

Top 10 Ways to Add HTML and Widgets to Your KW Website

***Goal of this session:* To deliver the steps and ideas necessary to add items of value to the eAgentC website.**

Session Notes:

This manual is designed to be a step by step, practical guide to enhancing the eAgentC website. The steps listed below may vary slightly for Mac users.

There are many valuable Widgets and HTML programs that can easily be added to your KW website. Following is the step by step process on how to add these tools and a list of some popular widgets and HTML code that successful agents are using.

Start by accessing your eAgentC Website – To make the following changes to the website, please do the following:

1. Open an internet browser and go to KW.com.
2. At the bottom, log in with your KW associate Username and Password.
3. Left click on My Information – My Web Site – Agent Web Site Administration.
4. The Agent Website Administration Tool will appear with steps from 1.0 – 7.0. These are the steps that will be referenced below.

Where to add HTML Code/Widgets to Your eAgentC website

Many of the steps on your eAgentC website will allow you to add HTML Code/Widgets to your site. Following is a list of the steps with HTML capability and what they control on the website.

- 1.4 Agent Bio Page
- 1.5 Home Page
- 2.3 Focus Boxes
- 2.4 Edit Site Info - Google Analytics is partially setup here and on step 1.5
- 3.6 Testimonials
- 3.7 Add/Edit Pages
- 3.9 Add/Edit Neighborhood Pages

Suggested Codes and Widgets

Note: The majority of these sites can be found on **MichaelTritthart.com** under **Websites for Your Business**.

ActiveRain.com and other blog sites - Tie your blog to your website. Easy way to generate more traffic for your blog and help raise your site in search engine rankings.

Free HTML codes - Available online after a few minutes of searching. Offer moving text and more.

Google Analytics - Free tracking tool that offers in-depth data for your site.

Local HTML and Widgets - Check to see if there any local/regional tools that can be added to your site. For example: Foreclosure/New Listings data and a Featured Property code can be added to DFW areas sites by REMicroTools.com

Slide.com - Create Slideshows for your listings, cities and/or your neighborhood farm.

Snap.com - Add hyperlink previews to your site. Example is my Websites for Your Business page.

SpringWidgets.com - offers a variety of codes, including ones for weather and calculators.

Top Producer Market Snapshot - A powerful lead generator for your site. There is a monthly cost. Also make sure to use it properly in Non-Disclosure states such as Texas.

Trulia Stats Widget - Add a local real estate trend chart to your web site or blog. It shows a chart of the average listing price and available inventory for any city or neighborhood in the US for the past year.

YouTube.com – Add your own business videos or pull multiple KW videos from the site. Click the customize button to the right of the embed link to make changes.

Follow Up Information

1. If something is not working properly on the website, please check with your office tech coordinator and if necessary contact support@kw.com.
2. If you wish something could be added to the web sites, please send your request to wishlist@kw.com
3. To see some sample KW Website Enhancements with Widgets and HTML coding from around the country and obtain valuable information for your business, please go to MichaelTritthart.com. NOTE: I can conduct onsite training/workshops for your Market Center and Region. I also offer to enhance your KW Website for a fee. Please contact me via MichaelTritthart.com for details and pricing.
4. Once your site is built, focus your energy and efforts on marketing your site to generate activity/leads from your site.
5. To subscribe to my tech monthly newsletter, please email me from MichaelTritthart.com or give me your card today.

Thank You for Attending the Session!



Michael Tritthart
KWU certified Regional Instructor /
Texas-North & New Mexico Region
Keller Williams Realty
Direct: 469 693 9529
E-mail: mtritthart@kw.com
MichaelTritthart.com