WEBSITE SECTION

ESTATE AGENT WEBSITES

WEBSITE SECTION

(If Applicable)

INTRODUCTION

Once logged on you will see a new tab in the top right hand corner of your screen labelled website.

Clicking on the website button will take you through to where you manage the Blog Posts (News Items), Featured Properties on your website and Testimonials.

On left-hand side of the screen you'll see a menu with the following headings;

- Blog Posts
- Testimonials
- Categories
- Featured Properties

Blog Posts

Create/edit/archive your news articles/blogs.
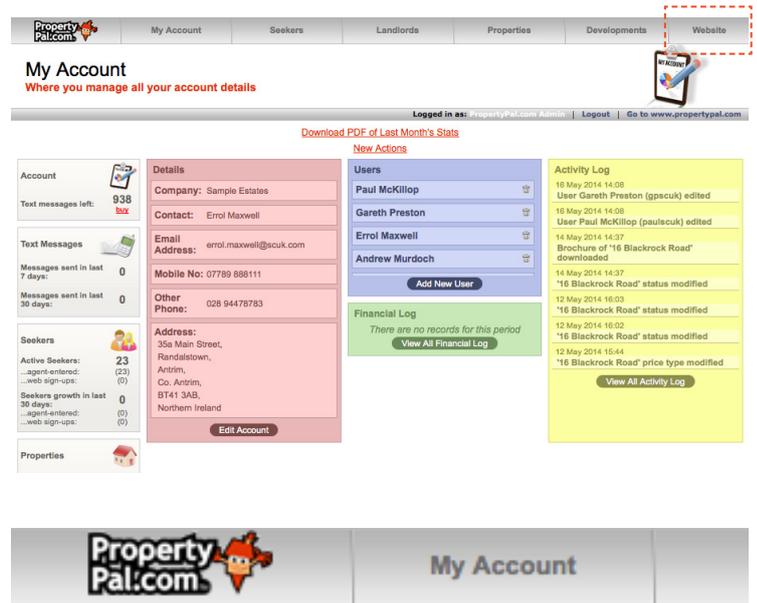
Testimonials

Create / edit / archive your customer testimonials on your website.
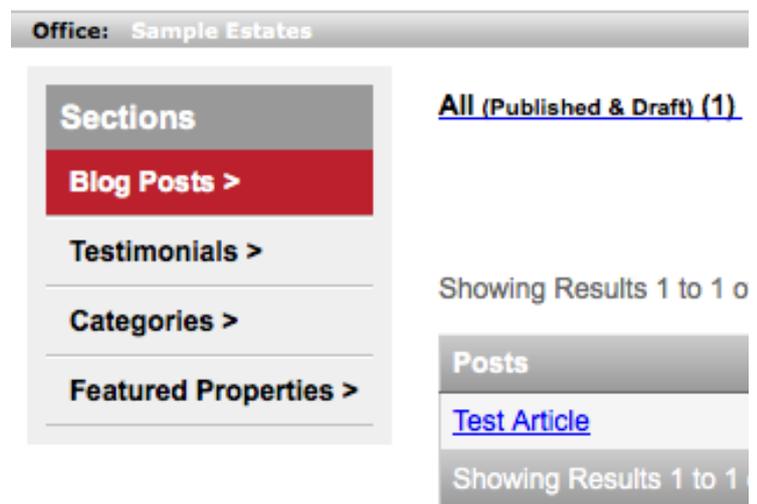
Categories

This is a way to organise your news items and make it easier for users to find what they are looking for.

Featured Properties

Choose and control which properties will be seen on the Home Page of your website.

BLOG POSTS

ABOUT BLOG POSTS

Clicking on the "Blog Posts" option takes you through to where your news articles/blogs will be listed.

It is worth noting that Google uses software called Googlebots, this trawls websites looking for new and updated pages to be added to the Google index. The idea is to help these Googlebots to learn that your site is a hotbed of fresh content, it will also learn to index properties faster than your competition, thus providing you with a ranking benefit.

You'll see 4 columns as displayed below:
1. Posts
2. Status
3. Categories
4. Archive

Clicking on the article name listed under "Posts" will enable you to edit the content of that article.

Status
This will either be Draft or Published. Once published, it will be visible on your website.

Please note - You can make a "Draft" article "Published" but once published you cannot make it a draft.

Categories
This lists the category an article is saved under. Your site may not have categories. If not, your can disregard this.

Archive
If you no-longer wish an article to be viewable clicking "Archive" will archive it.

The drop-down menu labelled "Categories" enables you to search for the articles created by your office by category. You can also search by typing in a key word(s) (one or two words of the article title).

You can un-archive an article by clicking "Restore" or you can delete an article by clicking "Delete".

Please Note - When you restore an article, it will go into the "Draft" section, you will then need to publish this in the usual manner as detailed below.

Once an article has been deleted there is no way to retrieve it.

Posts	Status	Categories	Tags	
Lets do it right this time!	Published			Archive
Michaels interview on the BBC news regarding property prices	Published			Archive
Important news for all landlords	Published			Archive
Michael's interview on Radio Ulster regarding improving conditions	Published			Archive
Excellent results released regarding the property market	Published			Archive
Description of How to Use	Draft			Archive

Published	Archive
Published	Archive
Draft	Archive

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ADDING AN ARTICLE / BLOG POST

To add a news article click on the "Add an Article +" button located at the top of the screen. This will take you through to where you will compose your article.

1. Title - this is the title of your article/blog.

2. You will see that the URL slug tab through to automatically populate.

3. Enter the text for your article and format accordingly.

4. Within Excerpt, you can create an introduction for the news article (i.e. when the article is visible on your website homepage) - if you leave this blank, an excerpt will be created from the text within the article.

5. Click on the Page Title under SEO.

The page title has 2 main functions;
- The title will be displayed within the address bar in your website link.

- It's the name of the clickable link used in Google search results.

This is not mandatory as Google will create its own, although it will use the text it sees and may not be ideal.

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6. Click on the Meta Description field

A Meta Description's main function is similar to that of the Excerpt although this time in Google. A well written Meta description will describe what can be found on the page and why the user should use it. Meta Descriptions and titles 'over-ride' what Google picks up from the page, and gives you complete control what the visitors see in the search engine results page.

If you do not have much experience with the above, it will be created automatically from what text is in the article.

SEO

Page Title

Meta Description

Gallery

Add Image

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ADDING IMAGES / PHOTOS TO YOUR BLOG

There are 2 ways to add images or photos to your news article.

Main Images
A main image is the image that will appear on your news page/homepage (if recent news is present on your website). You can add this by simply clicking 'add image' under the 'Main Image' section to the right.

Gallery Images
These will appear within each individual news article (if added, not required). You can add these by simply clicking 'add image' within the 'Gallery' section.

GALLERY
This is where you would upload photos that will be used throughout your news article.

How to Create a Gallery
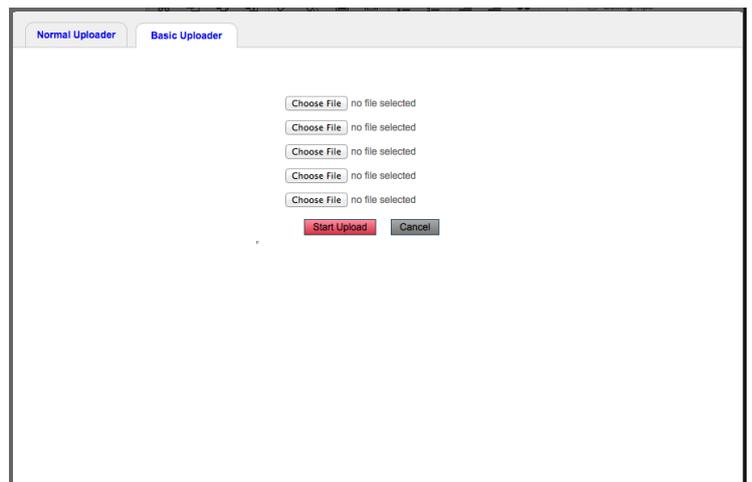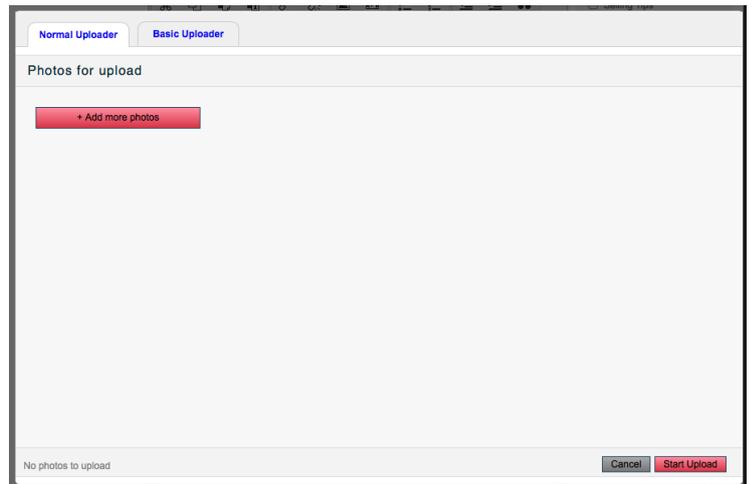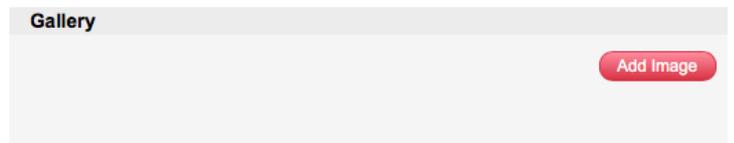To add an image to the Gallery, click on Add Image and a pop up window will appear.

At the top you will be able to see 2 tabs "Normal Uploader" and "Basic Uploader".

Normal Uploader
1. Click on the "Add More Photos" button, navigate to where you images are located, select the image then click "Open".

2. If you select the wrong image by mistake click cancel. Click Upload then select the correct image.

Basic Uploader
1. Click on the Basic Uploader tab.

2. Choose your images individually from from your computer in the usual manner.

3. Click Start Upload.

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INSERTING THE MAIN IMAGE FOR YOUR NEWS ARTICLE

1. Click on Add Image found under Main Image on the right hand side of the screen.

2. You can either choose an image from your computer or from your previously created gallery.

3. To choose an image from your Computer click the relevant tab. Click Choose file and select your image in the normal way.

4. The next 2 field are where you will add your Alt text and Description.

Main Image Alt Text
When a website user hovers their mouse over an image you've uploaded the "Alt text" is the title of the image.
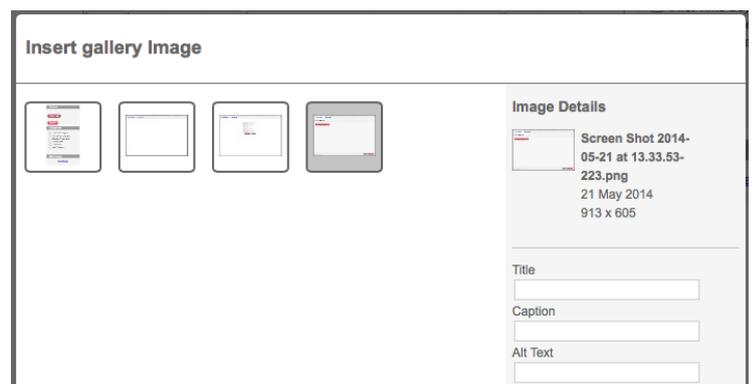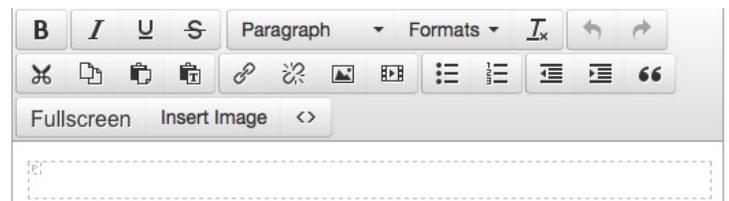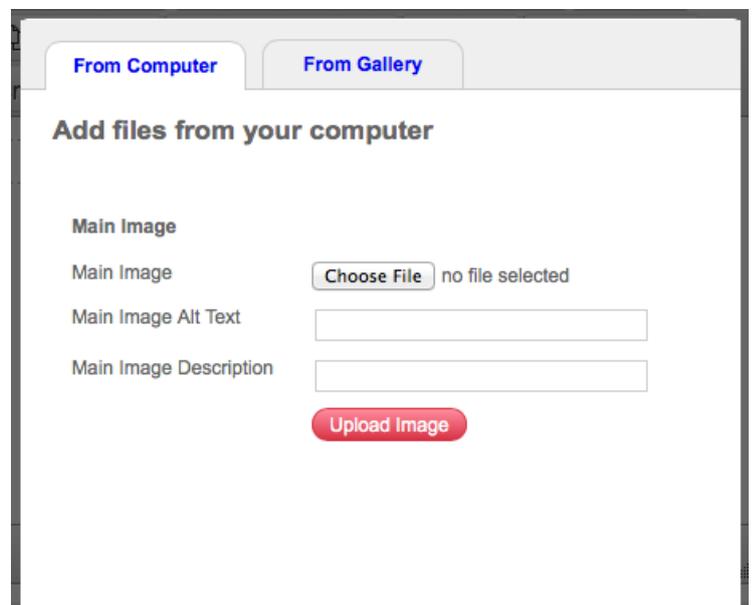
Main Image Description
This is the description that you want to display beneath any image you've uploaded.

INSERTING AN IMAGE FROM THE GALLERY

Once you have uploaded images to your Gallery you can then insert Images into the body of the News Article. To do this, follow the instructions below.

1. Click on Insert Image above the description field.

2. Choose your desired image from the Gallery and insert into post.

3. To label your photo, eg a staff photo, add a Caption on the left hand side of the screen.

When you are happy with your article, or you need to pop out of the office, click Save Draft at the top right hand side of the screen. This will save your work without showing it to the public.

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PUBLISH

To publish your article (set it live on the website) click Publish button to make the news article live on the website.
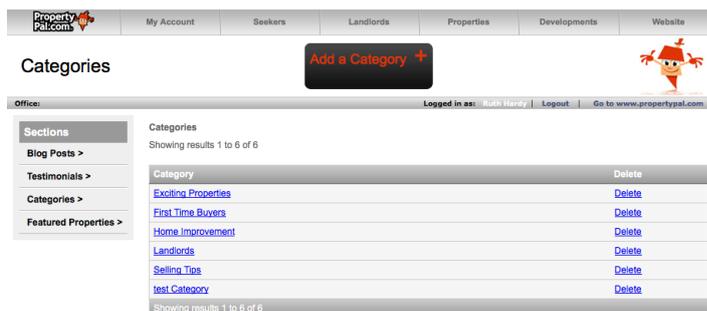
CATEGORIES

Categories are the name for a group of items with the same theme, eg, you could group together all articles relevant to First Time Buyers, or Seasonal Items, etc. This will enable Google and other search engines to be able to easily distinguish the different between "First Time Buyers" and "Christmas".
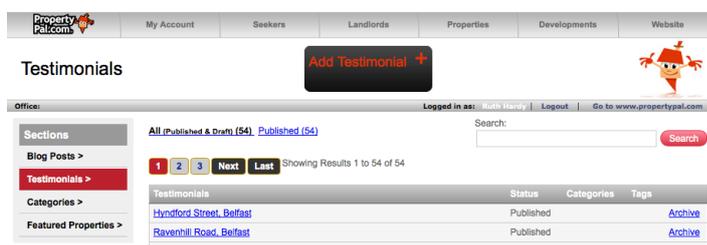
We have added a few Categories to get you started, these can be edited by simply clicking on them.

To add a new Category, click on Categories on the left hand side of the screen and click Add a Category button located in the middle at the top of the screen.

TESTIMONIALS

Adding a Testimonial is essentially the same as adding a News Article described on page 25. The only difference is that you will need to add the Client Details and Address of the Property in question.
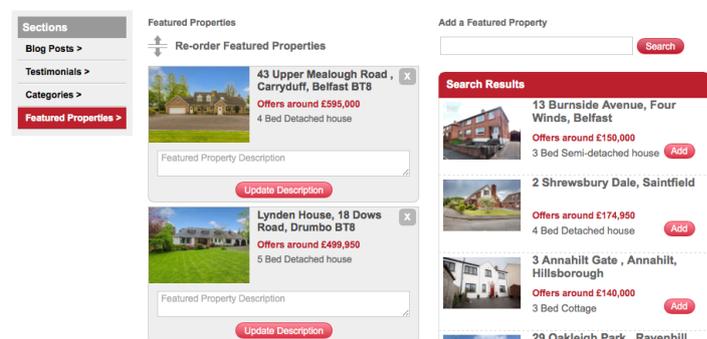
FEATURED PROPERTY

Please note that this will feature properties on your own website and NOT on PropertyPal.com.

To add a Featured Property to your Home Page, simply type the address, or part of the address into the Add a Featured Property field on the right hand side of the screen. Click Search and the properties that match your search will appear below. Choose your property from the list and click Add.

To remove a property from the Featured Properties list, simply locate the property on this list and click the X in the top right hand corner of the property.

To change the order that the Featured Properties are seen, simply drag and drop them into the order of your choosing. The system will automatically save these into this order.

GET IN TOUCH

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