

How To Make Changes To Your Brand New Real Estate Website

This document will help you make changes, updates, and modifications to your website. Have fun!

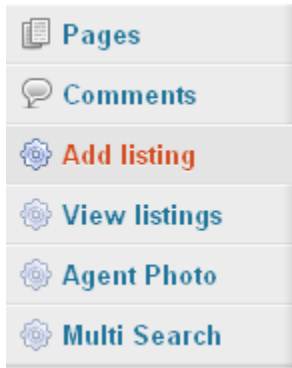
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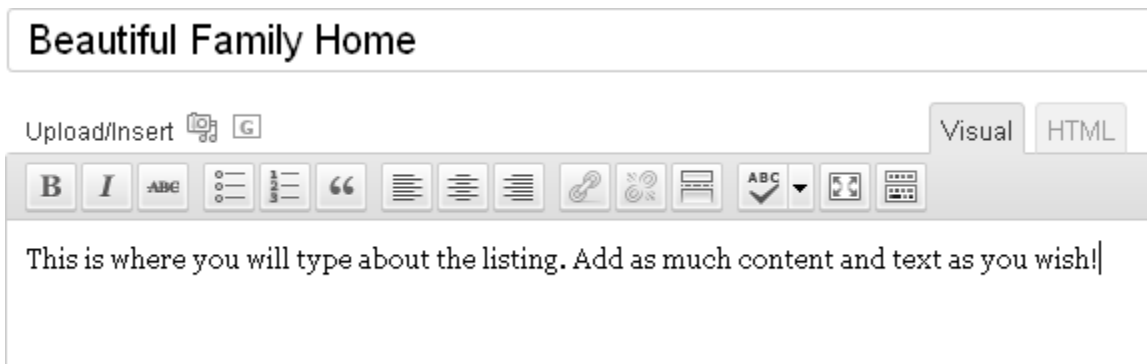
How To Add A Property Listing //

This is the bulk of your website, the listings. Simply follow the step-by-step instructions below and you'll have all the listings up and running in no time.

1. Login via your WordPress backend admin page.
2. Click on "Add listing" on the left hand side of the screen.



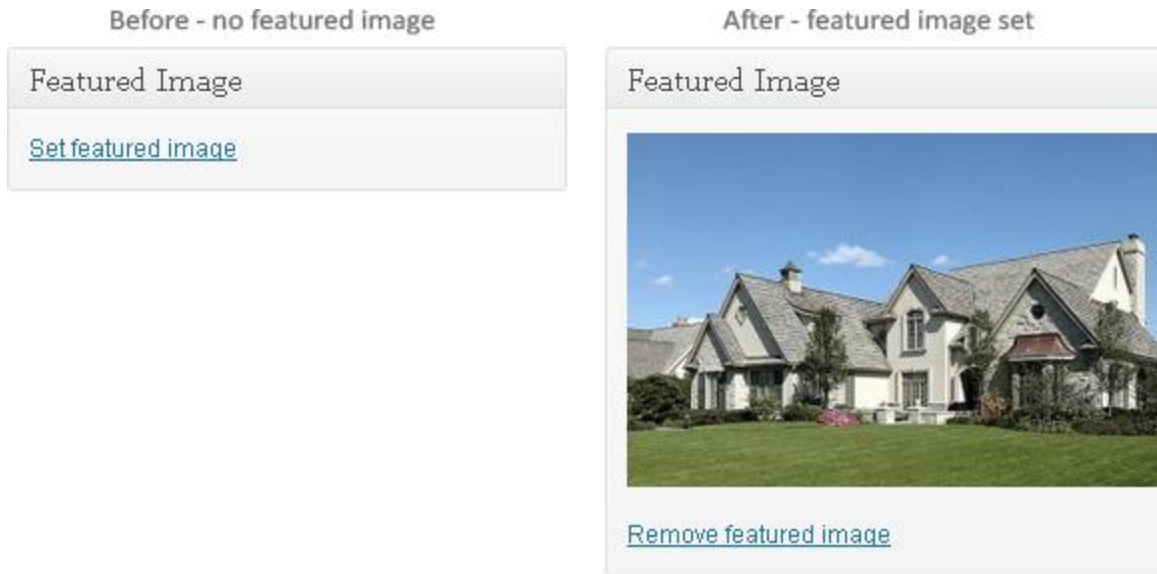
3. You will see a bunch of boxes, don't worry. The first box that has prefilled text saying "Enter title here" is where you will give your listing a title such as "Dream House", or "Beautiful Family Home".
4. The next big box is where you will add an unlimited amount of text about the listing. It is an area where you can further explain the subtleties of the home, the surrounding area, interesting facts, and anything else you wish.

A screenshot of the listing form. The title field contains "Beautiful Family Home". Below it is a rich text editor with a toolbar containing icons for Bold, Italic, Underline, Bulleted List, Numbered List, Quote, Indent, Outdent, Link, Unlink, Table, ABC, and a dropdown menu. The text area contains the placeholder text: "This is where you will type about the listing. Add as much content and text as you wish!"

5. Scroll down the page until you reach the **Real Estate Management Module**
6. Fill out the various fields about your property. You can edit and add your own labels if the default ones are not suited for your market. It includes the ability to fill in information about the property, interior and exterior features, location details, and amenities. All changes will be reflected automatically on the website once published or updated.

VERY IMPORTANT: Be sure that the full address and zip code is entered correctly in order for the Google Maps/Streetview to work properly.

7. Add the listings main photo (this will appear on search listings, featured listings, etc.). Click on the Featured Image link on the bottom right side of the screen, search for your image, click Upload, give it a title, then scroll down and click **“Use as featured image”**, then click the button **“Save all changes”**.



Adding A Photo Gallery To Your Listings //

To add a photo gallery like the example picture below shows, follow these step-by-step instructions.

Photo Gallery and Property Description



1. When first creating or editing a listing, click on the little button next to the words “Upload/Insert” that looks like a very small camera. This will bring up the upload box, click on **“Select files”**.



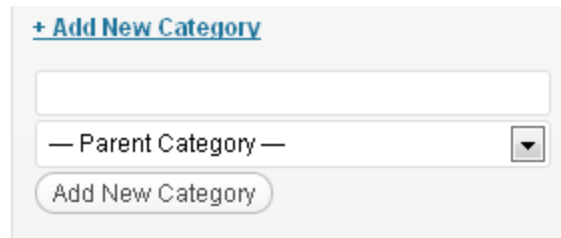
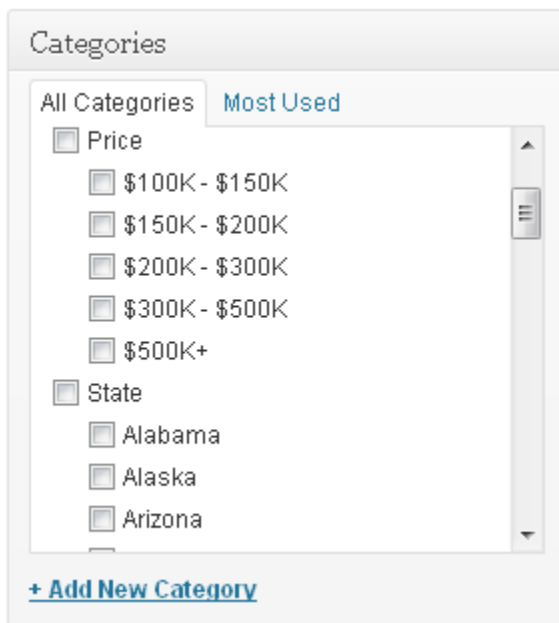
2. Browse to your file(s) and select as many as you wish to have on the listing. (To make things easier, make sure to name/rename your file(s) to whatever the picture is showcasing, such as Kitchen, Living Room, Spare Bedroom, etc.) Click open, wait for ALL the files to be successfully uploaded. Click **“Save all changes”** on the bottom left.

3. The page will load, once it does click you can adjust some settings, but it isn't necessary. The only setting you may want to change is the amount of pictures on each row, You can do this by simply changing the setting to the corresponding number you wish by clicking the drop down menu title "Gallery Columns". Once done, click on the "Insert gallery" button on the bottom left and voila, you now have a very nice pictures showcase on the listing.

Add Categories To Your Listing //

Adding categories to your property listing is how the site handles the searches. If a customer comes to your site and wants to use the drop down search feature and selects to search for a listing type that is "For Rent" for the price of "\$200K - \$300K" you need to make sure the listings have these categories associated to it. Follow these instructions to add categories.

1. Make whatever categories you wish, such as city names, prices, number of bedrooms, number of bathrooms, number of cars the garage holds, etc. This can be done when adding a listing or updating a listing by using the built in category feature.



2. Click on the "+ Add New Category" button on the right side of the page and a text input box will appear. Type in the name of the category you wish to use, you can give it a parent category for organizational purposes but it is not necessary. Once finished, click the "Add New Category" button.

3. **IMPORTANT:** You need to make sure when you are creating a new listing, or editing one, that you click on each category you wish to have associated with the listing. If you don't, and a user searches for a "For Sale" listing and the listing does not have the "For Sale" category checked, it will not show on the search results.


Editing Your Listings //

It may happen that you need to edit or even delete your listings, follow these steps to do so.

1. Click on **“View Listings”** on the left side of the admin panel.



2. Rollover whichever listing you want to edit or delete, a sub-menu will appear that makes it visible to click on whatever option you choose.

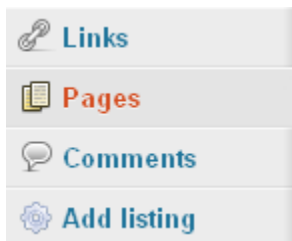
<input type="checkbox"/>	Date	Title	Image
<input type="checkbox"/>	2012/01/26 Published	Beautiful Home Edit Quick Edit Trash View	

3. If you click on **“Edit”**, make any necessary changes and once finished make sure to click the update button. Once done and updated, the changes will be immediately visible on the site. If you click **“Delete”**, the listing will be deleted.

How To Add Locations To Map //

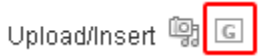
The website includes a map feature that you can mark locations on, that when marked will show a small icon on the map that users can see where your listings are located. Follow the instructions below to add locations and content.

1. The map feature is located on the **“Map”** page, to get to this page and edit it, click on **“Pages”** on the left side admin bar.



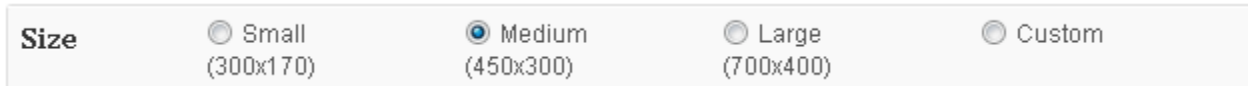
2. Scroll to where the page title **“Map”** is, rollover it with your mouse and click the **“edit”** link.

3. Once the page is open, you will see some text on the text area saying “[wpgmappity id=“1”]”, this is how WordPress knows to enable the map. It may have some listings marked on the map for initial display purposes, just disregard those as we will make new ones for your listing(s). To edit the map and add locations, click on the little “G” button on top, next to the “**Upload/Insert**” text, shown below with a red box around the button.

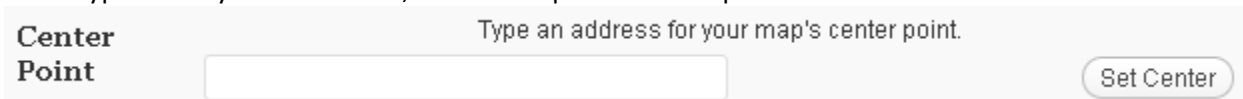


4. After you click the button, a screen will open, this is where you input the information and tell the Google Map where to place a marker. Follow the images and instructions below to understand each section and what it does.

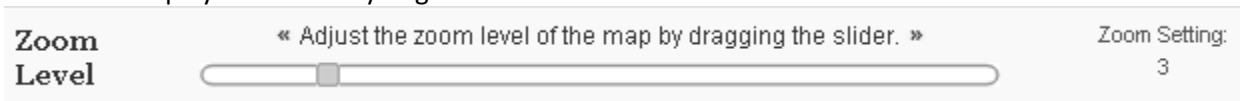
5. The first section, “**Size**”, is how you can manage the width and height of the map. Click each little button to see a preview of the size. You can even make a custom size by clicking on the “custom” button.



6. The next section, “**Center Point**”, is how you tell the map where you want it to be centered on. You can either type in a city or state name, or as descriptive as a complete address.



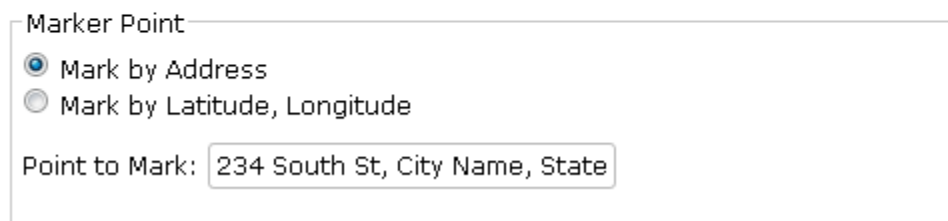
7. The next section, “**Zoom Level**”, is how you manage the initial zoom of the map when it first loads. Drag the little slider to play with it until you get it to the desired level.



8. The next section, “**Markers**”, is where you input the address to be marked. Click on the big text “Add Marker”, a pop-up will appear, enter either the address or latitude/longitude of the property. There is another section underneath this, title “Marker Image”, just leave it on the default setting. Once you have entered the address, click on the “**Mark Point**” button, and you now have a point marked. After you add it, you can edit it or delete it, and of course add additional markers. Just follow the same steps you just did and you’ll add another one.



Enter a point that you would like marked. You may specify the point with an address OR with a (latitude, longitude) pair.



9. Once you have added all the markers, you may want to add some content that shows when somebody clicks on the marker. To do this, just click on the link next to any marker, “**Configure**”. This will pop open a form where

you can enter text about the house, such as the title of it, a description, and even a link to view the listing. This has to be done in HTML though for the links to work, if you wish to add in a title, description, and link, just copy and paste the following and change the inputs to what you wish and the link to your page. For visual aid purposes, only change the text that is in red font so it displays properly.

Title of Marker

**
**

Type in your description of the property here. You can make it as long as you need to. Just erase this text and type in what you want.

**
**

<a href="copy and paste your link of the property here, will look something like this:

http://www.yourwebsite.com/name-of-listing.html" target="_blank">Name of Property Can Go Here

9. The next section, “**Route**”, is self-explanatory. Add in two different addresses if you wish to show a route on the map.

10. The next section, “**Map Controls**” is how you can control what the map looks like. Play with each setting to see how it makes your map look, it can even show the satellite view of the maps locations.

11. The final section, “**Support**” is to have a link for the developer’s website who created the map feature. It is up to you to have this checked or not.

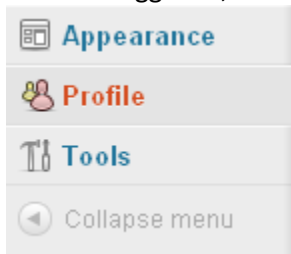
12. Once finished adding and configuring all the markers, click on “**Insert Map**” and your map will now be added. If you want it underneath your text on the page, or above it, just move the “[wpgmappity id=“1”]” text to wherever you want it.

How To Add Agent Information //

The website is setup to include either one, or multiple, agents and their information. To differentiate between agents, you have the ability to input some information about yourself including phone number, email, website, a picture, bio, and even Twitter and Facebook if you wish. Follow the directions below to add your information.

Adding Your Personal Information & Contact Details //

1. Once logged in, click on “**Profile**”.



2. This page will allow you to enter your name, contact information, Facebook and Twitter (optional), and a bio about yourself that users browsing the site will be able to read. Include anything you feel is important for your clients or potential clients to know.

3. Once done, scroll down and click on **“Update Profile”**.

Adding Your Personal Agent Photo //

This photo will show up on your agent bio page, the main page, or anywhere else the site has it setup.

1. To upload your photo, click on **“Agent Photo”** on the left side of the admin panel.



2. An upload file box will be on the page, click on it and browse to where your photo is located. Once done, click **“Upload”** and now your photo will be on the website.

How To Add Search Engine Optimization (SEO) To Pages //

Search engine optimization (SEO) is how search engines “crawl”, or read, websites. With this website, a nice little feature is included that easily allows you to add the necessary information to allow your pages to be crawled. This will increase your search results on search engines. Follow the instructions below and you’ll be on your way.

1. When you are creating or editing a property listing, after you enter all the details continue to scroll all the way down to the bottom of the page and you will see a section title **“All In One SEO Pack”**, this is where you can input the information.

A form titled 'All in One SEO Pack' with the following fields:

- Title:** A text input field containing 'The Title Of Your Page(s)' and a character count of 25.
- Description:** A text area containing 'This is where you will enter a description of your page.' and a character count of 56.
- Keywords (comma separated):** A text input field containing 'keywords, about, your, page'.
- Disable on this page/post:** A checkbox that is currently unchecked.

2. In the “Title” section, type in the desired title you want for the page, such as the address of the listing or the name of the listing.
3. In the “Description” section, type in a description about the property, be descriptive and use words that you think people will search on search engines for.
4. In the “Keywords” section, type in as many keywords (separated by a comma for each one) as you want. This is where you will want to input information about the listing, such as 3 bathrooms, 4 bedrooms, pool, spa, patio, etc. Be descriptive so it will ensure your page(s) get read by the search engines.