

KW Agent Website

To Get To Your Website

1. Go to www.kw.com
2. Login
3. Click on "My Information"
4. Click on "My Website"
-located to the left of screen
5. Click on "Agent Website Administration"

On the left hand side of the screen is the Website Menu (consisting of 5 steps) and the Microsites Menu (consisting of 2 steps)

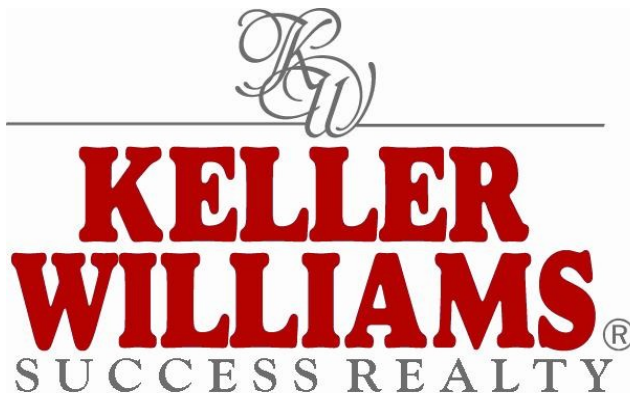
The first 5 steps (10.- 5.0) deal with all admin work on your website
Step 6.0 and 7.0 deal with Microsites

Microsites are websites created by KWRI for Associate lead capture purposes. These sites allow Associates to capture leads from a source other than their Agent Template site.

**Microsites are not legal in all states. Check with your board first before using the microsite function.



Anything with a yellow star means that the information given in the text box next to it is personal advice.. But you do not have to do anything that it says.



1.0 Edit Agent/ Team Info

1.1 Edit Contact Info

This information is shown under the "About Us/Me" link and on your homepage.

1.2 Add/Edit Main Photo/Logo

This is where you would upload your photo and the office logo.

*Note: When you upload your photo, it shows up at the bottom of the homepage.

If you do not like this, upload your picture under "logo" (drop down menu for image type)

**If you choose to do this, see step 2.3 (Edit Site Information) #6

1.3 Manage Photo Library

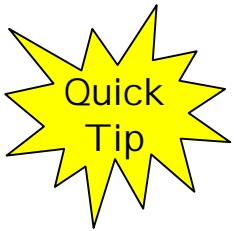
This is where you can upload photos (max of 50) that you can place throughout your website.

1.4 Create Professional Resume

This is where you would type in your biography. This is shown under the "About Us/Me link on your homepage.

1.5 Create Home Page Message

This message shows up on your home page (front page) of your website.



Start your welcome message out with bullet points of the most important things about you and what you have to offer clients. Bullet points catch the eye and are almost guaranteed to be read as opposed to paragraphs in which are usually bypassed. The bullet points will catch the consumers eye and if they see something they like, they will be more inclined to read further down your page.

2.0 Design Your Website

2.1 Choose Template

This is where you would choose the template you want for your website.

When you first click on "select template" you are asked to select the template size you would like to use.. You may choose either but REMEMBER:

There are many different sizes of computer screens, some smaller than others.. therefore, if you choose to have your template to be size 1024x768, then some consumers may not be able to see your entire website on their screen.

2.2 Choose Syle, Font, Color

This is where you will choose a color schemes and fonts for your website. This DOES NOT change the color of your template.

Color changes will appear behind your template and in the heading for your focus boxes.

*"Current Font" and "Font Size" change the font for your links, focus boxes and contact information. (do not worry about the font of your welcome message - you can change that later)

2.3 Customize Page Layout & Focus Boxes

This is where you will choose the layout of your focus boxes (where on your homepage you want the focus boxes to be), what focus boxes your want on your homepage and creating any custom focus boxes (see the 3 tabs labeled custom focus boxes, manage focus boxes and select your layout)

The point of the focus boxes are to draw consumers to the information provided within it. You may have up to 3 focus boxes which include:

- featured property focus box
- buyer focus box
- seller focus box
- info center focus box
- calculator focus box
- subscribe focus box
- custom focus box

1. featured property focus box
 - your listings will show up in this box
2. buyer focus box
 - info and advice for buyers such as 10 steps to buying a home, etc.
3. seller focus box
 - info and advice for sellers such as 10 steps to selling your home, etc.
4. info center focus box
 - an assortment of information for buyers and sellers which includes city reports, expert advice, salary calculator, etc.
5. calculator focus box
 - an assortment of different calculators such as income calculator, upfront cost calculator, etc.
6. Subscribe focus box
 - this box allows consumers to subscribe to news from your website. The consumer is ONLY asked to give their email address. Their email address is then emailed to you and it is up to you to keep in contact
7. Custom focus box
 - see next step

Custom Focus Box

This is where you can create a focus box with the information that you want in it. You can add pictures, links, and text.

a couple of ideas:

- tip of the week/month
- "how's the market" (market stats for your area)
 - >a good thing about custom focus boxes like these is that they continue to update which shows the consumer that your website is well maintained (as opposed to having a "dead" site)

HOW TO:

1. Name your focus box. This will appear in the header of the focus box.
2. Type your text. You may also copy and paste from word (word gives you more font choices)

To insert a photo:

In the menu bar of the box on the screen there is a button in the lower left corner that has a mountain in it. This is your "insert picture" icon. Click on it to insert a picture

*Note: You must first add your pictures to your photo library. See step 1.3

To insert a link:

Just type the URL and it will automatically become a link
i.e.: URL = www.kwsuccess.com

If you want to make a word or words into a link:

1. highlight the word or words you would like to make a link.
2. In the upper right of the box on the screen you will see a button with a picture of the world with a link in front of it. Click on this button. It then asks you to type in the URL.
i.e.: www.kwsuccess.com

You will notice that the words have now turned blue and have been underlined.. this indicates that it is now a link.

If you want to make a picture into a link

1. Click once on the photo you would like to turn into a link
2. Click on the "insert link" button (button with world in it)

3. Type in the URL (i.e.: www.kwsuccess.com)

4. Click "save"

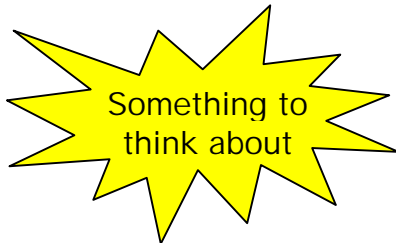
When you are finished creating your custom focus box, click save.

Now if you go to step 2.3 and you will notice your custom focus box in the drop down menu of the focus box choices.(second tab, "Manage Focus Boxes")

Select Layout

This is where you choose where you want your focus boxes placed on your homepage. You can have them:

- 3 across the top
- 3 across the bottom
- 3 down the right hand side
- 2 down the right hand side
- no focus boxes



If you have your focus boxes across the bottom of the page, consumers will not see them unless they scroll down the page, defeating the purpose of a focus box.

If you have your focus boxes across the top, it pushes your information down, not allowing the consumer to see it unless they scroll down the page.

My advice would be to keep them along the right hand side of the page.. that way consumers will see a little bit of both the welcome message and your focus boxes.

6. Edit Site Information

This is where you will input information regarding your website.

1. Page Title

2. Site Name

4. Tagline

8. Logo Text

Configure your website and display details

The Kari Trecker Team

trecker *

Your KW website address will be:
<http://trecker.YourKWagent.com>
(where "sitename" is what you enter in this field).

Storm Trecker

Stay on Track with Treck!

Yes No

Yes No

Yes No

Kari Trecker is the best KWRI support analyst!

KWRI support analyst, Keller Williams Support, Support,

3. Website Title

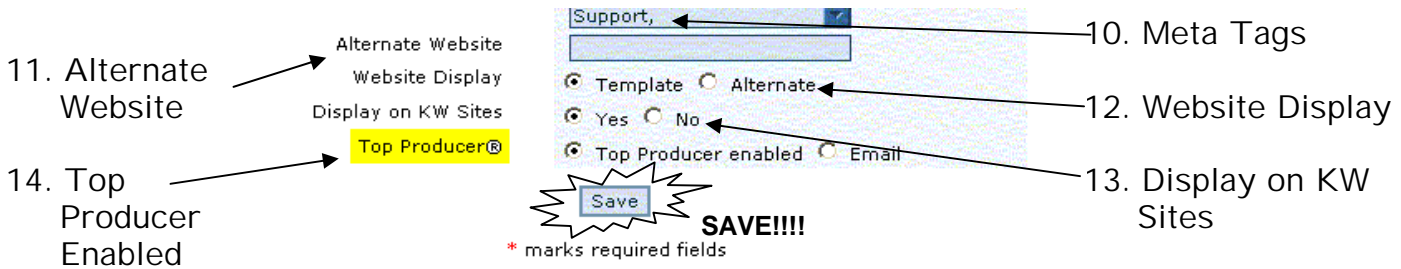
5. Display Office Link

6. Display NAR Logo

7. Display KW Logo

9. Meta Tag Desc.

Meta Tag Keywords



1. The page title is what shows up in the shortcut bar at the bottom of the page when you minimize a screen (it is the "screen title")
2. The site name is what shows up in your URL
i.e.: <http://catherinegrier.yourkwagent.com>
3. The website title shows up on your home page at the top of the screen
4. Your tagline shows up on your homepage
i.e.: exceeding your expectations, expect great things
5. You can choose to display the office link or to take it off. The office link is on the left hand side of your template.



Although we love our office website, it too, like your website, allows consumers to search the MLS. You want the consumer to use your website for that, not ours. Our website also distributes the leads that come onto the site to agents on the eagentc certified roster... you

6. The NAR logo shows up at the bottom of your page.. under the template
7. The KW logo is the KW Realty logo.. It shows up in the header of your template.
8. The logo text shows up under the KW logo on the left side of your template (if you choose to have your picture in place of the logo, you MUST type in your office name here.. i.e.: KW Success Realty)
9. The meta tag description is an accurate description of your website. (What can consumers find or do on your website?)
i.e. go to www.google.com and type in kw. You will notice the first thing is KW Realty and it says "Agency with offices and operations in many... this is the meta tag description
10. The meta tag keywords are words that pertain to your website. When a consumer goes on to google.com or yahoo.com and type in what they are looking for, they are typing in either a meta tag or a meta phrase (i.e.: homes is a meta tag. Homes in Barrington is a meta phrase)
You want to type in as many meta tags as possible that pertain to your website and real estate. (i.e.: homes, cma, mls, realtor, real estate, etc.)

Things not to do with your Meta Tags!

- DO NOT repeat the same meta tag/phrase more than once!
(i.e.: homes, homes, homes, homes) Some people will do this because it ups your chances of coming up on the first page of a search engine, however, the search engines will detect this and black list you.. meaning you will NEVER come up on the search engine!!
(homes, homes in Barrington, homes in Schaumburg - these are ok.. they are NOT the same meta tag)
- DO NOT put in any meta tags that do not pertain to real estate or your website. (i.e.: you are a real estate agent, do not put in meta tags such as shoes, computers, chocolate - these meta tags do not pertain to real estate or your website)
Search engines will also pick this up and black list you!

- DO NOT put your competitors names in your meta tags. It is not necessarily illegal, but it is unethical.

11. Only input an alternate website if you are not utilizing your KW website, but instead using another website that you created yourself or had made (ie. Advanced Access)
12. If you are using an alternate website... you must click on "alternate" for the website display (if you do not, if a consumer goes through KW to find you, when they click on your website, it will take them to your KW site instead of your alternate site.
13. Display on KW sites means do you want consumers to be able to access your website when they are going through KW? So if a consumer finds you through the KW site.. Do you want the option to be there for them to go to your website?



Unless you are going out of town (like to France) and don't want any leads... keep this feature on!!
Who doesn't want leads?!?!?

14. If you have Top Producer... enable your website for Top Producer. This will allow you to get leads through Top Producer. If you do this, please note the following:

Here are the steps you will need to follow within Top Producer to allow leads from your KW Agent website and Microsite to automatically funnel into TP:

- 1) Log into Top Producer at: <http://www.topproduceronline.com>
- 2) Go to Set up Tab along the top of the screen
- 3) Choose Lead Setup from the drop down menu
- 4) When the lead setup window loads choose "Add web site" on the far left menu
- 5) This will load a pop up window for you to enter all the info for the fields below:

Lead Provider Name: KW Agent Website
 URL: <https://secure.kw.com/agent/lts/> (LTS)
 Username: (your KW Intranet username)
 Password: (your KW Intranet password)
 Confirm password
 Account Created for: (you can put anything here)

- 6) Click OK

View or edit web site

You can edit the information for the web site you would like to receive leads from, as well as enter your account username and password to activate your account.

Lead provider name

URL

Username
 Password
 Confirm password

Account created for

Make sure to SAVE
your work!!!

3.0 Add Your Content

3.1 Customize Website Navigation

This is where you can change and edit your main navigation and your additional navigation.

Your main navigation are the links that came with your website (such as about us, featured properties, Info Center, etc.)

Additional Navigation are any links that you want to add to your homepage (such as school reports, mapquest, etc.)

For Main Navigation:

You can change the wording of any of the links, but you cannot change the order. (ie. Your first main navigation is : links.

You can change the name to whatever you want, but you cannot name it featured properties and expect it to show your featured properties.. Because when you click on the link, it will still bring you to the "links" page".

For Additional Navigation:

This is where you add additional links and categories that will show up on the navigation bar to the left of your screen.

Think like a consumer. What tools do buyers and sellers need - provide links to places where they can find any information that they might need

I.E. If you have the addresses of your listings posted, have a category called "Maps & Directions" and the links to mapquest and google maps under it.

Add links to school reports, crime reports, neighborhood info, etc. Anything and everything a buyer or seller will need... you want to provide it for them.

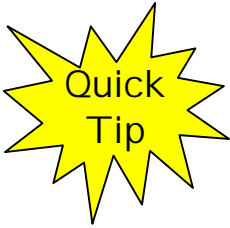
For Link Destination - ALWAYS choose "New Window" !!
When a consumer is done with everything they need on a page, the natural instinct is to "x" out of the page... if you have all of your extra links opened in a new page, when the consumer "x's" out of the page they are on, you will always be right there.

Think like a
consumer!

page they are on, you will always be right there.
If you have the links opened in "Same Window", the consumer will
HAVE to use the "back" button to get back to your page.
"Frame-in" opens your additional pages within your template,
creating scroll bars, this is extremely annoying to anyone, and the

3.2 Edit Buyer Resources

This shows up under the "buy a property" link on your homepage.
You can edit the text in the links or below the links here.



Change the wording up a bit.
You want to differentiate your website from everyone else's as much as possible.
So every little bit helps.
I.E. change "Buyer Contact Form" to "Contact Me About Buying A Home"
You can also add a little message above all of the links.. say something

** When changing the wording of a link- type what you want within the link that is already there and then delete around your words.
If you delete the link before typing what you want, there is a good chance that you will LOSE the link!
(ie: [Buyer Contact Form](#) - Start typing after the word buyer - so you will see this- [Buyer Contact Me About Buying a House Contact Form](#)
Then you would just delete the first word, Buyer, and the last two words, contact form. This will stop you from losing your link.

3.3 Edit Seller Resources

This shows up under the "sell a property" link on your homepage.
You can edit the text in the links or below the links here.

**Do the same for the seller page as you did for the buyer page

3.4 Add/Edit Area Links

This is where you will add links to your website (ie: www.kwsuccess.com, www.homedepot.com, etc)

**You must create a category first!

1. add or edit - add link or category
2. type - category
3. title - name your category (ie: if the link has to do with improving your home, you can name it "Home Improvements")
4. Link Category - when creating a category, there will be nothing in this field
5. Link Destination - when creating a category, leave this field empty
6. Link URL - when creating a category, leave this field blank
7. Link Description- same as title

**After Creating the Category, add your links.

-you can add more than one link to each category.



Keep your links organized by placing sites that relate to each other under the same category.

(i.e. - if you used the links www.ikea.com & www.thegreatindoors.com, you could put them both under a category called "Home Decoration".

3.5 Add/Edit Service Providers

This is where you would add vendors to your website.

*You must add a category first! (ie. Mortgage guys, attorneys, home

inspectors, etc.)

- Edit "No Service Providers Message" means, what do you want the page to say if a consumer goes to the vendor page and you have not added any.. (ie: vendors coming soon!)
- Edit 'Service Provider Disclaimer Message' - there is already a default message provided, but if you should like to change it, feel free. (You may want to speak with any of the vendors that you provided and see if they have a disclaimer that they want you to use for them)

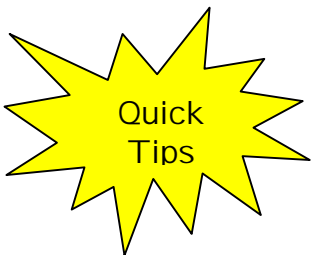


Add more than one vendor to each vendor category.
ie: if you have a category named "home inspectors".. Add 3 home inspectors names under that category.
Reason being- if the consumer has a bad experience with the ONE vendor you recommended, there is a good chance that blame might be put on you. However, if you provide 3 names, the consumer chooses who to use from that list and you can no longer be blamed for any bad experiences that may occur.

3.6 Add/Edit Client Testimonials

This is where you would add and edit your testimonials.

- *Always remember to choose "add testimonial" under the "add or edit testimonial" drop down menu.
- Edit "Testimonial Introduction Message" allows you to add your own message before your testimonials (ie: here are some thoughtful things that my past clients have said about my service to them)
- Edit 'No Testimonials' Message means, what message do you want to show up if a consumer goes to the testimonials and there is none there (ie: Testimonials coming soon!)



- Unless you have consent, it is not a good idea to put your clients full first and last name. Use their first name and last initial only. (ie: Bob K.)
- If the consumer put the address of the home that you worked with them with in the testimonial, do not put the entire address. (ie: if you have the street address, don't put the city)
- Leave out any comments regarding closing gifts (you don't want

3.7 Add/Edit Pages

This is where you would create and add new pages for your website.

- add pictures, links, text, etc.

Any pages that you create will be shown under the "additional" link in your navigation bar on the left side of your template.

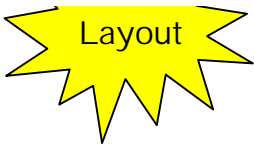
- *Remember- you must add your pictures to your photo library (1.3) first before you can insert them onto your new page

The first thing it asks you to do when creating additional pages is to choose the layout of your focus boxes for that page.

Choose layout 3 (3 boxes across the bottom) or layout 4 (no focus boxes).

Consumers are going to this page for a reason, to see the information for that page. So you don't want to bombard them with your focus boxes right





that page. So you don't want to bombard them with your focus boxes right away.

If you have them across the bottom, when the consumer is done looking at what they came to look at, they will see your focus boxes which will give them direction as to where to go next.

3.8 Add/Edit Documents

This is where you can add documents to your "sell a property" page or your buy a property page.

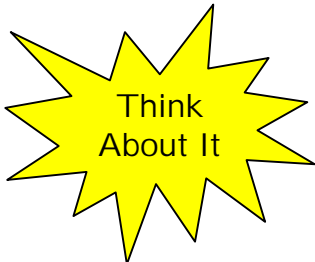
* You must create your document first (.doc, .txt, .pdf, .html, .htm files only) (ie. If you create a document in word and upload it to your buyer or seller page, when the consumer clicks on the link for the document, it opens it in word on the consumers computer. If you do not want this to happen, create your document as an "additional page" and link it to your seller or buyer page)

4.0 Add Listings/IDX Search

4.1 Add IDX Search

This is where you add your IDX/VOW links so consumers can search the MLS on your website.

1. Display KW Search - this is where you can turn on or off the link to searching Keller Williams properties only
2. Featured property frame-in - This pulls all of your listing info off of the MLS & automatically puts it on your website



Create an "additional navigation" link on your home page and link it to your MLS Search Engine!

I would suggest turning the KW Search off and keeping your Featured Property Frame-In on "disabled".

The KW Search brings up a search engine and will show only Keller Williams properties.. But where it says "Contact" it gives the listing agents name, not yours.

As for "disabled" for your featured property frame-in... your listings will automatically get pulled from the MLS no matter what.. but the format and look of it under "chicago" is not very good. So, because you will have to go in and make adjustments on things (such as adding virtual tours, photos, etc.) keep it on "disabled" and add the info manually.

**If you have the featured property frame-in on "chicago" and make

4.2 Edit Listing Display

This is where you would choose which fields to show up under "details" in "listings" *This is for personal preference only... consumers will not see this! Uncheck any property description field for which you do not wish to enter information when you enter listings into your site.

4.3 Add/Edit Featured Properties

This is where you will add all of your listings.

Notice there are 5 tabs :

- Listing Details
- Open Houses
- Virtual Tours
- Listing Links
- Images

1. Listing Details

Add your listing information here

*Expiry date is the day that your listing will be DELETED off of your website. I suggest you make it for a few years down the line so you know it won't be deleted

**Remember : You can leave the listing on your website even after it has been sold if you mark it as SOLD under the listing status.

2. Open Houses

You can add the dates for your open houses here

3. Virtual Tours

Add your virtual tours here.. You get the link from your virtual tour provider

4. Listing Links

Enter any additional listing links here (ie: see properties like this one and link it to another property or your IDX/VOW)

5. Images

This is where you will upload all of your pictures for your listing

Your featured properties focus box will automatically populate once you have entered your listing here

5.0 Create Lead Generation

5.1 Link to TOP PRODUCER 7i

Set up your KW Website to work with Top Producer 7i and automatically funnel leads from your site into your Top Producer systems account

*You must have Top Producer to do this

5.2 Manage your autoresponders

This is where you would add and change your auto responders and email messages.

i.e.: If a consumer wishes for you to contact them, they can fill out a form on your website.

After the consumer submits the request, they automatically see a message. This would be the "form response". The message shown is whatever you type into the "form response" box.

The consumer is then sent an email automatically. This would be the "form auto responder". The message sent is whatever message you type into the form auto responder box.

- contact
- buyer
- seller
- subscribe

- listing
- career



These are different contact forms a consumer can fill out on your website..All of which you would want to write a form auto responder and form response for.

For More Website Support, visit <http://support.kw.com>

ail
with them

ously change,
opposed to

for you