

Agent Website Administration Tool


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Introduction

Welcome to the Keller Williams Agent Website Administration Tool!

Simply follow the step-by-step instructions and the  Is for Information page explanations to easily create and manage your new KW Agent Website. You can also position your mouse over any left hand navigation to see a short description of that section.

The **Agent Website Administration Tool** contains **5 main sections** to guide you through the setup process:

- 1.0 Edit Agent/Team Information**
- 2.0 Design Your Website**
- 3.0 Add Your Content**
- 4.0 Add Listings/IDX Search**
- 5.0 Create Lead Generation**

Each section has easy to use subsections that give you many different options for your website design, content, and layout.

Website Preview



The **Preview Site** button allows you to view your website as you are creating it. Click the **Preview Site** button after making changes and/or to help you decide how you want your website to look. It is located in the left navigation pane on every screen.

Website Tool Navigation

The **Websites Menu** navigation pane, located on the left side of each Agent Website Administration Tool page, allows you to quickly access the step you need. Simply click on the main section to display the subsections' drop-down list. Click on the subsection to go directly to that page. Each subsection in the Agent Website Administration Tool allows you to navigate from one page to the next by clicking the **Next** or **Previous** buttons, which are located at the top right on each screen.



Please familiarize yourself with navigation tools listed below before you start to create your website.

Save

The **Save** button is located at the bottom of most pages. On the pages it appears, this button **MUST** be clicked to save your entered information. If you continue to the next page without clicking the **Save** button, all your information will be lost and you will need to go back and re-enter your information. *Always look for the **Update Successful** message to appear in the upper left side of the screen.*

Delete

The **Delete** button is located at the bottom of most pages. This button deletes previously saved content. *To ensure your information has been deleted, always look for the **Update Successful** message to appear in the upper left side of the screen.*

NEW Restore Default Content 

The **Restore Default Content** button is located at the bottom of certain pages. This button restores all content to the original default or preset state.

Next Page 

The **Next Page** button is located in the upper right side of each page. Click this button to take you to the next step of the Agent Website Administration Tool.

Previous Page 


The **Previous Page** button is located in the upper left side of each page. Click this button to take you to the previous step of the Agent Website Administration Tool.

Page Tabs

Some pages contain tabs. Simply click on the tab to access that particular part of the page. When the page tab is active (displaying on the current screen), the tab will appear in red. When the page tab is inactive, the tab will appear in gray.



Help

Click  when you want to get additional information about that page of the **Agent Website Administration Tool**. After clicking the **Help** button, a new window will appear on your screen containing everything you need to know to complete the page. At the top of each **Help** page, you will find the subsection title, which will be helpful when you have more than one **Help** page open at the same time. When you are through using the **Help** page, simply click the **X** in the upper right hand corner to close the page.

NEW View Demo 

Click the **View Demo** button when you want to watch a training video about the Agent Website Administration Tool.

Asterisk*

Every time you see an * (asterisk) next to the field box means that this particular field is a required field. You must complete the required field before the **Agent Website Administration Tool** will allow you to save your information.

1.0 Edit Agent/Team Info.

1.1 Edit Domain Info.

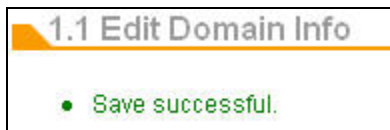
This section allows you to enter your domain information that will be associated with your website. Enter the domain name(s) you want displayed in the browser address bar instead of the default KW URL.

Add a new domain name:

1. Select the **Add New Domain** option from the **Add or Edit Domain** drop-down list.
2. Type your domain name in the **Domain Name** field.



3. Click the **Save** button to save your information. Make sure the **Save Successful** message displays on the screen when your domain information is successfully saved.



4. Click the **Next 1. 2** button to go the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.

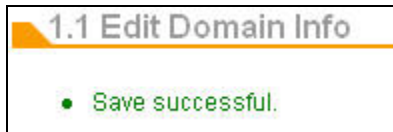
Edit a domain name:

1. Select the domain name that you want to edit from the **Add or Edit Domain** drop-down list.
2. Edit the domain name in the **Domain Name** field.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

3. Click the **Save** button to save your changes. Make sure the **Save Successful** message displays on the screen.



4. Click the **Next 1. 2** button to go the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.

1.2 Edit Contact Info.

This page allows you to enter your contact information that will be displayed on your website, so your clients can get in touch with you.

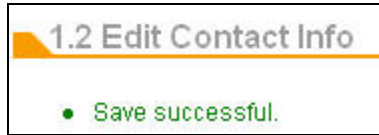
1. Enter your contact information in the appropriate fields as you want it to display on your website.

A screenshot of a web form titled "1.2 Edit Contact Info". The form contains the following fields:

- Agent Display Name (text input, marked with an asterisk)
- Email Address (text input, marked with an asterisk)
- Address Line 1 (text input)
- Address Line 2 (text input)
- City (text input)
- State/Province (dropdown menu)
- Zip/Postal Code (text input)
- Country (dropdown menu)
- Phone (text input)
- Mobile Phone (text input)
- Fax (text input)
- Pager (text input)
- Toll Free Phone (text input)
- Display Office Link (radio buttons for Yes and No, with Yes selected)
- Mortgage Lead Email (text input)

At the bottom right of the form, there is a "Save" button and a legend: "* marks required fields".

- Click the **Save** button to save your changes. Make sure the **Save Successful** message displays on the screen.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

Field	Description
Agent Display Name	Enter your name or team name, which will display on the left sidebar of your website.
Email Address	Enter the email address where you want all leads to be sent.
Address Line 1	Enter your KW or home office address, that you want displayed on your website.
Address Line 2	If needed, enter an additional line of your office address. If not needed, leave this field blank.
City	Enter the city where your KW or home office is located.
State/Province	Select your state or province of your office.*
Zip/Postal Code	Enter your office zip/postal code.
Country	Select the country where your KW or home office is located. *
Phone	Enter your main office phone number--direct or main line. Be sure to include an extension, if applicable.
Mobile Phone	Enter your mobile phone number.
Fax	Enter your office fax number.
Pager	Enter your pager number.
Toll Free Phone	Enter your toll free number. If you don't have one, leave this field blank.
Display Office Link	Choose whether or not to display a link to your Market Center's website by selecting Yes or No. This is required in some states; check with your local MLS or BOR.
Mortgage Lead Email	Enter the email address where your mortgage leads will go. This email address is gathered in the Buyer form. If a client checks the box to get pre-approved, the lead is then sent to you and copied to the email address entered in this field.

* Click on the side arrow of the drop-down list and then click on your selection.

- Click the **Next- 1.2** button to go the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.



NOTE: It is good business practice to keep your business card contact information and your Agent Website contact information the same for consistency purposes.

1.3 Manage Photo Library

You can enter up to 50 different images into your photo library for placement through out your website.

1.3 Manage Photo Library

Upload up to 50 photos into your photo library for placement throughout the rest of your site setup, describing the photo.

Select photo type:

Photo Name:

Alt Tag Text:

General Purpose

Microsite

Agent/Team

Logo

Office Logo

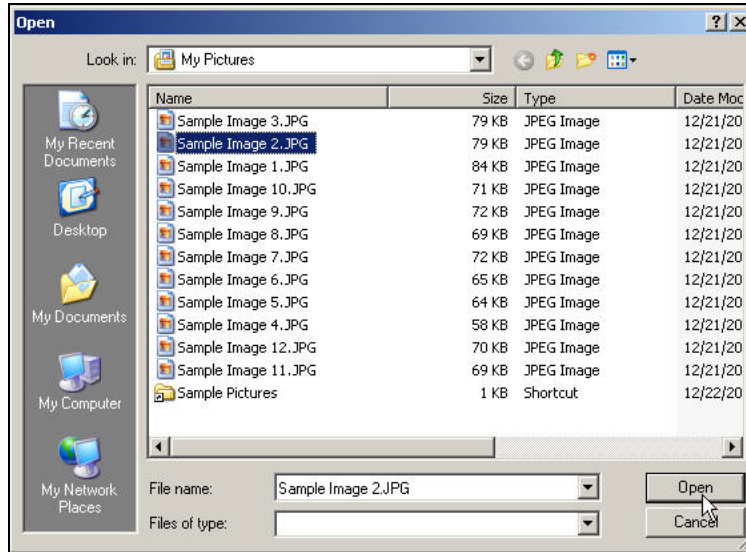
1. Complete the three fields for each photo you want to upload (50 photos max.) to your website. For detailed field descriptions see the table below.

Field	Description
Select Photo Type	<ul style="list-style-type: none"> <u>General Purpose</u> – Select this option when uploading general photos for display through out your website. NEW <u>Microsite</u> – Select this option to add an image to your microsite. <u>Agent/Team</u> - Select this option to insert your agent /team photo, which will display on the bottom center of your website's home page. <u>Logo</u> - Select this option to insert your personal or KW logo, which will display on the left sidebar of your website. <u>Office Logo</u> - Select this option to insert your office or KW logo, which will display on the left sidebar of your website.
NEW Photo Name	Enter a name for the photo that you want to upload.
NEW Alt Tag Text	Enter the text that will display by mouseover (text that appears next to your mouse pointer when you hold a computer mouse over the photo). This should be short and descriptive.

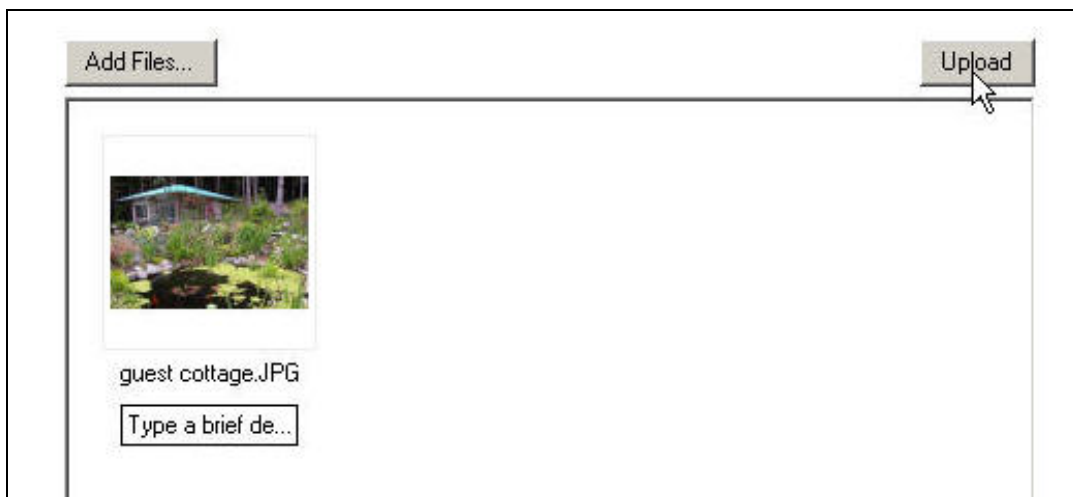
2. Click the **Add Files** button.



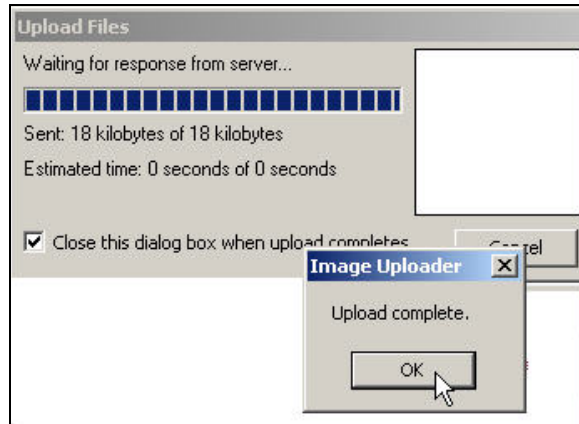
3. Locate the image (previously saved on your computer or on a disk), click on the image file to select the photo you want to include on your website, and then click the **Open** button.



4. Click the **Upload** button (located in the upper right hand of the screen) to add the image and the image description to your photo library.




- Click the **OK** button after the upload process completes and the **Image Uploader** dialog box displays.



Make sure that the **Image upload complete** message displays at the top of the screen and that the image appears in the **Current Photos** section.

Repeat steps 1-5 to add more images to your website.

Clicking the remove icon  will delete the image from your photo library. Make sure the **Save Successful** message displays at the top of the screen.

- Click **Next 1.4** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

1.4 Create Professional Resume

This Agent Website Administration Tool page gives you the opportunity to create a brief, professional resume or biography that will display all of your spectacular business attributes and will impress your clients. Your resume displays under the “About Us” section of your website. The formatting tools on this page are similar to those in MS Word.

1. Enter your information in the text box using the formatting tools as needed. Please refer to [Appendix A](#) for a detailed description of the formatting tools.
2. Click the **Save** button to save your resume. Make sure the **Save Successful** message displays at the top of the screen.
3. Click **next - 1.5** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.



Tips and Tricks:

- If you already have a bio or resume saved on your computer, you can easily use the copy and paste tools to insert this into the text box and then edit accordingly for this page.
- If you're new in real estate, you don't have to describe your work experience here. You can use this section to say what you will do for your clients. Start out with an opening statement. For example: “I am a full-time real estate consultant working with home buyers, sellers and investors in (insert your area).” “I'll guide you through the buying process, help you locate schools, provide neighborhood demographics and community services . . .”

1.5 Create Homepage Message

This page allows you to create/edit the welcome message that will appear on the homepage of your website. This section also allows you to enter a legal message, which will display on the bottom of every page on your website.



NOTE: If applicable, select the 'Click here to Edit the Legal Disclaimer Message' to post such legal information on your website. Check with your local BOR and MLS for any necessary disclaimers and information that may be required.

The formatting tools on this page are similar to those in MS Word. Please refer to [Appendix A](#) for a detailed description of the formatting tools.

1. Enter your homepage message in the text box.
2. Click the **Save** button to save your message on your homepage. Make sure the **Save Successful** message displays at the top of the screen.

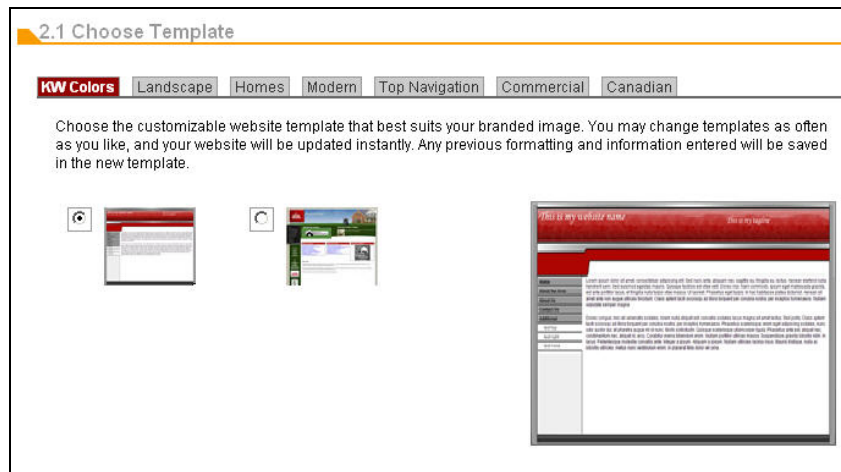
To delete a previously added message, select the message from the **Select Message to Edit** drop-down list and click the **Delete** button. Make sure the **Save Successful** message displays at the top of the screen.

3. Click **next - 2.1** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

2.0 Design Your Website

2.1 Choose a Template

Choose the customizable website template that best suits your branded image. You may change templates as often as you like, and your website will be updated instantly with all your previous formatting and information saved in the new template. This page contains 7 different tabbed template sections: KW Colors, Landscape, Homes, Modern, Top Navigation, Commercial, and Canadian.



1. Select your website's template design style from the many assorted options by clicking on the tab, and then click in the radio button to choose the template that fits your style best.

To view an enlarged template design image, move your mouse over a particular template design and the enlarged size will display on the right side of the screen.



NOTE: If you choose a top navigation template, limit the number of your main navigation links to 8 or 9. Use step 3.1 Customize Main Navigation to change your main navigation links. Under each main navigation link, you can create sub-navigation links, which will display as drop-down choices.

2. Click **Next 2.2** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.



Tips and Tricks: Click the **Preview Site** button to view your chosen template design style to make sure it is appropriate for you.



2.2 Choose Style, Font, and Color

You may further customize your selected template with different fonts and color schemes to match your branded image.

1. Select your website's font style by clicking the arrow on the **Current Font** drop-down list and then selecting a font style. The table below illustrates how each font style will appear.

Field	Option
Font Style (may not appear as listed here)	Default (Arial)
	Verdana
	Geneva
	Arial
	Helvetica
	Sans-Serif
	Comic
	Cursive
	Fantasy
	Courier
	Monospace
Font Size	10
	11
	12
	13
	14

2. Select your website's font size by clicking the arrow on the **Font Size** drop-down list, and then selecting your website's font size. The table above illustrates how each font size will appear.
3. Click the radio button next to the color scheme options to select an alternate color scheme for your template design.
4. Click the **Save** button to save your chosen website styles. Make sure the **Save Successful** message displays on the screen.
5. Click **Next 2.3** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

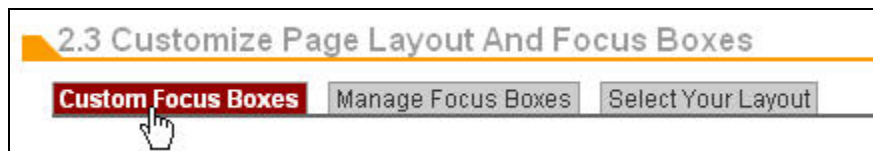


Tips and Tricks: Click the 'Preview Site' button to view your chosen font style, font size, and color schemes to make sure it is appropriate for you. If you want to change any of these options, simply follow steps 1-4 again.

2.3 Customize Page Layout and Focus Boxes

This page is divided into three tabs. *Select Your Layout* allows you to select the page layout you desire for your homepage. *Custom Focus Boxes* allows you to create your own personalized/custom content areas on your homepage. *Manage Focus Boxes* allows you to select the focus boxes (custom or default) that you want to display on the homepage of your website. Focus boxes contain specific content (including images), links to other pages, and lead capture forms.

Custom Focus Boxes



1. Click the **Custom Focus Boxes** tab.
2. Click on the arrow of the **Add or Edit Focus Box** drop-down list and then select the name of the focus box you wish to edit. If this is the first focus box you are adding, select the default option **Add New Focus Box**.

3. Choose a name for your focus box, and then type it in the **Name** field.
4. Add your content in the text box using the formatting tools. See the table located in [Appendix A](#) for detailed formatting tool options.
5. Click the **Save** button to save your new focus box. Make sure the **Save Successful** message displays on the screen.



NOTE: Only a maximum of 3 focus boxes will display on your homepage depending on the layout you chose. Complete Steps 1-4 to continue creating your own custom focus boxes.

6. Continue to the **Manage Focus Boxes** tab to select which focus boxes you want to display on your homepage.



NOTE: Focus boxes are only 180px wide, so anything longer will automatically wrap.

Manage Focus Boxes

1. Click the **Manage Focus Boxes** tab.



2. Select which focus boxes you want to display on your homepage. Choose from our template focus box options or any custom focus boxes that you created. Click on the arrow of the **Focus Box 1, 2, and 3** drop-down lists, and then select from the available options. Please see the table below for a detailed description of each focus box template option.

Focus Box Templates	Description
Featured Property	A box will appear with "Featured Property" as the header and will link to your Featured Properties page.
Buyers' Resources	Similar to Buyer Resources page on your website, this focus box includes the following items and is non-editable:
Sellers' Resources	Similar to Seller Resources page on your website, this focus box includes the following items and is non-editable.
Subscribe	This focus box provides a way for your clients to enter their email address. The client email address is sent to you by email and you can then add them to your address book, newsletter list, or other contact management tool.



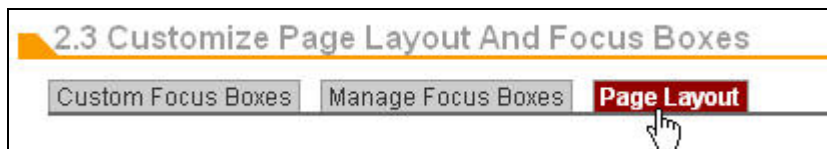
NOTE:

- The order of your focus boxes will be displayed in the order you select either the left to right option or the top to bottom option, depending on your layout choice.
- Some layout options only allow for two focus boxes to display on your homepage. In this case, only the first and second focus box will display.

3. Click the appropriate radio button option.
4. Click **Save** to save your focus box selections. Make sure the **Save Successful** message displays on the screen.

Page Layout

1. Click the **Page Layout** tab.



2. Select from the five available page/focus box layouts by clicking in the radio button. If you do not want to include focus boxes on your homepage, please select the **Layout 4** option.
3. Click the **Save** button to save your chosen homepage layout. Make sure the **Save Successful** message displays on the screen.
4. Click **Next 2.4** to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

2.4 Edit Site Information

This page offers many available options and features for your website, including: customizing your website address, entering meta tags and other elements for Search Engine Optimization (SEO). SEO helps when modifying the design, coding, content and/or structure of a website to improve its ranking within search engine results by using certain targeted keywords and keyword phrases.

1. Complete the available site information fields. Please see the table below for detailed site information field descriptions.
2. Click the **Save** button to save your selected site information options. Make sure the **Save Successful** displays on the screen.
3. Click **next - 3.1** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.



NOTE: Federal law prohibits the usage of Keller Williams' trademarks in domain names and meta tags without prior written consent from KWRI (please contact the Legal Department by email: legal@kw.com). These trademarks include "Keller Williams," "KW," and any phrase that contains any combination of our name or initials. (e.g. "KellerWilliamsDallas.com" or "KWATX.com").

Agent Website Administration Tool

Field	Description
Page Title	Enter your page title as you wish it to appear at the top of the visitor's browser window. Search engines consider page title in determining a site's relevance to a consumer's search. Title your page according to the most relevant content on your page that consumers are most likely to enter in search engines (e.g., "Dallas TX Homes").
Site Name	Enter the word or phrase (no spaces or invalid characters between words) you want to appear in your website's URL (address). Your website address will be: http://sitename.YourKWagent.com (where "sitename" is what you enter in this field).
Website Title	Enter the heading you want to appear in the top banner of your site (e.g., "Jane Doe Dallas Fine Living Team").
Tagline	Enter a slogan here to be displayed below the Website Title.
Display NAR Logo	If you are a member of NAR, you may choose to display the NAR logo. This is required in some states; check with your local MLS or BOR.
Display KW Logo	Select if you want to display the KW Logo in the <i>top banner</i> of your website.
Website Country	Select your country: U.S. or Canada.
Your Broker Name	Enter the name of your broker. Required in some states.
Google Analytics Tracking Id	Enter your tracking identification code provided by Google after signing up for an account, if applicable.
Display Office Logo	Select if you want to display your office logo on your website. This may be a requirement of your local MLS and BOR.
Office Logo Text	By entering text in this field, you activate an extra KW logo that displays in your left-hand navigation pane . If you choose to do this, you should enter your Brokerage name. Some states require this to be compliant with local broker, MLS, or state laws. If this text is left empty, no logo will appear.
Meta Tag Description	Enter a brief (1-2 sentences) description of your website to tell consumers and search engines what your site contains. This does not register your site with any search engine; that must be done separately from this Agent Website Administration Tool.
Meta Tag Keywords	Enter all keywords that identify your site's purpose and content to a search engine. It is unlawful to include the names of competitive websites/companies in your Meta tag keywords and description. This option does not register your site with any search engine; that must be done separately from this Agent Website Administration Tool.
Display Quick Search	Select if you want to turn on or off the new "search for a home" focus box located on your home page.
Website Display	Choose to direct consumers to your Template (KW Website) or Alternate (alternate website) when they perform a search on http://www.kw.com .
Alternate Website	If you have an alternate website, enter the URL (address) here. You must include the desired protocol or the link will not work (e.g., http:// or https://).
Website Status	Selecting the Disable option will render your website URL to a "temporarily unavailable" page. Your website data will not be lost, but consumers will no longer be able to see your website.

3.0 Add Your Content

3.1 Customize Website Navigation

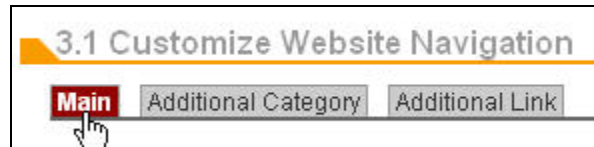
This section is divided into 3 tabs. *Main* allows you to change the navigation text/labels on the left navigation pane and turn off any current navigation so that it does not display. *Additional Category* allows you to create category items as extra navigation on your website. *Additional Link* allows you to create new links as extra navigation on your website.



NOTE: Selecting the advanced navigation option allows you to sort your navigation items, which is not available in the default navigation option.

Main

Example: If you are a single agent, you may want to change 'About Us' to 'About Me'. Or, if you don't want the 'Neighborhood Info' link to display on your site, just unselect it and click **Save**.



1. Click the **Main** tab.
2. Click in the checkbox to include/exclude any main navigation fields. You can change the text/label by typing in the field.



NOTE: 'Additional' represents any new pages that you create later in this Agent Website Administration Tool in "3.7 Add Pages to My Site", such as a newsletter or community/subdivision page. You can change the name here from "Additional" to "Newsletters" or "News and Community Pages".



Tips and Tricks: To frame-in another website, go "3.7 Add/Edit Pages". First, create a new page. Then click the Source icon, and then copy, paste, and edit the following text into the tex box:

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

You can choose to set the scrolling option to "no", which will prevent double scrolling on the page.

3. Click the **Save** button to save your main navigation options. Make sure the **Save Successful** message displays on the screen.
4. Continue to the **Additional Category** tab; click **Next 3.2** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.

Additional Category



1. Click the **Additional Category** tab.
2. Complete the additional category fields. Please see the table below for detailed additional category field descriptions.

Field	Description
Add or Edit	Select if you want to add a category or if you want to edit a category.
Title*	Enter a name for this category.
Description	Enter a brief description for this category.
Publish	Select the appropriate radio button if you want to publish this category on your eAgentC website.

3. Click the **Save** button to save your additional navigation options. Make sure the **Save Successful** displays on the screen. To delete a previously added link, select the link from the **Add or Edit** drop-down list and click the **Delete** button.

3. Continue to the **Additional Link** tab; click **Next 3.2** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.



NOTE:* marks required fields and must be completed or you will not be able to save this form.

Additional Link

You may place links to your website's internal pages or to other websites in the left navigation pane on your website.



1. Click the **Additional Link** tab.
2. Complete the additional link fields. Please see the table below for detailed additional navigation field descriptions.
3. Click the **Save** button to save your additional navigation options. Make sure the **Update Successful** displays on the screen. To delete a previously added link, select the link from the **Add or Edit** drop-down list and click the **Delete** button.
4. Click **Next 3.2** to go to the next page of the Agent Website Administration Tool
Or
Use the left navigation pane to go directly to the next section of your choice by clicking on the appropriate subsection.



NOTE:* marks required fields and must be completed or you will not be able to save this form.

Field	Description
Add or Edit	Select if you want to add or edit a link.
Title*	Enter a name for the link.
Parent Category	Select the Category under which this link should be placed.
Destination	Choose how you want the link to open from the available options: <ul style="list-style-type: none"> • <u>New Window</u>: Opens a new browser window for the link. Your website window will remain open behind the new window. • <u>Same Window</u>: Opens in the current window and replaces your webpage with the new linked page.
Publish	Select if you want to publish this link on your website.
URL*	Enter the URL (web address) for this link. Example: http://www.termites.com . Remember to add the desired protocol (<i>http://</i> or <i>https://</i>) in front of the 'www' or the link will not work.
Description	Enter a brief description for this link.

3.2 Edit Buyer Resources

You have the ability to customize the “Buyer Resources” page on your website. You can remove the default links that have been added and/or change the text. You can also upload your own documents to either the Buyer or Seller pages of your website – do this in ‘3.8Add Documents’ of this Agent Website Administration Tool.



NOTE: If you add a document to your Buyer Resources page, the document is automatically listed at the top of the page before the default content on that page. You will not see this document on the Agent Website Administration Tool.

1. Enter and/or edit your text in the text box using the formatting tools as needed. See the table in [Appendix A](#) for descriptions of formatting options.
2. Select if you want to require registration before viewing one of the buyer resources by clicking in the appropriate radio button.
3. Click the **Save** button to save your buyer resources. Make sure the **Save Successful** message displays on the screen.

NEW Click the **Restore Default Content** button if you have made changes to the **Buyer Resource** page and now wish to get the default KW information back. All of your changes will be removed and the KW default information will be restored.
4. Click **Next 3.3** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

3.3 Edit Seller Resources

You have the ability to customize the “Seller Resources” page on your website. You can remove the default links that have been added and/or change the text. You can also upload your own documents to either the Buyer or Seller pages of your website – do this in “3.8 Add Documents” of this Agent Website Administration Tool.



NOTE: If you add a document to your Seller page, the document is automatically listed at the top of the page before the default content on that page. You will not see this document in this Agent Website Administration Tool.

1. Enter and/or edit your text in the text box using the formatting tools as needed. See the table in [Appendix A](#) for descriptions of formatting options.
 2. Select if you want visitors to register before viewing one of the buyer resources by clicking in the appropriate radio button.
 3. Click the **Save** button to save your buyer resources. Make sure the **Save Successful** message displays on the screen.
- NEW** Click the **Restore Default Content** button if you have made changes to the **Buyer Resource** page and now wish to get the default KW content back. All of your changes will be removed and the KW default information will be restored.
4. Click **Next 3.3** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

3.4 Add/Edit Area Links

This section is divided into ^{NEW} 2 tabs, **Category** and **Links**. You can add links to school information, local restaurants, areas of interest, events, and community information. Home buyers and sellers will then be able to access these links through your KW Website.



NOTE: You must first create a **Category** and then you can add your area links under each category. All links must be assigned a category in order to display on the Links page of your website.

Category



1. Click the **Category** tab.
2. Complete the category fields for the area links. See the table below for detailed field descriptions. Click the **Add** button to apply the default categories.

Field	Description
Add or Edit	Select if you want to add edit a category.
Title*	Enter a name for the category.
Description	Enter a brief description for this category.
Publish	Select if you want to publish this category on your website by clicking on the appropriate radio button.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

3. Click the **Save** button to save your area links. Make sure the **Save Successful** message displays on the screen. To delete a previously added category, select the category from the **Add or Edit** drop-down list and click the **Delete** button.

- Continue to the **Link** tab; click **Next 3.5** to go to the next page of the Agent Website Administration Tool, or click one of the left navigation links to go directly to the next section of your choice.

Link



- Click the **Link** tab.
- Complete the area links fields. See the table below for detailed field descriptions.

Field	Description
Add or Edit	Select if you want to add a link or edit a link.
Title*	Enter a name for the link or category.
Parent Category*	Select the Category under which this link should be placed on your website.
Destination	Choose how you want the link to open from the available options: <ul style="list-style-type: none"> New Window: Opens a new browser window for the link. Your webpage window will remain open behind the new window. Same Window: Opens in the current window and replaces your webpage with the new linked page.
Publish	Select if you want to publish this link on your website by clicking the appropriate radio button.
URL*	Enter the URL (web address) for this link. Example: http://www.termites.com . <i>Remember to add the desired protocol (http:// or https://) in front of the "www" or the link will not work.</i>
Description	Enter a brief description for this link. This description is displayed just below the link title on your Area Links page.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

- Click the **Save** button to save your area links. Make sure the **Save Successful** message displays on the screen. To delete a previously added link, select the link from the Add or Edit drop-down list and click the **Delete** button.

4. Click **Next 3.5** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

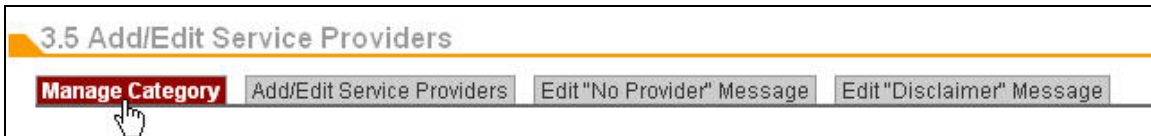
3.5 Add/Edit Service Providers


This section has 4 tabs: **Manage Category**, **Add/Edit Service Providers**, **Edit "No Message"**, and **Edit "Disclaimer" Message**. You can add your favorite service providers to your website for your clients to reference. Service providers display on your website under the **About the Area** tab and are sorted by category in alphabetical order. If you do not have any service providers to list here, you have the option to enter a vendor disclaimer or message to display.



NOTE: You must first create a service provider category and then you can add the individual service provider and their contact information under each category. All vendors must be assigned a category in order to display on the Service Providers page of your website.

Manage Category



1. Click the **Manage Category** tab.
2. Click the **Add or Edit Vendor** drop-down list arrow and select **Add Category** to add a new category. You can also select a previously added vendor category you want to edit.  Click the **Add** button to apply the default categories.
3. Enter a category name in the **Vendor Category** field.
4. Click the **Save** button to save the service providers you added. Make sure the **Save Successful** displays on the screen. To delete a previously added category, select the category from the **Add or Edit** drop-down list and click the **Delete** button.

- Continue to the **Add/Edit Service Providers** tab; click **Next 3.6** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.

Add/Edit Service Providers



- Click the **Add/Edit Service Providers** tab.
- Complete the service provider fields. See the table below for detailed service provider field descriptions.

Field	Description
Add or Edit Vendor	Select to add or edit the vendor.
Vendor Category*	Select a category name for a group of your service providers
Company*	Enter the vendor's information in the appropriate fields.
Vendor Image	Select the appropriate image (previously saved in the Photo Library) from the drop-down list. Click the Go to Manage Photo Library button to upload an image to your library and then return to this section to add the image you want to display for your vendor.
Name	Enter the name of your main contact at this company or your vendor's name.
Address	Enter the address of the service provider.
Phone	Enter the phone number of the service provider.
Mobile	Enter the mobile number of the service provider, if applicable.
Toll Free Phone	Enter the toll free number of the service provider, if applicable.
Pager	Enter the pager number of the service provider, if applicable.
Fax	Enter the fax number of the service provider, if applicable.
Email	Enter the email address of the service provider, if applicable.
Website	Enter website address of the service provider, if applicable. You must enter the appropriate protocol (e.g., http:// or https://).

3. Click the **Save** button to save the service providers you added. Make sure the **Save Successful** displays on the screen. To delete a previously added category, select the category from the **Add or Edit** drop-down list and click the **Delete** button.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

4. If you do not have any service providers added your website, click the **Edit “No Provider” Message** tab to go to that screen.

You can also click **Next 3.6** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.



Tips and Tricks: Once you’ve added your service providers, you might want to let these vendors know you have added them to your website and that you are advertising for them. It helps develop a good relationship with them and hopefully they’ll return the favor by referring business to you! Be sure to ask them to add a link to your site on their site if they have one.

Edit “No” Provider Message



1. Click the **Edit “No Provider” Message** tab.
2. Enter and/or edit the message that will display on the **Service Providers** page using the formatting tools as needed. See the table in [Appendix A](#) for descriptions of formatting options.
3. Click the **Save** button to save your message. Make sure the **Save Successful** displays on the screen.
4. Click the **Edit “Disclaimer” Message** tab to go to that screen.

You can also click **Next 3.6** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.

Edit “Disclaimer” Message



1. Click the **Edit “Disclaimer” Message** tab.
2. Enter or edit the message that will display on the **Service Providers** page using the formatting tools as needed. See the table in [Appendix A](#) for descriptions of formatting tools.
3. Click the **Save** button to save your selections. Make sure the **Save Successful** displays on the screen.
4. Click **Next 3.6** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

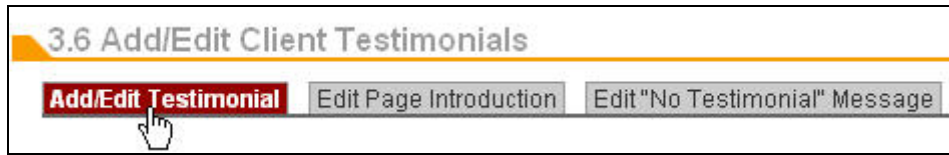
3.6 Add/Edit Client Testimonials

This section has three tabs: Add/Edit, Edit Introduction, and Edit “No Testimonial” Message. You may place testimonials from your advocates on the Testimonials page of your site. Testimonials can be found on your website in the About Us section. You also have the option to enter a message that will display on your website if you have no testimonials entered.



Tips and Tricks: You can add a personalized message from yourself before all your client testimonials.

Add/Edit



1. Click the **Add/Edit** tab.
2. Complete the **Add/Edit testimonial** fields. The testimonials you add here will display on the **Testimonial** page of your website in the **About Us** section. See the table below for detailed testimonial field descriptions and the table in [Appendix A](#) for detailed formatting descriptions.

To change an image, select another image from the **Testimonial Image** drop-down list. To remove an image from the testimonial, click **Select Client Image** from the **Testimonial Image** drop-down list.

3. Click the **Save** button to save your testimonials. Make sure the **Save Successful** message displays on the screen. To delete a previously added testimonial, select the testimonial from the **Add or Edit Testimonial** drop-down list and click the **Delete** button.

Field	Description
Add or Edit Testimonial	Select to add or edit testimonial.
Testimonial Author*	Enter a title for your testimonial or the author's name as you want it to appear on your site above the actual testimonial (e.g., "The Johnson Family").
Position	Choose the display order of your testimonial from the drop-down list.
Testimonial Image	Select an image (previously stored in the photo library) from the drop-down list to add a photo of the person who wrote the testimonial or a picture of the home they purchased. If you need to add a picture here, simply click the Go to Manage Photo Library button to add your images in 1.3 Manage Photo Library.
Testimonial Text	Enter the testimonial in the text box. See the table in the Appendix A for detailed description of the formatting options.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

4. Continue to the **Edit Page Introduction** tab

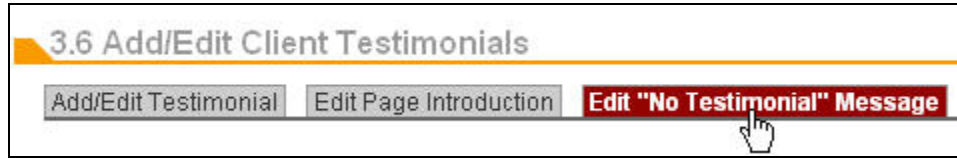
You can also click **Next 3.7** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.

Edit Page Introduction



1. Click the **Edit Page Introduction** tab.
2. Enter or edit the introduction page message in the text box. This message will display before the testimonials on the **Testimonial** page on your website. Use the formatting tools as needed. See the table in [Appendix A](#) for descriptions of formatting tools.
3. Click the **Save** button to save your testimonial introduction. Make sure the **Save Successful** message displays on the screen. To delete an introduction, click the **Delete** button.
4. Click the **Edit "No Testimonial" Message** tab to go to that screen if you do not have any testimonial to display on your site at this time.
Or
Click **Next 3.7** to go to the next page of the Agent Website Administration Tool or click one of the left navigation links to go directly to the next section of your choice.

Edit “No Testimonial” Message



1. Click the **Edit “No Testimonial” Message** tab.
2. Enter or edit a message indicating that you do not have any testimonials at this time. This message will display on the **Testimonial** page on your website. Use the formatting tools as needed. Please see the table in [Appendix A](#) for descriptions of formatting options.
3. Click the **Save** button to save your message. Make sure the **Save Successful** message displays on the screen. To delete a message, click the **Delete** button.
4. Click **Next 3.7** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

3.7 Add/Edit Pages

In addition to the standard pages of your KW Website, you may create your own custom webpages for your site. The formatting tools in this section are similar to MS Word.

1. Click in the appropriate radio button to select the layout of the new page.
2. Complete the fields to add or edit pages. See the table below for detailed field descriptions.

Field	Description
Add or Edit Page	Select if you want to add or edit a page.
Page Name*	Enter a name for this page.
Page Title	Enter a title for this page.
NEW Meta Tag Description	Enter a brief (1-2 sentences) description of your webpage to tell consumers and search engines what your page contains. <i>This will not register your web page with any search engine; that must be done separately from this Website Administration Tool.</i>
NEW Meta Tag Keywords	Enter all keywords that identify your page's purpose and content to a search engine. It is unlawful to include the names of competitive websites/companies in your Meta tag keywords and descriptions. <i>NOTE: This will not register your page with any search engine; that must be done separately from this Website Administration Tool.</i>
NEW Navigation Location	Select if you want to add this page as an additional link or if you want to add this page under the additional page category in 3.1 Customize Website Navigation .
NEW Publish Page	Select the appropriate radio button if you want to publish this page on your eAgentC website.
NEW Prompt for Lead Capture before Viewing	Select the appropriate radio button if you want a lead capture form to display and be completed before the visitors can access the additional page.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

3. Enter/Edit the content of your page in the text box. See [Appendix A](#) for detailed descriptions of the formatting icons.
4. Click the **Save** button to save your newly added page. Make sure the **Save Successful** message displays on the screen. To delete a previously added page, select the page from the **Add or Edit Page** drop-down list and click the **Delete** button.

Repeat steps 2-7 to add more pages to your website.



Tips and Tricks: To frame-in another website, create a new page, click the Source icon, and then copy, paste, and edit the following text into the text box:

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

You can choose to set the scrolling option to "no", which will prevent double scrolling on the page.

5. Click **Next 3.8** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

3.8 Add/Edit Documents

You may upload documents and newsletters for display on your website under the **Buyer Resources** page or the **Seller Resources** page.



NOTE: Documents will only display as links. Your clients can then click on the link to the document and the file will open.

1. Click on the **Add or Edit Document** drop-down list, and then select the **Add Document** option to add a new document, or select an existing document to edit.
2. Click on the **Document Type** drop-down list, and then select **buyer** or **seller** depending on which page you want this document link to display.
3. Enter or edit a heading name for your document in the **Document Title** field.
4. Enter or edit a description in the **Document Description** field. The description you enter here will display directly below the document link on the **Buyer Resources** or **Seller Resources** page.

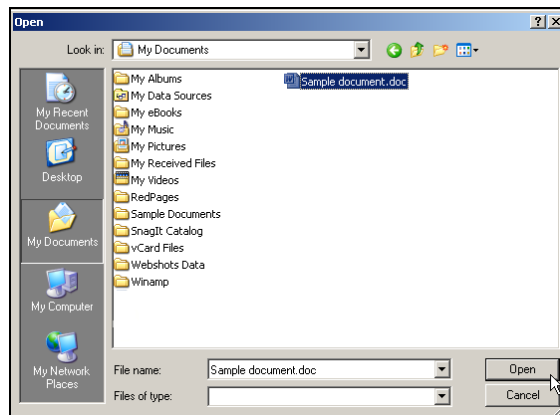


NOTE: * marks required fields and must be completed or you will not be able to save this form.

5. Click the **Add files** button to add your document.



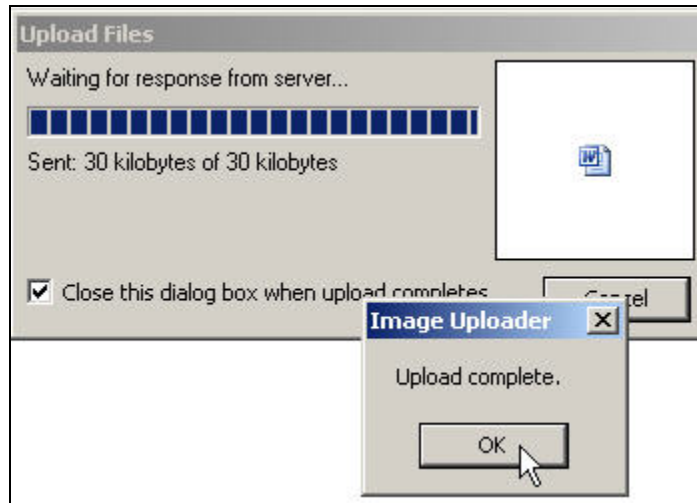
6. Locate the document (previously saved on your computer or on a disk), click on the file to select the document you want to add to your website, and then click the **Open** button.



7. Click the **Save and Upload** button to save and upload the document to your website.



8. Click the **OK** button when the upload completes and the "Upload complete" dialog box appears.



9. Click the **Save** button to save your new or edited pages.

To delete a previously added document, select the page from the **Add or Edit Document** drop-down list and click the **Delete** button.

Repeat steps 2-7 to add more documents to your website.

10. Click **Next 3.9** to go to the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.



Tips and Tricks: To preview the added document after you save it, click the **Preview** link. See figure below.

Agent Website Administration Tool

3.8 Add/Edit Documents

Upload documents and newsletters for display on your website on either the Buyer Resources page or the Seller Resources page.

Add or Edit Document:

Document Types:

Document Title: *

Document Description:

Document to Upload:

Drop files here

File Types Allowed: *.doc;*.txt;*.pdf;*.html;*.htm

* marks required fields

3.9 Add/Edit Neighborhood Pages^{NEW}

In addition to the standard pages of your website, you may create your own custom neighborhood pages for your website. The formatting tools in this section are similar to MS Word.

1. Click in the appropriate radio button to select the layout of the new page.
2. Complete the fields to add or edit pages. See the table below for detailed field descriptions.

Field	Description
Add or Edit Page	Select if you want to add or edit a page.
Page Name*	Enter a name for this page.
Page Title	Enter a chosen title for this page.
Meta Tag Description	Enter a brief (1-2 sentences) description of your page to tell consumers and search engines what your page contains. <i>NOTE: This will not register your site with any search engine; that must be done separately from this Website Administration Tool.</i>
Meta Tag Keywords	Enter all keywords that identify your page's purpose and content to a search engine. It is unlawful to include the names of competitive websites/companies in your Meta tag keywords and descriptions. DO NOT do so under any circumstances. <i>NOTE: This will not register your page with any search engine; that must be done separately from this Website Administration Tool.</i>
Publish Page	Select the appropriate radio button if you want to publish this category on your eAgentC website.

3. Enter/Edit the content of your page in the text box. See [Appendix A](#) for detailed descriptions of the formatting icons.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

4. Click the **Save** button to save your newly added neighborhood page. Make sure the **Save Successful** message displays on the screen. To delete a previously added neighborhood page, select the page from the **Add or Edit Page** drop-down list and click the **Delete** button.

Repeat steps 2-7 to add more neighborhood pages to your website.

5. Click **Next 4.1** to go to the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.

3.10 eAgentC Blog^{NEW} and RSS Feeds^{NEW}

This page is divided into two tabbed sections: eAgentC Blog and RSS Feeds. In addition to the standard and neighborhood pages on your website, you may create your own custom web pages to include a blog and RSS feeds as features on your website. Many news-related web sites, blogs, and other online publishers syndicate their content as an RSS feed on web pages.

eAgentC Blog^{NEW}

A blog is a frequently updated, personal website featuring diary-type commentary and links to articles or other websites.

1. Click the **eAgentC Blog** tab.



2. Click the **Sign-Up/Login to your eAgentC Blog powered by Top Producer** link to) to sign-up or log in to your eAgentC blog powered by Top Producer (TP). You can also go directly to the TP Blogs page: <http://topproducerblogs.com/>.



NOTE: First time users will need to complete the sign up form.

A new browser window will open to the **Top Producer Blogs** log in page. [Click here for more information on signing up, logging in, and/or using Top Producer Blogs.](#)

After publishing your blog, continue to the RSS Feeds tab where you can publish your blog to your website. You will need the URL of your eAgentC

blog to insert into the RSS Feed URL field on the **Add/Edit RSS Feeds** tab.

Add/Edit RSS Feeds NEW

RSS (Rich Site Summary) pages are formatted for delivering regularly changing web content. When you see an RSS icon (**RSS**) on a web page, this indicates the page offers RSS feeds and you can add their regularly updated content to your website. Please ensure the configured RSS feeds support versions 0.91, 0.92 or 2.0.

1. Click the **Add/Edit Consumer Pages** tab.



2. Click in the appropriate radio button to select the layout of the new page.
3. Complete the fields to add or edit pages.

Field	Description
Add or Edit Page	Select if you want to add or edit a page.
Page Name*	Enter a name for this page.
Page Title	Enter a chosen title for this page.
Meta Tag Description	Enter a brief (1-2 sentences) description of your page to tell consumers and search engines what your page contains. NOTE: This will not register your page with any search engine; that must be done separately from this Website Administration Tool.
Meta Tag Keywords	Enter all keywords that identify your page's purpose and content to a search engine. It is unlawful to include the names of competitive websites/companies in your Meta tag keywords and descriptions. DO NOT do so under any circumstances. NOTE: This will not register your page with any search engine; that must be done separately from this Website Administration Tool.
Publish Page	Select the appropriate radio button if you want to publish this page on your eAgentC website.
Require registration before viewing	Select the appropriate radio button if you want to require registration before viewing the applicable page.
RSS Feed URL	Enter the URL (website address) of the RSS Feed or blog. Be sure to enter the protocol (http://) or your link will not work. <i>This is where you should add the URL for your eAgentC blog.</i>



NOTE:* marks required fields and must be completed or you will not be able to save this form.

4. Click the **Save** button to save your newly added page. Make sure the **Save Successful** message displays on the screen. To delete a previously added page, select the page from the **Add or Edit Page** drop-down list and click the **Delete** button.

Repeat steps 1-3 to add more pages to your website.

5. Click **Next 4.1** to go to the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.

4.0 Add Listings/IDX Search

4.1 Add IDX Search

This page allows you to include IDX links on your website or to sign up for the **NEW** eAgentC IDX Solution powered by WolfNet. IDX (Internet Data Exchange, also known as "Online Broker Reciprocity") links give you the ability to allow consumers to search for homes (in your local MLS) from your website.

If WolfNet is available in your local MLS, you will see the following sign up options.

YES! Set up my eAgentC IDX powered by WolfNet


Also include MapTracks for \$10/month
WolfNet will bill you directly for MapTracks

If WolfNet is not available, please go to step 3.

1. Click in the appropriate check box to select if you want to set up your IDX powered by WolfNet for no additional charge to you and/or if you want to include MapTracks for an additional \$10.00 a month, which will be billed to you directly by WolfNet.

2. Click the **Sign Up** button to complete the sign up process. Your data will be sent to WolfNet to setup your IDX solution. Please note that it usually only takes a few days, but it may take up to two weeks to setup your new IDX solution depending on your MLS and the contract approval process.

3. Complete the appropriate IDX option fields.

Field	Description
Display KWLS Search	Choose whether you want a link to search all KWLS (only) properties on your website.
 WolfNet URL	Enter the WolfNet URL only after you have subscribed to WolfNet. <i>Entering your WolfNet URL here also activates the Quick Search form on your homepage.</i>
1st IDX Link Title	Enter a title for your first IDX link (e.g., "Search for homes in your area" or "Click here to find the home of your dreams").
1st IDX Link URL	Enter the URL for your local MLS IDX search. Remember to add the protocol (e.g., http:// or https://) in front of the "www" or the link will not work.
2nd IDX Link Title	Enter a title for your second IDX link (e.g., "Search for homes in your area" or "Click here to find the home of your dreams").
2nd IDX Link URL	Enter the URL for your local MLS IDX search. Remember to add the desired protocol (e.g., http:// or https://) in front of the "www" or the link will not work.

4. Click the **Save** button to save your selections. Make sure the **Save Successful** message displays on the screen.

5. Click **Next 4.2** to go to the next page of the Agent Website Administration Tool
 Or
 Click one of the left navigation links to go directly to the next section of your choice.



NOTE: Do not enable the 2nd alternate IDX title or URL link unless you are a member of more than one MLS and you want to direct clients to both MLS sites.

4.2 Add/Edit Featured Properties

This page allows you choose if you want to only display your KWLS data on you Featured Properties page on your agent website or to display only your local MLS data. You can also chose to use the KWLS to add/edit your featured properties to display on your website.

Choose whether you prefer to display only KWLS data on the Featured Properties page of your agent website or to display only your local MLS data.

Display your local MLS data

Display only KWLS data

1. Click in the appropriate radio button to indicate which data (local MLS data or only KWLS data) you want to display on the **Featured Properties** page on your agent website.
2. Click the **Open KWLS in a new window** button to open the KWLS (Keller Williams Listing Tool) in a new window for you to add/edit your listings that display on your website.

Open KWLS in a new window

3. Click **Next 4.3** to go to the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.

4.3 Setup Listing Co-Marketing ^{NEW}

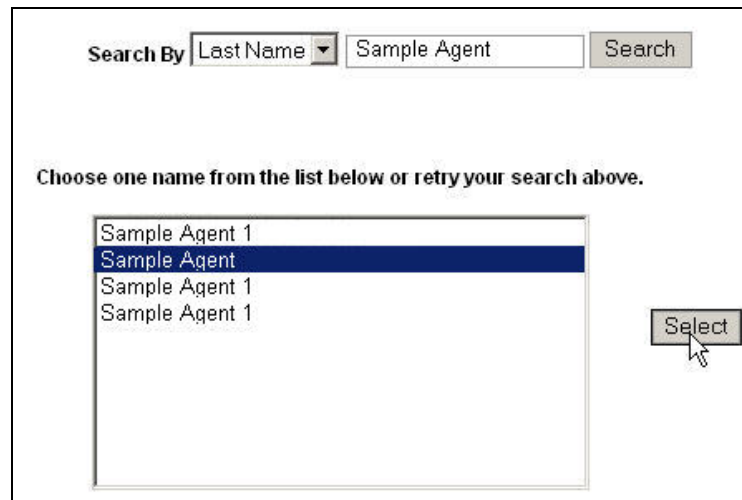
This subsection is divided into 4 different tabs: Agent Search, Open Pending Requests, Accepted Requests, and Denied Requests. Co-Marketing is the 'shared listings' feature that allows you to share your listings with other KW associates. Shared listings will display on your website on your Featured Properties page.

1. Click the **Agent Search** tab.



2. Select an option (Last Name or First Name) from the **Search By** drop-down list, and then enter the appropriate name in the corresponding field.
3. Click the **Search** button to begin your agent search.

Your search results will display.

A screenshot of the search results interface. At the top, there is a 'Search By' dropdown menu set to 'Last Name', a text input field containing 'Sample Agent', and a 'Search' button. Below this, a message reads 'Choose one name from the list below or retry your search above.' A list box contains four entries, all labeled 'Sample Agent 1', with the second entry highlighted in blue. To the right of the list box is a 'Select' button with a mouse cursor pointing at it.

NOTE: You can only select to share listings with agents in your Market Center.

4. Select the agent's name from the search list, and then click the **Select** button, or retry the search again by repeating steps 2-3.

An automated email will then be sent to that agent for approval to co-market their listings on your website. Once accepted, their listing(s) will display on your website.

5. Click the **Pending Requests, Accepted Requests, or Denied Requests** tab to find where your request is queued.
6. Click **Next 4.4** to go to the next page of the Agent Website Administration Tool
Or
Click one of the left navigation links to go directly to the next section of your choice.

4.4 WolfNet Back Office^{NEW}

This page contains a link to the WolfNet back office system. If you do not have Wolfnet configured at this time, go to 4.1 Add/Edit IDX Search and select “Subscribe to my eAgentC IDX Solution”.

1. Click the link to go to the WolfNet back office system.
2. Click **Next 5.1** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

5.0 Create Lead Generation

5.1 Link to TOP PRODUCER® 7i

This page allows you to set up your KW Website to work with TOP PRODUCER® 7i and automatically funnel leads from your site into your TOP PRODUCER SYSTEMS account.

1. Click in the appropriate radio button to select if you want TOP PRODUCER® 7i enabled or email enabled.



NOTE: If you select TOP PRODUCER® 7i, be sure to use the [click here](#) option for additional instructions on setting up TOP PRODUCER® 7i as there is a separate setup process within TOP PRODUCER® 7i.

2. Click the **Save** button to save your selection. Make sure the **Save Successful** message displays on the screen.
3. Click **Next 5.2** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

5.2 Manage Your Autoresponders

This page allows you to enter auto responders (an automatic email notification) for the forms that visitors can fill out on your website. Once the client submits their information, you are emailed this lead and a V-Card is attached to the email. Save the V-Card in your address book, or for those KW Associates that are subscribers of TOP PRODUCER® 7i, these forms will automatically update your TOP PRODUCER® 7i address book with the information the client enters in the form.

1. Click on the **Select Form to Configure** drop-down list, and then select the auto responder form you want to create. See the table below for detailed descriptions of each available form.

Field Option	Description
Buyer	This form appears on the Buyer Resources page of your website.
Career	This form appears on the Career Tour, Submit Information page of your website.
CMA	This form appears on the Home page and Your Homes Value's page of your website.
Contact	This form appears on the Contact Us page of your website.
Relocation	This form appears on the Relocation Information page (located in the About the Area section) on your website.
Seller	This form appears on the Seller Resources page of your website.
Subscribe	This form appears in the Subscribe focus box on your homepage, if you have selected that focus box to display.

2. Enter the auto response in the **Form Autoresponder** field that *will be sent by email* to the client using the email address entered on the form.
3. Enter a reply in the **Form Response** field. This reply will display on the webpage when the client completes a form on your website.
4. Click the **Save** button to save your auto response forms. Make sure the **Save Successful** displays on the screen.

Repeat Steps 1-4 for each auto responder form you want to include on your website.

5. Click **Next 5.3** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

5.3 Set Up Your eOffice NEW

This page allows you to create a list of commonly used internet links that is accessible on your website. You can also create an eOffice page for your clients to use.

1. Select the appropriate radio button if you want to display your eOffice links or not.

2. Click the **Set Up Your eOffice Links** link.

The **Configure eOffice Links** page will appear.

3. Complete the links fields. See the table below for detailed field descriptions.

Field	Description
Add or Edit	Select if you want to add or edit a link.
Title*	Enter a name of the link.
Parent Category*	Select the Category under which this link should be placed on your website.
Destination	Choose how you want the link to open from the available options: <ul style="list-style-type: none"> • New Window: Opens a new browser window for the link. Your website window will remain open behind the new window. • Same Window: Opens in the current window and replaces your website with the new linked site.
Publish	Select if you want to publish this link on your website by clicking the appropriate radio button.
URL*	Enter the URL (web address) for this link. Example: http://www.termites.com . <i>Remember to add the desired protocol (http:// or https://) in front of the "www" or the link will not work.</i>
Description	Enter a brief description for this link.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

4. Click the **Save** button to save your links. Make sure the **Save Successful** displays on the screen. To delete a previously added link, select the link from the **Add or Edit** drop-down list and click the **Delete** button.
5. Click **Next 6.1** to go to the next page of the Agent Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

6.0 Manage Microsite

6.1 Manage Microsite

This section allows you to manage the major components of your microsite. You can edit your microsite name, title, the URL search function, and meta information.

Microsites are stealth web sites that can be used in advertising and promotional materials. Because microsites are unbranded web sites and are different from your agent web site, make sure that you do **NOT** choose your personal name when naming your microsite. You should choose a name indicative of your business like "AustinWestlake". The name you choose will display before the URL, i.e.:
"http://AustinWestlake.HomeResearchSite.com".

1. Complete the **Manage Microsite** fields. See the table below for detailed field descriptions.



NOTE: Make sure that you do not enter spaces between words or letters and use only valid characters between words (no commas, periods, slashes, etc.).

2. Click the **Save** button to save your microsite selections. Make sure the **Save Successful** message displays on the screen.



NOTE: * marks required fields and must be completed or you will not be able to save this form.

3. Click the **Delete** button to remove your microsite from our servers, if applicable for those areas where illegal.
4. Click **Next 6.2** to go to the next page of the Website Administration Tool.
Or
Click one of the left navigation links to go directly to the next section of your choice.

Agent Website Administration Tool

Field	Description
Microsite Name	Enter the word or phrase you want to appear in the following URLs (web addresses): <ul style="list-style-type: none"> • http://XXX.HomeResearchSite.com • http://XXX.RealEstateValueSite.com • http://XXX.EstatePropertyInfo.com and where applicable: <ul style="list-style-type: none"> • http://XXX.YourMLSHomeSearch.com
Microsite Title	Enter the text you want to appear in the main header of your microsite.
Microsite Search URL	Enter the link consumers will be given after entering their contact information under "Search for a house today". <i>NOTE: Enter the appropriate protocol (http:// or https://).</i>
Broker Affiliation	Select from the following options by clicking in the appropriate radio button. <ul style="list-style-type: none"> • <u>Off</u>: Broker affiliation will not be included on your microsite. • <u>Custom Text</u>: This can be used to show your broker name/logo or even add legal requirements. Click the custom text link to go to the Edit Microsite 'Broker Affiliation' Message page, which will allow you to enter your customized broker affiliation text. This text will appear at the bottom of the yourmicrosite.
Meta Tag Description	Enter a brief (1-2 sentences) description of your microsite to tell consumers and search engines what your site contains. <i>This will not register your site with any search engine; that must be done separately from this Website Administration Tool.</i>
Meta Tag Keywords	Enter all keywords that identify your site's purpose and content to a search engine. It is unlawful to include the names of competitive websites/companies in your Meta tag keywords and descriptions. DO NOT do so under any circumstances. <i>NOTE: This will not register your site with any search engine; that must be done separately from this Website Administration Tool.</i>
Google Analytics Tracking Id	Enter your tracking identification code provided by Google after signing up for an account, if applicable.

6.2 Add Microsite Auto Responders

There are several forms on your microsite that allow consumers to submit their contact information to you. The information from such an inquiry will be emailed to the email address you have displayed on your website.

If you subscribe to TOP PRODUCER 7i, you may configure TP 7i to automatically create a new contact record for such leads with information from their form. These leads appear in the Today's business feature of TP 7i under Leads. These forms are also formatted to automatically generate Vcards for Outlook for associates not using TOP PRODUCER 7i.

1. Click on the **Select Form to Configure** drop-down list and select the appropriate form for which you want to create an auto-responder. See the table below for detailed form type descriptions.

Form Type	Description
FindRealtor	This form appears on your microsite under Find your REALTOR now!
FindHome	This form appears on your microsite under Search for a house today!
GetLoan	This form appears on your microsite under Get pre-approved - it's easy!
GetValue	This form appears on your microsite under Determine your home's value.

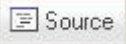




















2. Enter the auto response in the **Form Autoresponder** field that *will be sent by email* to the client using the email address entered on the form.
3. Enter a reply in the **Form Response** field. This reply will display on the web page when the client completes a form on your website.
4. Click the **Save** button to save your auto response forms. Make sure the **Save Successful** message displays on the screen.

Repeat steps 1-4 for each auto responder form you want to include on your microsite.



















7.0 Microsite Links

This section provides additional informational links for microsites.

Appendix A

Formatting Icon	Name	Description
	Source	Allows you to edit the source code and enter your resume using HTML.
	Preview	Opens a preview page of how your text will look.
	Cut	Highlight the text and then cut it. This will remove the text and you then have the option to paste the text in another place.
	Copy	Highlight the text and then copy it. This will allow you to then paste the text.
	Paste	Pastes text. You must first highlight the text, and then cut or copy the text before you can paste it.
	Paste Plain Text	Pastes as plain text. You must first highlight the text, and then cut or copy the text before you can paste it.
	Paste from word	Pastes from MS Word. You must first highlight the text, and then cut or copy the text before you can paste it.
	Print	Opens the Print screen for you to select the print options.
	Undo	Undoes your last action. For example, if you cut text by mistake, click this icon to remove the cut action.
	Redo	Redoes your last action. For example, if you selected undo by mistake, you can select redo to redo the action.
	Find	Opens a Find screen for you to select what you want to find. For example: word, phrase, etc.
	Replace	After performing the Find function, the option allows you to replace what you find with another word or phrase.
	Select All	Selects all items on a page.
	Remove Format	Removes the existing format and reverts back to the default format.
	Bold	Inserts a bold font style .
	Italic	Inserts an <i>italic font style</i> .
	Underline	Inserts an <u>underline font style</u> .
	Strike Through	Inserts a strike through font style .
	Subscript	Inserts a _{subscript} font style.
	Superscript	Inserts a ^{superscript} font style.
	Numbered List	Inserts a numbered list.

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Formatting Icon	Name	Description
	Bulleted List	Inserts a bulleted list.
	Decrease Indent	Decreases an indented line.
	Increase Indent	Increases an indented line.
	Align Left	Aligns in a left format.
	Center	Aligns in a center format.
	Align Right	Aligns in a right format.
	Justify	Aligns in a justified format.
	Insert Link	Inserts a hyperlink.
	Remove Link	Removes the existing hyperlink.
	Insert/Edit Image	Inserts and/or edits an image.
	Insert/Edit Table	Inserts and/or edits a table.
	Insert Horizontal Line	Inserts a horizontal line option.
	Insert Smiley	Inserts a smiley option.
	Text Color	Inserts a text color.
	Background Color	Inserts a background color.
	NEW Maximize the Editor Size	Maximizes the editor to full screen. (Click icon again to restore to normal size.)
	NEW About FCK Editor	Opens the About FCK Editor.
	NEW Templates	Opens content templates for you to select a template and then customize.
Format <input type="text" value=""/> ▾	Format Style	Inserts a format style.
Font <input type="text" value="Arial"/> ▾	Font Style	Inserts a font style.
Size <input type="text" value=""/> ▾	Font Size	Inserts a font size.