# Building an Effective Website

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

Note: The manual is designed to be a step-by-step, practical guide to enhancing the eAgentC website for PC users. Steps below will 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 (Firefox is suggested) and go to KW.com.
2. At the bottom, log in with a KW associate Username and Password.
3. Look at the eEdge Control Panel in the middle of the screen.
4. Click the + sign next to myMarketing and then left click Manage eAgentC Website. First screen below.
5. The next screen shows the work page for the eAgentC template.
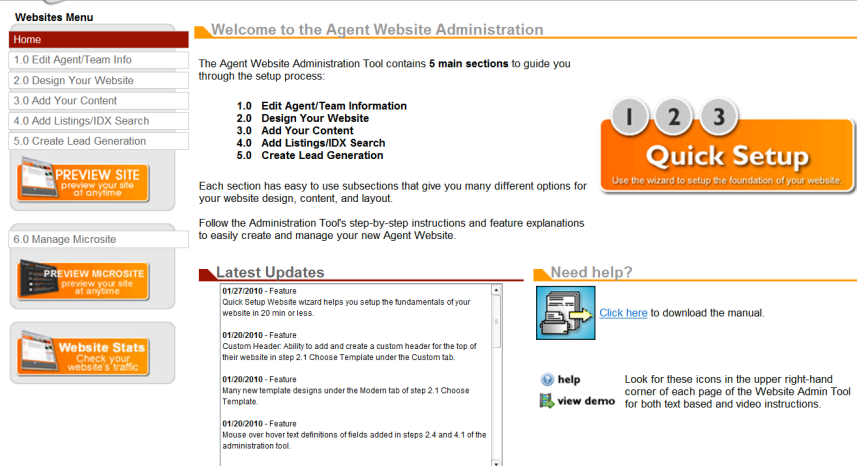
2.4 Edit Site Info and Google Analytics Setup

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

Banner/Header Text

Website Title	Michael Tritthart 469 693
Tagline	Technology Training to
Display KW Logo	⦿ Yes ◯ No

Hosting

Site Name

http:// michaelt .YourKWagent.com *

Website Status   ⦿ Active ◯ Disabled

Website to Display   ⦿ eAgentC Template
      ◯ Alternate

Alternate Website

Location

Website Country   United States ▾

Licensed in
- Alabama
- Alaska
- Alberta
- Arizona
- Arkansas

(ctrl-click to select multiple)

Broker/Team Information

Your Broker Name   Technology Training to

Display Agent/Team Photo on Home Page   ⦿ Yes ◯ No

Search Engine Optimization

Page Title   Technology Training for

Meta Tag Description
```
Michael is an experienced
trainer of REALTORS and their
assistants.  His lead
```

Meta Tag Keywords
```
realtor, real estate, MCE,
technology, training,
continuing education, plano,
```

Google Analytics Tracking Id   UA-1500667-1
What's this?

Google Webmaster Account Id   hI3CvSArYLSnWixFH47
What's this?

Optional Element Displays

Display Quick Search	◯ Yes ⦿ No
Display Site Updated Date (below legal text)	⦿ Yes ◯ No
Display J.D. Power Award	⦿ Yes ◯ No
Display NAR Logo	◯ Yes ⦿ No
Display Trulia local info box on property search page? (US only)	◯ Yes ⦿ No
Display CMA estimate from Zillow and CyberHomes? (US only)	◯ Yes ⦿

> Optional items to turn off and on. List may vary and you choose what you would like to show.
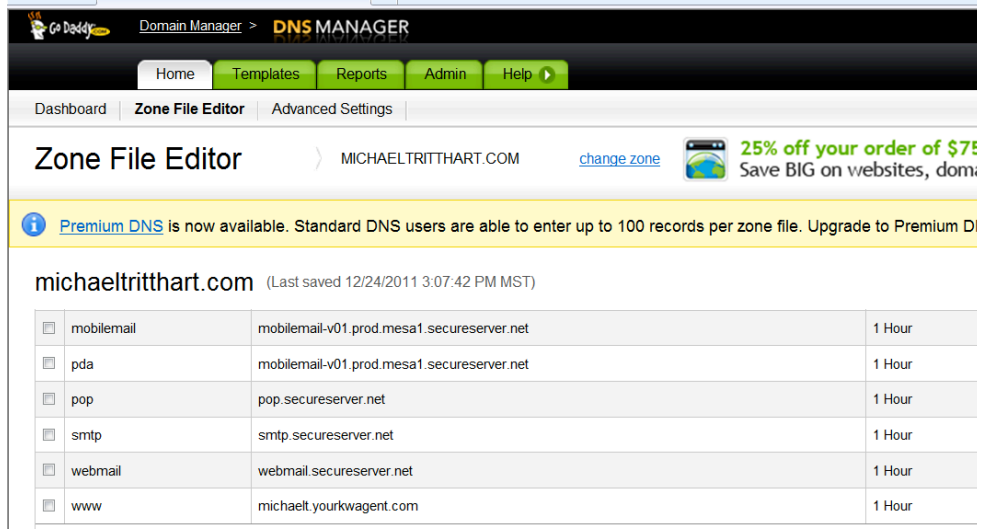
Edit Domain Name

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.
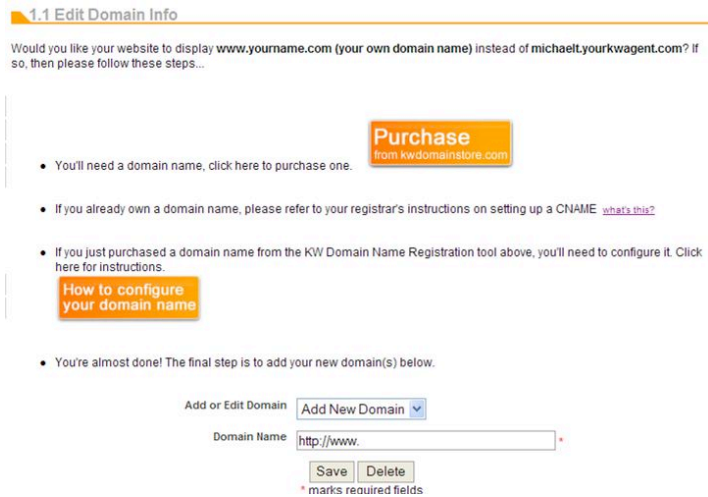
3. If you purchased a domain name from KWDomainStore.com you can configure **www.yourname.com (your own domain name)** to show instead of **yourname.yourkwagent.com.** This is a CNAME record. The purpose is to help market the sites, rank in search engine results, load into analytic tracking tools and more. Follow the steps on 1.1 to achieve this.
4. *Need to see a video on this***? Go to MichaelTritthart.com and click on the eAgentC logo. You will find a link to video outlining the steps below.**
5. *HUGE STEP!!!!* The key to all of it, regardless of the domain company is to make sure that your website name ex. http://www.michaeltritthart.com is loaded to the bottom of step 1.1. It will not work properly unless this is done.

   GoDaddy CNAME Setup Steps
6. Login in to Godaddy and left click the **My Account** button in the top left. Then left click the launch button on the **Domain** line.
7. On the screen that comes up left click on the domain name that you want to set up and it will open to a settings screen. Scroll to the DNS Manager section in the middle of the screen and left click the Launch link.
8. On the screen that appears, scroll to the bottom of the CNAME section and look for the line that starts with www. Leave the www alone but change the **@** and replace it with your .yourkwagent.com name. Ex. Michaelt.yourkwagent.com See the last line in the screen shot below. **Don't** put the purchased Domain name here!!
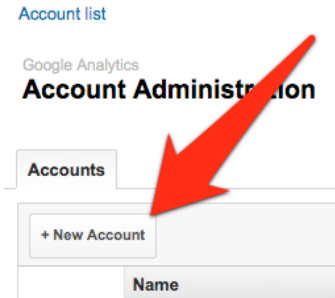
9. Left click Save Zone File to save it and you are **Almost Done**!

10. Left click the GoDaddy icon in the top left corner of the black toolbar. Go back to the domain name like you did previously.

11. Then move your cursor to the **Green Arrow** (image below) and left click forward domain. Forward the purchased domain name to the www.version of the name. You DO NOT want to forward with masking. Example: michaeltritthart.com forwards to *www.*MichaelTritthart.com.

    As long as Step #5 above has been completed then the domain name will work. The www. version should work very quickly. The forwarding to the www. version should take about an hour.
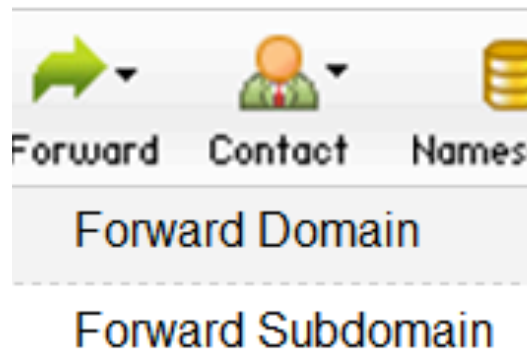
2.4 Continued - Setting up Google Analytics

1. Create a FREE Google.com account.
2. **NEED A STEP-BY-STEP VIDEO? Go to MichaelTritthart.com and click on the eAgentC logo.**
3. Once activated, go to Google.com/analytics, log in and click the home icon button.
4. Then click the admin button in the top right of the screen.
5. On the next screen you will click the New Account button and the screenshot below appears.

Account list

Google Analytics
Account Administration

Accounts

+ New Account

Name

6. Make sure to use the http://www.examplename.com that was set up with your domain.

7. Once created correctly, left click the blue Get Tracking ID button at the bottom and you will see a green SUCCESS button appear. Then look for the **UA Tracking Code** on the page. See below.

8. Copy the UA Tracking Code, keep the Google page open, in a new internet browser 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.

9. Go back to the Google analytics website, scroll down to the bottom, left click on save. It should say Success. Click the House Icon (Home) to view the dashboard results screen. Analytics will start to show the results 24 hrs. later.

10. NOTE: You can install additional websites under the same Analytics account.

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.

1. Go to http://www.google.com/webmasters/ and sign in.
2. **NEED A STEP-BY-STEP VIDEO? Go to MichaelTritthart.com and click on the eAgentC logo.**
3. To install this feature you will click the red **Add a Site** button and use http://www.examplename.com.
4. Left click the **alternate methods** tab and choose to verify the site with the **add a Meta tag to your site's home page** option. You will be shown a code. Starting from the right hand side of the code, copy the code after content, between the quotes. See the example.

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. Your browser may make you copy the full line of text, make sure you only save the highlighted part in the screenshot above.

TIP: Once the site is verified, take the time to set up a sitemap so Google can view all pages on your site. Click on **Site Maps, 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.
6. TIME SAVING TIP!!!! You can log directly into the Wolfnet back office on MLSFinder.com by going to step 4.4 of eAgentC. Once of course your IDX link is set up. See the image below.
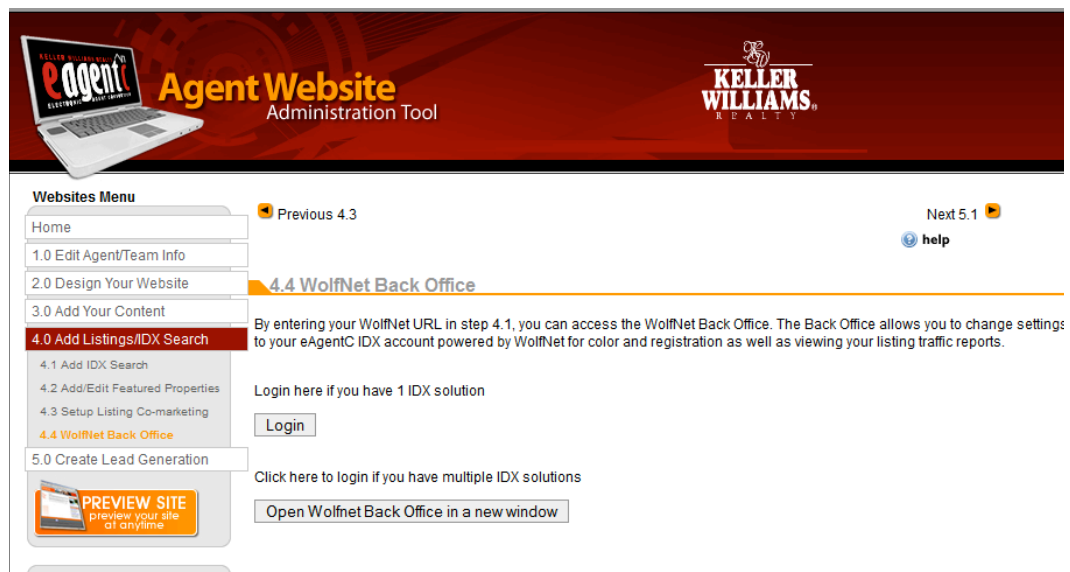
NOTE: you have the ability to use the eEdge IDX from Market Leader on the eAgentC sites instead of Wolfnet. Set up is slightly different and taught later in this session. You still want to activate Wolfnet even if you don't plan to use it on your website; as it will power up the KW Mobile App.

2.1   Choose Template

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

2.1 Choose Template

| KW Colors | Landscape | Homes | Modern | Top Navigation | Commercial | Canadian | **Custom** |

Choose the website template that best suits your branded image. You may change templates as often as you like, and your website will be updated instantly. Any previous formatting and information entered will be saved in the new template.

The template(s) below allow you to upload a header image of your choice. The header image is 965w x 220h. You have the choice of either uploading one that size or using the image cropper below to make an image that size. After you have selected and uploaded an image. Use the tool bar to edit it. Use the "Crop button" ( ) to select the portion of your image to be saved and used as your website header image. (The header image you choose will only work when using templates under the Custom Tab.)
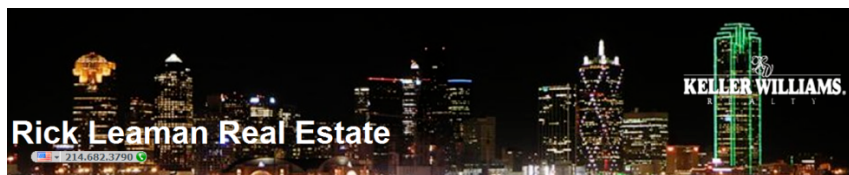
Custom Header Image

This image is what you are currently using as your header image. If you wish to change it, click the edit button below and upload a new image.
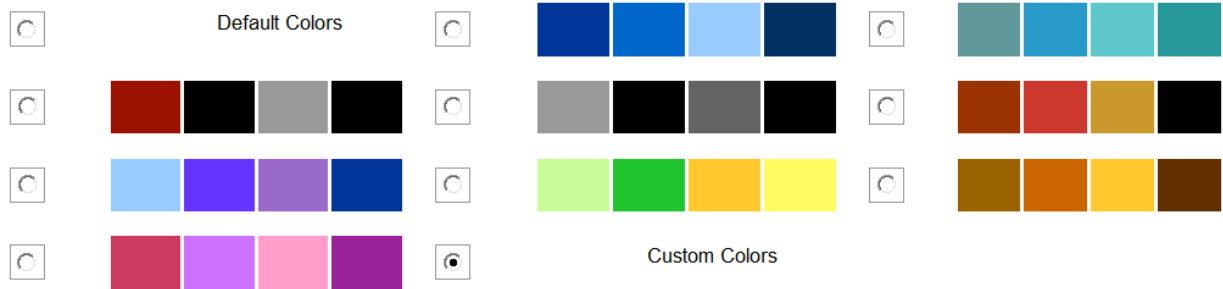
Edit Image

Examples

2.2   Choose Style, Font & Color

Current Font Cursive ▾   **Font Size** 14 ▾

The color scheme you select will apply to page background color, focus box header color, font color, and border color in the order that is shown. Default Colors vary depending on the Template choice made in Section 2.1. Please reference the preview of that template for its Default Colors.

○   Default Colors   ○   ▮▮▮▮   ○   ▮▮▮▮

○   ▮▮▮▮   ○   ▮▮▮▮   ○   ▮▮▮▮

○   ▮▮▮▮   ○   ▮▮▮▮   ○   ▮▮▮▮

○   ▮▮▮▮   ⦿   Custom Colors

For Custom Colors, click on the color box to change its color. The color scheme you select will apply to page background color, focus box header color, font color, and border color in the order that is shown.

▮▮▮▮

Save

If you choose custom colors then you have the ability to mix and match the colors.

NOTE:

You have the ability to edit your eAgentC site with CSS (Cascading Styles Sheets). This allows the user to design a very unique looking site, but some knowledge of CSS is required and this is a technical process.

Click the eAgentc button on the homepage of MichaelTritthart.com to access a free style sheet that will help improve the look of your site on Google Chrome and more.

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.

Add or Edit	Add New Link
Title	Connect Utilities Online *
Parent Category	Select Category
Destination	● New Window ○ Same Window
Publish	● Yes ○ No
URL	http://whitefence.com/ *
	Be sure to add the desired protocol (eg. http:// or https://)
Description	Dallas Ft. Worth Utility Hooku

Save Delete
* marks required fields

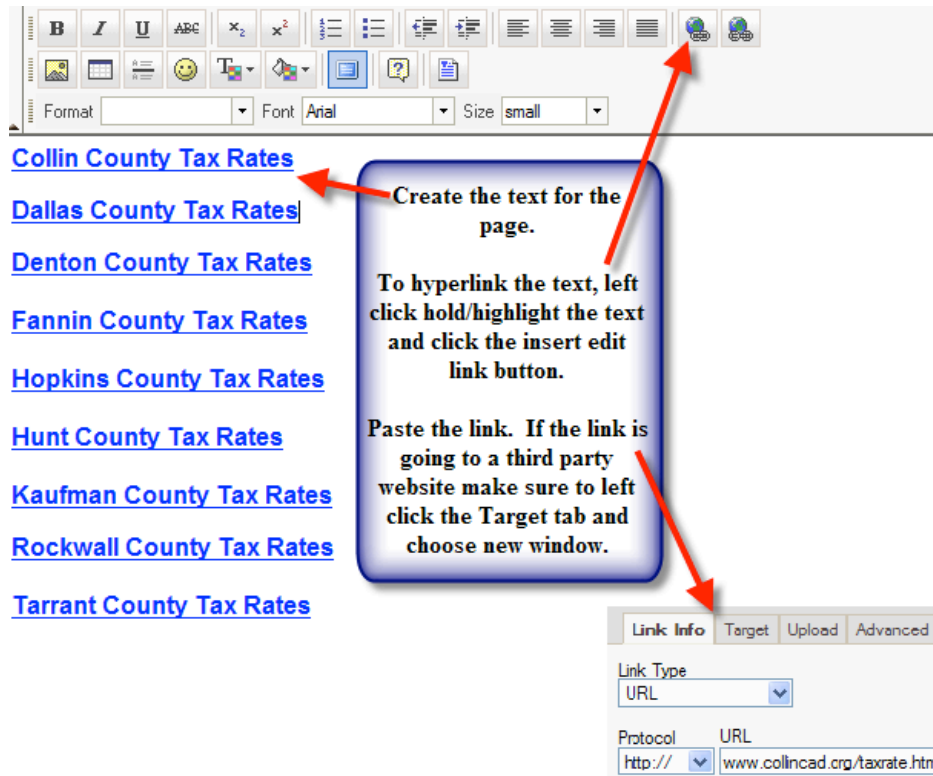Category does not have to be selected. Choose this only if there are multiple links that would fit under one category.

If the link goes to another website, go New Window. Same Window if it stays on your site.

Paste the link and describe the link with keywords.

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. <u>There is no limit to the amount of pages that can be added.</u> 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.

Collin County Tax Rates

Dallas County Tax Rates

Denton County Tax Rates

Fannin County Tax Rates

Hopkins County Tax Rates

Hunt County Tax Rates

Kaufman County Tax Rates

Rockwall County Tax Rates

Tarrant County Tax Rates

Create the text for the page.

To hyperlink the text, left click hold/highlight the text and click the insert edit link button.

Paste the link. If the link is going to a third party website make sure to left click the Target tab and choose new window.

Link Info | Target | Upload | Advanced

Link Type
URL

Protocol   URL
http://   www.collincad.org/taxrate.htm

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.

TIP: You can frame in a Wordpress blog to your eAgentC site (image on next page) with the steps below.

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.
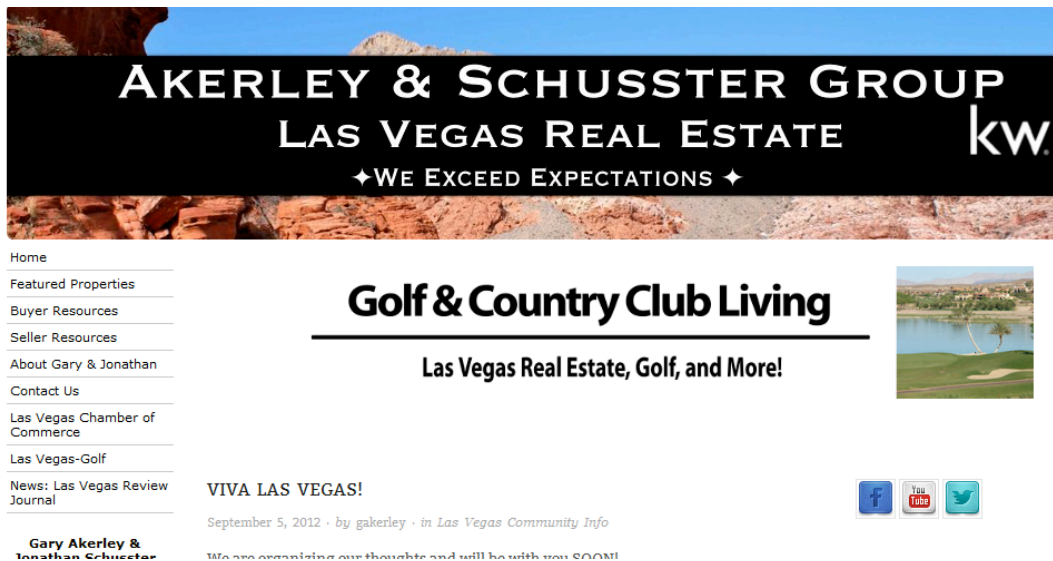
Steps on linking a new page to 1.5(your home page)

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. **Haven't created a photo or text on 1.5 yet? Follow the steps on the next page of the handout.**

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. Choosing a "0" around a hyperlinked photo will also remove the blue photo border.** Left click OK. The following box will appear.
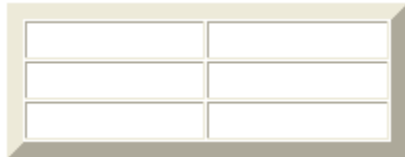
4. Type the desired text into each cell. Left click/hold, highlight the cells and right click in one of the cells. Go to cell/cell properties. Left click on the select button for the Background Color, choose a color and click ok.

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. Each photo below is 185x475.

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.
TIP: Go to MichaelTritthart.com, Sites for Your Business, Useful Websites, RSS Feeds for Real Estate for suggested links.

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.
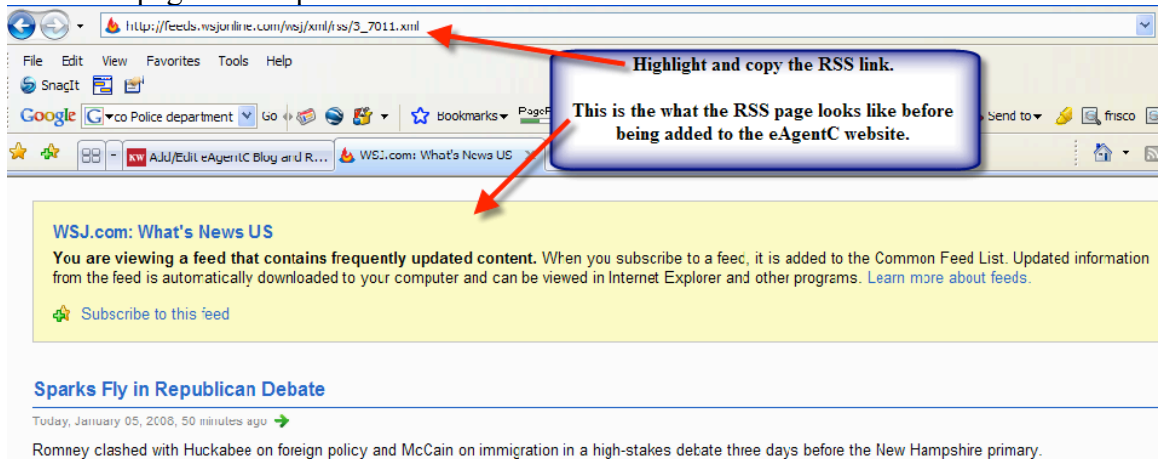
3. Go to the Agent Website Administration Tool, left click on step 3.10 and left click the Add/Edit RSS Feeds tab.

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. **TIP:** For better SEO, you can skip this step and add the links directly to 3.1. Ex. "News-Mashable" on MichaelTritthart.com.
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.
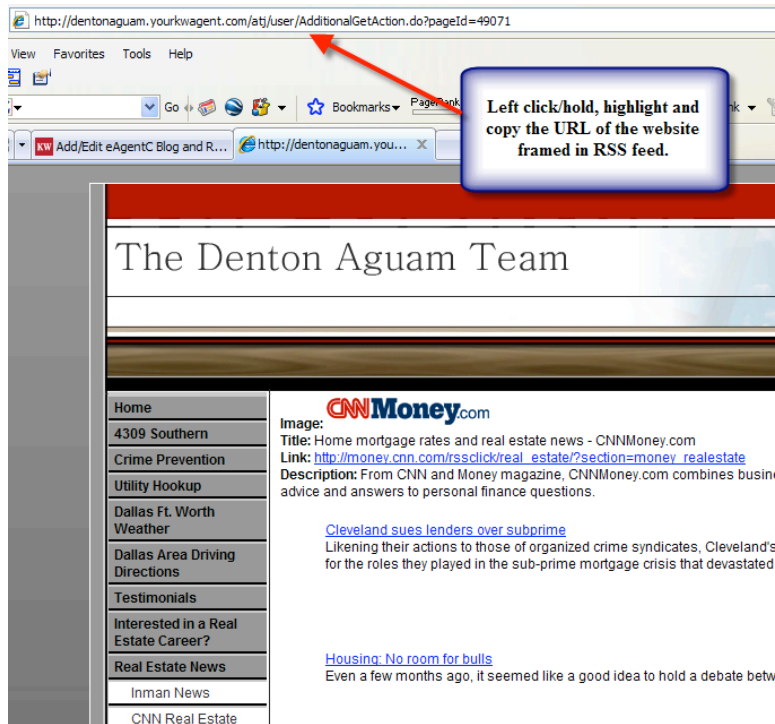
7. Go to step 3.1 of the Agent Website Administration tool and left click the Additional Link tab.
8. Fill in the data, similar to the sample below and save.
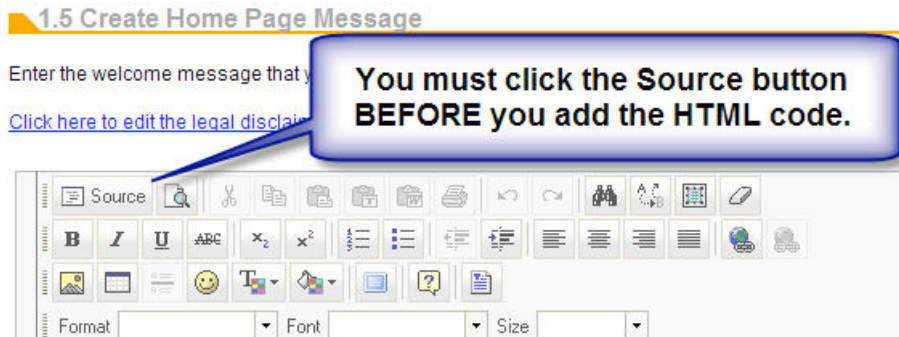
Appendix: Adding HTML Code/Widgets to Your eAgentC Site

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
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 workspace 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.

<divclass="vzaar_media_player"><objectdata="http://view.vzaar.com/1128635/flashplayer" height="432" id="video" type="application/x-shockwave-flash" width="768"><param name="allowFullScreen" value="true" /><paramname="movie" value="http://view.vzaar.com/1128635/flashplayer" /><param name="flashvars" value="showplaybutton=rollover&border=none" /><param name="allowScriptAccess" value="always" /><param name="wmode" value="transparent" /><video controls height="432" id="vzvid" onclick="this.play();" poster="http://view.vzaar.com/1128635/image" preload="none" src="http://view.vzaar.com/1128635/video" width="768"></video></object></div>

Tip: Videos are widgets and can be embedded into your site just like any other widgets. However, if you add the video to your home page it can be any size you want it to be; as long as the width is less than 800. If you want to add 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. The Width can be 220 and Height 185 if the boxes are horizontal. Below is an example:

Steps on Adding Video to Step 2.3 (Focus Boxes)
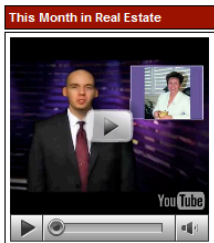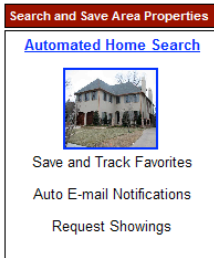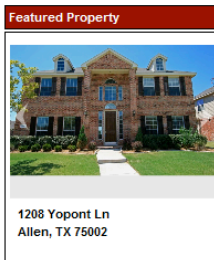
1. Find the desired code for videos or widgets, copy the code.

2. Go to step 2.3, choose Custom Focus Boxes and name the box. This name will appear on your website.

3. Click the source button, paste the code and make your changes. Save your changes.

4. Choose your new focus box from the dropdown under Manage Focus Boxes.

5. Choose your focus box layout (if you haven't already done so) under Page Layout, preview your site and the video will look something like the example to your left.

TIP: I have multiple videos and widgets of value on MichaelTritthart.com under Sites for Your Business, Useful Websites. One of these is *"This Month in Real Estate."* Copy the video code on my website and the video will update *automatically each month.*

2.3 Custom Focus Box Creation

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 Search Saver box. Use the concepts learned to create any type of focus box.

1. Once the Wolfnet IDX link is active, there will also be a Search Saver 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 Search Saver and the page link will come up. Copy that link.


3. Go to step 2.3 and click on the Custom Focus Box Tab. Create a Focus Box similar to the one shown below.
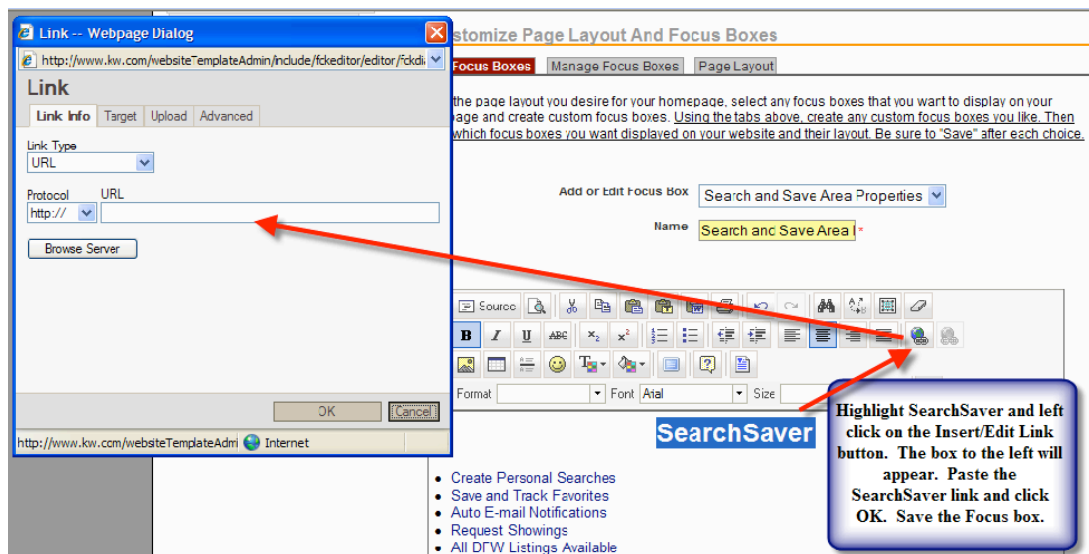
4. Left click and highlight Search Saver. Left click on the Insert/Edit Link button. A Link Box appears. Paste the Search Saver link in there. A suggestion is to then left click on Target and choose New Window from the drop down. The link will open in a new window when clients use it. Left click the OK button to save the changes.
5. Add an image to the box to make it more attractive. **The photos must be loaded into step 1.3** and can be pulled into the focus box by left clicking the Insert/Edit Image button.
6. Save the Focus Box and make it visible in the Manage Focus Box tab on 2.3
7. Choose Page Layout on 2.3 for the desired Focus Box layout.

Find Your Dream Home - Focus Box Examples
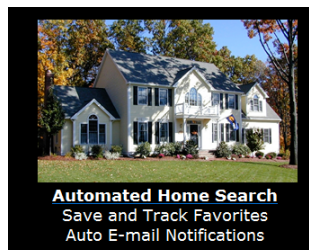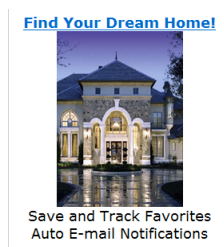
2.3 Quick Search Links Focus Box

Quick Search links provide an easy, valuable search option for your consumer. They can be constructed based on various criteria, city, zip code, price, property type, foreclosures, etc. The example is for city links.

Quick Search Links

Arlington Listings
$0-$300K $300K-$400K
$400K-$500K $500K-$600K
$600K-$700K $700K-$800K
$800K-$900K $900K & Up

D.C. Listings
$0-$300K $300K-$400K
$400K-$500K $500K-$600K
$600K-$700K $700K-$800K
$800K-$900K $900K & Up

Falls Church Listings
$0-$300K $300K-$400K
$400K-$500K $500K-$600K
$600K-$700K $700K-$800K
$800K-$900K $900K & Up

1. Go to step 2.3 and type your desired text into a focus box and save. Don't worry about the hyperlinks yet.

2. In another browser screen or tab, go to MLSFinder.com (Wolfnet), login and navigate to URL Search Builder on the left hand navigation.

3. Create your desired search criteria (ex. Arlington VA, $0-300,000, single family homes). A search URL link will be created at the top of the page. Copy that link.

4. Go back to the quick search focus box on step 2.3, left click, hold and highlight the text that will be hyperlinked. Left click the insert/edit link button on the toolbar. A box will appear, paste the link in the URL bar, left click the target tab and choose new window from the drop down. Click ok on the box and save the focus box.

5. On step 2.3, manage focus boxes tab, choose Quick Search links from one of the box drop downs and save. Preview the site and double check to make sure the link is working properly. Repeat the process for all of the links and save.

Suggested Tip: In MLSFinder.com (Wolfnet) go to Site Login Options to adjust your lead capture settings. Doing so will improve your lead capture percentage. A suggested range is 1-3.

****Additional Tip Using Your eEdge Search Tools****

This same feature can be accomplished by using your eEdge search results. Just run the desired search on your eEdge site and then hyperlink it to the desired spot on the eAgentC site.

Note: If you desire to do this, you should remove all Wolfnet links from the eAgentC website in multiple spots and replace the search tools and links with the Market Leader IDX. Steps on removing Wolfnet are listed on the following pages.

Creating an eEdge-eAgentC Hybrid Site

Many agents are removing the Wolfnet functions and other lead capture links on eAgentC and replacing them with lead capture landing pages on eEdge. Below are some tips if you would like to do this.

1. The overall structure of your eAgentC websites can stay the same, but you would need to remove locations where Wolfnet would appear. Such as the following:

    (a) Step 3.1 Uncheck Property Search, What's My Home Worth, Featured Properties and save. You would then create new hyperlinks to those topics using your eEdge pages on step 3.1 additional link. Make sure they open as new pages.

    (b) On step 4.1 KEEP the Wolfnet link active here because it will power up the KW Mobile app. You just need to hide the Property Search above.

    (c) Step 2.4 Hide the Quick Search Box.

    (d) Remove any links in the focus boxes on step 2.3 that link to Wolfnet results. Such as the quick search links on the previous page. They could be redone using the eEdge results.

    (e) Do the same for any links that you have on step 1.5 (home page) or step 3.7 (interior pages)

2. You can choose to have the hyperlinks going from eAgentC to eEdge set up as same window (replacing eAgentC) or as a new window (in addition to eAgentC, not replacing it). My personal choice is new window.

3. Every page on eEdge (search result, the sell tab with What's My Home Worth on it, etc.) has a unique link. Very easy in eEdge to run the Quick Search results mentioned on the previous page and link them to eAgentC.

4. The eEdge search results also contain a link to view the results by map. This is a great option to link to for your home page (1.5) or a focus box (2.3). Same goes for foreclosure and short sale searches (if your MLS provides that search data to your eEdge search results.)

Creating an eEdge-eAgentC Hybrid Site (Pro Users Only)

Go to **MichaelTritthart.com** and click the eEdge logo at the bottom of the screen.

On this page I have added many tips and tricks picked up other eEdge users, and some that I have found as well.

Scroll to where you see the following code and directions:

- **Add the Market Leader Professional Widget and a Market Insider Image (with hyperlink) to Your eAgentC Website Homepage**
  It will look like http://www.brandonwatkins.com/

1. Go to step 1.5, click the source button and add the code below.
2. Change the widget code (the webcapture one) highlighted below to your code from your Market Leader Professional widget settings.
3. Get out of source mode, save your changes. While working in normal, non-source mode, insert your cursor into the right hand side cell of the table. Click the insert/edit image and add your photo. Make sure it is the correct size and it is tagged with your desired description. Also hyperlink it to the desired page. Brandon has it linked to his Market Insider page.
4. Save and preview your changes. Make adjustments to photo size if necessary. I will also suggest saving the market insider photo as a photo to your desktop, loading it into step 1.3 and replacing the current photo with your version on step 1.5. It will look the same but you will be pulling the photo from your 1.3 photo library. Better SEO.

```
<table cellspacing="1" cellpadding="1" border="0" align="center" width="200">
    <tbody>
        <tr>
            <td><script src="http://www.rockinhomedeals.com/webcapture/" type="text/javascript"></script></td>
            <td><a href="http://www.rockinhomedeals.com/mimarket/zip/75093/" target="_blank"><img border="0" width="280" height="238" src="http://images.kw.com
/agent_photos/0/1/1/011076//library/market_insider_draft1_1311780573782.jpg" alt="The Market Insider for North Texas" /></a><br />
            <div style="text-align: center"><span style="font-size: xx-small">Community Resources and Information</span></div>
            </td>
        </tr>
    </tbody>
</table>
```

Follow those steps, changing the areas highlighted in yellow to your data. As a Pro user, your data can be found on the Search Widget link of your eEdge, Admin, Website page.

Doing this step will create the following boxes on your eAgentC website homepage:

TIP for NON Pro Users:

1. Create an image of the Search Homes Box and load it into step 1.3. Do the same for What's My Home Worth, foreclosure, a map search or something else.

2. Go to step 1.5 and create a box of 1 row, 2 columns and 0 border. Choose to center it.

3. In each cell add the desired image and link it to the desired eEdge page. Set it to open as a new window. Save your changes and preview.

4. You can have the same look of the Search Homes widget, but it will open on a hyperlink to your eEdge site instead. The same goes for the image next to it.

Search Homes for Sale   Search Santa Fe Properties by Map
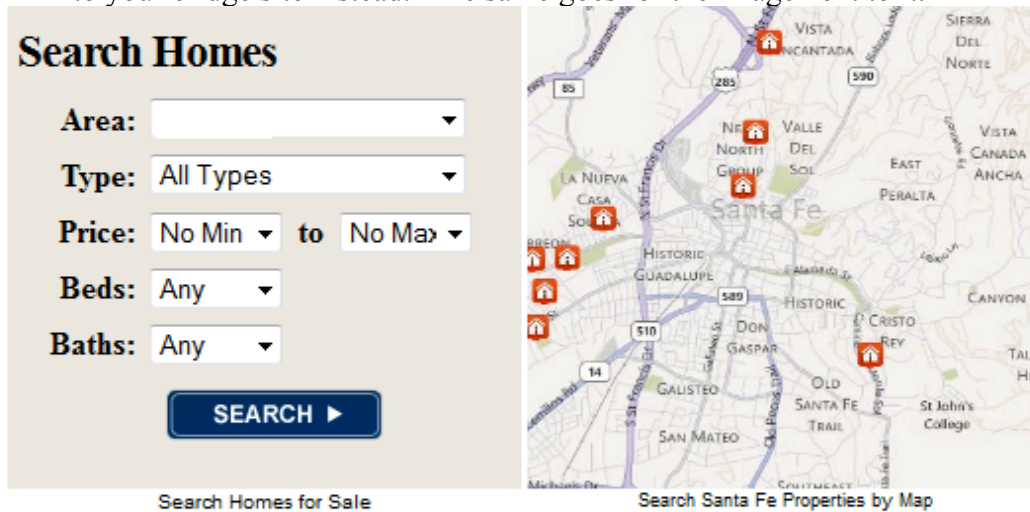
Additional steps for eAgentc
1.3 Photos for website use are added here. Max is 50 photos.
1.4 Bio page for the agent.
3.4 You can local links to your site.
3.5 Vendor information can be added here.
3.6 Testimonial information can be added.
3.8 Upload documents (ex. PDFs) to this page.
4.3 Market listings from fellow agents in your market center.

TIP: Create content on the links above, preview your site, copy the page links and you can then add them to other locations on your site.

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.

_____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
> **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
> **Google Trends:** http://www.google.com/trends

BIG TIP!!!!!!!!! One of the BEST things you can do for SEO is to submit your site to **http://howismysite.com**. Follow the directions and then submit your site to the multiple websites listed.

Follow Up Information

1. 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.

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

3. 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.**

4. **I teach a full day workshop on enhancing the sites**. Attendees have time in class to add the features while I am there. Please let me know if you think your office would be interested in this course and some of the other courses that I teach. Courses are listed on **MichaelTritthart.com**

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. You can also follow me on Twitter @Mtritt and http://www.facebook.com/MichaelTritthartTraining

Thank You for Attending the Session Today!

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