

# 2016



## HOUZZ WORKSHOP





@Houzz

## Internet Login

Internet Login

Login: Telstra 1

Password: wearehouzz285a

Internet Login

Login: Houzz Vodafone\_1

Password: wearehouzz285a

Internet Login

Login: VodafonePocket Wifi- F5776

Password: 3633745782

Internet Login

Login: Houzz Pro Acq Vodafone\_2

Password: houzzauproacq

## Today's Goals

- Photo Searching/How you can be found?
- Profile Best Practices
  - Cover Photo/Logo/Person
  - **Complete Directory Information**
  - Importance of Photos and how to keyword
  - Reviews and how to ask and respond to reviews



PHOTOS FIND A PRO SHOP

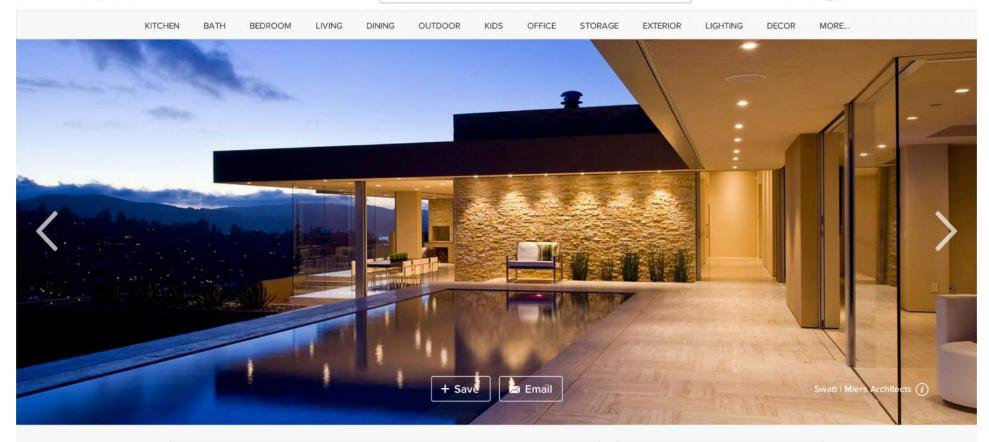
What are you working on?

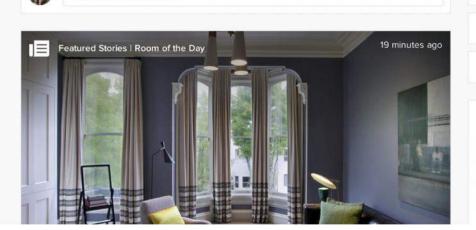
Q Search Photos, Products, Pros & More...

Stories Advice



Your Houzz





- Create a new ideabook
- (†) Upload Photos or Files
- Get the Houzz Buttons

#### Who to Follow



The Classy Home





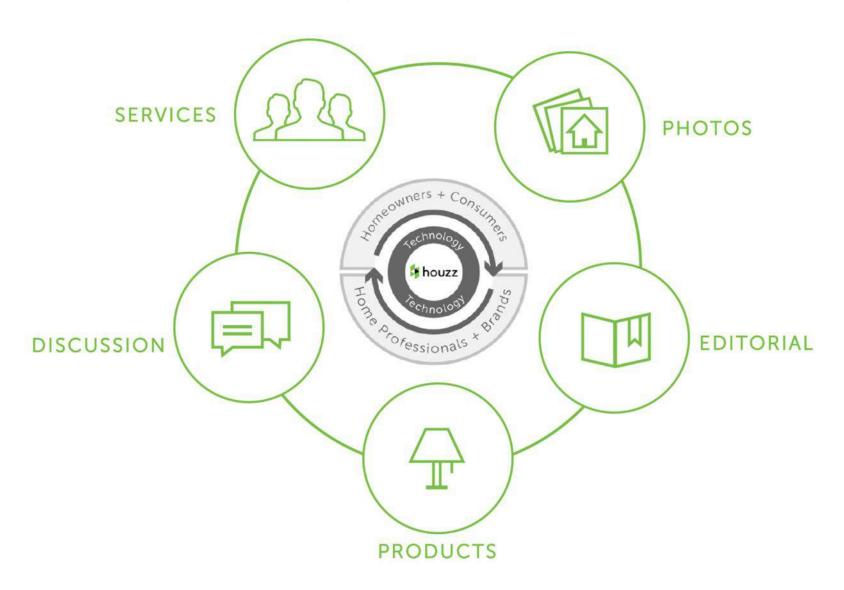
Vin de Garde MODERN...

## **Objectives For Professionals**





## 5 Layers Of Houzz



### **Global Stats**

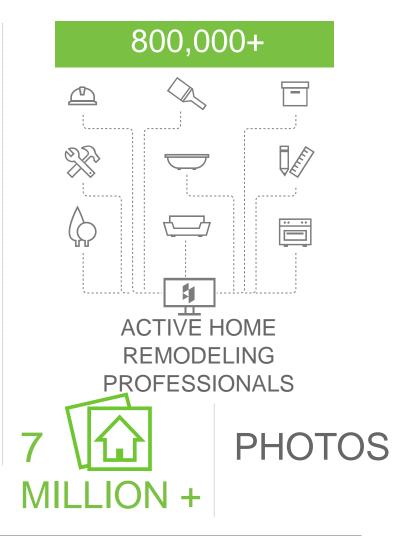
MILLION+

**MONTHLY UNIQUE USERS** 

HOMEOWNERS MILLION+ IN AUSTRALIA



REVIEWS WITH FIVE-STAR AVERAGE FOR **HOUZZ IOS & ANDROID APPS** 





## 2015 Houzz & Home Study: AU Houzzers









## Houzz Users Have Big Plans



76% decorated in 2015 and/or plan to decorate in 2016



77% renovated in 2015 and/or plan to renovate in 2016



1 in 8 built in 2015 or plan to build a custom home in 2016



## What's Important When Hiring a Pro?

HIRING CRITERIA

% Rating Very Important

Good reviews & recommendations	84%
Expert in their field	71%
Personality I can work with	61%
Completed projects like mine	56%
Lowest cost option	9%



# PHOTO BROWSHIEFSERRCHING



## **Photos**





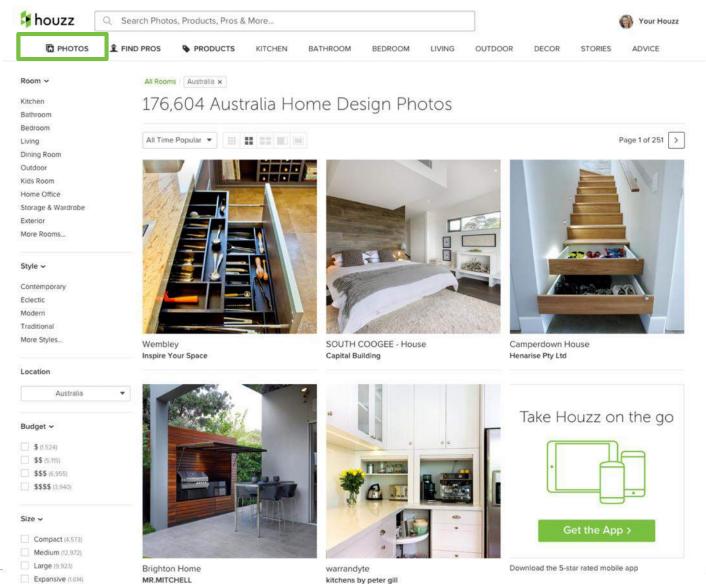
## **Photos**





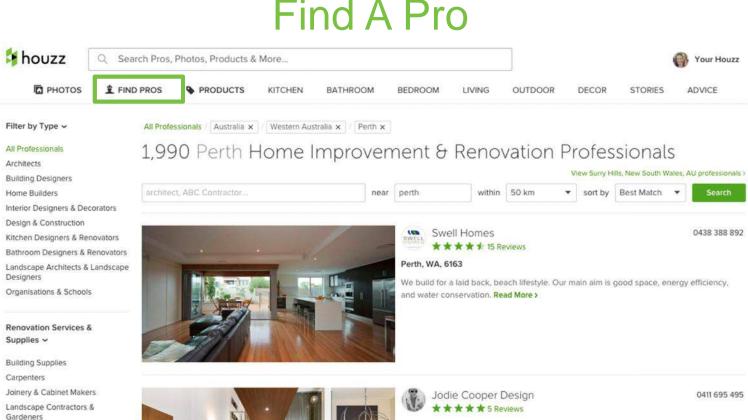


## **Photos**





## Find A Pro







0411 695 495

0438 388 892

Your Houzz

ADVICE

#### Perth, WA, 6008

JCD offers a complete personalised service, creating innovative and stylish interiors for private residences, property developments, boutique bars & display homes. Working...



Arborists & Tree Services Backyard Courts & Playgrounds Decks & Patios Driveways Fencing & Gates

Garden & Landscape Supplies

Painting & Wallpaper

Rubbish Removal Tile, Stone & Benchtops Specialty Contractors Staircases & Balustrades

Renderers & Plasterers





(08) 9383 7959

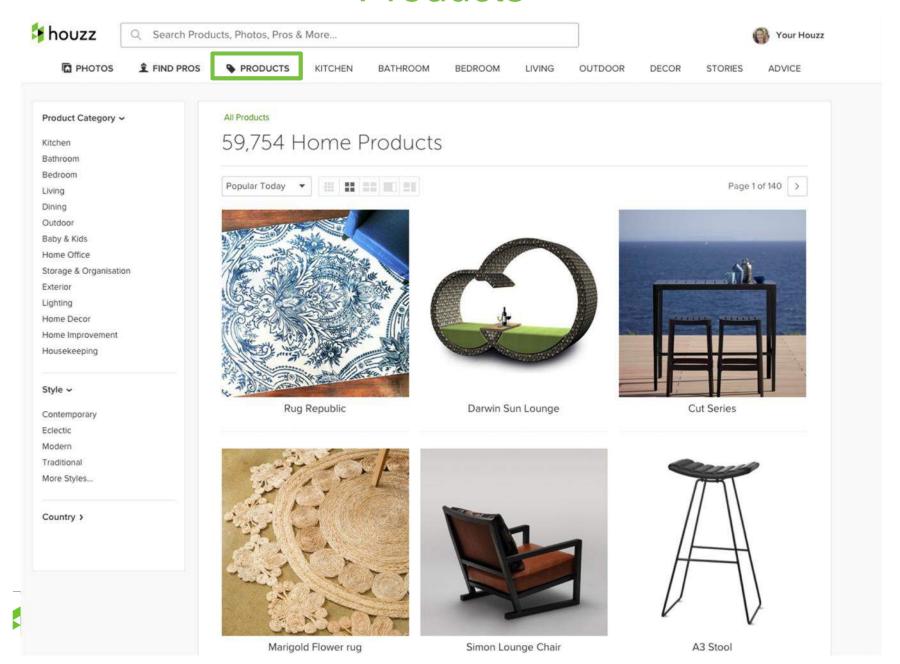
#### Perth, WA, 6017

Perth's Luxury Design & Build Specialist. As exclusive custom home builders in Perth, at Cambuild we don't focus on quantity - we only ever take on eight custom home projects... Read More >

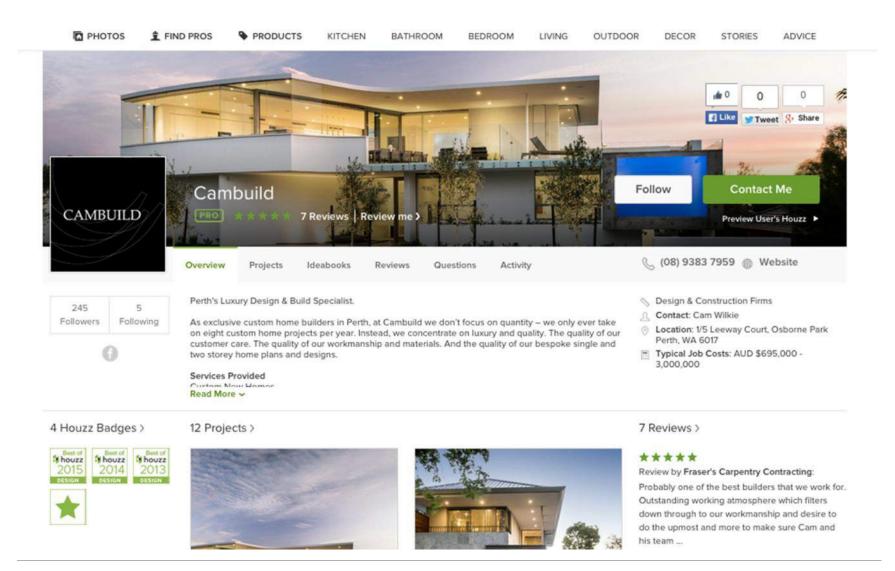


Inc.

## **Products**



## All Drive People To Your Profile Page





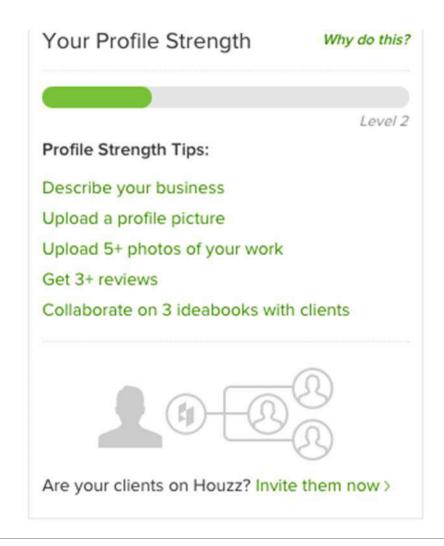
## STEPS TO MAXIMISE YOUR HOUZZ PROFILE



## Profile Strength

#### **TIPS**

- Tell people about what you do
- Show people who you are
- Showcase your work by uploading projects
- Ask for reviews
- Collaborate with clients





## **Exercise**

## Let's log in to your profile

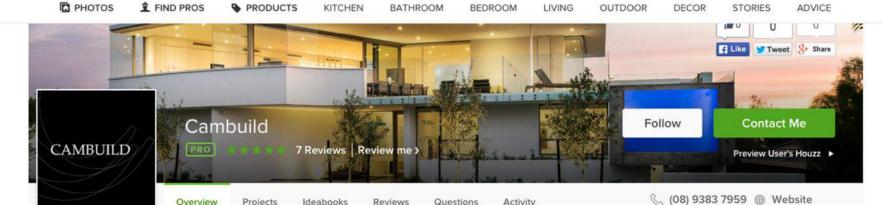
- 1. www.houzz.com.au
- 2. Sign In or Sign Up
  - 1. Username/email
  - 2. Password
- 3. Profile Strength



# PROFILE BEST PRACTICES







Questions

245 5 Followers Following

4 Houzz Badges >







Perth's Luxury Design & Build Specialist.

Projects

Ideabooks

As exclusive custom home builders in Perth, at Cambuild we don't focus on quantity - we only ever take on eight custom home projects per year. Instead, we concentrate on luxury and quality. The quality of our customer care. The quality of our workmanship and materials. And the quality of our bespoke single and two storey home plans and designs.

Reviews

Services Provided Read More ~

12 Projects >

Overview









Activity

George 44 photos



Design & Construction Firms

A Contact: Cam Wilkie

O Location: 1/5 Leeway Court, Osborne Park Perth, WA 6017

Typical Job Costs: AUD \$695,000 -3,000,000

7 Reviews >

#### \*\*\*\*

Review by Fraser's Carpentry Contracting:

Probably one of the best builders that we work for. Outstanding working atmosphere which filters down through to our workmanship and desire to do the upmost and more to make sure Cam and his team ...

More >

#### \*\*\*\*

#### Review by Elements at Home:

Experienced and thoughtful when it comes to design. The sky is the limit and then some. You will get amazing ideas, design and trades. The 3 key items that make your home personal and outstanding.

More >

#### Review by Tim Davies Landscaping:

Over the past 15 years, we have worked with Cambuild on numerous projects throughout Perth. We have always found them to be a very professional and dedicated team and one that





245 5 Followers Following

0

Perth's Luxury Design & Build Specialist.

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Services Provided
Read More >

#### 4 Houzz Badges >



#### 12 Projects >









No Design & Construction Firms

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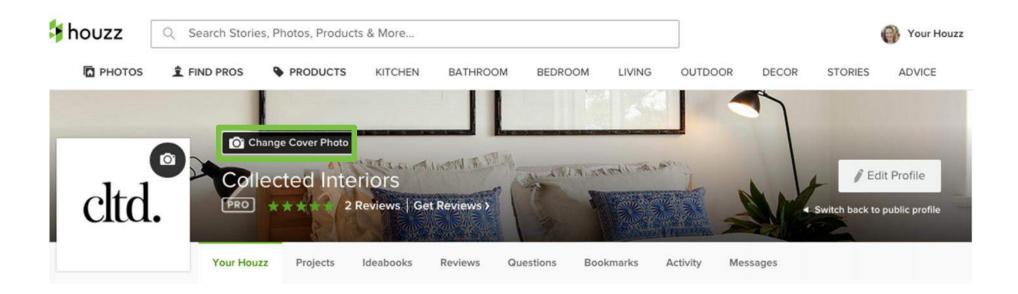
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## **Cover Photo**

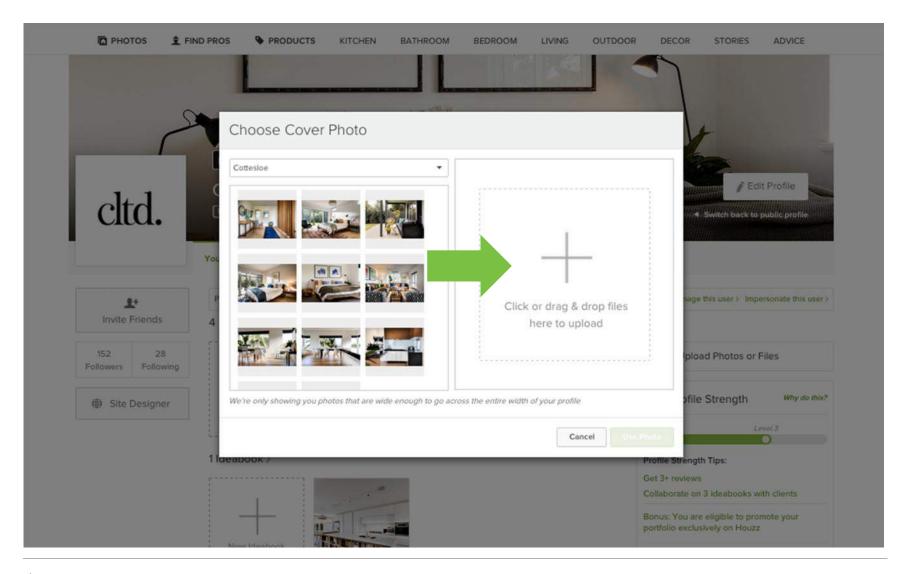
Change your cover photo to reflect your work or choose a Houzz generated image

- Your Houzz
- Change Cover Photo





## **Cover Photo**

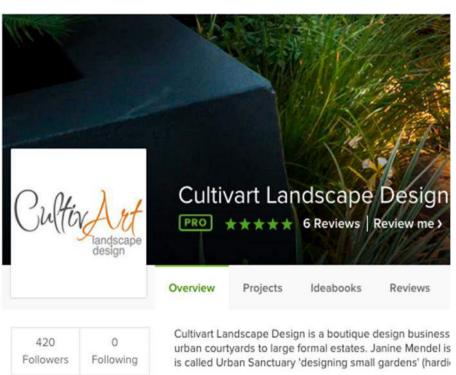




## Include An Image Of Yourself Or A Logo



Read More ~



Services Provided

Areas Served

Read More ~

landscape design, public speaking



## **Exercise**

## Cover Photo/Logo

- 1. Change cover photo
- 2. Upload logo or image



## Followers/Following



18 216 Followers Following







Accessible and inspiring design solutions for real, lived-in t

At Twinkle and Whistle, we create inspiring and life-friendly "spark" between our clients and their spaces. With a warm open communication, we provide, online or on site, realisti and budget, and maximise the potential of their homes.

Services Provided

Read More ~



420 0 Followers Following

Cultivart Landscape Design is a boutique design business urban courtyards to large formal estates. Janine Mendel is is called Urban Sanctuary 'designing small gardens' (hardi-

Services Provided

landscape design, public speaking

Areas Served

Read More ~



## Find A Pro



Search Pros, Photos, Products & More...



PHOTOS

FIND PROS

PRODUCTS

KITCHEN BATHROOM BEDROOM

LIVING

OUTDOOR

DECOR

STORIES

ADVICE

#### Filter by Type ~

#### All Professionals

Architects

**Building Designers** 

Home Builders

Interior Designers & Decorators

Design & Construction

Kitchen Designers & Renovators

Bathroom Designers & Renovators

Landscape Architects & Landscape Designers

Organisations & Schools

#### Renovation Services & Supplies ~

**Building Supplies** 

Carpenters

Joinery & Cabinet Makers

Landscape Contractors & Gardeners

Painting & Wallpaper

Renderers & Plasterers

Cleaning, Rubbish Removal & Removalist Services

Tile, Stone & Benchtops

Staircases & Balustrades

Stone, Pavers & Concrete

Home Storage Designers & Professional Organisers

#### Gardens & Outdoors ~

Arborists & Tree Services



#### 1,480 Gold Coast Home Improvement & Renovation Professionals







Boardbeach, QLD, 4218

It is important to ensure that your investment is secure with a builder who closely manages all aspects of your project. This is what makes Coastech Constructions rise above other... Read More >





40 years of Experience in hand-crafting High Quality Furniture

Our extensive experience in creating the high quality & unique timber furniture means you will always be provided with expert advice & assistance to take your ideas from sketches to reality.

See my projects >





Gold Coast Hinterland, QLD, 4271

Houzz Australia Contributor. I am an Australian Visual Artist and Lifestyle Photographer based in the beautiful surrounds of the Gold Coast hinterland in sunny Queensland, Known... Read More >

(07) 3352 3485

1300 797 080

Sponsored

0411 502 313

## **Exercise**

## Follow

- 1. Follow 5 professionals
- 2. Start by following your buddy's profile page
- 3. Take a few minutes to follow at least 5 professionals



## COMPLETE DIRECTORY



## Fill In All Details For Optimal Search Results



338 Followers

Following



ANNA CARIN design is a full-fledged interior design practice with a broad client list covering many fields including private homes and apartments, residential developments, retail, corporate and hospitality projects in both Scandinavia and Australia.

Swedish born Principal Designer Anna-Carin McNamara with a Master of Arts degree from the Royal College of Art in London has worked as in-house designer for prominent interior house Svenskt Tenn in Stockholm and as Senior Designer with Rupert Gardner Design, also in Stockholm.

Based in Sydney's Paddington the multi disciplinary studio is shared with Architects and Graphic Designers providing clients with extensive service and expertise.

Our aim is - through passionate involvement - to find stylish and functional solutions where each challenge is seen as an opportunity for innovation and the end result brings people together and spaces

#### Services Provided

Residential, Commercial, Retail and Hospitality Design

#### Areas Served

Sydney Australia Melbourne Australia Scandinavia

#### Certifications and Awards

Member Design Institute Australia (DIA)

Less A

#### 



 Location: 304/22 Mountain Street Ultimo, NSW 2007

#### 3 Houzz Badges >









#### 1 Affiliation >



#### 5 Projects >





6 photos

#### 6 Reviews >

#### \*\*\*\*

Review by linda1\_r.

Anna-Carin came highly recommended to me by a friend in the Design Industry. I engaged Anna-Carin's services during the renovating of our 5 bedroom semi in Bronte. I was extremely happy with the stan...

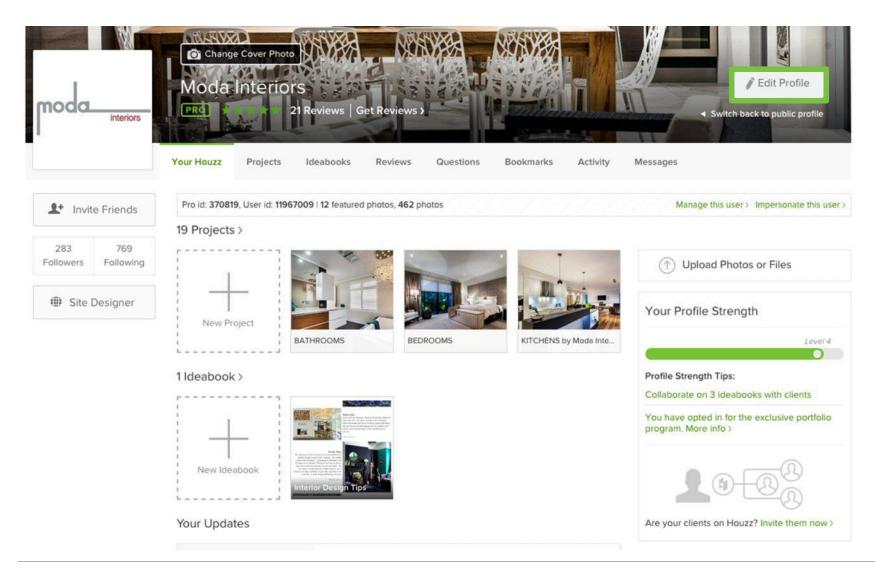
#### More >

#### \*\*\*\*

Review by winter1313:

Highly recommend Anna Carin designs efficient quality and out standing taste and delivers on tim e genuine design and a specific Scandinavian flair

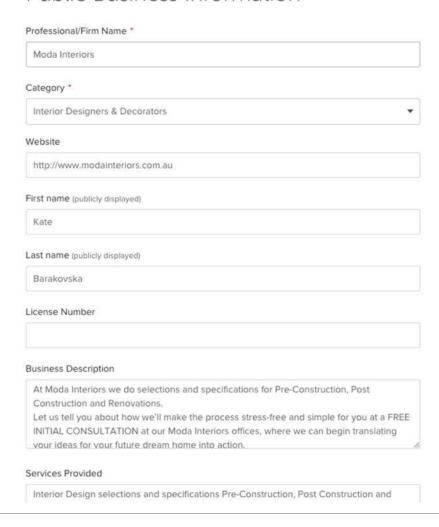
## Complete The Directory Information





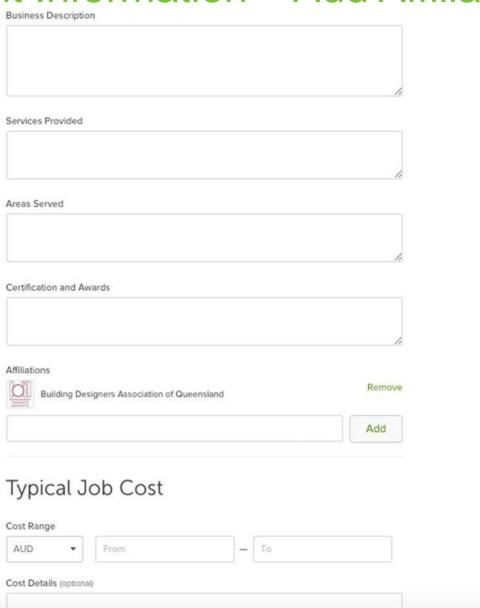
## **Account Information**

#### **Public Business Information**



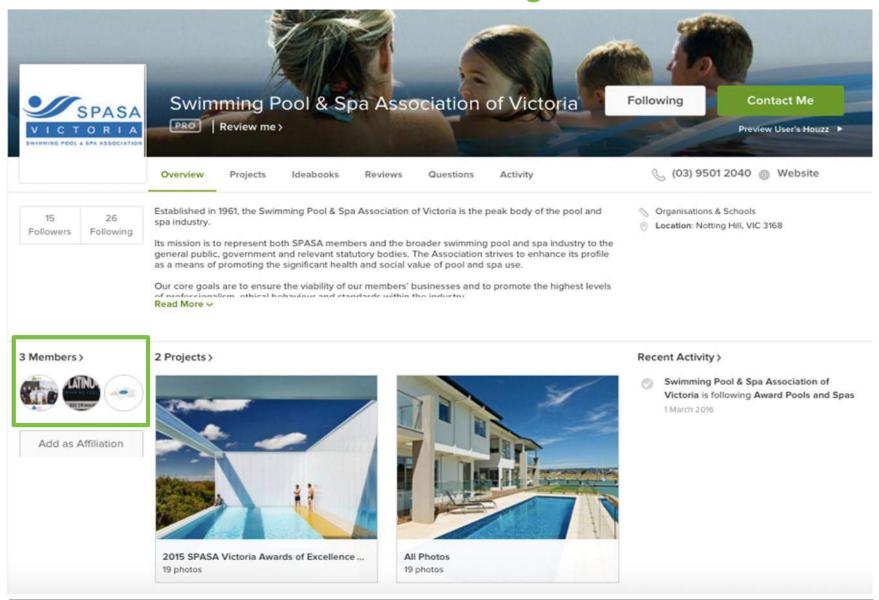


## Account Information – Add Affiliation



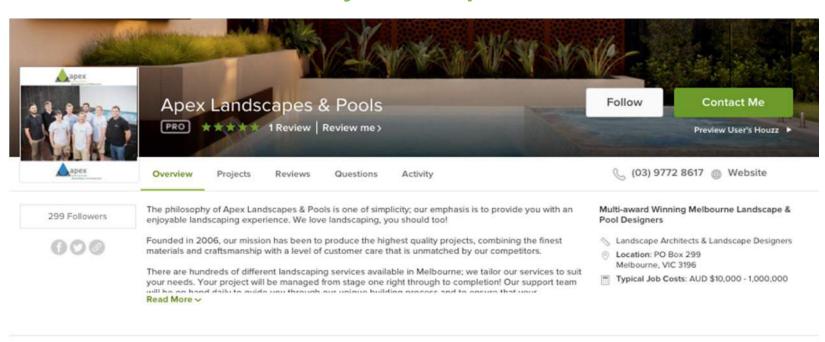


#### **Affiliation Badge**





### Credibility & Exposure



#### 4 Houzz Badges >

### Best of Shouzz 2016 2015



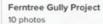






#### 11 Projects >







Patterson Lakes Project 6 photos

#### 1 Review >



#### Review by marknay:

I am the Director of a landscape products company which has been operating for close to 15 years. Our company services leading designers and award winning landscapers, our product being utilised in s...

More >

#### 76 Comments >

Commented: dimensions? Pool is approximately 8x4m with step area and water bowl feature area each being approximately 1.5x1.5m



#### Exercise

## Complete Directory

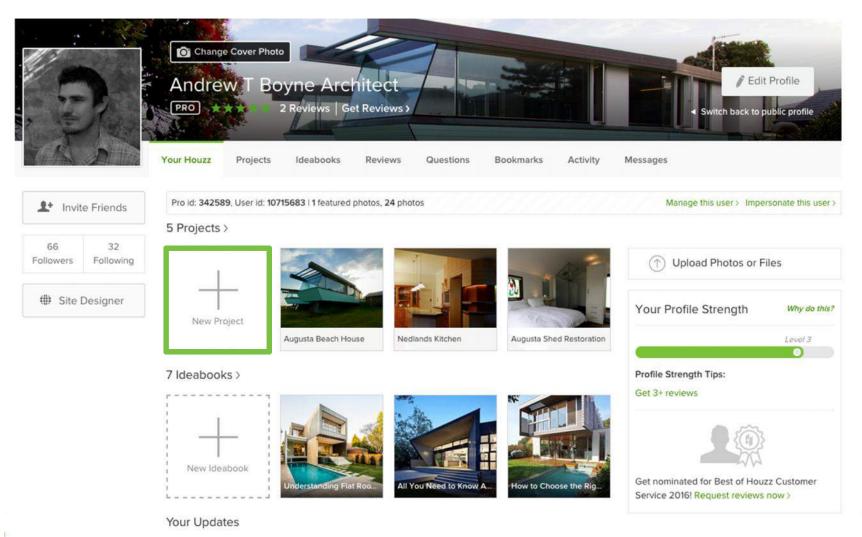
- 1. Complete Business Description
- 2. Edit Profile
- 3. Public Business Information
  - Professional/Firm Name
  - Website
  - Business Description
  - Services Provided
  - Areas served
  - Certifications/Awards
  - Any affiliations that we have on the site can be included



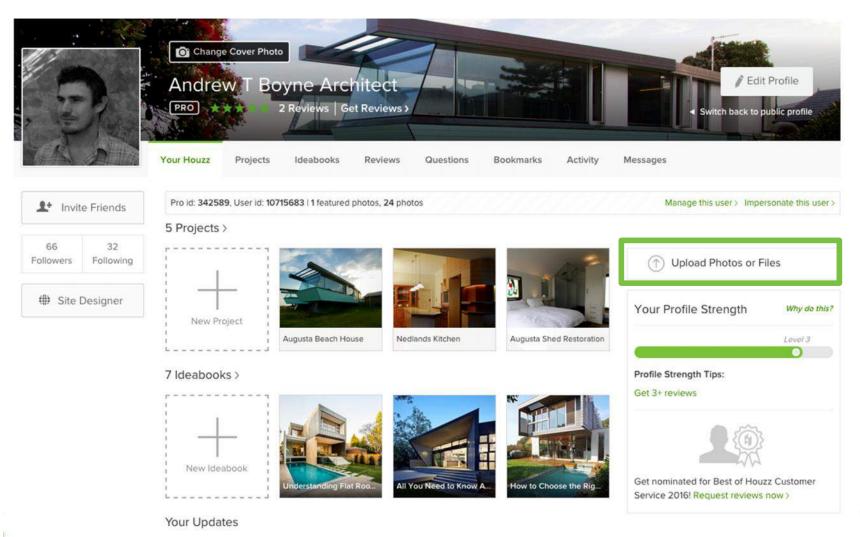
# **UPLOAD PHOTOS**



# **Upload Photos**



# **Upload Photos**



#### Upload Photos to a Project

A Project is a collection of photos of your own work or products. Projects are usually best organised by client, job site, or product line.

ect Project *			
reate a new project			•
w Project Name *			
tegory			
Spaces Products Drawings	Before Pt	hotos Other	○ Video
Canvas Sketches			
ject Year	Project	t Cost	
ear	Selec	t cost range	*
untry	Postco	ode	
ustralia			
les			
hat is the style of this space/product?			•
k to Website			
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ect Photos *			
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Drop photos h			

HOLO GUIGEIIIES

Photos that do not meet these guidelines will be removed.



#### Do's

- · Photos of residential spaces
- Large Photos (1500 pixels wide or more)
- JPEG, GIF, PNG, or 1-Page TIFF file formats
- Good Quality Photos



Upload

#### Don'ts

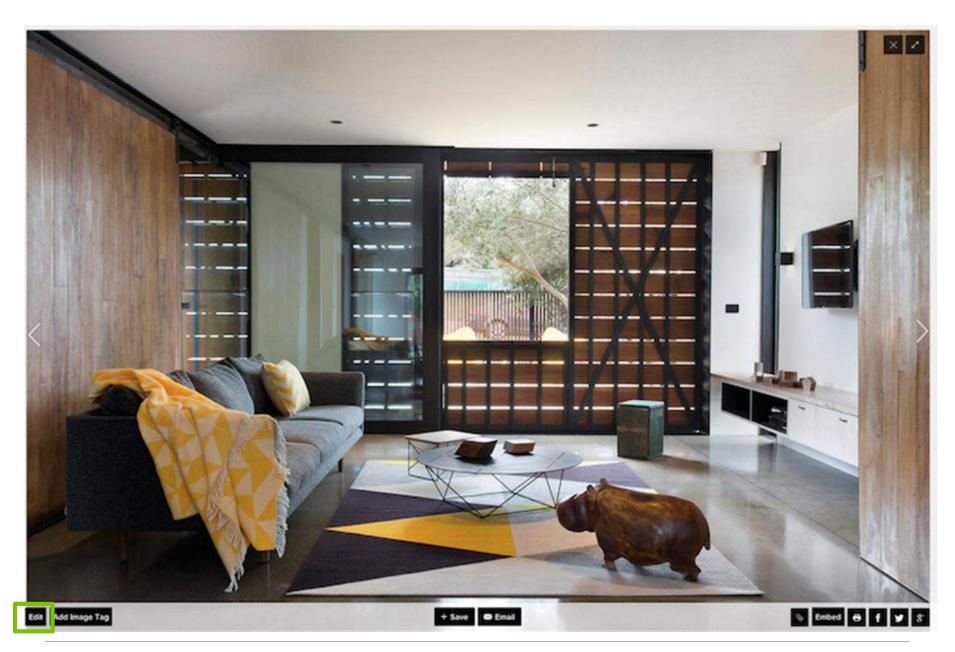
- Photos of commercial or office spaces
- Small Photos
- PDF, Multi-Page TIFF, or EPS file formats
- Photos with watermarks or logos

# **Photo Quality**

- Professionally photographed
- Include detail shots
- Before shots properly categorised
- New projects as you have them completed

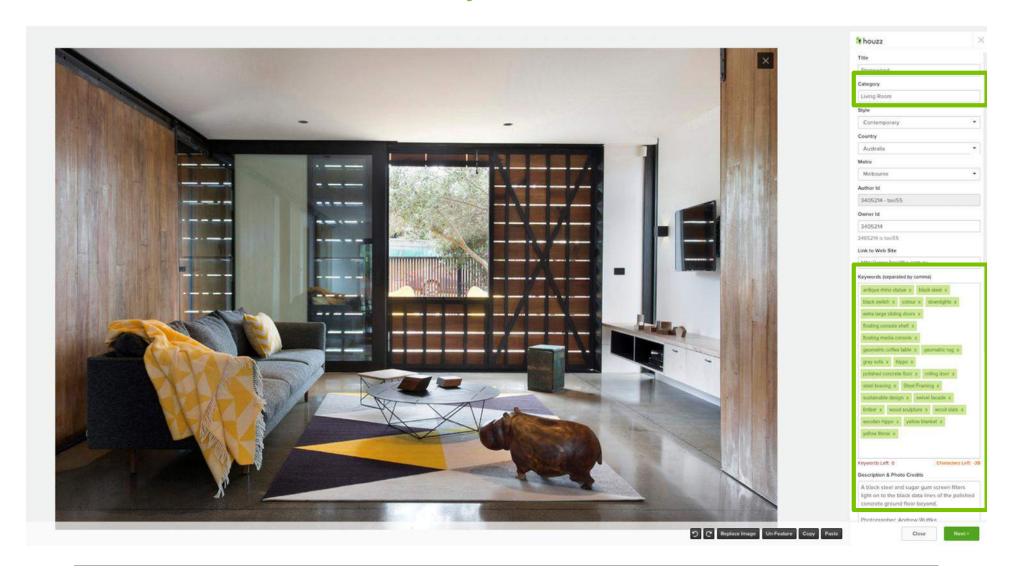
DO UPLOAD	DON'T UPLOAD		
Photos of residential spaces	Photos of commercial or office spaces		
Large Photos (1500 pixels wide or more)	Small Photos		
JPEG, GIF, PNG, or 1-Page TIFF file formats	PDF, Multi-Page TIFF, or EPS file formats		
Good Quality Photos	Photos with watermarks or logos		
Photos that do not meet these guidelines will be removed.			





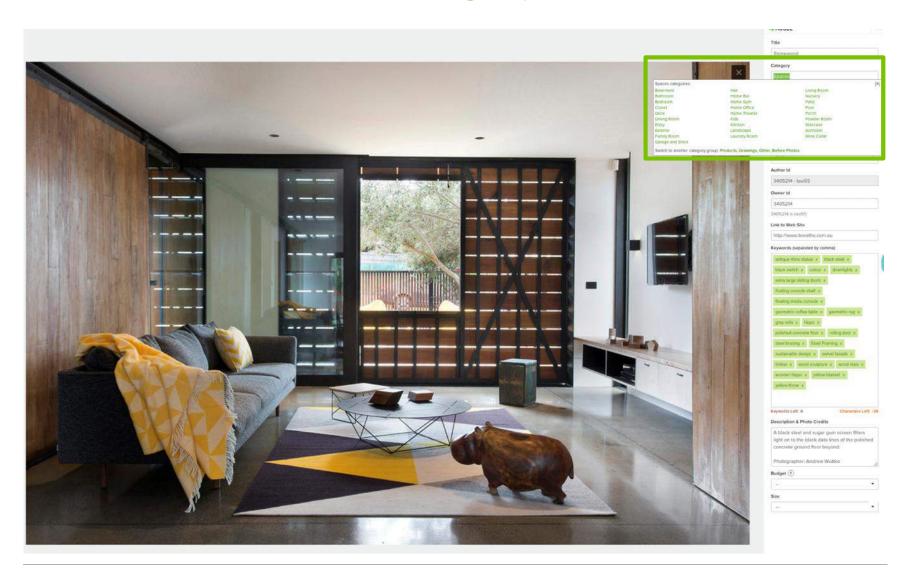


# Keywords



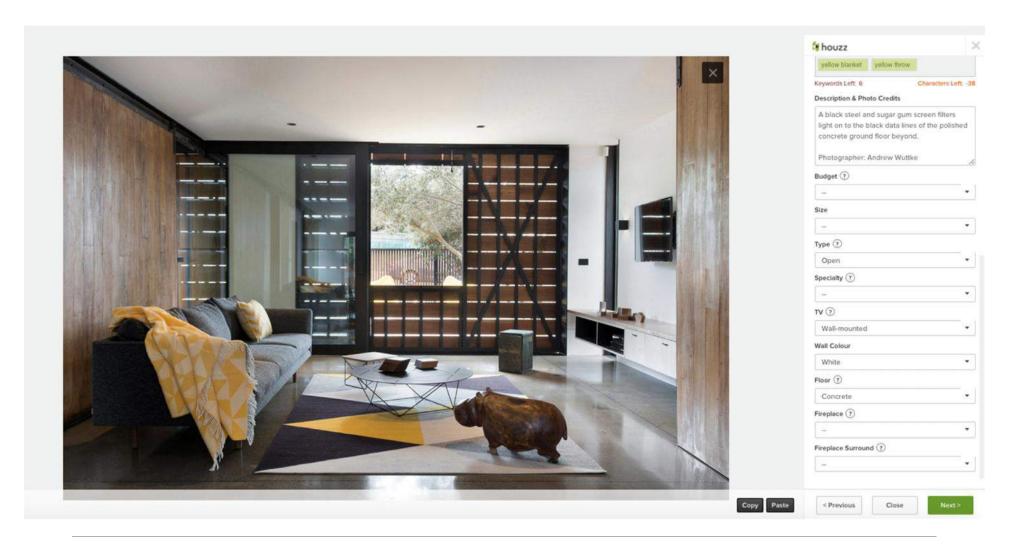


# Category





# **Category Facets**





### Photographer Network

#### Get professional photographs of your work today!

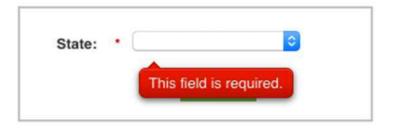
Introducing the Houzz Photographer Network, a great way to get professional photographs of your work! The Photographer Network is made up of professional photographers on Houzz who are offering a special package to first-time clients.

Packages are set at 3 different price points: \$250, \$500, or \$1000. Each package includes <u>8 daylight photos of your work</u> with the rights to use the photos on your Houzz profile and personal website.

To find a participating photographer near you, select your state from the list below and hit submit. Then you will see a list of participating photographers and their price points. Simply click on their Houzz profiles in order to get in touch.

Be sure to check back if your state is not listed or if there aren't any photographers in your local area as we are constantly adding to our network!

Select your state to find a photographer:







#### Editorial Uses Keywords To Find Photos



#### 6 Australian Homes That Show Some Spine

Photo 1 of 12

1. Fine framework

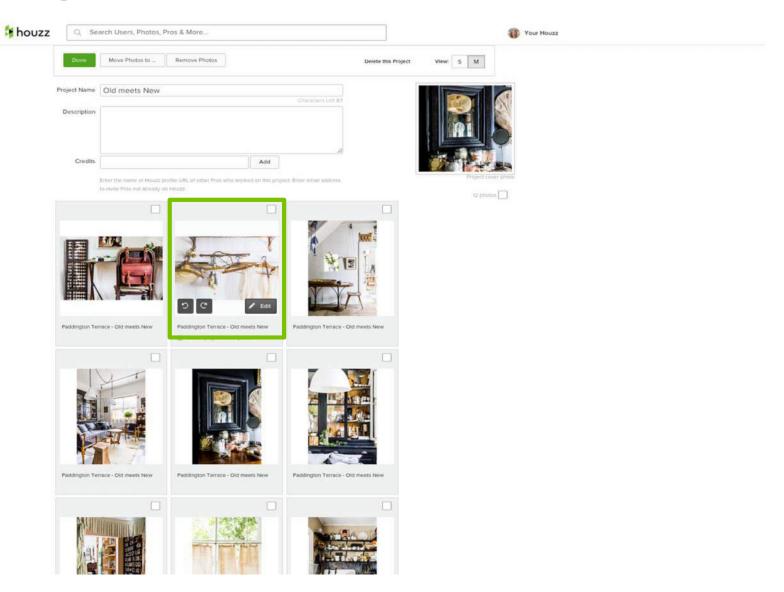
#### Cross-Stitch House, Melbourne

This house, in the inner city of Melbourne, Victoria, has an amazing extension, which features the construction's exposed framework. It was designed by FMD Architects and called Cross-Stitch House for the way the structural elements blended, or were 'stitched' together, with the older part of a singlestorey terrace.

Sited on a small 5m-wide block, the new open-plan extension takes advantage of the length of the outdoor space by adding extra framework 'spines' along one of the boundary fences, creating a sense of unravelling.



# Drag & Drop To Reorder Photos





#### **Exercise**

# **Upload Photos**

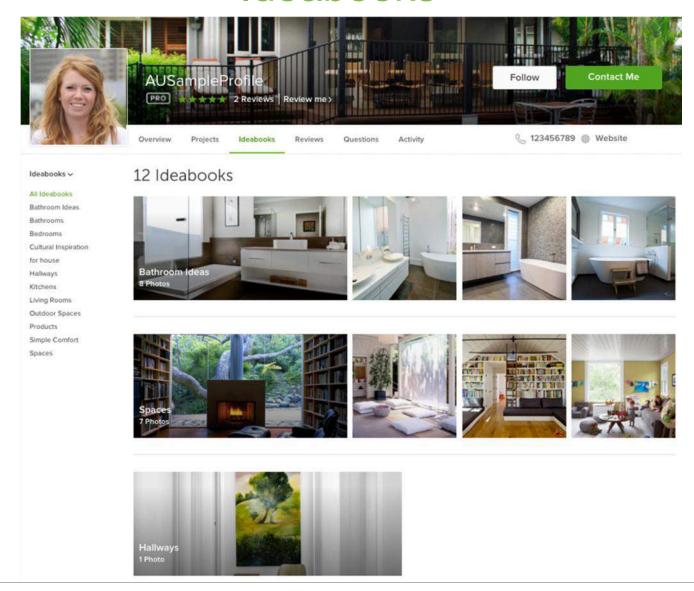
- 1. Upload Photos
- 2. Keyword Photos fill in all drop downs



# COLLABORATE USING IDEABOOKS

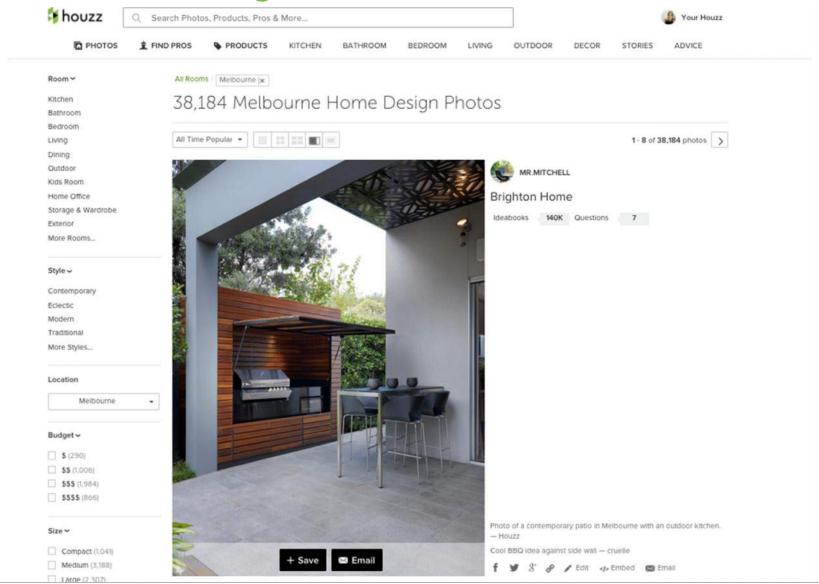


#### Ideabooks



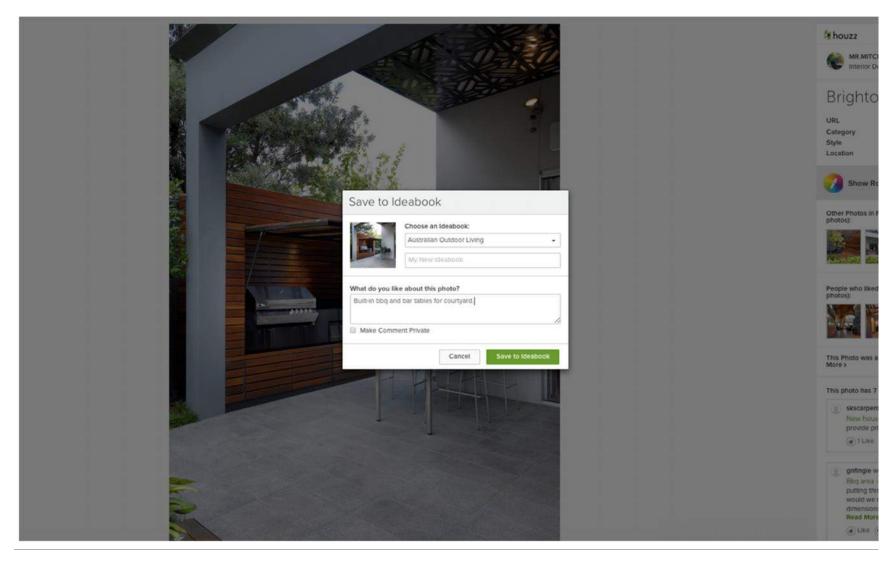


# Saving Photos to Ideabooks





#### Add Notes to Photo



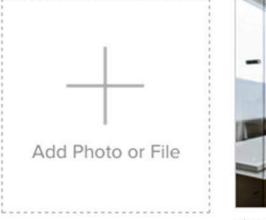


#### Bathroom Ideas



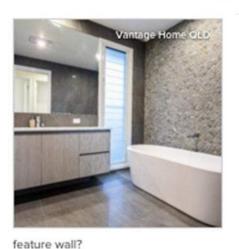


B I U | i≡ i≡ | ∞ ⇔









what do you think of this shower?

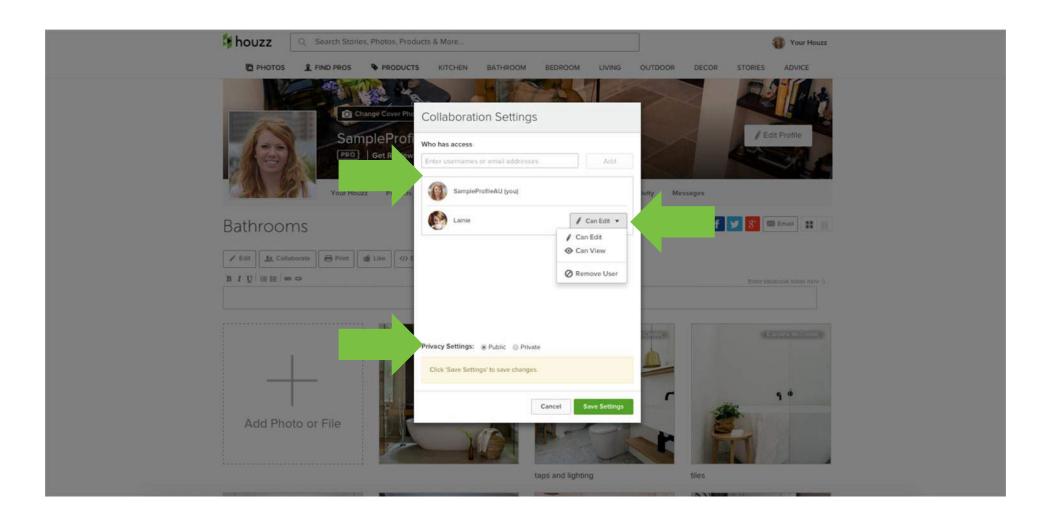






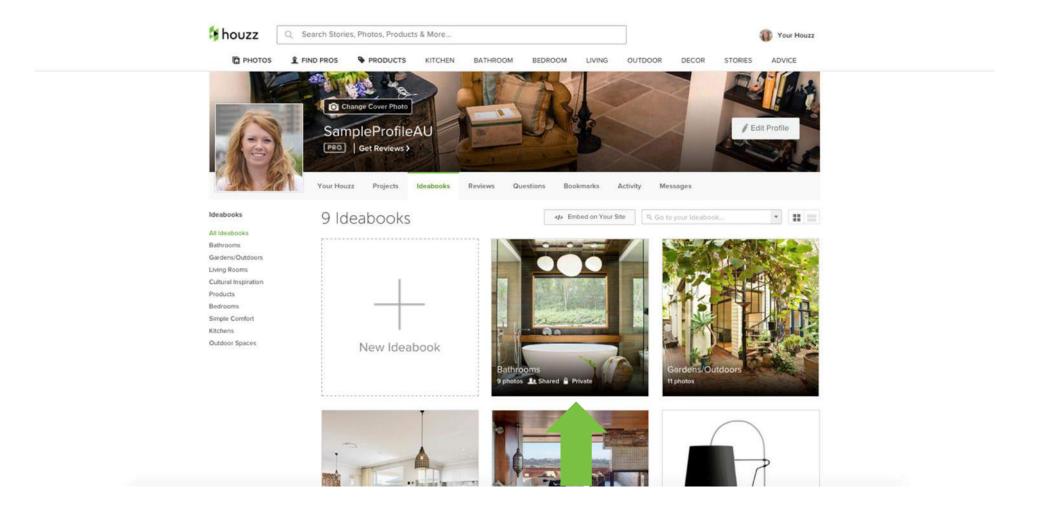
what do you think of the mirror?

#### Share Ideas



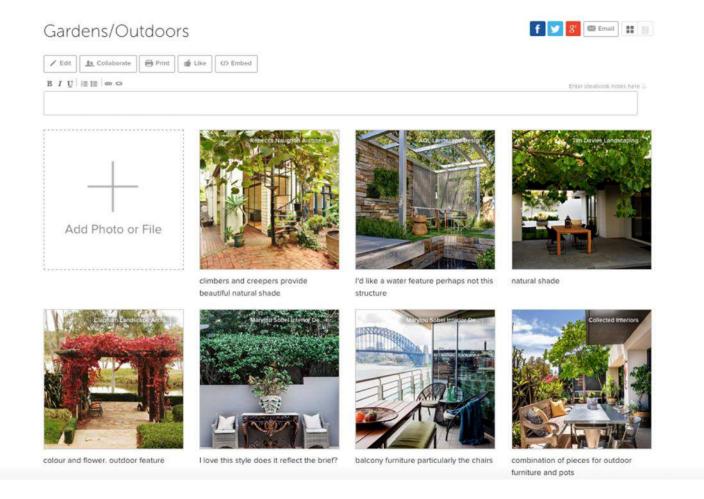


# Privacy





#### Notes





#### **Exercise**

#### Create an Ideabook

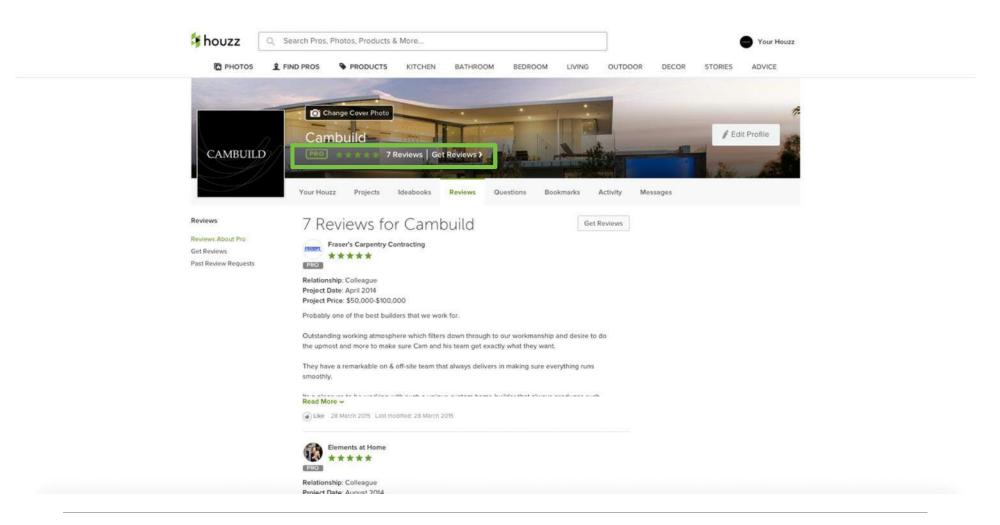
- 1. Create an ideabook with 3 photos aim for 10+ photos!
- 2. Share with your buddy, client or colleague



# REQUESTING REVIEWS

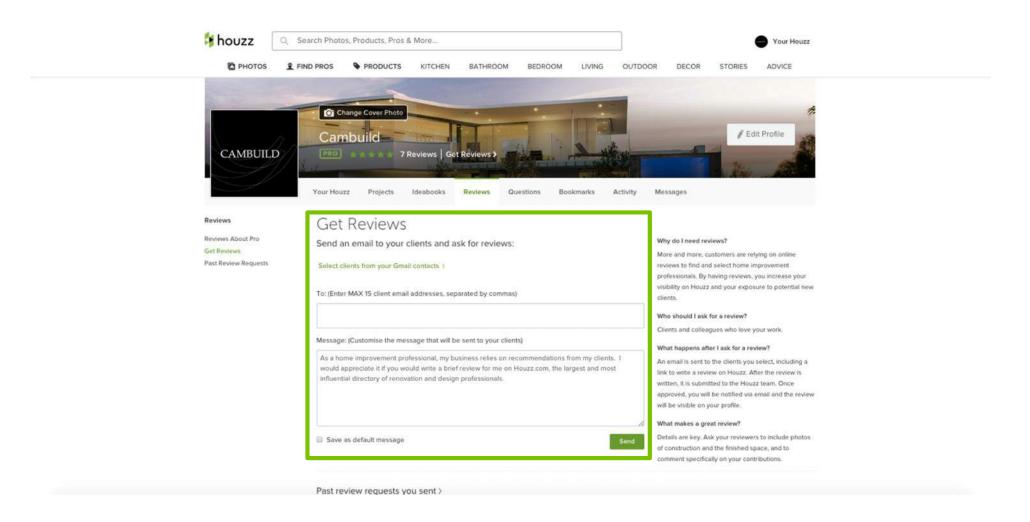


# Request Reviews



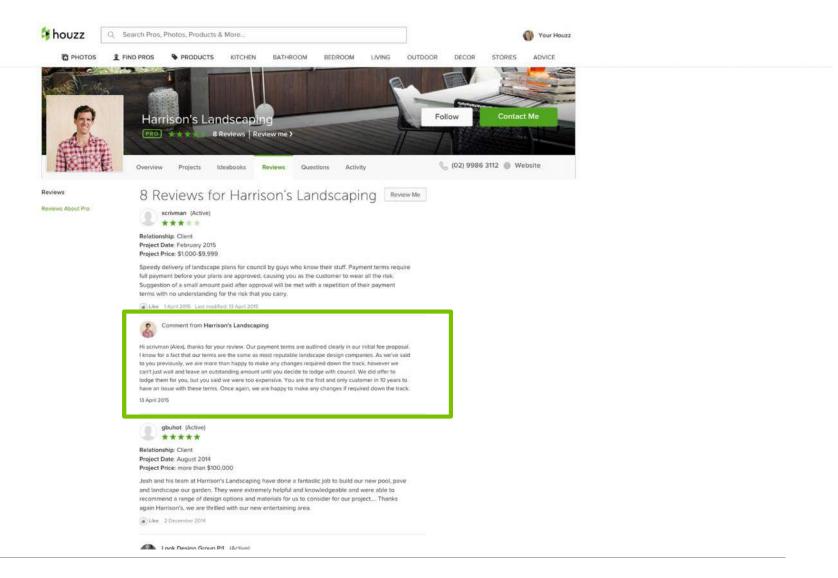


### Request Reviews





# Respond to Negative & Positive





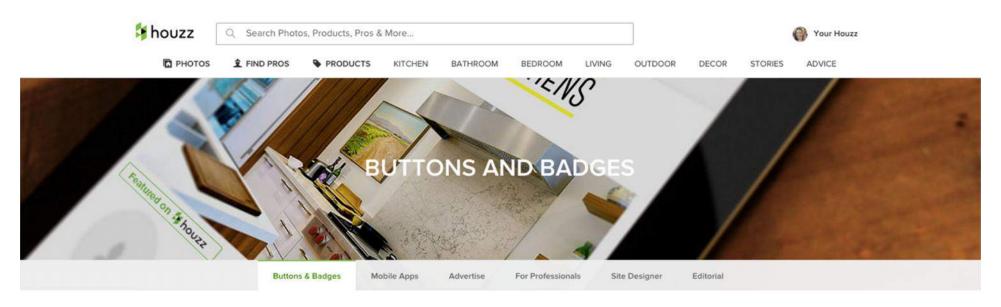
### **Exercise**

# Reviews

1. Write and request a review



# **Badges**





Copy the code below and paste it into your blog or website









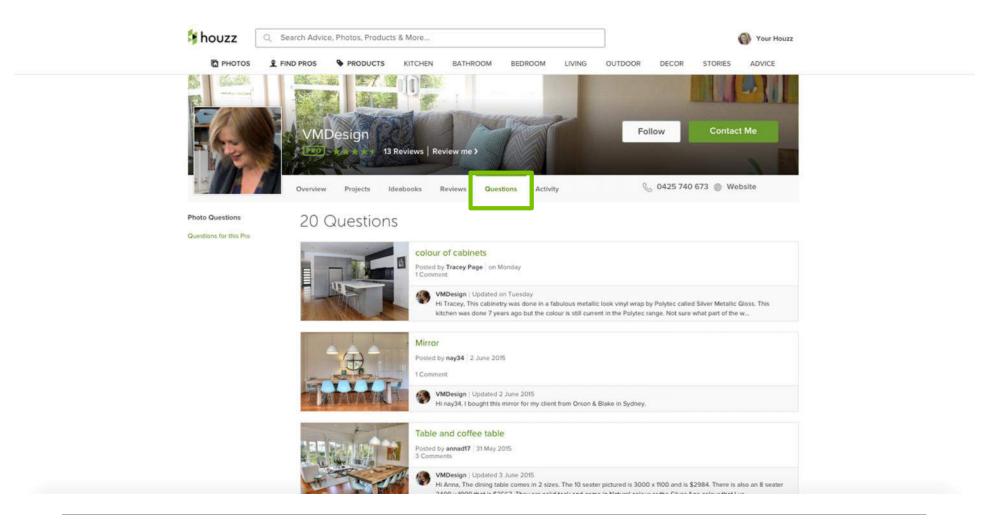
Copyright © 2015 Watershed Design. All Rights Reserved.



# **QUESTIONS & DISCUSSIONS**

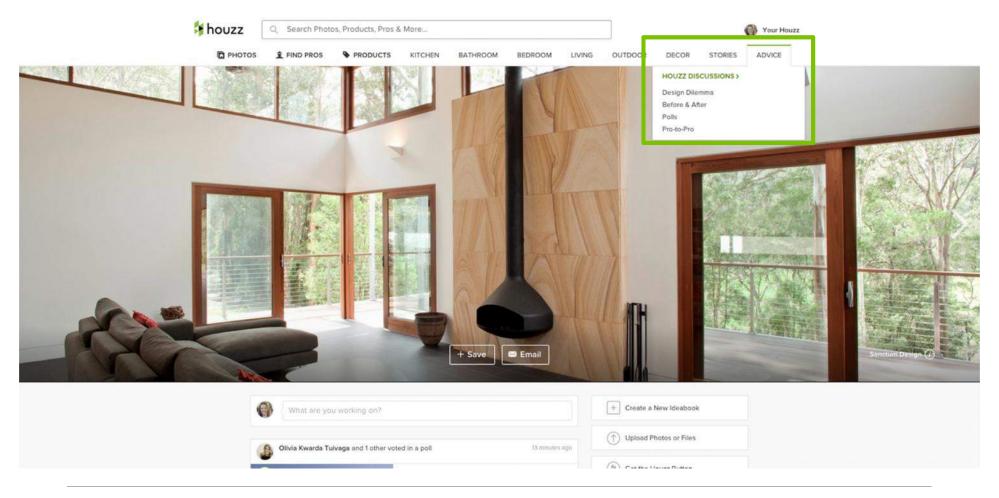


#### Questions



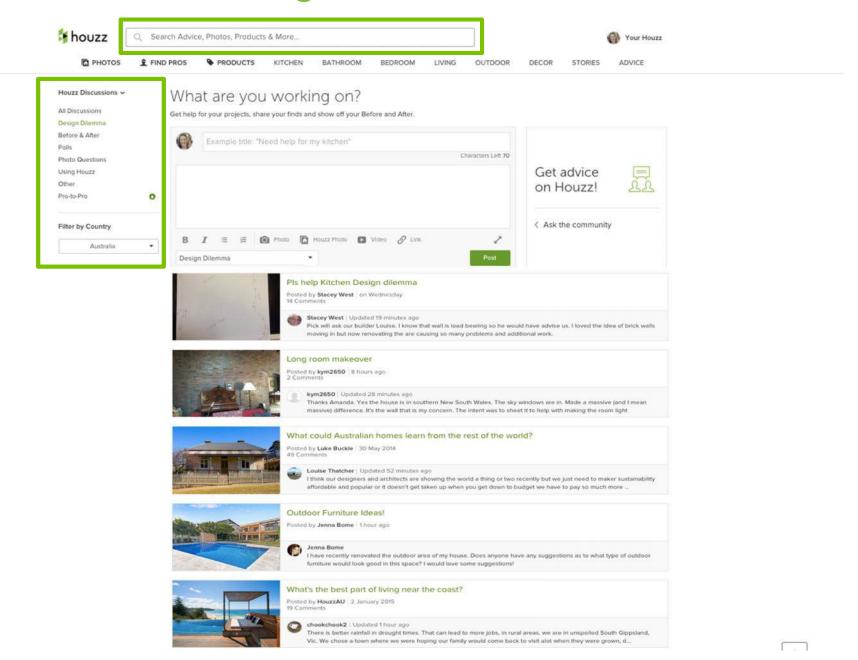


#### Advice





### Design Dilemma



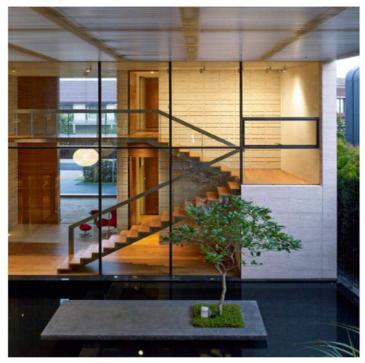
# Design Dilemma



February 3, 2016

Project!

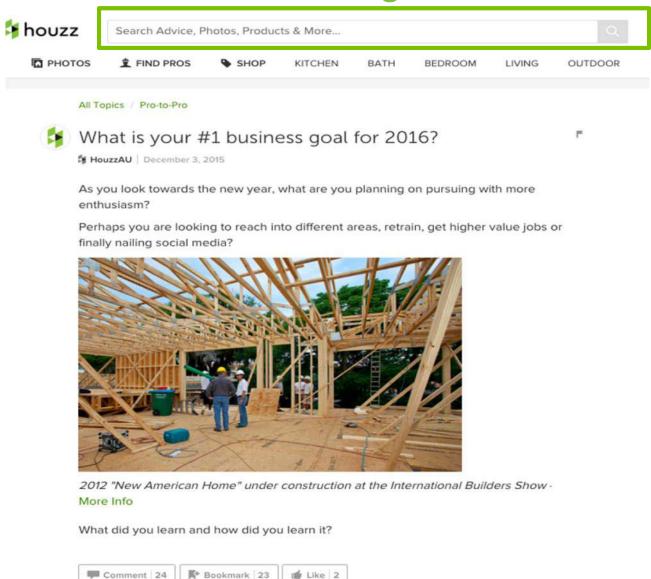
2015 has come and gone. It must have been a busy year for many professionals. Please share a photo of your recently completed project, or a new product, and tell us some interesting details about it!



No 86 House - More Info

Comment | 25 | R Bookmark | 33 | Like | 2

### Design Dilemma



#### Exercise

# Engage in the Advice section

1. Ask a question

and/or

2. Answer a question



#### Recap

- Photo Searching/ How you can be found?
- Profile Best Practices
  - Cover Photo/Logo/Person
  - **Complete Directory Information**
  - Importance of Photos and how to keyword
  - Reviews and how to ask and respond to reviews
- Questions & Discussion



# Q&A | Resources

- olivia@houzz.com
- ausupport.houzz.com
- houzz.com/procenter





