Creating Engaging Content

Show your products installed

78% of Houzz community members surveyed say that when deciding to purchase products, seeing a photo of a product in a room similar to their style of room is important or extremely important. Add space photos (interiors or exteriors) that showcase your products in different styles of rooms (contemporary, traditional, modern, etc.) to ensure that each visitor is able to envision your product in a setting that is similar to their own home. Best practice is to include photos taken from various angles and some that highlight different details of the rooms your products are in. Click here for an example.

Add product photos for more visibility

Product photos are another important aspect of creating engaging content. They allow visitors to get an up-close view of your products and are the pictures that are displayed when visitors click on product tags in your interior and exterior photos. Product photos contain a description, price, and link to where the item can be purchased online. Please make sure your product photos depict your product against a white background without any watermarks or logos. Click here for an example.

Tag your products

81% of Houzz community members surveyed say that having access to product information in a photo is important or extremely important when making a final decision to purchase products. Green product tags are how the Houzz community discovers products in a design setting. When a homeowner clicks a tag Houzz displays relevant information about the product. Best practice is to tag all the products in your photos.
Organize your photos

Organize your photos to make it easy for consumers to browse them. Projects help to organize your uploaded photos. Place your room photos and your product photos into different projects. Group your photos by type, line, or another key segment (e.g., “Dining Rooms” or “Spring 2015”).

Idea books enable you to show your products in a much broader array of photos than your company may have itself. You can add photos to idea books that professionals on Houzz have uploaded to their portfolios. Simply search for your brand or product names in the photo section on Houzz and add any relevant photos.

Make your photos searchable

Houzz gives homeowners the ability to search by specific parameters in order to find the products and spaces they are looking for. Help users engage with your content by adding this information to your images. You will see a menu to add this information when you are uploading photos. Adding this information will give your photos more exposure.

Reach 25 million engaged homeowners on Houzz

Take advantage of all Houzz has to offer by using the tips above to ensure that your brand’s content is as dynamic as possible. Houzz has an active and engaged audience of over 25 million homeowners, 83% of whom say that Houzz was a very influential source for learning about products for their recent remodeling projects. When it comes to final selection of products, members of the Houzz community surveyed said that Houzz was more influential than magazines, service providers, and brands’ websites.