checkbox"/> ☆ irish property management	Medium	390	110
<input type="checkbox"/> ☆ developers in nama	Low	720	480
<input type="checkbox"/> ☆ commercial property ireland	Medium	1,900	880
<input type="checkbox"/> ☆ irish property sales	Medium	590	170
<input type="checkbox"/> ☆ commercial property management	Medium	27,100	140
<input type="checkbox"/> ☆ property development ireland	Low	720	170
<input type="checkbox"/> ☆ irish commercial property	Low	320	210
<input type="checkbox"/> ☆ property asset management	Low	40,500	320
<input type="checkbox"/> ☆ irish real estate	Low	18,100	5,400
<input type="checkbox"/> ☆ property developers in ireland	Medium	590	140
<input type="checkbox"/> ☆ irish commercial property market	Low	36	22
<input type="checkbox"/> ☆ ireland property for sale	Medium	60,500	18,100





### Keyword Research Conclusions & Recommendations

The results indicate that there are a number of opportunities to drive traffic to the site. The relevance of much of this traffic is questionable however. Many of the very specific searches that we tried return negligible or low results. Some of the most popular searches generally lead to news sites about the state of the Irish Property market.

Other opportunities exist for optimised landing pages on the following phrases:

- dublin airport logistics park (170 google.ie monthly searches)
- dublin airport business park (140 google.ie monthly searches)
- industrial park dublin (2,900 google.ie monthly searches)
- business park dublin (4,400 google.ie monthly searches)

The site will require landing pages to convert these very specific searches. In terms of a more generic search, while there are multiple optimisation options, we recommend optimising the homepage for “**Property Development and Assets Management in Dublin Ireland**”. This term best describes what you do and contains many of the most relevant keywords.

We will also be able to generate optimised pages at will for specific searches going forward using the content management system.

### Search Conclusion

Being found is always an important aspect of every web site and from the information contained here we can design the site, and more importantly the written content, to fulfil this requirement. However, we believe that this project is as much about presenting the Rohan brand in the correct manner when the **right** people come to the site. Equally, it is essential to direct those people to the most relevant content, which presents them with a call to action, that helps them achieve their goal and leads to a contact.







### 03. Audit of Current Materials

You have supplied the following current marketing materials and information:

- Too text heavy
- Very boxy layout - feels perhaps competent but lacking imagination/sophistication
- No colour palette beyond corporate teal which reduces usability and results in a dull look and feel. Likewise with use of fonts.
- Homepage text should be brief and supported by clear 'Calls to Action', which guide the user to the appropriate content that they are looking for.
- Some sections seem redundant such as UK developments. Results in Rohan looking like a small National/International player rather than a dominant expert in the Dublin market.





## 04. Proposed Solution Guidelines and Architecture

The research in this document suggests that the solution required is as follows:

### Styling

Expanded colour palette to complement the corporate teal. Try to free the logo and layout to express more character. Incorporate latest approach to web typography to help update corporate presentation.

### Written Content

The content from the current website should be rewritten as more digestible, web friendly chunks, focusing on key information and the action required after reading. Content should be written to an SEO template that will be supplied by Eyesparks.

### Imagery

We will create images of key staff and your corporate offices. You need to acquire top quality photographs of your properties it is what all the best sample sites do well. We can identify and purchase some stock imagery of Dublin and other relevant shots.

### Functionality

The website will be built using our preferred content management system. The homepage may feature an improved featured content slider and dynamically draw in content from other areas of the site such as the News section.

### Metrics to measure success

Google analytics will be installed to monitor site traffic. This will provide information on how visitors found the website and how they interacted with it. We will work with you to define campaigns that will straddle the online and offline world to better understand user habits and encourage regular use of the website.





The following site map will act as a guide for the visual development of the site however this may change as we identify more content and as ideas flow from the creative process:

**Home** (Featured project slider, latest news and main services)

### **About Us**

- Company Profile
- Rohan Team
- Case Studies (each including client project and testimonial)

### **Available Properties**

- Industrial Property
- Office Space
- Residential Property
- Business Parks
- Dublin Parking Spaces

### **Services**

- Project Management
- Estate Management
- Assets Management

### **News**

- Latest News
- Archived News

### **Contact Us**

- Including Contact details, office map location and email form





## 05. Client Approval to Proceed

Having carried out the research presented in this document we are ready to begin the visual design process. Please approve this document by signing and dating in the space provided below. If you disagree with the findings here in, or have changes or additions to the materials presented, please mark up appropriately and return the document to Eyesparks. We will implement your suggestions and resubmit the updated document for approval at a later date.

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Client Signature

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Date

*This document is a significant part of the brief that will be presented to the design team. They will use this as the basis for proceeding with the project, please ensure that you fully understand and agree with the findings enclosed. Any changes to the brief after this document is signed off will be implemented as "change control" and invoiced separately.*

