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London Estate Agency Boosts Business with Latest Web Technology

London-based estate agency Young London (www.younglondon.co.uk) has added the Twitter facility to its popular property portal, enabling tenants, landlords, buyers and sellers to keep up-to-date with the latest property details and market news and information.

The Young London website consistently achieves 200% more website traffic than Google's benchmark for Estate Agents, with each visitor viewing 25% more pages than the industry norm.

Neil Young, attributes much of Young London's success to a strong and innovative online presence, which is at the forefront of the adoption of latest Web 2.0 functionality; "For our landlords, being able to market property quickly and effectively, targeting the demographic that it appeals to is vital. Potential tenants and purchasers are increasingly using the likes of Twitter to keep tabs on new property that is coming onto the market, virtually instantly."

Twitter is not the only new functionality to be featured on the site. Young London enabled the new Google 'Street View' option on the very day that it launched in the UK, enabling visitors to the website to view pictures of the street and surrounding areas that properties are located on.

"Google Street View lets visitors to the Young London website take a virtual walk down the roads they're interested in, to get a feel for the neighbourhood."

Neil Young CEO - Young London Street View provides potential tenants and purchasers with a real flavour of the neighbourhood. People can take a virtual walk down their new High Street, see the shops and facilities that are nearby and even 'walk' the route from a property to the local tube or train station, all from the comfort of their desk.

Neil Young concludes; "These days a facebook presence and Twitter profile should be the norm, not the exception, in any effective marketing campaign. It's all about broadening the reach and encouraging internet users to refer, recommend and chat to each other about your products and services. The days of putting together a website and then just waiting for people to come to it are long gone!"