Building an Effective Website

Goal of this session: To deliver the steps 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.

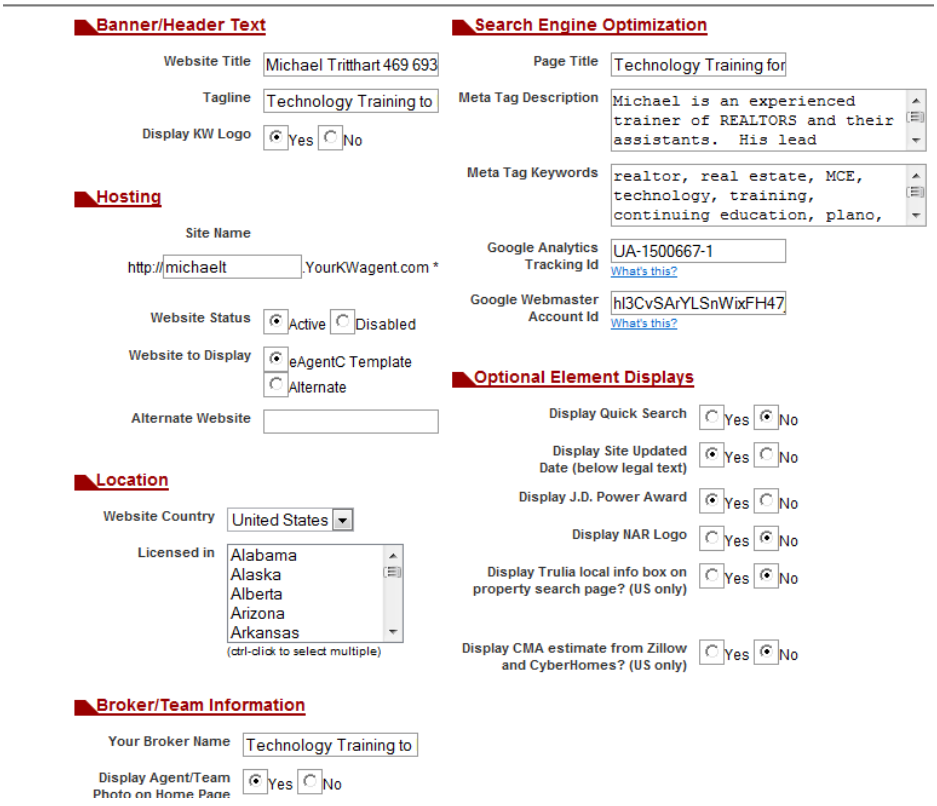
Access Your eAgentC Website – To make the following changes to the website, please do the following:

1. Open an internet browser and go to KW.com.
2. At the bottom, log in with a KW associate Username and Password.
3. Left click on Technology – Agent Websites – 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.

2.4 Edit Site Info and Google Analytics Setup

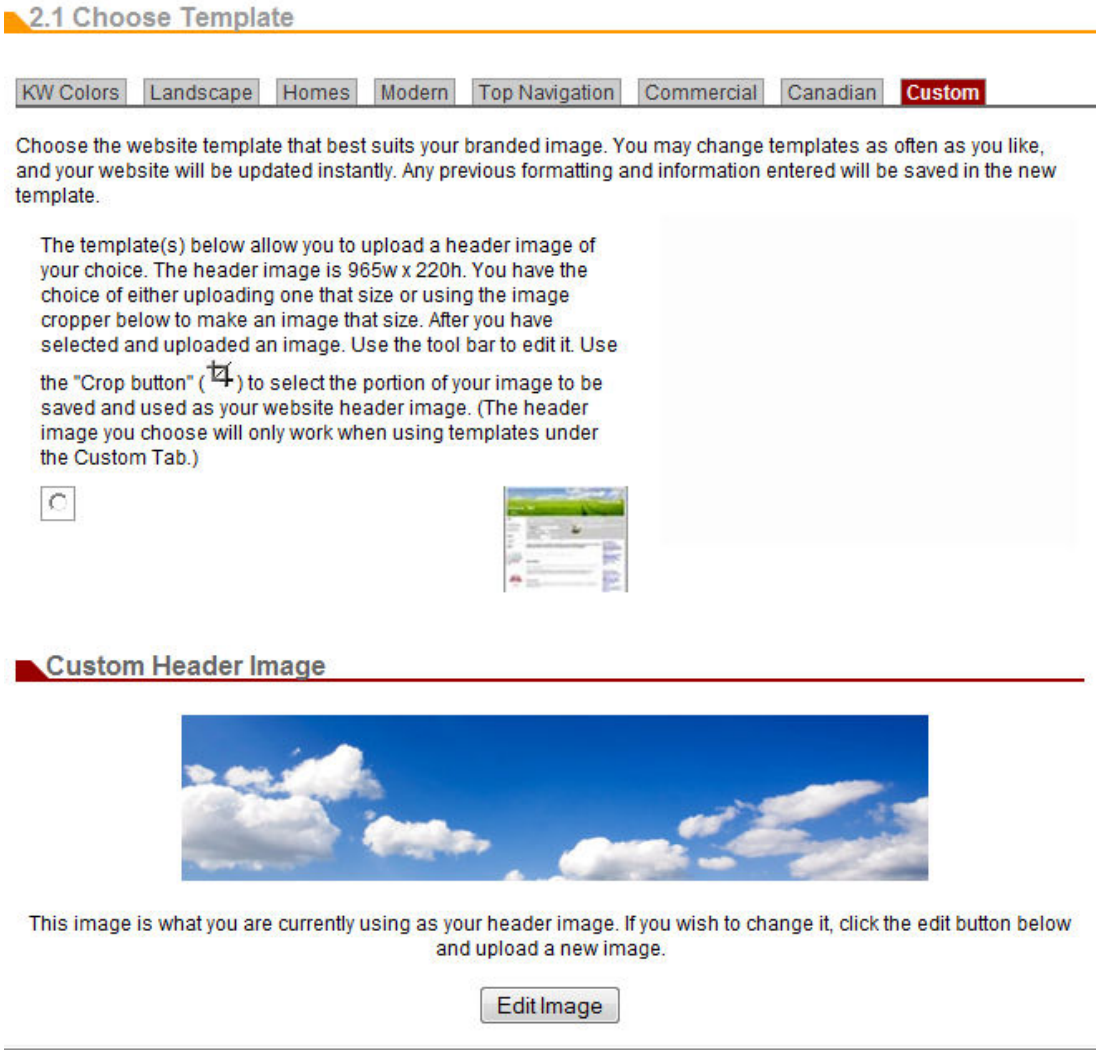
1. Left click on 2.0 – 2.4. The page below appears. Make the additions and save.

NEW!! You can Add a JD Power award logo, a time stamp and CMAs from Zillow and Cyberhomes



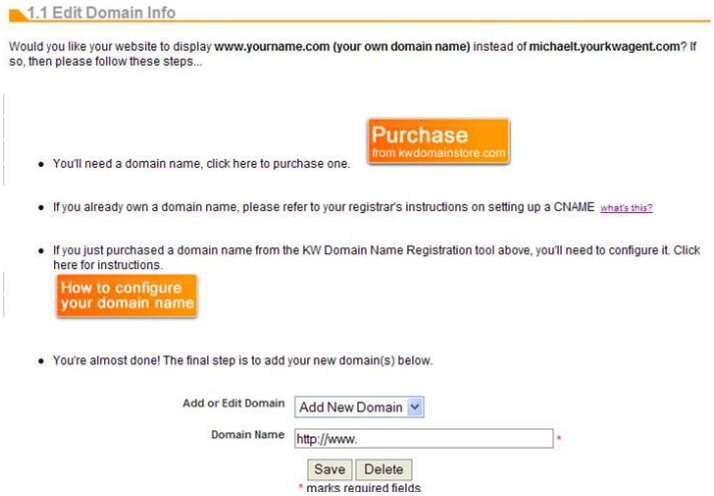
2.1 Choose Template

This step allows each agent to a template from over 40 choices. A new feature allows for a custom banner. Click on the custom tab to create a unique website banner.



Edit Domain Name

1. Purchasing a strong domain name(s) is essential for your business. Secure your name if possible, but getting domain names with keywords (PlanoRealEstate) is ideal. You may have to be creative with the domain names.
2. Domain names can be purchased from many different sites. Godaddy.com is a good option. Another is KWDomainStore.com on step 1.1. See image below.

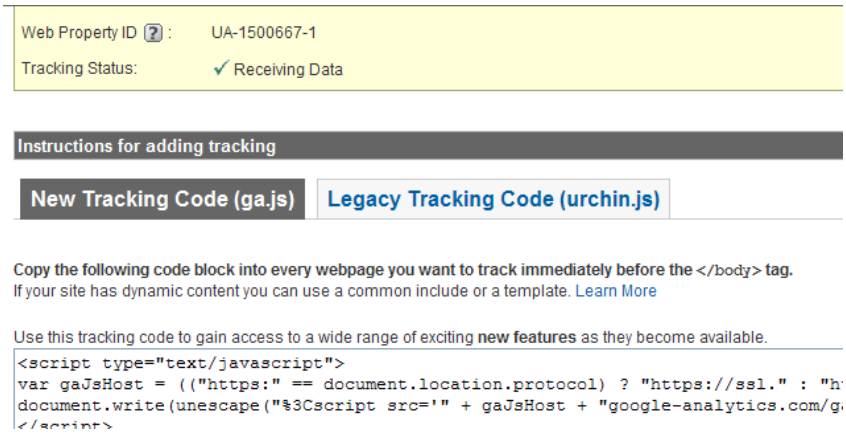


3. If you purchased a domain name from KWDomainStore.com you can configure **www.yourname.com (your own domain name)** to show instead of **yourname.yourkwagent.com.** This is a CNAME record. The purpose is to help market the sites, rank in search engine results, load into analytic tracking tools and more. Follow the steps on 1.1 to achieve this.
4. Need to see a video on this**? Go to Answers.KW.com** and search for ***How do I set up a CNAME on KW Domain Store.*** **WATCH THE VIDEO THAT COMES UP!!**
5. If you purchased from another site such as GoDaddy.com then **Go to Answers.KW.com** and search for ***How do I set up a CNAME on GoDaddy.*** **WATCH THE VIDEO THAT COMES UP!!**

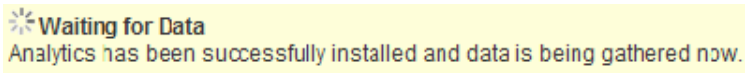
2.4 Continued - Setting up Google Analytics

1. Go to Google.com/analytics and left click on sign up now. Create your account (you do not have to get a Gmail account to do this.) An activation link will be sent via e-mail.
2. Once activated, go to Google.com/analytics, log in and begin to build your profile. Make sure to use the http://www.examplename.com that was set up on the previous step. Example shown below.

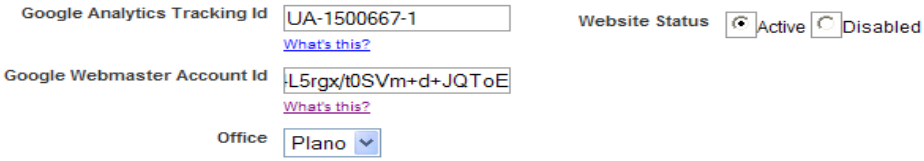
3. Once you accept the User Agreement, you will be provided a tracking code for your website (next page.)



4. Copy the UA Tracking Code (ex. UA-1234567-1) at the top of the page in the example shown above.
5. Choose the Single Domain (Default) on the left had side of the analytics screen.
6. Go back to the KW set up page and go to step 2.4. Once on step 2.4, paste the UA code in the Google Analytics Tracking ID space and save.
7. Go to the Google analytics website, scroll down to the bottom, left click on **finish to move to the next page, left click the Edit hyperlink on the right hand side and left click the Check Status button.** If the following message appears then it has been installed correctly. Log into Google.com/analytics to view reports on the data collected.



2.4 Installing Google Webmaster Account ID



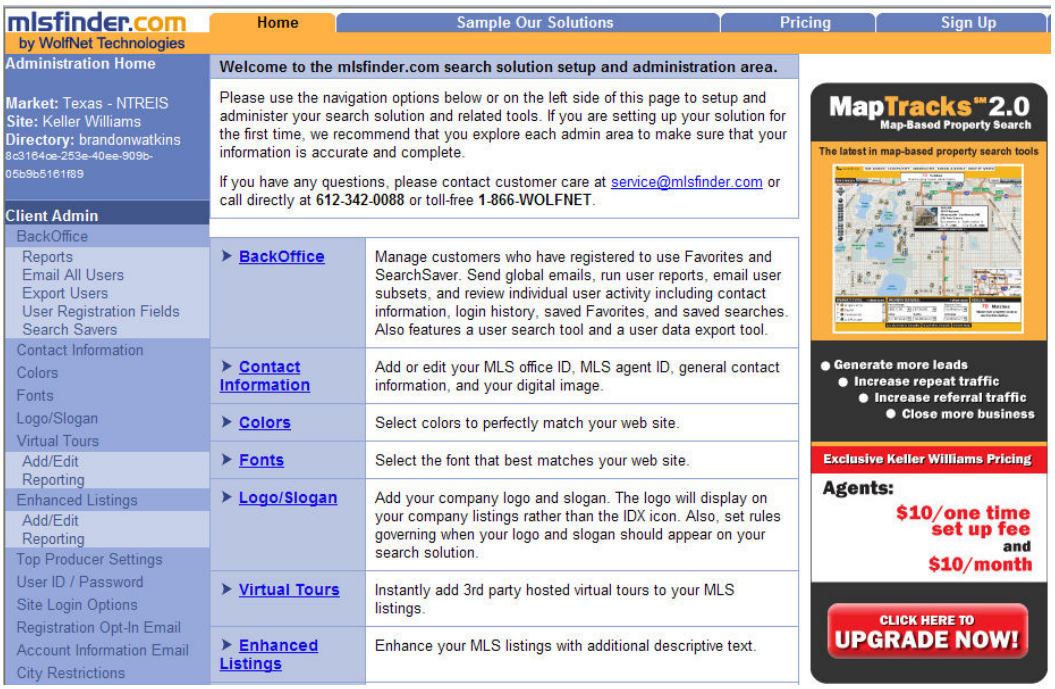
This option on step 2.4 allow you to view additional information, such as when the last time Googlebot searched your website and which pages are indexed with Google. To install this feature, **FOLLOW THE STEPS on Answers.KW.com after typing a search for *How to Install Google Webmaster.***

You will add your site using the http://www.examplename.com name and choose to verify the site with the MetaTag option. You will be shown a code. Starting from the right hand side of the code, copy the code after content, between the quotes. You will then paste that code in the Google Webmaster field on step 2.4 of your website admin tool. Go back to Google webmaster to verify the code.

TIP: Take the time to set up a sitemap so Google can view all pages on your site. Click on Add a Site Map and follow the steps. Type **sitemap.xml** in the blank space.

1.2 & 4.1 Setting up the Wolfnet IDX Link

1. To obtain a Wolfnet IDX (Information Data Exchange, aka "Online Broker Reciprocity") link, the contact data on step 1.2 must first be filled in and saved.
2. On step 4.1 there will be an option to request a free Wolfnet IDX link. NOTE: There may be some forms required by your local MLS. Please check with your office and/or local MLS to confirm if this is necessary.
3. Check the box and request the Wolfnet IDX link. Once requested, the free link will be created and loaded onto your site by KWRI. Please allow up to 2 weeks for creation and delivery.
4. To request the Maptracks version, login to **MLSFinder.com** with your kw.com username and password. Click on the banner ad for Maptracks that opens the request form. Fill that out and fax to Wolfnet.
5. While in MLSFinder.com, take some time to review how the back office of Wolfnet works and can be beneficial to you.

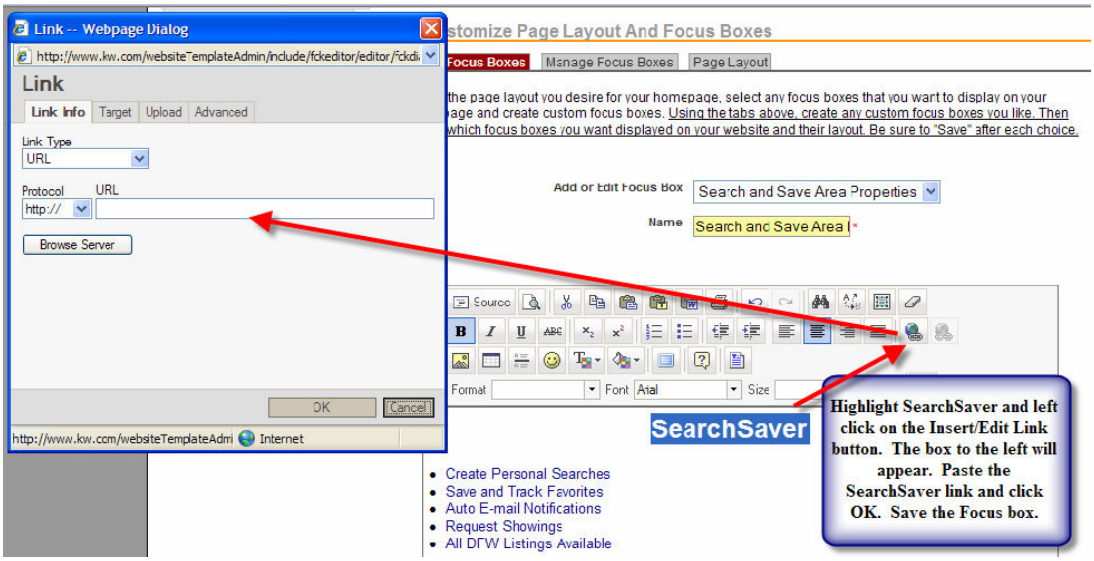


2.3 Create a SearchSaver Focus Box

NOTE: You can create any type of focus box and show a maximum of 3 at a time. *This is an example of how to create a SearchSaver box. Use the tools learned to create any type of focus box.*

1. Once the Wolfnet IDX link is active, there will also be a SearchSaver link. This is a valuable search tool that should be on your home page.
2. Find that link by conducting a property search. The results page that appears will contain the search bar below. Left click on SearchSaver and the page link will come up.

3. Go to step 2.3 and click on the Custom Focus Box Tab. Create a Focus Box similar to the one shown below.



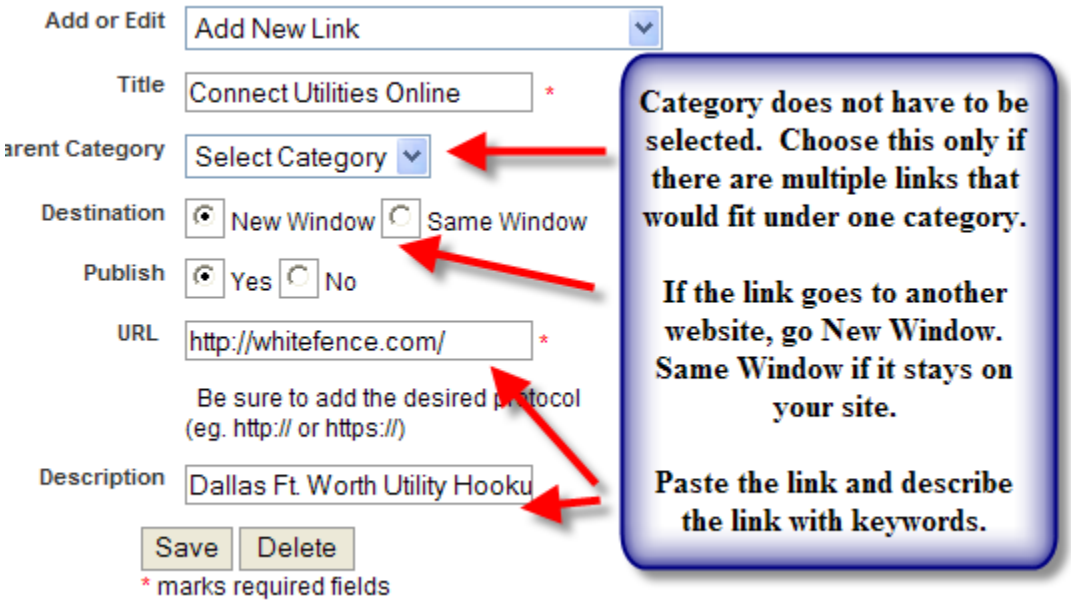
4. Left click and highlight SearchSaver. Left click on the Insert/Edit Link button. A Link Box appears. Paste the SearchSaver link in there. A suggestion is to then left click on Target and choose New Window from the drop down. The link will open in a new window when clients use it. Left click the OK button to save the changes.
5. Save the Focus Box and make it visible in the Manage Focus Box tab on 2.3
6. Choose Page Layout on 2.4 for the desired Focus Box layout.

TIP: Follow the directions on page 13 to learn how to add videos and widgets to your site.

3.1 Creating Categories and Links

NOTE: Steps 3.1 (text links usually on the left side of the site), 3.7 (new pages) and 1.5 (the home page) are what I term the "Big 3." 90% of the information added to the eAgentC website goes through these 3 steps. Learn the concepts on how these steps work and content can be added to many parts of the website.

1. Left click on step 3.1 and the Main tab appears. Links can be renamed, removed and reorganized on this step.
2. Left click on the Additional Category tab. TIP: Think of this as labeling a manila folder. The categories will have a name and will contain links within it. Ex. Crime Prevention category contains multiple police department links. Real Estate News contains multiple news organizations, etc.
3. Links to other sites and pages within the website are added on the Additional Link tab. The links can be in a category or can stand alone.



TIP: Don't think of the links under 3.1 as the main items visible on the website; but rather they are links to data that clients ask about some of the time. They are good content enrichment for the website.

3.7 Creating New Pages

Additional pages are added to the website using this step. There is no limit to the amount of pages that can be added. Once a page is added, it can be linked to another page on the website such as the home page on 1.5, the navigation pane on 3.1, another page on 3.7 or a focus box in 2.3.

NOTE: You can frame-in (make a website look like it is part of your website) another website on your site by following the steps located on Step 3.7. The steps are located directly above the new page work area on Step 3.7 and I have them listed below. Not all websites are suitable to frame-in. Sites that are wide are not suitable; plus some sites will block you in your frame–in attempt.

If you would like to frame-in another website, please create a new page and follow these additional steps:

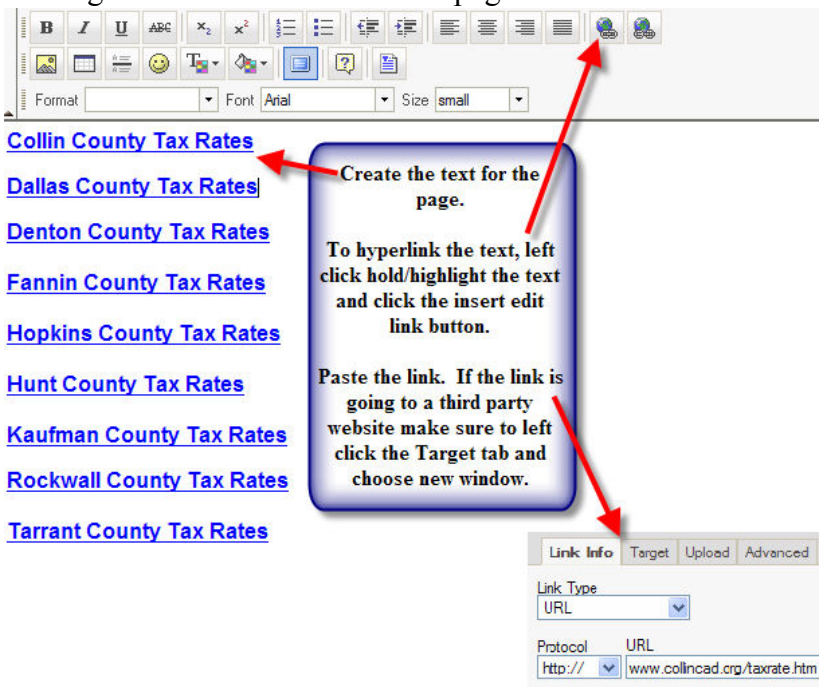
1. Click the "Source" button in the upper left-hand corner of the text editor box below.
2. Copy and paste the following code:

```
<iframe src="http://www.google.com" frameborder="0" width="800" scrolling="yes" height="900"></iframe>
```

3. Replace the Google URL in the above step with the URL of the website you'd like to frame-in.
4. Click Save.

Steps on linking a new page to 1.5.

1. Left click on 3.7 and choose layout #4.
2. Fill in the Page Name, Page Title, Meta Tag Description and Meta Tag Keywords.
3. Begin to create the data for the page.



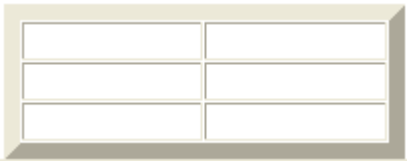
4. Once the data on the page is complete, save the page. Left click and preview the website. The **additional** category will appear in the text links that were created under 3.1. Left click on additional and left click the new page name that is visible under additional. Left click on the URL address at the top of the page and copy the URL address.
5. Go back to the Agent Website Admin Tool and left click on 1.5.
6. Left click/hold and highlight the text or left click the photo you want to hyperlink to.
7. Left click the Insert Edit Link , paste the URL address in the space provided and save.
8. Preview the website to ensure that it works correctly.
9. Once you are done with working on your site, go back to step 3.1, uncheck Additional and save.

1.5 Home Page – Adding Content

This is by far the most important page on the website. The key items that customers want to view (School Data, City Information, Property Tax Rates, etc) should be placed here in an easy to view manner. There are many ways to create different looks for 1.5. Be creative on the look, but remember to make it easy for the customer to find the data.

Steps on adding data to 1.5

1. Left click on step 1.5.
2. An easy and clean way to organize data is to use the Insert/Edit Table button.
3. Choose the desired amount of Rows, Columns and size of the border. **Choose "0" for the border thickness if you want it to be invisible.** Left click OK. The following box will appear.



4. Type the desired text into each cell. Left click/hold, highlight the cells and right click in one of the cells. Go to cell/cell properties. Left click on the select button for the Background Color, choose a color and click ok.
5. To add a hyperlink, left click/hold and highlight the text. Left click the Insert Edit Link. A box appears. Paste the URL address in the space provided. If the link goes to a third party website, left click the Target tab and choose new window. Click OK and save the changes.

TIP: Create a table and add photos into each cell. **The photos must be loaded into step 1.3** and can be pulled into each cell on the table by left clicking the Insert/Edit Image button. Samples of both text and photo links are below.

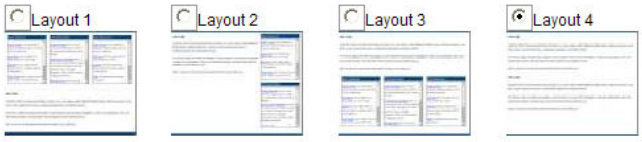
3.10 Adding RSS Feeds

RSS (Rich Site Summary) links are a great way to add regularly changing web content from news sources, blogs and other media content sites.

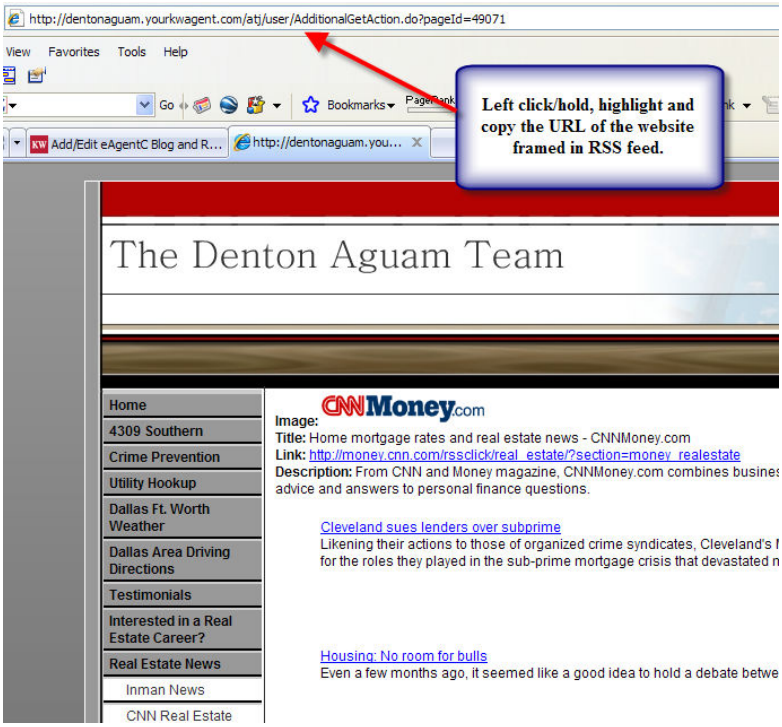
Steps on how to add an RSS feed to the links list on 3.1

1. Open an internet browser and go to WallStreetJournal.com, RIS Media, CNN Real Estate or any other site that you want an RSS feed from.
2. Find the RSS feed icon and left click on the drop down arrow. Left click on the RSS feed link and the page appears. Copy the URL link at the top of the page. Example below.

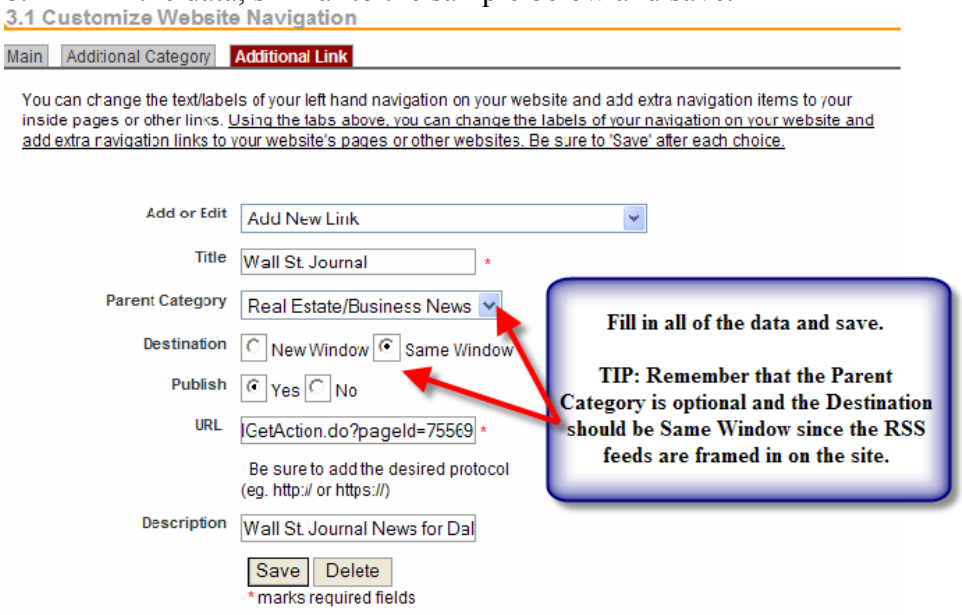
3. Go to the Agent Website Administration Tool, left click on step 3.10 and left click the Add/Edit RSS Feeds tab.
4. Choose layout option #4, fill in the data similar to that shown below and save.



5. Left click on step 3.1. Create a name for the category (if multiple RSS links are to be added to the site) under the Add Category tab and save. Example: Real Estate News.
6. Preview the website, left click the Additional link on the website, left click the Wall St. Journal link and the framed in RSS page will appear. (Sample below.) Copy the link.



7. Go to step 3.1 of the Agent Website Administration tool and left click the Additional Link tab.
8. Fill in the data, similar to the sample below and save.



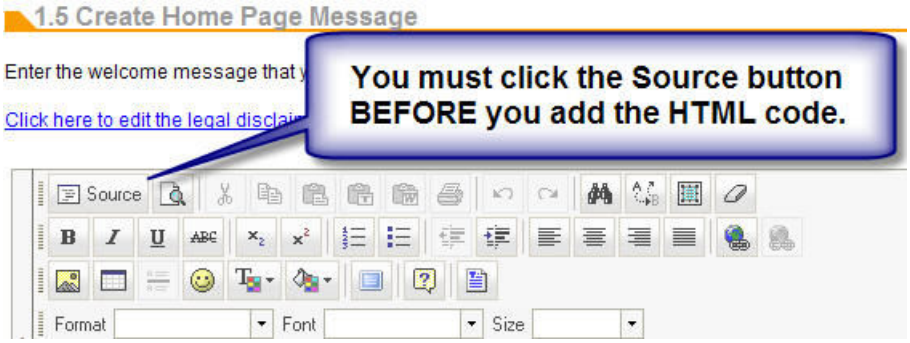
Appendix: Adding HTML Code/Widgets to Your eAgentC Site

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.

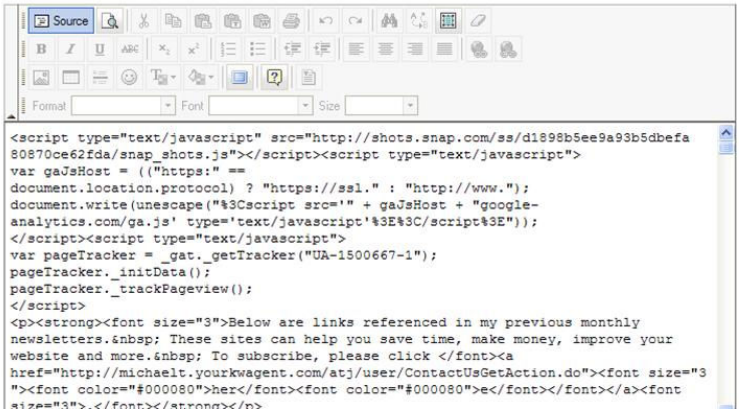
1.4 Agent Bio Page
1.5 Home Page
2.3 Focus Boxes
2.4 Edit Site Info - Google Analytics is partially setup here and on step 1.5
3.6 Testimonials
3.7 Add/Edit Pages
3.9 Add/Edit Neighborhood Pages

Steps on adding HTML Code/Widgets

1. Find the desired HTML/Widget and copy the code. Depending on the site, it may be called HTML, Source Code, Embed Code or something similar.
2. Go to the desired step (listed on pg. 1 of this manual) on the agent website admin tool.
3. The tool bar below will appear. To add the code you must left click the Source button BEFORE you add the HTML code.



4. The work space of the page will look similar to the image below.

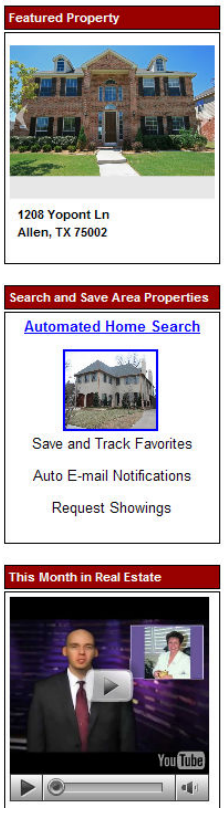


5. Place your cursor in the desired spot and paste the code. If you are unsure where to place the cursor, place it at the beginning. Save the changes and the code will appear in its final form. In most cases, you can then left click on it to center it, right align, etc.

Tip: Videos are widgets and can be embedded into your site just like any other widgets. However, if you add them to the Focus Boxes under step 2.3 you need to adjust the Width to 180 and the Height to 185 in two spots of the HTML code for the video. Below is an example:

<object **width="480" height="385"**><param name="movie" value="http://www.youtube.com/p/70FB5BC074D3E360&hl=en_US&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/p/70FB5BC074D3E360&hl=en_US&fs=1" type="application/x-shockwave-flash" **width="480" height="385"** allowscriptaccess="always" allowfullscreen="true"></embed></object>

Steps on Adding Video to Step 2.3 (Focus Boxes)



1. Click the source button, paste the video code and make your changes. Save Your Changes.
2. Choose your new focus box from the dropdown.
3. Choose your focus box layout (if you haven't already done so), preview your site and the video will look something like the example to your left.

SEO Checklist: A Guide to Help You Remember What to Do

Courtesy of KWRI

_____Selecting Your Keywords

Niche to get rich

List your 3 long tail keywords that describe your target neighborhood:

_____, _____, _____

Choose a keyword that represents your local area you service:

_____

_____Getting Relevance

Letting Google know you're serious about what you do.

Create a Google account. Go to www.google.com create a new Google account.

_____Branding your Web Presence

Breaking Away from the Herd

Go to **1.1 Edit Domain Info** in the Agent Website Administration
Buy your domain name. Click the to access the **kw domain store.**
Configure your **CNAME.** Click the to redirect your CNAME.
Add your new domain name to the Agent Website Administration Tool.
Register your website with Google. Go to the **Google Webmaster Tools** http://www.google.com/webmasters. (You will need to be logged into your Google account to access these tools.)

Register your sitemap with Google. Go to the **Google Webmaster Tools**: https://www.google.com/webmasters

_____Leveraging Your Keywords

Enter your keywords in targeted areas on your website.

Go to **2.4 Edit Site Info.** in the **Agent Website Administration Tool** and enter your keywords in the following site info fields:

- Page title
- Meta description
- Meta keywords

Go to **1.5 Create Your Homepage Message** in the Agent Website Administration Tool and enter your keywords strategically. (www.cecilprovost.com and www.charlottehousehunter.com)

_____Enhancing Your Relevance

Strategically position your ranking on search engines.

Go to **3.7 Add/Edit Page** in the Agent Website Administration Tool and create a new page for your custom IDX.
Go to **3.10 eAgentC Blog and RSS Feeds** in the Agent Website Administration Tool and create your blog. Include your keywords and add a link to your website.
Publish a new blog post.

Go here for more information on Google Webmaster tools: http://images.kw.com/atj/static/core_images/Webmaster-how-to.pdf.

_____SEO Tracking and Reporting Tools

Website Grader: http://Website.grader.com
Google Website Optimizer: www.google.com/websiteoptimizer
Google Analytics: www.google.com/analytics
Compete: www.compete.com
Mint: www.haveamint.com
SEO for Firefox: http://tools.seobook.com/firefox/seo-for-firefox.html
SEMRush: www.semrush.com
Sharethis: www.sharethis.com

_____Keyword Search Tools

AOL Hot Searches: http://hotsearches.aol.com/
ASK IQ: http://about.ask.com/en/docs/iq/iq.shtml
Dogpile Search Spy: http://www.dogpile.com/dogpile/ws/searchspy/qcat=Web/_iceUrlFlag=11?_IceUrl=true
Google Trends: http://www.google.com/trends
Google Zeitgeist: http://www.google.com/intl/en/press/zeitgeist/index.html
Lycos 50: http://www.lycos.com/
Live Search xRank: http://search.live.com/xrank/
Yahoo Buzz Index: http://buzz.yahoo.com/

Follow Up Information

1. The full eAgentC website training manual is available for download from the home page of the Agent Website Administration Tool.

2. If something is not working properly on the website, please check with your office tech coordinator, check **answers.kw.com** and if necessary contact support@kw.com.

3. If you wish something could be added to the site, please send your request to wishlist@kw.com

4. To see some sample KW Website Enhancements from around the country and obtain valuable information for your business, please go to MichaelTritthart.com. **NOTE: I do offer to enhance your KW Website for a fee. Please contact me via MichaelTritthart.com for details and pricing.**

5. Once your site is built, focus your energy and efforts on marketing your site to generate activity/leads from your site.

6. 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 Today!

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