# Agent Website Administration Tool

# Table of Contents

# 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**

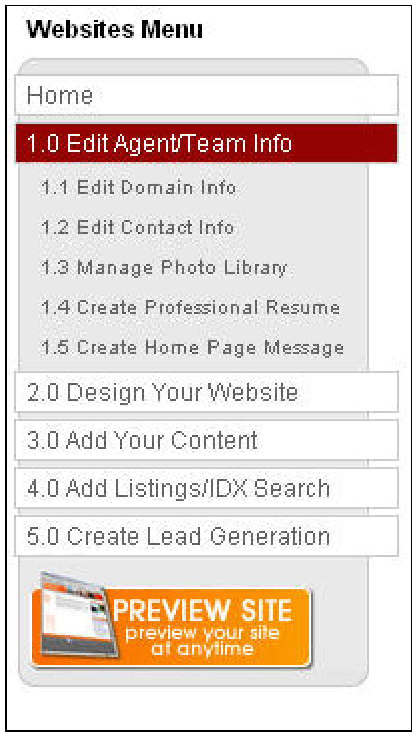
Each section has easy to use subsections that give you many different options for your website design, content, and layout.

## 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.*

### 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

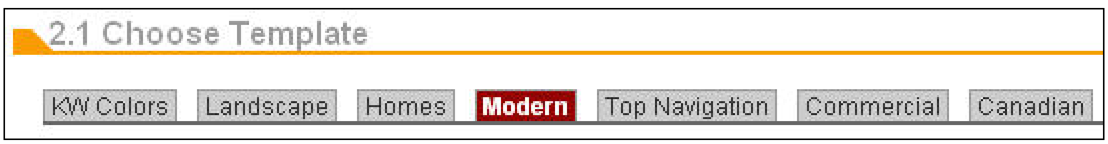
The **Next Page** button is located in the upper right side of each page.  Click this button to take you to the next step of the Agent Website Administration Tool.

### 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.

## 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.

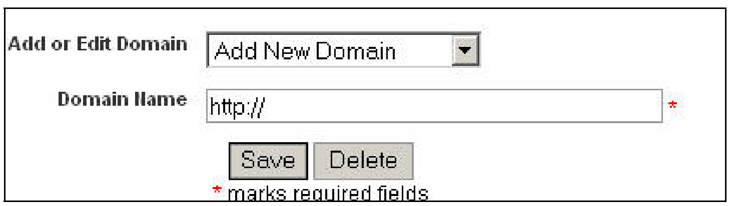
## 1.1 Edit Domain Info.

**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.



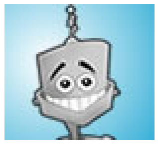

3. Click the **Save** button to save your information. Make sure the **Save Successful** message displays on the screen when your domain information is successfully saved.


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.

1.1 Edit Domain Info

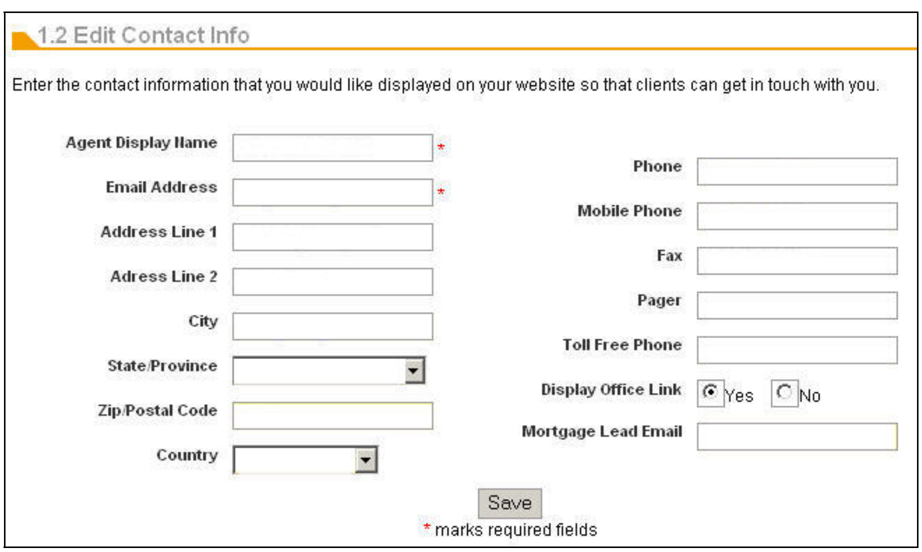
- Save successful.

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.



1.2 Edit Contact Info

Enter the contact information that you would like displayed on your website so that clients can get in touch with you.

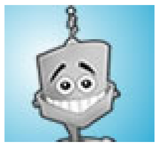
Agent Display Name *
Email Address *
Address Line 1
Adress Line 2
City
State/Province
Zip/Postal Code
Country

Phone
Mobile Phone
Fax
Pager
Toll Free Phone
Display Office Link Yes No
Mortgage Lead Email

Save

* marks required fields

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

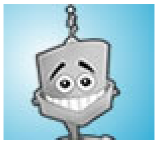



**NOTE:* marks required fields and must be completed or you will not be able to save this form.**

| 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.

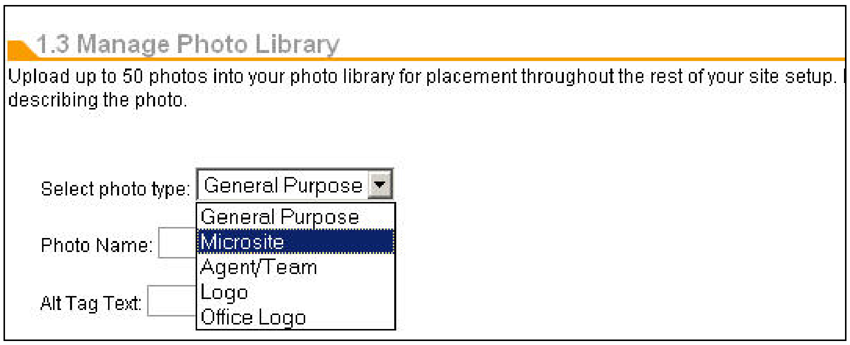
3. Click the **Next- 1.2** button to go the next page of the Agent Website Administration Tool.
   Or
   Click one of the left navigation links to go directly to the next section of your choice.



**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

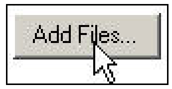
**You can enter up to 50 different images into your photo library for placement through out your website.**



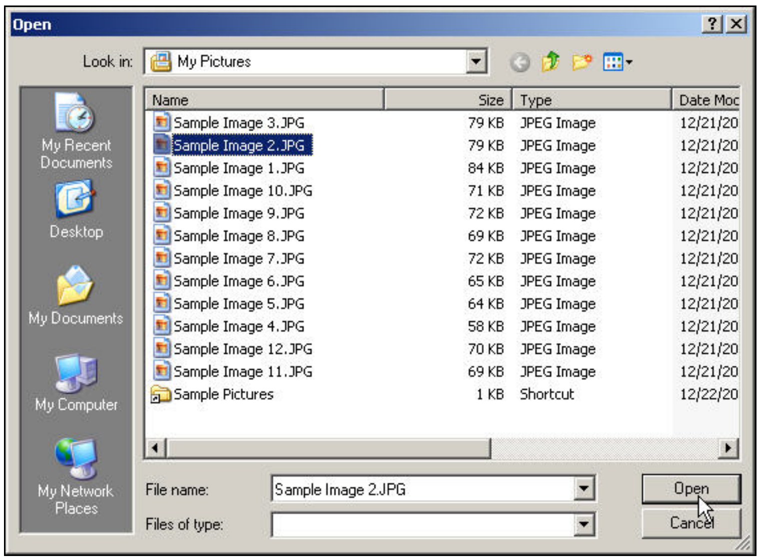

1. Complete the three fields for each photo you want to upload (50 photos max.) to your website. For detailed field descriptions see the table below.

| Field | Description |
|---|---|
| **Select Photo Type** | • General Purpose – Select this option when uploading general photos for display through out your website.<br>• NEW Microsite – Select this option to add an image to your microsite.<br>• Agent/Team - Select this option to insert your agent /team photo, which will display on the bottom center of your website's home page.<br>• Logo - Select this option to insert your personal or KW logo, which will display on the left sidebar of your website.<br>• Office Logo - 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.

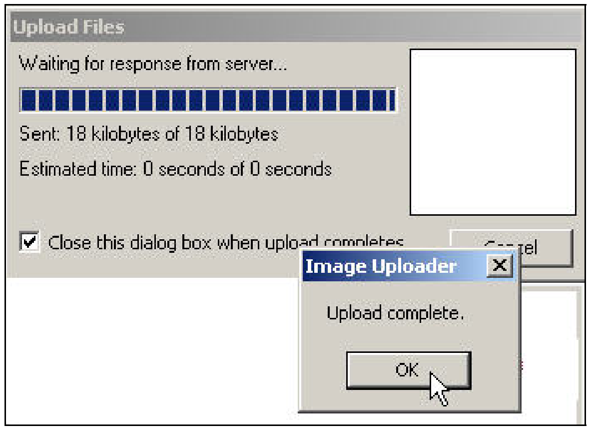



**3.** Locate the image (previously saved on your computer or on a disk), click on the image file to select the photo you want to include on your website, and then click the **Open** button.




**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.

5. 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.

6. 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.

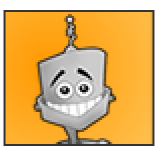
## 1.4 Create Professional Resume

**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.

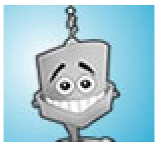


**Tips and Tricks:**

- **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.

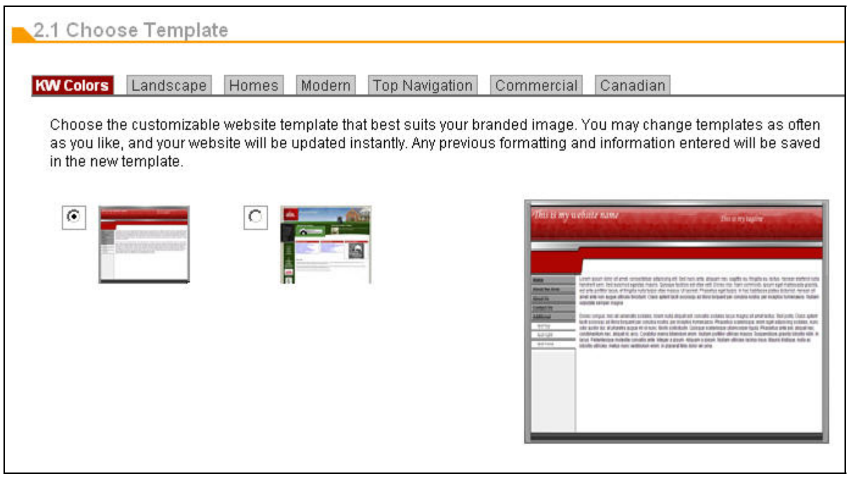
   To delete a previously added message, select the message from the **Select Message to Edit** drop-down list and click the **Delete** button. Make sure the **Save Successful** message displays at the top of the screen.

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

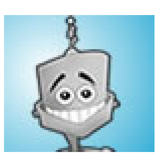
## 2.1 Choose a Template

**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.**



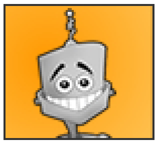

1. Select your website's template design style from the many assorted options by clicking on the tab, and then click in the  radio button to choose the template that fits your style best.

   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.

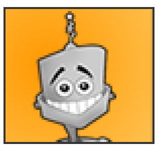
| Field | Option |
|---|---|
| **Font Style** (may not appear as listed here) | Default (Arial) |
| | Verdana |
| | Geneva |
| | Arial |
| | Helvetica |
| | Sans-Serif |
| | Comic |
| | Cursive |
| | Fantasy |
| | Courier |
| | Monospace |
| **Font Size** | 10 |
| | 11 |
| | 12 |
| | 13 |
| | 14 |

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.

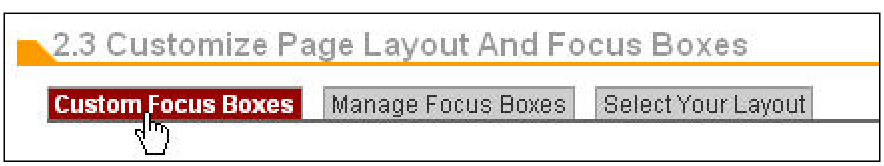


**Tips and Tricks: Click the 'Preview Site' button to view your chosen font style, font size, and color schemes to make sure it is appropriate for you. If you want to change any of these options, simply follow steps 1-4 again.**

## 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



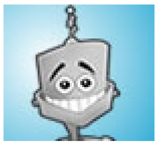

1. Click the **Custom Focus Boxes** tab.

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.

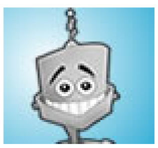
4. Add your content in the text box using the formatting tools. See the table located in **Appendix A** for detailed formatting tool options.

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.



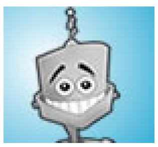
**NOTE: Focus boxes are only 180px wide, so anything longer will automatically wrap.**

## 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. |



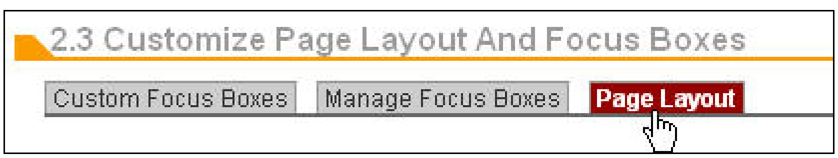
**NOTE:**
- **The order of your focus boxes will be displayed in the order you select either the left to right option or the top to bottom option, depending on your layout choice.**
- **Some layout options only allow for two focus boxes to display on your homepage. In this case, only the first and second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

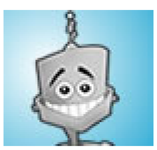
# 2.4 Edit Site Information

**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.



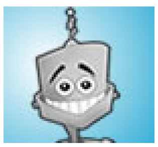
**NOTE: Federal law prohibits the usage of Keller Williams' trademarks in domain names and meta tags without prior written consent from KWRI (please contact the Legal Department by email: legal@kw.com ). These trademarks include "Keller Williams," "KW," and any phrase that contains any combination of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

| 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 *top banner* 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. |
| **Website to 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.**



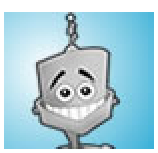
**NOTE: Selecting the advanced navigation option allows you to sort your navigation items, which is not available in the default navigation option.**

### 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".**

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

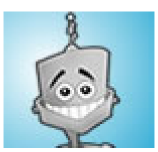

1. Click the **Additional Category** tab.

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

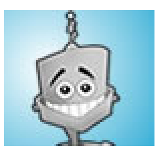
**You may place links to your website's internal pages or to other websites in the left navigation pane on your website.**


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.

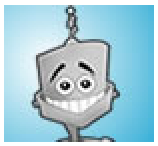


**NOTE:* marks required fields and must be completed or you will not be able to save this form.**

| 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:<br>• New Window: Opens a new browser window for the link. Your website window will remain open behind the new window.<br>• 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. |
| **URL*** | Enter the URL (web address) for this link. Example: http://www.termites.com. *Remember to add the desired protocol (http:// or https://) 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.

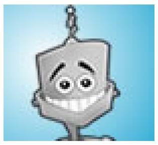
**3.** Click the **Save** button to save your buyer resources.  Make sure the **Save Successful** message displays on the screen.

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 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.**



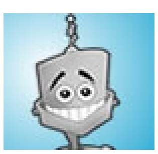
**NOTE: You must first create a Category and then you can add your area links under each category. All links must be assigned a category in order to display on the Links page of your website.**

## 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.

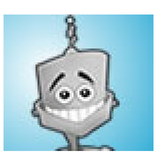
4. Continue to the **Link** tab; click **Next 3.5** to go to the next page of the Agent Website Administration Tool, or click one of the left navigation links to go directly to the next section of your choice.

## Link


1. Click the **Link** tab**.**

2. 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:<br>• New Window: Opens a new browser window for the link. Your webpage window will remain open behind the new window.<br>• 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. R*emember to add the desired protocol (http:// or https://) in front of the “www” or the link will not work.* |
| **Description** | Enter a brief description for this link. This description is displayed just below the link title on your **Area Links** page. |



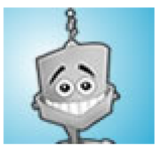
**NOTE: * marks required fields and must be completed or you will not be able to save this form.**

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 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. NEW 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.

**5.** 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.

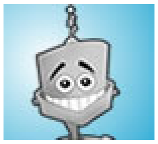
## Add/Edit Service Providers


**1.** Click the **Add/Edit Service Providers** tab.

**2.** 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://). |

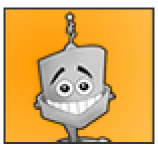
3. Click the **Save** button to save the service providers you added. Make sure the **Save Successful** displays on the screen. To delete a previously added category, select the category from the **Add or Edit** drop-down list and click the **Delete** button.



**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**.**

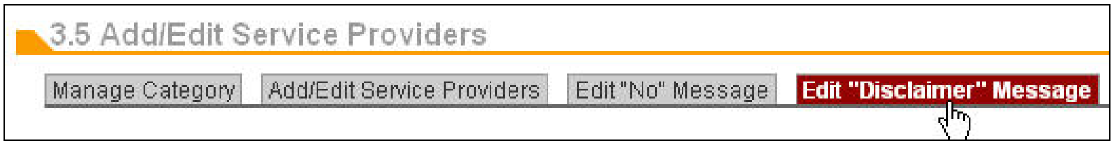
2. Enter and/or edit the message that will display on the **Service Providers** page using the formatting tools as needed. See the table in **Appendix A** for descriptions of formatting options.

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.

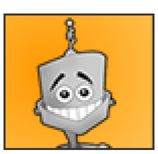
2. Enter or edit the message that will display on the **Service Providers** page using the formatting tools as needed. See the table in **Appendix A** for descriptions of formatting tools.

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.

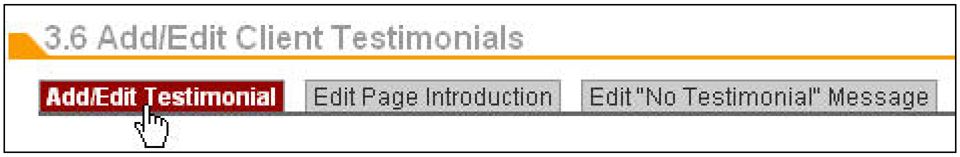
# 3.6 Add/Edit Client Testimonials

**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



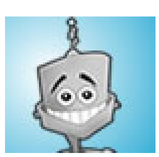

1. Click the **Add/Edit** tab.

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. |

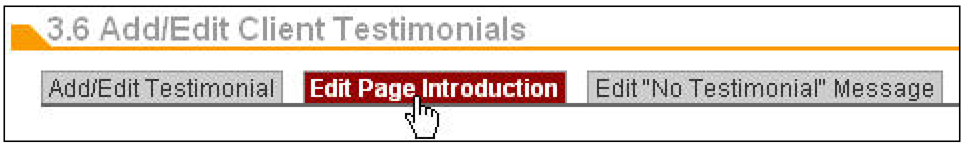


**NOTE: * marks required fields and must be completed or you will not be able to save this form.**

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



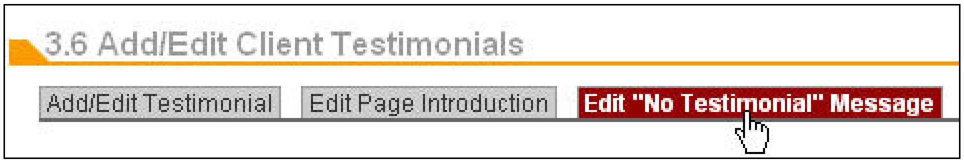

1. Click the **Edit Page Introduction** tab.

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.

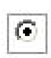
2. Enter or edit a message indicating that you do not have any testimonials at this time. This message will display on the **Testimonial** page on your website. Use the formatting tools as needed. Please see the table in **Appendix A** for descriptions of formatting options.

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.

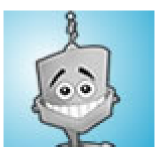
# 3.7 Add/Edit Pages

**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. *This will not register your web page with any search engine; that must be done separately from this Website Administration Tool.* |
| 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. *NOTE: This will not register your page with any search engine; that must be done separately from this Website Administration Tool.* |
| 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.

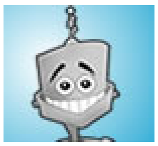
   Repeat steps 2-7 to add more pages to your website.

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.**



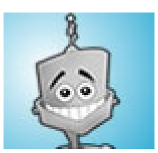
**NOTE: Documents will only display as links. Your clients can then click on the link to the document and the file will open.**

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.

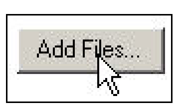
3. Enter or edit a heading name for your document in the **Document Title** field.

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.

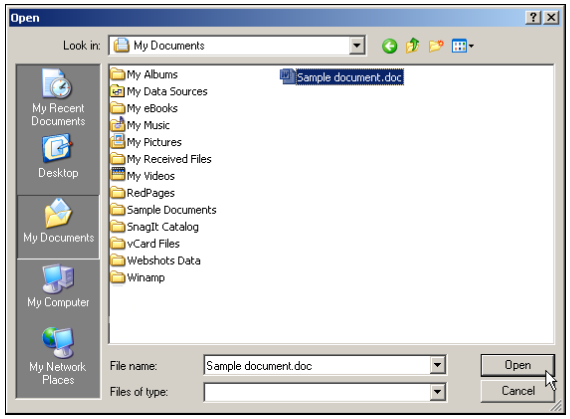


**NOTE: * marks required fields and must be completed or you will not be able to save this form.**

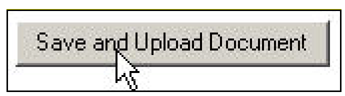
5. Click the **Add files** button to add your document.



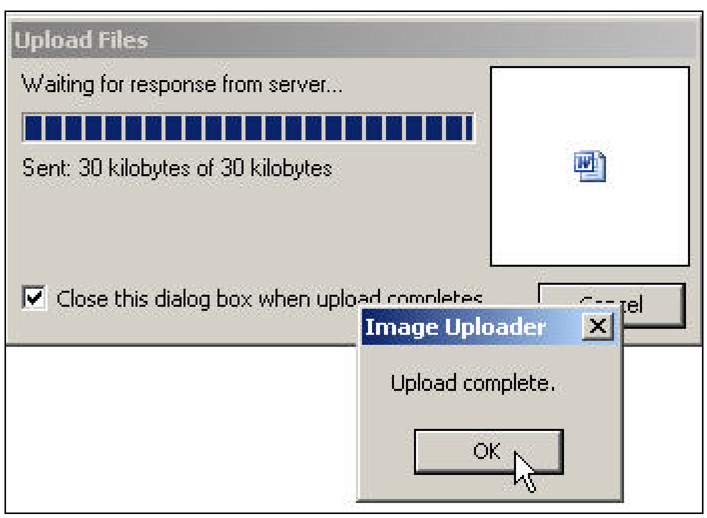
6. Locate the document (previously saved on your computer or on a disk), click on the file to select the document you want to add to your website, and then click the **Open** button.




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.

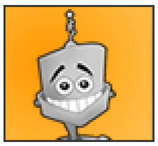



9. Click the **Save** button to save your new or edited pages.

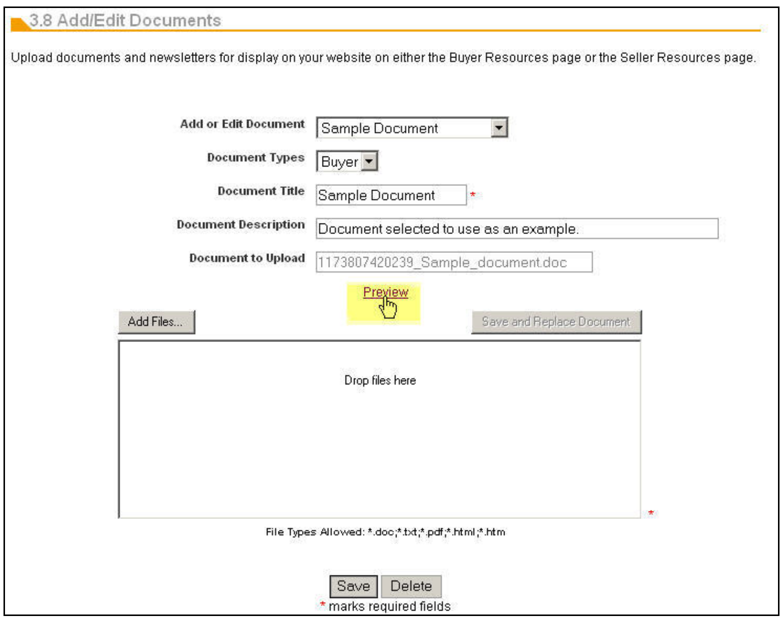
   To delete a previously added document, select the page from the **Add or Edit Document** drop-down list and click the **Delete** button.

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.

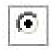


**Tips and Tricks: To preview the added document after you save it, click the Preview link. See figure below.**



## 3.9 Add/Edit Neighborhood Pages

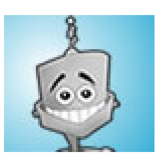
**In addition to the standard pages of your website, you may create your own custom neighborhood pages for your website. The formatting tools in this section are similar to MS Word.**

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. *NOTE: This will not register your site 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 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.

# 4.0 Add Listings/IDX Search

## 4.1 Add IDX Search

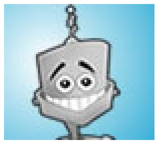
**This page allows you to include IDX links on your website or to sign up for the eAgentC IDX solution powered by Wolfnet. IDX (Internet Data Exchange, also known as "Online Broker Reciprocity") links give you the ability to allow consumers to search for homes in your local MLS on your website.**

1. Complete the appropriate fields. See the table below for detailed field descriptions.

| Field | Description |
|---|---|
| **Display KWLS Search** | Choose whether you want a link to search all KWLS (only) properties on your website. |
| NEW **WolfNet URL** | Enter the WolfNet URL **only after you have subscribed to WolfNet.** Entering your WolfNet URL here,also activates the **Quick Search** form on your homepage. |
| **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. |

2. Click the **Save** button to save your newly added page. Make sure the **Save Successful** message displays on the screen.

3. 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 to use the KWLS to add/edit your featured properties to display on your website.**

1. Click the **Open KWLS in a new window** button to open the KWLS in a new window for you to add/edit your listings that display on your website.


2. 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

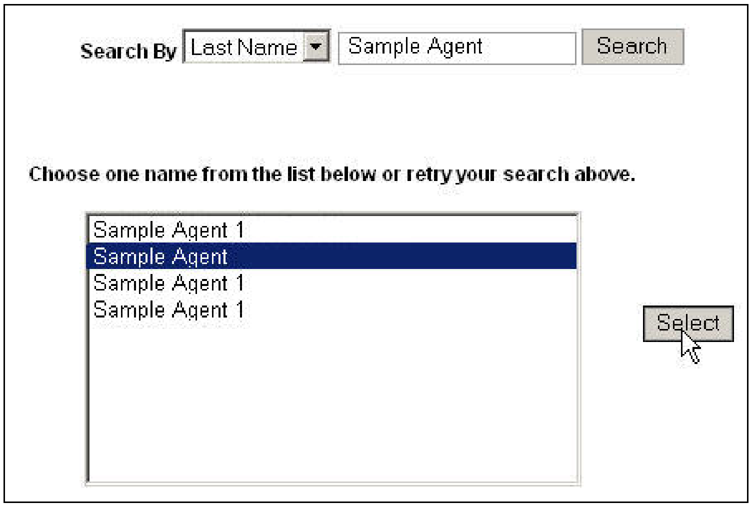
**This subsection is divided into 4 different tabs: Agent Search, Open Pending Requests, Accepted Requests, and Denied Requests. Co-Marketing is the 'shared listings' feature that allows you to share your listings with other KW associates. Shared listings will display on your website as part of your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

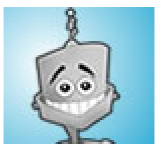
1. Click the **Agent Search** tab.


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.



**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

**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.

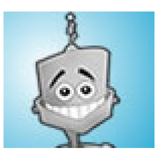
2. Click **Next 5.1** to go to the next page of the Agent Website Administration Tool.
   Or
   Click one of the left navigation links to go directly to the next section of your choice.

# 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

**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.**

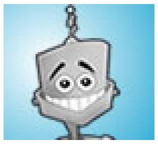
1. Select the appropriate radio button if you want to display your eOffice links or not.

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:<br>• New Window: Opens a new browser window for the link. Your website window will remain open behind the new window.<br>• 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. R*emember to add the desired protocol (http:// or https://) in front of the "www" or the link will not work.* |
| **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.

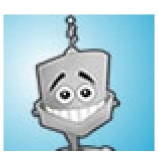
# 6.0 Manage Microsite

## 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.**

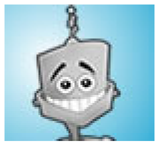
**Microsites are stealth web sites that can be used in advertising and promotional materials. Because microsites are unbranded web sites and are different from your agent web site, make sure that you do NOT choose your personal name when naming your microsite. You should choose a name indicative of your 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.

<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Microsite Name</td><td>Enter the word or phrase you want to appear in the following URLs (web addresses):<ul><li>http://XXX.HomeResearchSite.com</li><li>http://XXX.RealEstateValueSite.com</li><li>http://XXX.EstatePropertyInfo.com</li></ul>and where applicable:<ul><li>http://XXX.YourMLSHomeSearch.com</li></ul></td></tr>
<tr><td>Microsite Title</td><td>Enter the text you want to appear in the main header of your microsite.</td></tr>
<tr><td>Microsite Search URL</td><td>Enter the link consumers will be given after entering their contact information under "Search for a house today".<br>NOTE: Enter the appropriate protocol (http:// or https://).</td></tr>
<tr><td>Broker Affiliation</td><td>Select from the following options by clicking in the appropriate radio button.<ul><li><u>Off</u>: Broker affiliation will not be included on your microsite.</li><li><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.</li></ul></td></tr>
<tr><td>Meta Tag Description</td><td>Enter a brief (1-2 sentences) description of your microsite to tell consumers and search engines what your site contains. This will not register your site with any search engine; that must be done separately from this Website Administration Tool.</td></tr>
<tr><td>Meta Tag Keywords</td><td>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. NOTE: This will not register your site with any search engine; that must be done separately from this Website Administration Tool.</td></tr>
<tr><td>Google Analytics Tracking Id</td><td>Enter your tracking identification code provided by <u>Google</u> after signing up for an account, if applicable.</td></tr>
</table>

## 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.

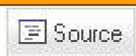
4. Click the **Save** button to save your auto response forms. Make sure the **Save Successful** message displays on the screen.

   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 test 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 *italic font style.* |
|  | **Underline** | Inserts an underline font style. |
|  | **Strike Through** | Inserts a ~~strike through font style~~. |
|  | **Subscript** | Inserts a $_{\text{subscript}}$ font style. |
|  | **Superscript** | Inserts a $^{\text{superscript}}$ font style. |
|  | **Numbered List** | Inserts a numbered list. |

| 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 | **Format Style** | Inserts a format style. |
| Font Arial | **Font Style** | Inserts a font style. |
| Size | **Font Size** | Inserts a font size. |