How to Start a Real Estate Agent Website



This guide will enable you to make your own website within 30 minutes or less. We'll provide you with basic knowledge, step-by-step instructions, and detailed screen caps to help get you through some od the more complicated sections. This guide is aimed at responding to basic website building needs, while focusing specifically on the real estate niche.



TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

About creating your first site

CHAPTER 2: GETTING STARTED

Deciding on a domain Choosing a host Setting up web hosting and domain name One click Wordpress installation

CHAPTER 3: WORKING WITH WORDPRESS

Basic concepts Choosing a theme Downloading and installing your theme Customizing your theme

CHAPTER 4:NAVIGATING WORDPRESS

Dashboard and menu backend Site Menu Posts, pages and links Sidebars and widgets Plugins and Permalinks

CHAPTER 5: CONCLUSION

Concluding remarks Extra resources



INTRODUCTION

Real estate markets fluctuate constantly: prices rise and fall, buyers disappear, then reappear and fight for property. The business itself is constantly fluctuating, but how can you ensure your success in the business won't? You need a website.

The Internet is the modern phone book, community bulletin, bus shelter poster, and newspaper advertisement all wrapped into one. When new younger clients are searching for a service, they will almost always google first, and to access this growing demographic, you need a strong web presence to speak for you.

By building your own website, you'll automatically be pushing yourself to the top of the list for potential house-hunting clients looking for a great real estate agent. A strong and attractive presence online not only makes you more visible than the hundreds of other real estate agents who haven't made a website, but proves your professionalism and credibility in just a click. A website also helps build a loyal client base that will last, whereas a print advertisement would most likely attract an older audience who may not have children or family to recommend you to later.

Creating a website for yourself as a real estate agent is an invaluable investment into your future. Affordable on any budget, putting yourself online is a business decision that will last and grow, building momentum over time as you gain popularity in your field. By putting your business online, you also open the doors to easily attaining a social media presence, even if that simply means your clients share your site on their Facebook or publish a recommendation on their blog. This free advertising comes hand in hand with a strong, well-made website, something this guide will make easy for you to access and maintain.



In this guide you will find important information like:

- Deciding upon a memorable domain name
- Signing up for web hosting using our provided guide
- Deciding on a content management system
- Using key words effectively and other SEO tricks

And of course the fun part: building, designing and maintaining your very own website!



Find us on:

- **firstsiteguide.com/feed**
- **E** <u>twitter.com/firstsiteguide</u>
- f <u>facebook.com/firstsiteguide</u>
- 8⁺ plus.google.com/+firstsiteguide
- youtube.com/firstsiteguide

GETTING STARTED

Although creating a website for the first time may seem like a daunting task, the process is really just a series of simple steps that this guide will make clear, quick, and easy for you to follow. Ready? Let's get started.

Step 1- Deciding on the right domain name

When you type a URL into the browser bar at the top of your web page, that is a domain name. Although it may seem straightforward to pick some words to sandwich between a www. and .com, choosing a domain name is actually a fine-tuned process similar to making sure your instrument it pitch perfect. You will have to pay a small annual fee to keep your hold on this unique name, and once you purchase your domain you cannot edit or change it, so it's important to think carefully before you commit. Here are some tips to ensure you're optimizing your domain name:

a. when in doubt, go short. You want your name to be catchy and memorable, not an unreadable string of names and details. Consider this example:

http://www.johnrichardandersonsealestateservicesnewyork.com

this domain name is far too long and detailed, and gets confusing with the dash and long string of information.



2

Instead, this could simply be:

+ + A http://www.jrealestate.com

the details are left to be explained on the website, and the domain name is both catchy and easy to remember.

b. try to include keywords that will help with search engine optimization. Words like "real estate" and "property" will help you appear when a more general search is entered by the potential customer. If you have a specialty like condos or renovated brownstones, try to include that word as well to help automatically narrow the results.

c. make sure to include words that describe what your website is advertising. The domain name needs to indicate the topic of the site to avoid being lost at the bottom of search engine list.

d. if you're a reputable agent with a very well known name that you think clients will be searching, try to include it in your domain, even if its just a last name (ex. www.andersonrealestate.com). If you're new to the business however, or don't strongly connect your name to your business, leave it out of the domain name and introduce yourself on the website instead.

2 Step 2- Choosing Web hosting

Now that you have decided on a domain, you have to find a web host in order for you to get your website up and running. Like buying a lot for the home you plan to build, selecting a reliable we host is a very important step in the website building process. Hosting will cost you a small monthly fee that you can think of as rent for your website's space on the World Wide Web. Often you'll find bundling your domain and hosting together can make site management easier and save you money, but buying them separately is also always an option. 2

When deciding on a host it's important to take into consideration:

\$

Price - though hosting I'd usually a relatively low cost, it's important to get the best possible rate and ensure you're get ting the best bang for your buck



Speed - you always want your website to be moving quickly and smoothly

İ

Customer support availability - In case you do have issues with your website, be it a crash or a small setup issue, it is important to choose a reliable company with customer support and troubleshooting constantly available.

- **Uptime** a good host has a high amount of uptime (the time your site is up and running on the internet), whereas an unreli able host will have high downtime due to server issues.
 - **Features** different hosts will offer different special features, such as apps, themes, design options and tools.

Reviews - most hosts have published professional reviews and reviews from their customers. Check out the general opinion to narrow down which host is best for you.

Based on our experience working with personal websites and blogs, we recommend using WebHostingHub.com as a hosting provider. They offer a great feature list and reliable support, which is important for when you're just getting started. A hosting plan with HUB will cost you \$3.99 per month plus an annual fee of \$11.99 for your domain



Use this link to get a 50% discount for the first year -<u>FirstSiteGuide.com/hub</u>

Step 3- Setting up Hosting and Domain Name

Depending on which company you've decided to use, setting up your account could be a varying process. In our example, we are going to be using WebHostingHub. If you'd like to follow along, please visit the following page: <u>FirstSiteGuide.com/hub</u>



Part 1

Follow the prompts to setup hosting from HUB for your new website by clicking on the link above. You'll be asked to create a domain name, or enter one you already own. Shortly after you'll receive a welcome email with your login information for HUB's account management panel. This panel (often referred to as AMP) is where you'll manage account settings and add new services if needed.

Domain Nan	ne Options
I want to register a new domain for my first year of hosting.	I already have a domain to use.
yourwebsite . com (e.g. newdomain.com) Search Domain	yourwebsite.com (e.g. yourdomain.com) Next Step



To access your AMP, go to <u>webhostinghub.com</u> and click "login" in the top right hand corner of the screen. This will bring you to the login page, which looks like this:



Part 2

Once you have logged in with the information provided in your welcome email, you'll find yourself on the main panel of your account, which looks like this:

Account Mgmt Panel	Hello Kevin What is AMP?		Lo
AMP Home			
Additional Services	Account Notifications	Annou	ncements
Hosting	Account Notifications	Annou	incements
Domains	No Current Notifications	No Curre	nt Announcements
Domain Transfers			
Other	Tools and Resources		
Need Help?			
Quick Links			
Online Support	Quick Links		Control Panel
Domain Management	START HERE!		Work in Your Control Panel [
Manage Domain	Choose your website below, th		reset password]
Account & Billing	that follow to set up your site,	add features, and more!	Use this to access your
	Choose Subscription	•	account's control panels or to reset their passwords.
Details			
	Technical Details		
	whhsupport.com	Details	

On this page you'll find a small section labelled "control panel". Click through to access your control panel. 2

This is the section where you'll install your content management system, or CMS. Inside your control panel, you will find a dashboard with various tools and applications. If you scroll down, you will find a "Top Applications" section where you can install your preferred content management system. You'll also find the "Softaculous" auto installer here.



A CMS will serve as the framework for your site, determining the design, appearance, and functionality behind the scenes. An ideal CMS is simple to use but offers endless space for improvement and add-ons as your site grows. It is important to choose a reliable CMS with a well designed dashboard and adaptable themes. A few CMS options are Concrete 5, Joomla!, and Drupal.

Though some prefer different CMS options, we will be using Wordpress in our guide. Wordpress is an extremely well-trusted CMS with millions of users all around the world.

4 Step 4- One Click Wordpress Installation with Softaculus

Installing Wordpress can be a horribly complicated headache for anyone who doesn't have a lot of technical experience under their belt. Luckily, both of the web hosts this guide recommends come equipped with a program called Softaculous that offers one click installation. Softaculous is the leading auto installer, with fast one click installation simple enough for any level of user to understand. This one click step should leave you with a basic default Wordpress theme installed under your domain name. To begin the installation process on your new HUB account, return to where we left off, on the control panel page.

Part 1

Click the "Wordpress" button on your control panel



Part 2

This button will bring you to the Wordpress section of the Softaculus installer, with a summary of the current Wordpress version available and a bit about the CMS. Click on "install" in the top right corner of the page





Part 3

This will bring you to a form of required information you need to enter before Wordpress can be downloaded and launched:

SOFTWARE SETUP			Examples
Choose Protocol		You can setup SSL settings here if your site is using SSL	http://
Choose Doma	ain	Domain name that you will be using for the Wordpress site	www.perfectpitch.net
In Directory		Folder where the files will exist	\public_html\
Database Nar	me	Name of the database that will be created for the Wordpress install	wp123
DATABASE SETTINGS			
Table Prefix		s you to put an alpha-numeric combination to identify the created in the database for your Wordpress installation	wp_
SITE SETTI	NGS		
Site Name		Name of the blog or website you are creating with the Wordpress installation	Perfect Pitch Lessons
Site Description	on	Description of the website that you are creating with Wordpress	Piano lessons in Lynn Valley
Enable Multis (WPMU)	ite	Checkbox to enable the multi-site feature for Wordpress	x
ADMIN ACC	OUNT		
Admin Userna	ame	Administrator name used to access Wordpress back end	admin
Admin Passwe	ord	Password used to access Wordpress back end	****
Admin Email		Email address for the Wordpress Admin	adam@perfectpitch.net
CHOOSE LANGUAGE			
Select Langua	age	Language used for the installation	English
INSTALL butt	ton	Click on this button to start installation once ALL of the sections have been completed.	
Email Installation details to:		Use this address to have your Wordpress setup details copied and then sent through email.	adam@perfectpitch.net



Part 4

Once the form is complete, hit install at the bottom of the screen. When the installation is complete, you can proceed to your Wordpress admin page and login. Access this page by typing the URL of your website with "/wp-admin" added onto the end.



WORKING WITH WORDPRESS

1 Step 1- Basic Concepts of Wordpress

There are a few basic concepts you will need to become familiar with before you get started on building your Wordpress site.

Though Wordpress is a popular platform for blogs, it also works extremely well as the base for a static website, in fact as of 2009 it was by far the most popular CMS platform available. As a new user, you won't be required to know any HTML coding, but you can enjoy endless freedom as you become more comfortable with the interface. Wordpress is open source software, which means it is public and free to use worldwide, and you do not have to have technical experience to master your website.



Now that you have Wordpress installed and your site up and running, it's time to make it look the way you'd like it to. When you go to your site after Wordpress has been installed, you will see some sample information has already been added, and a default theme has been chosen for you. Every new site will have an about section, and a post titled, "hello world", as well as some pre-chosen widgets along the sides. We recommend you delete this default post and section before moving on to select your theme and start creating personalized content.

Choosing the correct theme is one of the most important obstacles you will face when building your first web site. Not only will the theme dictate what your website looks like and whether potential customers view you as professional or not, but certain themes are more limited when it comes to customization, and the wrong choice could make it difficult to add in important elements. It also becomes more complicated to change your theme after you have already worked on content and done some customization, so it is ideal to choose a theme you're confident in from the start.

Some important elements to keep in mind while shopping through themes:

*There are both free Wordpress themes, and thousands of others that come at a cost. Prices range massively, from \$3 to \$1000. Comb through the free section to see if anything stands out before exploring the more costly options.

*Try to plan ahead. For example, if you think your website will need drop down menus (this is only needed when you have a high number of pages on your site) you will need to choose a theme that is compatible with them. If you would like to have columns on each side of every page, you should aim to find a theme with multiple columns.

*If possible, opt for a responsive theme. With all the different types of technology available today, it is important to have a site that will look professional and is easy to follow from any device. With a responsive theme, your site will re-size itself for mobile screens, iPads, etc.



*The closer the theme is to your vision of an end product, the less legwork you will have to do to get your site looking presentable and professional. If you choose a cheap option you don't like, you may end up paying for it with hours of wasted time later.

*Keep your niche in mind. Look for areas that are easy to customize, like a header image that would fit that picture you took last week of your newest "sold" sign. Although you want your site to look professional, it should also be a mirror of you and your business. 3

*Wordpress.org offers a very comprehensive theme directory, in fact all of the themes we recommend in this guide can be found there. If none of these appeal to you, you'll have to shop...

Here's a list of themes we have found particularly well suited for a real estate agent's website, all found within the Wordpress Directory:

- * <u>Tampa</u>
- * Manchester
- * Columbus
- * Estate



Now that you've chosen a theme for your website, you need to download

and install it. This is usually a fairly simple process, but just in case, we're going to walk you through it. For this demo, we chose The Estate theme, but the steps and process should be extremely similar no matter what theme you have chosen. To download the theme we're using, <u>click here</u>.

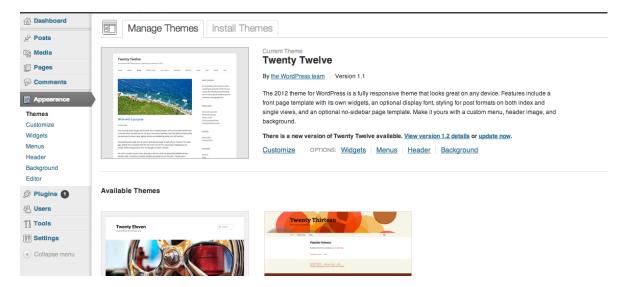
There are several ways in which a theme can be installed, but the simplest method is to upload and install the file. Click the above link to get started.

Part 1

On this page you'll find theme details, as well as a preview, and a download link. Click on the Download button.

Part 2

Sign in to your Wordpress dashboard (the back end of your website), click "appearance" in the mid right hand side of the page in the panel, and then click "Themes"



Part 3

Click "Install Themes" near the top of the page (beside the "Manage Themes" tab)

Hanage Theme	Install Themes	-					
Search Upload Featured Newest Recently Updated							
Search for themes by keyword.							
	Search						
Feature Filter							
Find a theme based on specific fea	atures.						
Colors							
Black	Blue	Brown	🔲 Gray	Green			

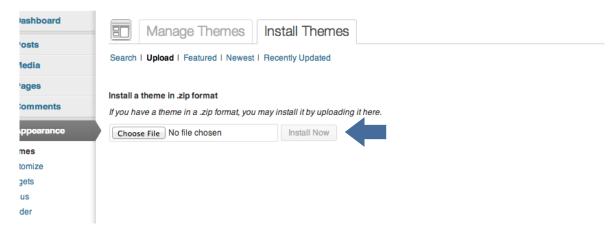
Part 4

Click "Upload", located at the top of the page beside "search" (see above image for reference)



Part 5

Choose the file from your downloads using the provided button (you'll be looking for your estate.zip folder) and hit "install now" when you have selected the correct file.



Part 6

When the theme is installed, the screen will change to an overview of the file. Click activate and your new theme will be implemented immediately.

Part 7

You are now ready to customize!



Now that you've selected your theme, there are endless possibilities to customize and make it your own. Widgets, plugins and design are are part of making your website accurately represent your unique business, and know how to use and maintain them will ensure you have a noteworthy site in your field. First things first; we need to clean up that appearance! After your new theme is activated, click theme options in the menu bar.



Part 1 - Renaming Your Website and Adding a Tagline

- 1. Go to the theme settings section
- 2. Select the General tab
- 3. Type your new website name in the site title
- 4. Type your new tagline next in the tagline box
- 5. Save changes

Part 2 - Editing Your Website's Banner

- 1. Click appearance from the left menu bar on your dashboard
- 2. Select theme settings and go to the home banner tab

3. Click Choose Media to upload a banner image related to your website's content (a "For Sale" sign in front of a gorgeous property would work well in this case)

Estate Theme Set	ings
General Home Banner	Site Text
Home Page Banner	Title Banner with Image Image This theme supports Meta Slider. Install it for free to create responsive, animated sliders - More Info
Background Image	Choose Media
Background Color	Select Color
Banner Title	Finding Homes Since 1997
Banner Subtitle	Columbia, SC - only prime listings
Banner Button	View listings
Banner Button URL	http://realestate.firstsiteguide.com/property-search/#/1-
Save Settings	



3. Click set media

4. To edit the banner text, fill in the banner button box, and to make

it a link through button, fill in a URL in the box below

5. Save changes



Part 3 - Adding Footer Text

For those interested in adding a footer text (usually a copyright or contact information) to their site, we've provided instructions here, though this isn't a mandatory step:

- 1. Click appearance in the sidebar on your main dashboard
- 2. Go to Theme Settings
- 3. Select the site text tab
- 4. Input the text (copyright or other)
- 5. Save settings

All rights reserved, 1997-2013 - Allen Stone, Real Estate Professional - Designed by SiteOrigin

Now that your theme has been customized, you're ready to add important content like contact information, listings, and more.

3

NAVIGATING WORDPRESS

Now that you have given your website the aesthetic you imagined, it's time to start using it and creating some content!

1 Step 1- The Dashboard and menu backend

Think of the dashboard as the blueprints for a new home. You are the architect, creating the instructions on the dashboard, and the content that shows up on your website will be the finished home. Navigating the dashboard is pretty straightforward, as the labelling is very user friendly, but here we'll provide an introduction to some of the parts you should know as soon as possible.

This is what your dashboard will always look like when you sign in to the back end of your website (you can do this by typing your website URL and then adding /wp-admin.php onto the end).

(1) qualitywordpress	.com 😌 3 🗭 🕂 New								Howdy, 📃
A Dashboard	Pashboard							Screen Options v	Help v
Home	Dasiboaid								
Updates 3									Dismiss
🖉 Posts	Welcome to WordPress!								
🔯 Media	We've assembled some links to get you started:								
Pages	Get Started		Next	Steps		Mo	re Actions		
Comments			5P	Write your first blog post			Manage widgets or menus		
Appearance	Customize Your Site		Þ	Add an About page		0	Turn comments on or off		
🖉 Plugins 🕚	or, change your theme completely		÷	View your site		R	Learn more about getting started		
원 Users			-						
TI Tools									
Settings	Right Now				QuickPress				
Collapse menu	Content	Discussion			Enter title here				
	1 Post	1 Comment			🗐 Add Media				
	1 Page	1 Approved			ugg Add Media				
	1 Category	O Pending							
	O Tags	O Spam							11
	Theme Twenty Twelve with 6 Widgets				Tags (separate with commas)				
	You are using WordPress 3.6.1.				Save Draft Reset			1	Publish
	Recent Comments				Recent Drafts				
	From Mr WordPress on Hello world! # Hi. this is a comment. To delete a comment. iust log in	n and view the post's comm	ients.	There you will have	There are no drafts at the moment				



On the left hand side of the page, you'll find your menu panel. This is where you will operate the majority of the site from, as it houses most of the options you will need to use to manage your website.

 qualitywordpres Deshboard Home Updates 	is.com ⊙ 3 ♥ + New
 ŷ Posts ŷ Media ŷ Pages ŷ Comments ☑ Appearance ŷ Plugins ● 	Welcome to WordPress! We've assembled some links to get you sta Get Started Customize Your Site or, change your theme completely.
왕 Users 11 Tools 양 Settings ④ Collapse menu	Right Now Content 1 Post 1 Page 1 Category
	O Tags Theme Twenty Twelve with 6 Widgets

At the top of the page you will see a **toolbar**. This will stay active if you're logged in to the dashboard and looking at your site, so you can click back to the dashboard easily and access some key shortcuts like commenting control, notifications, and adding new pages and posts.

	🖸 3 🗭 🕂 New	Howdy, 📃
😭 Dashboard	Dashboard	Screen Options v Help v
Home	Dasiboard	
Updates (3)		Oismiss
A Posts	Welcome to WordPress!	Semico D
	the second se	

The body of the dashboard will relay news and tips from Wordpress, commenting numbers from your site, updates, plugin suggestions, and information on incoming links (if someone links to you on their site).



Welcome to WordPress! We've assembled some links to get you started	:			O Dismiss
Get Started Customize Your Site or, <u>change your theme completely</u> .	Next Steps		More Actions Image widgets or menus Image midgets or menus <td< th=""><th></th></td<>	
Right Now		QuickPress		v
Content	Discussion	Enter title here		
1 Post	1 Comment	() Add Media		
1 Page	1 Approved	ugj Add Media		
1 Category	O Pending			
O Tags	O Spam			10
Theme Twenty Twelve with 6 Widgets		Tags (separate with commas)		
You are using WordPress 3.6.1.		Save Draft Reset		Publish
Recent Comments		Recent Drafts		
From Mr WordPress on Hello world! # Hi, this is a comment. To delete a comment, just log	in and view the post's comments. There you will have	There are no drafts at the moment		
		WordPress Blog		
All I Pending (0) I Approved I Spam (0) I Trash (0)		WordPress 3.7 Beta 1 September 28, 20	113	

The menu to the left is the most important piece of your dashboard to get acquainted with. This is the area that organizes all the of the functions you will need when operating Wordpress and adding to or editing your site. Here is a detailed look at each section.

The top section of your menu is the area you will most likely use the most. This section houses your posts, media, links, pages, and comments, essentially all the areas you will be adding to and altering. Take some time to explore each expanded section here as well, taking note of what happens where. For example:

Home Updates (3)	Dashdoa	aro			
		Welcome to WordPress! We've assembled some links to get you started:			
्रि Media	Library	Next Steps			
Pages Comments	Add New Customize	Your Site			

Selecting "media" will lead you either to your media library as a whole, or shortcut you to a page where you can add new media to the library. Some of the other buttons will lead to more options, like the "posts" area, but we'll be going into detail on that in the next part of this chapter.

The lower portion of your menu is a little more technical, but still very important to familiarize yourself with. In this section you'll find appearance, plugins, users, tools and settings, each with their own smaller drop down menu, just like the buttons in the top section. These buttons will help you with admin work like adding multiple editors and authors, altering settings and your site's appearance, and installing or removing plugins (details on plugins found in this chapter, part 4). Again, explore where each of these buttons can take you.

Appearance Plugins	or, change your theme completely	
용 Users		
Tt Tools	Right Now	
IT Settings	Content	Discussior
Theme Options	1 Post	1 Commer

2 Step 2- Website Menu

For the theme we have chosen, you need to put a main menu in place to help direct clients.

To add a menu, click "Appearance" in the left hand menu bar of your dashboard, then click "menus". This will bring you to a page with two sections, "pages" and "menu structure".

Comments	n		Manu Manu A	
Appearance	Pages	~	Menu Name Menu 1	Create Menu
Themes Customize Widgets	Most Recent View All	Search	Menu Structure Edit your default menu by adding Create Menu to save your change	or removing items. Drag each item into the order you prefer. Click es.
Menus Background Editor	Select All	Add to Menu	Home	Custom v
🖉 Plugins 🕚	Links	~	Sample Page	Page 🔻
원 Users	Categories	v		Create Menu
Th Tools				

Δ

On the menu structure side (the right), select "main menu", then hit save menu.

Links	T	Sample Page	Page v		
Categories	~	Menu Settings Auto add pages Automatically add new top-level pages to this menu Theme locations Main Menu			
		Delete Menu		Save Menu	

To alter what's in your menu, you'll need to create new pages.



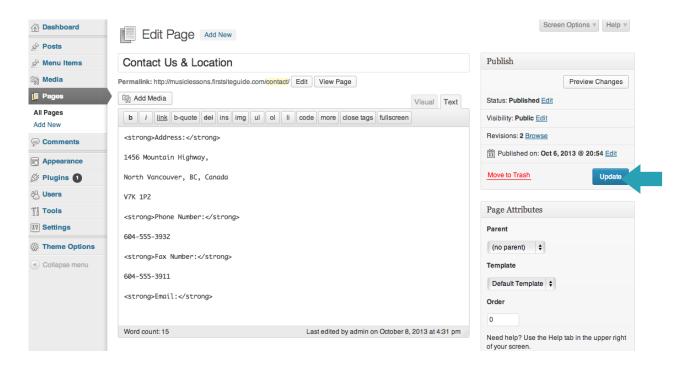
To get a handle on how to operate your site, you need to understand the difference between these three data entry options.

Pages

Pages will provide the main data your customers are looking for. These static sections of your website will remain the same as long as your website exists, unless you edit them through the dashboard. Pages do not allow comments or have to be categorized, they simply form the main sections of your website. Some typical real estate agent website page examples are:

*About *Contact *Real Estate Search *Photo Gallery

To add a new page, click "pages" in the top section of your dashboard menu bar, then click "add new". This will bring you to a form with a space for a title and a main text block. Create a title that you would like your audience to see in the menu, and add in text that you would like to be visible when a user clicks onto the page.





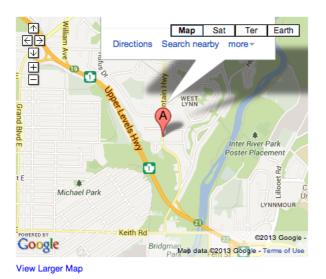
You may also want to add a map to your contact and location page so new clients can find you easily.

To add a map, type your address into "<u>Google Maps</u>" and hit enter. Once the site has mapped your location, click the link symbol in the top right corner of the toolbar (on the left of the page) and copy the "embed in website" code.

(Google 1456 Mountain Highway	r, North Vancouver, BC 👻 🔍
	Get directions My places	Paste link in email or IM × Short URL Learn more Send https://maps.google.ca/maps?g=1456+Mountain+H
♦	1456 Mountain Hwy North Vancouver, BC V7J 1K4	Paste HTML to embed in website <pre> eiframe width="425" height="350" frameborder="0" Customize and preview embedded map </pre>
		16th St. 16th St. Appin Rd Appin
	Directions Search nearby Save to map more -	15th St 4 State Arboriynn Park

Paste the code into your page and hit "update", and the map will now appear on your website like this:

contact@perfectpitchvan.com



firstsiteguide

Hit publish when you are done. This new page will not yet be published to your menu however, you need to add it in. To add the new page to your menu, click "appearance" in your main dashboard menu, then "menus", and select your new page from the "pages" section on the left. Click "add to menu".

Pages	Pages	Ŧ
Comments		
Appearance	Most Recent View All	Search
Themes	Contact Us	
Customize	Sample Page	
Widgets		
Menus	Select All	Add to Menu
Background		
Editor	Links	∇
🖉 Plugins 🚺	Categories	_
🖑 Users	Categories	· ·

Click "save menu" when your page has been added, and click refresh on your website to ensure the new page was added and is now active.

Menu Name	Menu 1			Save Menu
Menu Struc Drag each iter	ture m into the order you prefer. Clici	k the arrow on the right of	the ite	em to reveal additional
configuration				
Home		Custom		
Sample Pag	ge	Page	Ψ.	
Contact Us		Page		
Menu Setti	nas			
Auto add page	-			
Automatica	Ily add new top-level pages to t	his menu		
Theme locatio				
🗹 Main Menu				
Delete Menu				Save Menu

4

Repeat the above steps until you have a full and informative menu with fully functioning pages.

While you're here, you should also take a moment to delete out the default "sample page", as it is not needed. Click the drop down arrow related to the "sample page" listing and select delete.

					Save Men
Menu Strue	cture				
Drag each ite configuration	em into the order you pre options.	fer. Click the arrow on t	he right of t	the it	em to reveal additiona
Home			Custom	Ŧ	
Sample Pa	ge		Page	Ŧ	
Navigation		Title Attribute			
Sample Pa	age				
Original:	Sample Page				
Remove I (Cancel				
Remove I (Contact Us			Page	Ŧ	
	3		Page	Ŧ	
Contact Us	ings		Page	V	
Contact Us Menu Setti Auto add pag	ings	ages to this menu	Page	V	
Contact Us Menu Setti Auto add pag	i ngs jes ally add new top-level pa	ages to this menu	Page		
Contact Us Menu Setti Auto add pag	i ngs ges ally add new top-level pa ons	ages to this menu	Page	~	

Posts

Posts are usually related to a blog, not a website, but should you choose to operate a blog with updates and news within your site, you need to learn the basics of posting. Posts will be listed on your blog from newest to oldest, providing insight to customers on the activity of your business over time. Categories organize your posts in case a customer is looking for posts on a specific subject, and if you don't create a category while posting the automatic settings will place it in "un-catagorized". Posts also allows commenting, but Wordpress provides the option to turn off commenting if you prefer. Some typical posts ideas for a blog section within your real estate agent web-site would be:

*events & open houses
*seasonal greetings
*packages and promotions
*market related news
*announcements of new listings and recent sales
*media articles about you and your business

To add a new post, click "posts" in the main dashboard menu panel, then click "add new".

***NOTE:** it is very important to always work in "text" mode when adding new posts, not "visual" as this will add confusing coding!

Dashboard Home Updates	A Dash	board
A Posts	All Posts	wwwordPress!
🖉 Menu Items	Add New	ed some links to get you started:
ធ្វៃ Media	Categories Tags	
Pages		



4

Just like you did with pages, title your post and add in written content.

☆ Dashboard ✓ Posts	Add New Post
All Posts	New Lonsdale Neighbourhood Listing
Add New Categories Tags	Permalink: http://musiclessons.firstsiteguide.com/?p=42 Change Permalinks
🖉 Menu Items	Add Media Visual Text
ទ្រៃ Media	B I →Be 🗄 🗄 •6 📑 🛎 🖉 🖉 🚟 🖾 🚟
Pages	This weekend I'll be showing a newly listed four bedroom family home in the desirable Lonsdale area.
Comments	With two bathrooms and an attractive swimming pool,

To add an image to your post, click "add media" at the top of the text-box (there is a tiny picture of a camera), select a file, and hit upload. Once the file is uploaded, select a size and a placement, then click "insert into post"

	fall.jpg October 7, 2013 300 x 225 Edit Image Delete Permanently
Title	
Caption	The perfect cozy home for your growing family
Alt Text	
Description	A
ATTACHMENT	DISPLAY SETTINGS
Alignment	None 💠
Link To	Media File 💠
	http://musiclessons.firstsitegu
Size	Full Size – 300 × 225
	Insert into post

Videos can be a great way to take your open house online so out of town buyers can get a feel for the property.

To add a video, you'll need to grab a link from the video site you're using. On Youtube for example, you click "share" and then "embed", and copy paste the provided code into your Wordpress text box.

📹 Like	P		About	Share	d to		du	
Share this v	ideo <u>E</u>	mbed	nail					
src="//w	width="560 ww.youtube lscreen> </th <td>.com/embe</td> <td></td> <th>cwpU" frame</th> <th>border=</th> <th>"0"</th> <td></td> <th>You Tube</th>	.com/embe		cwpU" frame	border=	"0"		You Tube



LXTV Open House: A Florida Mega Mansion

If you're uploading a video you have made, follow the instructions for uploading an image, but select a video file instead.



You may also want to add links into your post. Highlight a word you'd like to make into a link, then click the "link" button at the top of the text box (). If you make a mistake and would like to unlink, highlight again and click the "unlink" button right next to the link button. If the link works, the word you highlighted will change colour and become underlined.

		Insert/edit link	×
	Enter the destination URI		Cat
Entra .	URL http://	www.vancouverrealestate.com	All
lea	Title Vancouv	ver Real Estate	
	Open lin	k in a new window/tab	
ed to en r ent	▶ Or link to existing contended	nt	
ores	Cancel		Add Link

Your post also needs to be categorized with tags and a parent category. To add these details, go to the right hand menu bar on the new post page.

To add a category, un-click "un-catagorized" and click "add new". For this sample post, we created a "special offers" category. Moving forward, all posts regarding deals and promotions can be added to this category too.

Categories
All Categories Most Used
Uncategorized
+ Add New Category
Special Offers
- Parent Category - \$
Add New Category



To add tags, simply list relevant words that relate to the post in the "tags" section, separating each with a comma, and hitting "add" when your list is complete. These tags will help you group together posts with similar subject matter.

Tags
Condo, real estate, urban living
Separate tags with commas
Choose from the most used tags

Congratulations, you can now hit "publish now" and share your post!

Links

Links are very different from posts and pages, but still have a role on your website if used correctly. You could link to anything from your agency's site to a city neighbourhood guide.

Links are categorized like posts, and will appear as a blogroll in the sidebar of your website automatically if you have a blog theme installed. If you do not have a blog theme installed, or you're using a theme that doesn't offer a links section (like the one we're using for our example site) you'll have to install a link panel widget (more on widgets below). Some suggested link categories are:

*resources
*neighbourhood guides
*Friends and affiliates
*House cleaners, contractors, or landscaping companies you like to recommend

4 Step 4- Sidebars and Widgets

Sidebars and Widgets help frame your site and add valuable information and shortcuts. You can access your widget and sidebar information and settings by clicking through "appearance" on your dashboard menu to "widgets" in the drop down menu.

Sidebars

Most websites only have one main sidebar, usually on the left hand side. In the case of the website we've built here however, the sidebar operated from the bottom of the page instead. This gives the site a cleaner, less blog style look.

The sidebar blocks in widgets, links, and blog categories if you're operating a blog. It can also house a mini bio and description of your business, but we suggest saving that for a more professional "about" page.

Within the widgets section on your dashboard, you'll find the sidebar information to the right on the same page.

Here you can control which widgets sit in your sidebar, where they sit, and how they operate (for example, do you want them to minimize and drop down or not?) You can also explore utilizing multiple sidebars, such as an optional footer section, or an optional showcase sidebar to feature specific content. We suggest keeping it simple with one sidebar for all your widgets.

sts	Widgets				
nu Items	Available Widgets		v	Sidebar Footer	
dia	Drag widgets from here to a sidebar on the right	nt to activate them. Drag widgets back here to	o deactivate them and delete their settings.	Search	
ges	Archives	Calendar	Categories	Salon	
nments	A monthly archive of your site's posts	A calendar of your site's posts	A list or dropdown of categories	Recent Posts	
pearance	Custom Menu	Latest Tweets	Meta	Recent Comments	
s	Use this widget to add one of your custom menus as a widget.	Display a list of latest tweets	Log in/out, admin, feed and WordPress links		
mize ts	monuo ao a wago.		inito	Archives	
3	Pages	Recent Comments	Recent Posts		
ound	Your site's WordPress Pages	The most recent comments	The most recent posts on your site	Categories	
	RSS	Search	Tag Cloud	Meta	
gins 🚺	Entries from any RSS or Atom feed	A search form for your site	Your most used tags in cloud format		
rs					
ls	Text				
ings	Arbitrary text or HTML			Sidebar Blog	

Widgets

Widgets are the organizational tools you can add to your sidebar to help make your website easy to navigate. A widget can be used to list information, like links, or recent posts, but can also be a simple search bar. You'll find a list of available widgets on the left side of the widget page on your dashboard, so take a look at what your theme offers and what you'd like to implement on your site. We recommend:

*archives *calendar *search bar *recent posts (if you're blogging)

5 Step 5- Plugins

Plugins help with the operation of your site, helping you gain more information from your users and helping you make your site more shareable. Unlike widgets, which appear on your site, plugins are mostly built to function behind the scenes. The plugin section of your website can be found in the bottom half of the menu on your dashboard, just under "appearance". There are three options: add new, installed plugins, and editor. You only need to use "add new" and "installed plugins", as the editor involves changing codes, a complex process that should be left to a very advanced user.

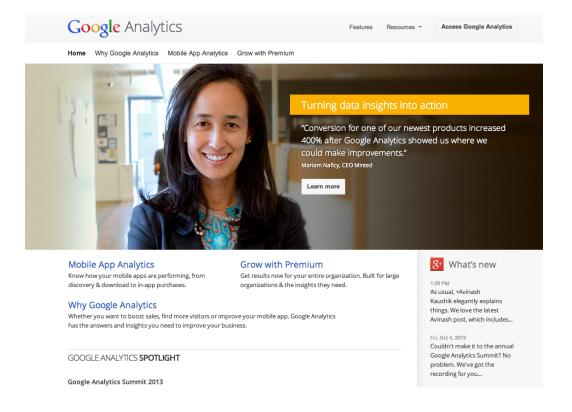
To add a new plugin to your site, click "add new" and search for what you're looking for, or use the Wordpress plugin directory to browse more generally. For your real estate website, we suggest you make use of:

- * <u>Real Estate Website Builder</u> displays your listings on your site
- * Google Analytics tracks site traffic
- * Contact 7 a moveable contact form with flexible emailing options
- * <u>Digg Digg</u> a floating bar of popular social media sharing options
- * <u>Meta SEO</u> provides SEO tools to help you get more visitors

- * <u>Pretty Link Lite</u> provides you with an algorithm for shortening lengthy links
- * Facebook Comments Facebook commenting system
- * Disqus commenting system independent commenting system
- * The Events Calendar shows upcoming events
- * Photospace a photo showcasing plugin, ideal for a gallery

Here is a step by step visual guide to installing Google Analytics, a plugin that monitors your traffic and ranking on the web. To follow along, login to your Wordpress, and then in another tab go to wordpress.org/plugins/google-analytics-for-wordpress and in another tab open www.google.com/analytics/





Δ

Part 1

Sign up for <u>Google Analytics</u>. To do this, click on access google analytics in the top right corner of the third page you opened (google analytics website). Click sign up and create a new account. Follow the prompts until you get to this page:

	~	-	Administration Analytics Administration page. We've given administration a new look, and everything that you need is available from this page.
	Administration	000	
•	PROPERTY 5000	•	Tracking ID UA-44553529-1

Now you have a website tracking number to use for your site. Keep this tab open.

Part 2

Return to the middle tab with the Google analytics plugin, and hit download.



Part 3

Return to the first tab, your Wordpress dashboard, and click "plugins", then "add new", and then upload. Find the plugin file (it will be called google-analytics-for-wordpress.zip with a number) and hit install now. When it is finished, hit activate plugin.



Part 4

When a notification window pops up in blue, click "allow tracking" and continue onto the pre-loaded page. At the top of the page, you will see a notice bar in red that warns your Google Analytics isn't yet active because you need to create a user profile. Click the red alert and enter you're tracking number from tab 3 by copy pasting it. After you do this, Google Analytics should be active.

Part 5

To view your google analytics profile and information, login on the Google Analytics website from now on (the third tab).



We'll also walk you through installing and working with the Real Estate Website Builder plugin. To download, click here and hit download.

The plugin will add two new items to your Dashboard menu; Placester, and Properties. The Placester tab lets you add new properties, and the Properties tab is where you can edit added properties, provide them with categories, etc.

Add Listing Listings	Add Listing Theme Gal	lery Settings Shortcode	s Lead Capture IDX / M	SCRM	Support	
Listing Type	Residential Rental	*				Publish
						Status: Draft
Property Type	2-Bedroom in Brand	New Villa - E				Visibility: Public
						11 Publish immediately
Location						Cancel Publish
Address 405, North Line Street	City Columbia	State SC	Zip Code 29169			Having problem?
Unit	Neighborhood	County	Country United States (US)	\$		Having a problem? Drop us a note at support@placester.com and we'll help you out as soon as possible.
Basic Residential Rental	Details					
Basic Details						
Bedrooms 2 Square Feet	Bathrooms 1	Half Bathrooms	Available On			

- 1. To add a new listing, click the Placester button
- 2. Click the add listing tab
- 3. Choose a listing type from the drop down menu
- 4. Fill in a title for the listing
- 5. Provide geographical information about the property (ie. address)
- 6. Fill in the basic residential area with required information
- 7. Add a listing price

8. If you'd like to add nearby facilities (such as a gym), or fittings (like air conditioning), fill in the show advanced section.

Δ

10. Most importantly, write a tasteful and persuasive description for the property

11. When you're finished hit **publish** to make your listing live on the website!

Real Estate Search		Search Search
Search Listings		
LOCATION LISTING City Image: Columbia Transaction State Columbia Property Ty Zipcode All Zoning Typ PRICE RANGE DETAILS Price From Any Bed(s) Price To Any stath(s) Search Now! Search Now!	rType (Any \$) ppe (Any \$) e (Any \$)	About Me Hil Let me introduce myself! I'm Allen Stone and since 1997 I run my own real estate agency in Columbia, South Carolina. To date, I have helped 1000+ customers find their new home. With its dynamic real estate market, Columbia sure possesses true gems - and if you're interested, I can show you around
2 listings match your search Sort By Price Sort Direction Descending 405, North Line Street, C Beds: 2 Baths: 1 Half Ba 2-bedroom apartment in brais great facilities, starting immed	t hs: 1 Price: \$875 nd new villa, great view,	properties I've been entrusted with. Whether you're looking to rent, buy, or you're 'just looking', I can provide you with a fine choice of homes throughout the city. Or, conversely, if you're looking for someone to sell your home at a profit, and fast, then you can count on me. <u>Read more</u>
Add prop	erty to favorites View Property Details	Our Office
Harrington, Columbia Se Well-furnished vacation hom Prices vary according to seaso period. Call for rates.	e, available year round.	Columbia Columbia Columbia Columbia Tree Map Data Terms of Use Stop by our office, we would love to see you!
Add prop Showing 1 to 2 of 2 entries First Previous 1 Next Last	erty to favorites View Property Details	1107 Gervais St. Columbia, South Carolina 29201

Finally, you'll most likely need a contact form on your contact page, so we'll include instructions on how to create one using our reccomended Contact Form 7 widget. <u>Click here</u> and hit download to follow along.

 Once the plugin is downloaded, a new tab called contact will appear in your dashboard menu bar. Click it, then click on add new
 Select your preferred language, then select add new again
 Click on untitled, and provide your contact form with an appropriate name.

Δ



4. You can customize the form by choosing inputs for your contact form from the generate tab dropdown on the right of the screen. (for example you can create checkboxes to specify reason for contact)

5. Dropdown options include Buy, Rent or Sell. Make sure you input each on a separate line. If you'd rather your visitors not have the option to choose, click make checkboxes exclusive

6. A brown shortcode will appear with your updates. Copy paste it into the left hand side of the contact form.

7. To implement anti-spam protection, click generate tag and choose relevant check-boxes.

8. Save your changes.

To move your contact form over to your contact page:

1. Click pages in your dashboard menu

2. Access your contact page

3. In the text editor field, paste the shortcode you have previously generated in your customized contact form.

4. Hit publish, and check your website to make sure the form is live

Allen Stone Real Estate Professional since 1997 – Co	lumbia SC Area	
Home Real Estate Search	About Me Contact	Recommended Notary Services
Contact Your Name (required)		Saarch About Me
Your Email (required) Your Phone no.:		Hil Let me introduce myself! I'm Allen Stone and since 1997 I run my own real estate agency in Columbia, South Carolina. To date, I have helped 1000+ customers find their new home.
I'm looking to: buy sell rent Subject Your Message		With its dynamic real estate market, Columbia sure possesses true gems - and if you're interested, I can show you around properties I've been entrusted with. Whether you're looking to rent, buy, or you're just looking', I can provide you with a fine choice of homes throughout the city. Or, conversely, If you're looking for someone to
		sell your home at a profit, and fast, then you can count on me. <u>Read more</u>
I'm a human being Send	k	Our Office



Permalinks

The way that your pages and posts appear in the URL bar of the web can be controlled by a simple setting change. By making the names more clear, you can make it easier for others to link to your posts. To change your permalink settings, click "settings" in the left hand menu bar on your dashboard, then click "permalinks" at the bottom of the drop down menu.

When the common settings menu appears, we suggest you select "post name". Hit save changes, and you're ready to start posting and sharing!

Permalinks	Fucu like you may enter outer an etuatures for your estadou and tes LIDLs here. For example, using there as				
Media	Optional				
Discussion		/%postname%/			
Reading	Custom Structure	http://musiclessons.firstsiteguide.com			
Writing	•				
General	Post name	http://musiclessons.firstsiteguide.com/sample-post/			
🕼 Settings	Numeric	http://musiclessons.firstsiteguide.com/archives/123			
Tt Tools	Month and name	http://musiclessons.firstsiteguide.com/2013/10/sample			
\subseteq					



CONCLUSION

Congratulations! If you have followed the above steps carefully, you now have a fully functioning website to help market yourself as a successful real estate agent. Your website will help put your business on the map, attracting new clients and helping you communicate with current clients and past buyers. With the new skills you've learned here, you now have the tools to ensure your web presence and real life presence match, just like a home's interior and exterior!

