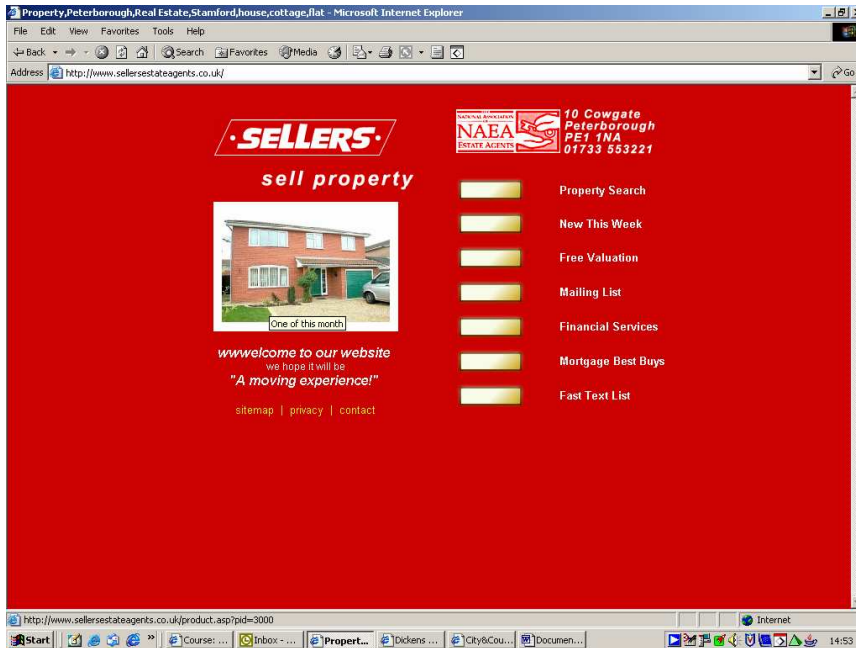


## **Unit 1: Task 1** **Using ICT to communicate**

**Aim:** To describe and compare 2 different documents from 3 different websites.

### **Websites**

#### **Sellers Estate Agents**



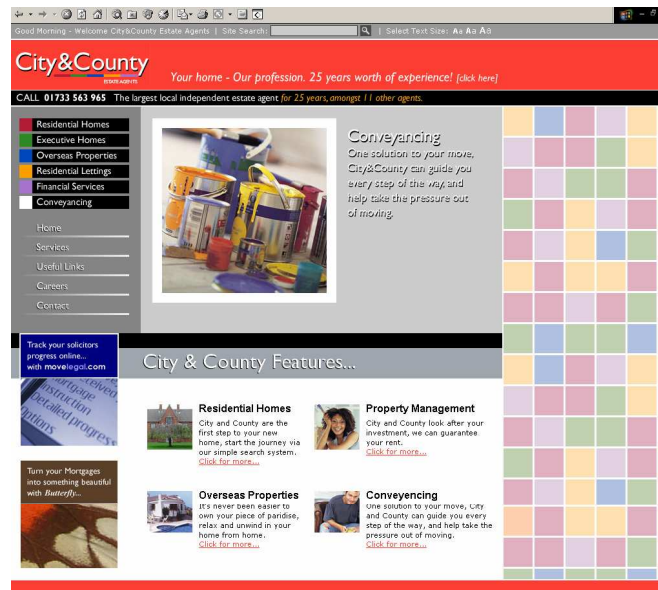
Sellers Estate Agents website is [www.sellersstateagents.co.uk](http://www.sellersstateagents.co.uk).

The purpose of Sellers' homepage is to show that they not only sell properties but also provide other services that are needed for buying/selling houses, for example they provide information on financial services and have a mailing list that the reader can be added to if they wish. There is very little information on the homepage; in addition to this the language used is easy to understand making it easy for the reader. Sellers' homepage mainly includes two colours, which are included in the logo. The background is red and the writing is white, which makes the writing stand out, and is easily read by the reader. The layout of the website is very plain and vague but makes it easier to navigate the site. Everything is centralised and in the middle of the page making everything visible to see. The company logo is offset to the middle left hand-side, with a description of what they do underneath, 'sell property'. Below the logo is a picture which changes each time the page is visited or refreshed. Underneath the picture is a quirky quote which tries to persuade the reader to use them to buy or sell a house. Italics are used to write most of the quote to emphasise it.

Down the right hand-side of the page are all the links to different pages of the site. To get to the other pages you have to click on the gold/white boxes next to the writing which could be confusing for some people to understand as they could just think that the boxes are just for decoration. This makes it easier for the reader as they do not have to read through a lot of writing to find what they are looking for they can just find what they are looking for by clicking on the relevant link. I think that they used bold on the writing of the link descriptions.

Above the links is the address of the estate agents and a logo to show that they are part of the National Association of Estate Agents, which shows the reader that they are legal and abide by all the legal laws to do with being an estate agent.

## City & County



City and County's website is [www.cityandcounty.net](http://www.cityandcounty.net)

The purpose of City and County's homepage is to show what types of homes they sell for example overseas properties. The homepage also shows that they provide financial services and other services for example conveyancing. There are mainly two different colour fonts, white and black. Although the colours orange, red and blue are used to highlight different things such as the links near the bottom of the page are red. The types of font used are usually bold for sub-headings and italics to emphasis certain words. There is quite a bit of information on the homepage, at the bottom of the homepage there are four different types of services they offer, with a detailed bit of writing next to them, describing it so that the reader knows about the service. These are called 'City and County Features'. They all have a picture next to the writing on the left-hand side and a link at the bottom of the description that leads the reader to page dedicated to that service. At the top of the page there are links at the side of the page; these are easily visible and accessible. If you hover your mouse over the top 6 links with the colour blocks next to them then information to do with the service and a picture will appear on the right-hand side. However, this information is exactly the same as the information that they use on the bottom of the page. Along the right-hand side of the homepage there are lots of coloured squares. I see no reason for these other than making the page look colourful and bright.

At the top left of the page is the company logo. The logo is easily visible as it's quite big and the colour contrast of the font and the background makes it easy on the reader's eye so that it's simple to read. At the very top of the page is a search box where the reader can search for a particular subject without having to search through all the pages. Also at the very top of the page is a quote ' Good Morning – welcome to City&County Estate Agents', this would make the reader feel welcomed and feel that the site is a friendly site. Lastly, at the top of the page you can change the size of the font, so that you can choose the size in which you want the font size to be. Throughout the homepage there are numerous pictures, most of these pictures are of people/couples looking like they are happy. These pictures are used to persuade the reader that this could be them if they used City and County to buy a house. The pictures also give a good feel to the site.

The language used on the home page is mostly formal and easy for the reader to understand. There are statistics used in the website which shows that City and County have researched what they have put on the page. Emotive language is used to persuade the reader to use their services. For example they use words like 'your' in capital letters to make it stand out more.

## Dickens Watts & Dade

The Dickens Watts & Dade website is [www.dwdproperty.com](http://www.dwdproperty.com)

The purpose of Dickens Watts & Dade website is to describe the company and what types of homes they sell. The homepage also has details on letting and shows what different types of buildings they associated with. The language used on the homepage is very formal and informative. The colours used in the homepage are very plain and simple. With a white background and black font used mainly. Although this makes the writing stand out and it looks quite formal, it's not very attractive to the reader. Red writing is used for headings and sub-headings; the colour red is also used for bullet points. All the bullet points are in two sections and are sectioned together. The writing is again black but with a blue background to emphasis the facts that are used. This makes them stand out more than the rest of the text. The company logo, which is located near the top left of the page under the links, is written in blue with a red line underlining the company name.

**BUSINESS SPACE**  
**RETAIL & LEISURE**

**INVESTMENT**  
**PROFESSIONAL SERVICES**  
Building Surveys  
**LATEST NEWS**

**RESIDENTIAL AGENCY & LETTINGS**  
**DEVELOPMENT CONSULTANCY & PROFESSIONAL SERVICES**

**Dickens Watts & Dade**  
Chartered Surveyors and Estate Agents

**SEARCH - RESIDENTIAL**

**BUILDING SURVEYS**

General Enquiries - 01733 344464

### Residential - Agency & Lettings

**Agency**

Dickens Watts & Dade's residential department is highly respected by individual sellers and house builders alike. From offices in Peterborough city centre, Stamford and Dundle, the department handles the sale of all types of houses and is particularly well known for the sale of period and new homes in the upper end of the price range.

- Full marketing from offices in Peterborough city centre, Stamford and Dundle
- Production of high quality brochures using the latest digital photography
- Extensive and prolonged advertising in several local newspapers
- Constantly updated mailing list of well qualified buyers
- All enquiries looked on this internet

**Lettings**

At Dickens Watts & Dade we recognise that landlords' prime requirements are responsible tenants, receiving rent promptly and keeping the property in good order. Fulfilling these apparently simple but sometimes difficult objectives requires experience, know how and dedication. Our services include:

- Advice on rental values and the standard of repair
- Extensive marketing on a no let, no fee basis
- Thorough vetting of tenants
- Deposits held by us in every case
- Payment of rents direct to the landlords bank account through the BACS system
- Regular inspections during tenancy

**ABOUT US**      **CONTACT US**

**SEARCH - COMMERCIAL**      **SEARCH - RESIDENTIAL**

**LINKS**

There are links at the top and the bottom of the page, leading to different pages. This could be confusing to the reader. In my opinion I think that the homepage is set out wrong and could be changed and made easier just by putting all the links down one of the sides so that they all together and make more sense. Also the layout of the homepage looks more like a leaflet rather than a website page. There are also more links under the company logo, which fade and appear in time, these would not appear to be links to the reader. There are many pictures of houses on the homepage, which appear to be old fashioned and large. This gives the impression that all the houses will be highly priced and will not be to everyone's taste or value. However, it could give the impression that they are high quality.

## **Comparison Of Websites**

Each of the estate agents web pages are different to the others.

- Firstly, Sellers and City and County do not have bullet points or numbered lists whereas Dickens Watts and Dade do have bullet points on their homepage.
- Secondly, Dickens Watts and Dade have paragraphs to break up the text whereas Sellers does not have enough text to break up and City and County have all their texts in different boxes so that it separates from the others rather than having paragraphs.
- Thirdly, Dickens Watts and Dade has quite small font, yet it's still readable. Sellers mainly use a bold white font, which is fairly big and easy to read. City and County uses the biggest font of all the websites, this is readable and is usually used so that there is a comparison in font – background, for example black font is used on a white background.
- Fourthly, Dickens Watts and Dade has many graphics of large homes, they also have the business logo, and headings to inform the reader of what the information below is about. Sellers only have one picture on logo on their homepage, which is quite easily viewable. City and County have quite a lot of their homepage of a house, which changes every time the page is visited. Sellers also have their graphics of houses and of people. The City and County logo is placed at the top left hand corner, which is a good place for the reader to see it as it is out of the way of everything else.
- Fifthly, the purpose of each homepage is different in its own way, however they all have the same purpose of trying to get the reader to buy or sell homes with them. Dickens Watts and Dade also have the purpose of showing different types of buildings they associate with. They are also chartered surveyors and show some types of building surveys they have done. There are many other services that Dickens Watts and Dade offer. The purpose of Sellers home page is to provide services such as mortgages and financial services. Similarly the purpose of City and County is to provide services such as residential lettings and financial services. All of the websites are quite similar in what their purpose is.
- Lastly, the words or phrases that identify the writing style are different in each homepage. Dickens Watts and Dade is formal and quite persuasive writing. I think that their target audience would be people in business or people that are within a high salary range. Sellers is vague and does not have any information, it informs the reader of what is included in the website by links. I think that their target audience would be people that are just looking for straight information. City and County homepage is formal and emotive. It uses phrases such as 'your new home'; this helps to persuade the reader.

## **Improvements**

### **Dickens Watts and Dade**

Although Dickens Watts and Dade's text is readable it is a bit blurred as it looks like a leaflet was just scanned and used as the homepage. Dickens Watts and Dade should improve the layout of the homepage and make it easier to navigate and read. The logo could be put in a better place so that it is easily viewable and not included in the text. Also the general enquiries number could be put in a more suitable place so that the reader can see it, rather than under a picture using quite small font.

### **Sellers**

The logo could be a bit bigger as the writing underneath the logo is about the same size. Sellers could put more information on the homepage as the information is very vague and does not tell the reader a lot about the website. The homepage could also be more professional, with more detail.

### **City and County**

I think that City and County could improve the homepage by getting rid of the coloured squares on the right-hand side and making more use of the space by putting more information on the homepage or they could put pictures of houses and their prices in place of the coloured squares. Other than that I think that City and County has a good homepage.

### **Leaflets**

#### **Sellers**

The purpose of this leaflet is to try and sell the house mentioned. A picture is used to show what the house looks like. Underneath the picture is font in bold stating the address of the house shown in the picture and also a reference number. Underneath this is the price of the house and then a quick summary all about the house and what rooms are included in the house. The logo of Sellers is placed at the top and is quite big; this is easily viewable. Underneath the logo is the phrase 'sell property', this explains what Sellers do. Around the front page is a bold red border; this makes the leaflet look less plain and more interesting to look at. At the bottom of the leaflet is the address of Sellers estate agent where the leaflet was taken from, this again is easily viewable. The website is also included in the red box at the bottom of the leaflet so that people that have the Internet can visit the website to look at a bigger range of homes to buy. Inside the leaflet is more detailed information on each of the room's separately.

#### **City and County**

The purpose of this leaflet is, like Sellers, is to try and sell the house mentioned in the leaflet. Pictures are used to show the reader what the house looks like. However on this leaflet there are more pictures, which gives the reader a more inside view of the house instead of just the outside. Underneath the pictures is bold writing, again like Sellers stating the address and price of the house mentioned. Below this are bullet points of all the main details of the house. Then after this is a brief description of the house, which is basically going into more detail of the bullet points. Around the leaflet is a thick coloured border, which makes the leaflet look professional and more attractive. The colour used as the border is linked with the colours of each page of the website. For example the colour used shows that the type of home is a residential home. The colour choices are shown at the very bottom of the page so that the reader can see what type of property they are looking at. At the top of the leaflet is the City and County logo, which is easily viewable, and the right size. At the bottom of the leaflet is all the details of City and County: Address, telephone and fax numbers, email address and website. These are quite small and could be a bit bigger as these are important, as the reader would need to get in touch with City and County if they wish to buy the house.

#### **Dickens Watts and Dade**

The purpose of this leaflet, like the other two leaflets is to try and persuade the reader to buy the house mentioned. A picture is used to show what the house looks like. The layout of this leaflet is different to the other two leaflets. To the left of the leaflet is bold writing stating where the house is. Underneath the picture is a description of the location and accommodation of the house. The features of the house are then bullet pointed underneath this. The rent, deposit, special conditions and contact details for the house are then mentioned underneath these

Keri Britton  
Unit 1:Task 1

features. At the bottom of the page is the website address so that the reader can visit the site to find more property to rent. Also at the bottom of the page are the contact details and address of the estate agents. Around the leaflet is a thin, black border. At the top of the page is the logo, this is the right size and is easily viewable. The phrase 'residential lettings department' shows that this house is a letting residential house.

### **Comparison of leaflets**

- Firstly, Sellers do not use bullet points or numbered lists on their leaflets, whereas Dickens Watts and Dade and City and County use bullet points. City and County more than Dickens Watts and Dade.
- Secondly, Dickens Watts and Dade and Sellers have paragraphs to break up the text into different contents. Whereas City and County just has a brief description in one paragraph.
- Thirdly, all of the estate agents use an easily viewable font size, however City and County have used a bolder font. They have all used a black font, as the background is white so therefore it is easy for the viewer to read.
- Fourthly, City and County have many graphics of the house they are advertising for sale. They also have the business logo. Dickens Watts and Dade only have one picture of the house that they are advertising to sell, they also have their company logo. Sellers have many graphics of the house that they are advertising to sell with the company logo at the top of the page.
- Fifthly, the purpose of each leaflet is to inform the reader of a specific house. Sellers go into detail more than the rest as they give a summary of the house, price of the house and where it is situated, there is also a reference number so that they can just give the estate agents the reference number when they are talking to them about the house then the estate agents can easily find the house they are talking about. Sellers leaflet is a booklet of four A4 sides altogether, on the front of the leaflet is a picture of the front of the house with the summary, price etc. On the inside of the booklet are the detailed descriptions of all of the rooms inside the house, and details of how to view the specific. On the back of the leaflet are many pictures of the inside of the house and the rear of the house. City and County just have bullet points of the main points of the house then they have a brief description of the house, with four pictures of the house, including the inside. They also have the address of where the house is located and the price. Dickens Watts and Dade only have one picture of the house they are advertising, which is a front view. They have the address of where the house is situated and the price. Dickens Watts and Dade describe the location and about the accommodation itself. They also give bullet points on the main features of the house. They give special conditions of the house, as it's a letting house. They also give contact details of the estate agents.
- Lastly, all of the estate agents use formal writing styles on their leaflets. All of the writing on the leaflets is to inform the reader of what the house advertised features. This could be persuasive, as the estate agents would want the reader to buy the house.