

K E L L E R W I L L I A M S R E A L T Y



# KW Tech eAgentC: Rock Your Website

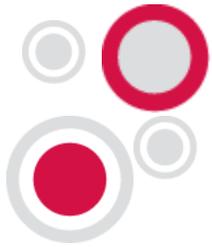
Technology Training Room Sponsored by



*Session #12T*

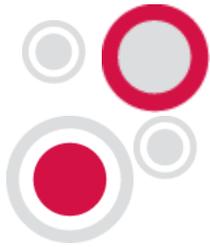


orlando fl feb 11-15 2012 [familyreunion.kw.com](http://familyreunion.kw.com)



## Presenter

- ❖ **Michael Tritthart - Plano TX Market Center**
- ❖ **KWRI Master Faculty – eEdge Instructor**
- ❖ **Webmaster – Over 4,500 KW eAgentC and eEdge websites enhanced**
- ❖ **Investor in Little Rock, AR & Fairfax, VA MCs**
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- ❖ **[Facebook.com/technologytidbits](https://facebook.com/technologytidbits)**
- ❖ **[mtritthart.wordpress.com](http://mtritthart.wordpress.com)**



# Today's Giveaway

Download my eAgentC **step by step** website training manual by clicking the Family Reunion link on [Michael Tritthart.com](http://MichaelTritthart.com)



- Home
- Contact
- About Me
- Michael's eAgentC Blog
- News-Media
- News-Media
- You Need a Website?
- '12 Family Reunion Manuals

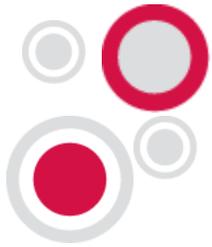


Tech Training Calendar

## February Training

Join me in Orlando FL, Addison, Dallas, Lewisville and Plano, TX for new classes and workshops. Sneak preview of March locations at the bottom of the calendar!



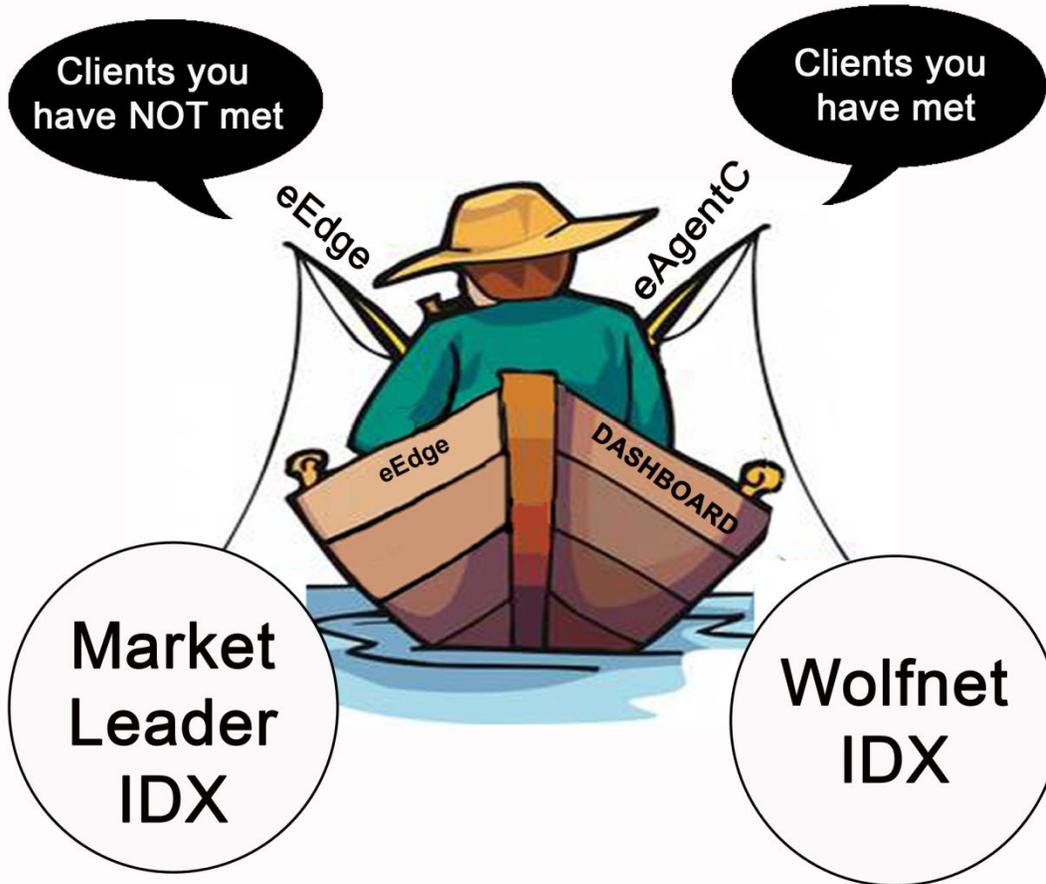


## Today's Objectives

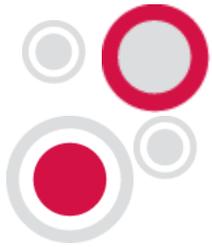
- **Why/How to Use Your eAgentC Site**
- **5 Important eAgentC Steps.  
Including Creating a Hybrid Site**



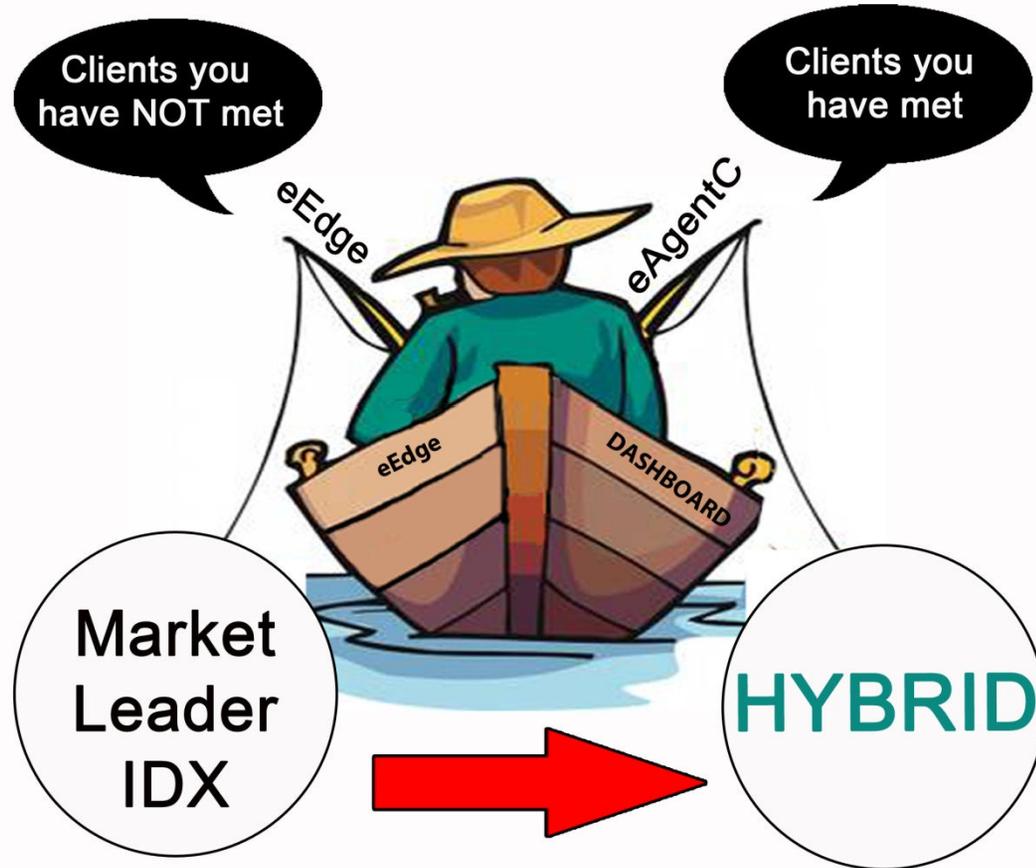
# Why eAgentC? A “normal” setup



eAgentC could instead become a niche site about a subdivision, foreclosures, military relocation etc.

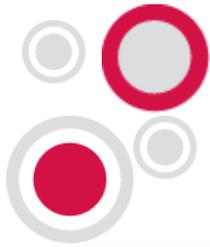


## A "hybrid" site

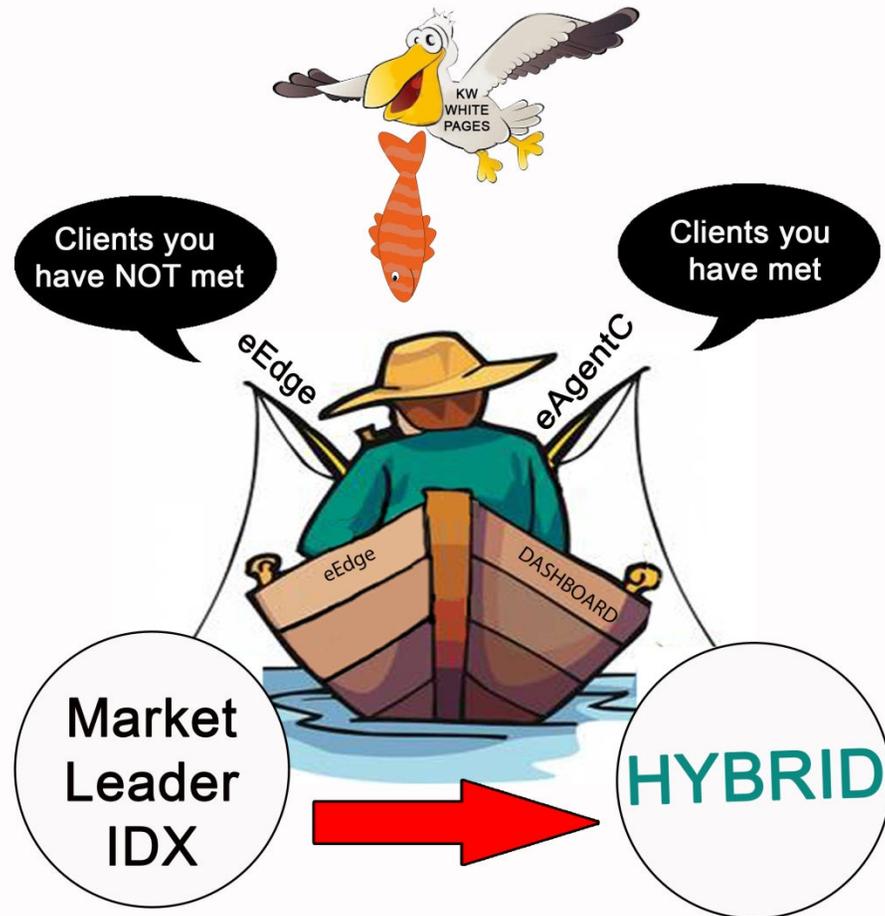


Remove the Wolfnet IDX links and use the Market Leader IDX links instead.

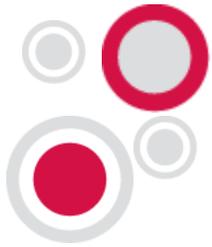
Different fishing rods, same bait.



# Don't Forget Your 3<sup>rd</sup> KW Website!

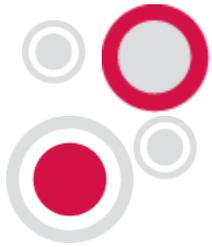


Regardless of which path you take, make sure and get your [KW white pages](#) as close to 100% as possible for more referrals opportunities



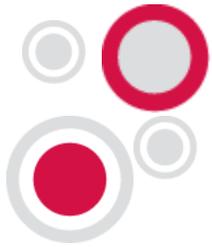
## 5 Important eAgentC Steps - #1 SEO

1. Add keywords to Step 2.4 – Page Title and Meta Tag Description. Google Search [the best keyword search tools in 2012.](#)
2. Set up your CNAME with your domain company. [Example Script](#)
3. Set up Google Analytics and Webmaster.
4. Submit to [HowIsMySite.com.](#)
5. Step by Step in my training manual.



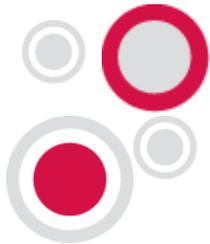
## 5 Important eAgentC Steps - #2 Brand

1. Customize the look with a new banner on step 2.1.
2. Use [iStockPhoto.com](https://www.iStock.com), [Shutterstock.com](https://www.shutterstock.com), [Fiverr.com](https://www.fiverr.com), etc to achieve your new look.
3. Customize the colors on step 2.2.
4. On step 2.4 remove the Quick Search Box and set the primary website for view on KW.com.
5. Step by Step in my training manual.



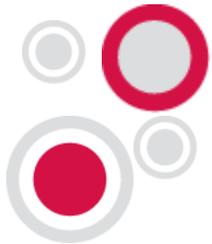
## 5 Important eAgentC Steps - #3 Content

1. Videos/HTML (ex. Google Maps) can be added to steps 1.4, 1.5, 2.3, 3.6, 3.7, 3.10.
2. Unlimited pages can be added on 3.7 then linked to 1.5, 2.3, other 3.7 pages and more.
3. RSS feeds (free data) can be added to step 3.10.
4. Niche topics: Divorce, Short Sales, Foreclosure.
5. Hey, guess what? Step by Step in my training manual.



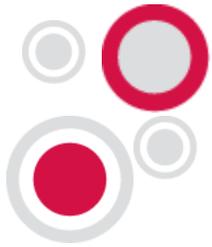
## 5 Important eAgentC Steps - #4 Leads

1. Create custom searches with Wolfnet or Market Leader (Quick Searches, Foreclosure). Add to step 1.5 and/or 2.3.
2. Stickiness Ex. [Zopim.com](http://Zopim.com) – add to step 1.5 under "Click here to edit the legal disclaimer message." Click the eEdge logo on my site for directions.
3. Use custom forms from sites like Wufoo.com.
4. Think outside the box. ["Meet me for coffee."](#)
5. Step by Step in my training manual.



## 5 Important eAgentC Steps - #5 Hybrid

1. eEdge Market Leader IDX can be used on eAgentC site. Remove Wolfnet links from all parts of eAgentC, starting with 4.1.
2. Can set up links to price ranges, custom searches, map results.
3. Pro users can install the [home search widget and a market insider link](#) on step 1.5.
4. eEdge users can create a similar look on step 1.5.
5. Step by Step in my training manual.

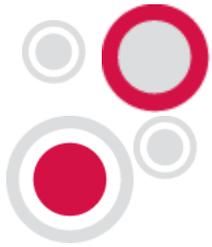


## Downloads

To download a free copy of this presentation, go to

[www.familyreunion.kw.com/downloads](http://www.familyreunion.kw.com/downloads)

or [MichaelTritthart.com](http://MichaelTritthart.com)



## Q & A Session

- I will answer as many questions as possible now.
- Meet outside the room after the session and I will answer more.
- For more sites and info about on-site training please go to [MichaelTritthart.com](http://MichaelTritthart.com)
- Thanks for being here! Enjoy Family Reunion!

# Thanks for being here!

Submit your breakout feedback electronically!



Scan the QR code (Also located on signage outside of this room)

Type in the QR ID #

Provide your feedback!

**Don't have a smartphone?**

Visit <http://familyreunion.kw.com/breakout-survey>

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