**Website 201 Notes -**[**Recorded Class**](https://youtu.be/Mq471971U_s)

Start Agent.kw.com

Marketing Profile Overview – Review, make sure information is accurate

Consumer – Website should be live ([Website 101](https://www.youtube.com/watch?v=etpkRqUTPYo))

Create new page – Available KW provided Widgets

**Starting process is the same for ALL pages.**

Log Into Command > Consumer Icon > Agent Site Pages > Create a new Page > On My Agent Site (first option) > Label the page (whichever you are currently working on)

**Testimonials Capture Page**

Creating the page
Use Testimonial Capture Form widget – Drag & Drop widget > Configure widget (bottom right)
Team name: use team name or agent’s name if they are not on a team
Headline: Let us know about your experience!

Leave the rest of the fields as-is

***Save and Apply > Save Changes > YES***

Making the page Live
Title: Leave a Review

URL slug: leave-a-review

SEO: Let us know about your experience working with [agent name or team name]

**Testimonial Display Page (Once they have been captured with the page above)**

Creating the page
Use Testimonials List widget – Drag & Drop widget > Configure widget (bottom right)
Headline: Client Reviews

Intro Text: See what our clients think! (or whatever text you’d like)

Client Details: Select boxes for the information you want to populate

Selected Testimonials: Select up to **10** testimonials from here (again must be submitted already)

***Save and Apply > Save Changes > YES***

Making the page Live
Title: Client Reviews

URL slug: client-reviews

SEO: Past client experiences, working with [agent name or team name]

**Free Mobile Search App**

Creating the page

Use **Download My App Widget**– Drag & Drop widget > Configure widget (bottom right)

Configure widget and leave the text as-is

***Save and Apply > Save Changes > YES***

Making the page Live

Title: Mobile Search App

URL slug: mobile-search-app

SEO: Search homes on the go with our free Keller Williams mobile search app

**Mortgage Calculator**

Creating the page
You will use the **Mobile App Widget** – Drag & Drop widget > Once that is done, click “Content Blocks” > Drag & Drop “Text” **above the mobile app widget. Then you can paste the code below over the placeholder text.**

<div><p align="center"><a href="https://www.mortgagecalculator.org/"><img src="https://www.mortgagecalculator.org/images/mortgage-calculator-logo.png" width="589" height="57" alt="MortgageCalculator.org" border="0" style="max-width: 100%;" target="\_blank"></a></p> <iframe src="https://www.mortgagecalculator.org/webmasters/?downpayment=50000&homevalue=300000&loanammount=250000&interestrate=4&loanterm=30&propertytax=2400&pmi=1&homeinsurance=1000&monthlyhoa=0" style="width: 100%; height: 1200px; border: 0;"></iframe>

    <div style="font-family: Arial; height: 36px; top: -36px; padding: 0 8px 0 0; box-sizing: border-box; text-align: right; background: #f6f9f9; border: 1px solid #ccc; color: #868686; line-height: 34px; font-size: 12px; position: relative;"> <a style="color: #868686;" href="https://www.mortgagecalculator.org/free-tools/javascript-mortgage-calculator.php" target="\_blank">Javascript Mortgage Calculator</a> by MortgageCalculator.org</div>

  </div>

Highlight the entire code, and click the 🔗icon, this will activate the code and show the page as a preview for you!

***Save Changes > YES***

 Making the page Live
Title: Mortgage Calculator

URL slug: mortgage-calculator

SEO: Mortgage Calculator to Assist with the Home Buying Process

**Great Schools Widget (Works for US offices - Not Canada)**

Creating the page

Use this site: <https://www.greatschools.org/widget/>

Add zip or city, state

Leave size as-is

Use your whatever Email address you are using for marketing purposes

Use full Command URL including https:// or http://

Then agree to terms (Checkbox)

Get Widget Code - Copy entire code

You can use the **Agent Profile widget**– Drag & Drop widget > Configure widget (bottom right)

Page Title: Local School Search

Role & Company: Search for schools in your area!

Bio Title: Paste the widget code into the bio section (you will want to add <center> to both the beginning of the code as well as at the end, this will center the widget)

**Important note:** Make sure you manually type in a phone number before saving!

***Save and Apply > Save Changes > YES***

Making the page Live
Title: Local School Search

URL slug: school-search

SEO: Search for schools in your area

**Local Neighborhoods (Pulls from Contact Profile)**

Creating the page

Create Test Contact profile to add neighborhoods

Copy URL - paste into https://www.iframe-generator.com/ - 100% for Width & Height

Preview > Copy Code

For the page you can use the **Text Widget & Mobile App Widget**–

Drag & Drop Text widget first, then Mobile App widget Below!

Paste Code into Text box (deleting original placeholder text)

Select all Text and click the “Link” Icon

***Save and Apply > Save Changes > YES***

Making the page Live
Title: Neighborhoods

URL slug: neighborhoods

SEO: Local neighborhood statistics and active listings

**Keller Covered / Keller Mortgage**

Prepare the content for the page

Go to [Keller Covered Agent URL Lookup](https://kellercovered.com/agentassets?utm_source=Keller+Covered&utm_campaign=9f472444ca-EMAIL_CAMPAIGN_2020_05_27_07_15&utm_medium=email&utm_term=0_030d8b29d2-9f472444ca-354657683) > Go to step 1 and type in your name > Click Search > Copy the URL and use the code below, replacing the highlighted URL with your copied URL. Once this is done you can move on to create the page.

<iframe src="**https://kellercovered.com/agent/691170**" style="border:0px #ffffff none;" name="myiFrame" scrolling="yes" frameborder="1" marginheight="0px" marginwidth="0px" height="100%px" width="100%px" allowfullscreen></iframe>

Creating the page

You will use the **Mobile App Widget** – Drag & Drop widget > Once that is done, click “Content Blocks” > Drag & Drop “Text” **above the mobile app widget. Then you can paste the code over the placeholder text with the updated URL;**

<iframe src="**https://kellercovered.com/agent/691170**" style="border:0px #ffffff none;" name="myiFrame" scrolling="yes" frameborder="1" marginheight="0px" marginwidth="0px" height="100%px" width="100%px" allowfullscreen></iframe>

**Highlight the entire code, and click the 🔗icon, this will activate the code and show the live page as a preview for you!**

***Save Changes > YES***

Making the page Live
Title: Keller Covered / Keller Mortgage

URL slug: keller-covered

SEO: Make every dollar count, pay nothing, to pay less!

**What’s My Home Worth**

Creating the page
You can use the **Contact Form** – Drag & Drop widget > Configure widget (bottom right)

Contact Us: What's My Home Worth?

Contact Us Body Text: Contact us To find out what your home may be worth, please fill out the short form below to have our team of real estate experts send over a FREE market evaluation of your property!

Message placeholder: Please enter your home address: Street address, City, State, Zip code

***Save and Apply > Save Changes > YES***

Making the page Live

Title: What’s My Home Worth?

URL slug: what-is-my-home-worth

SEO: Find out the value of your home with our free valuation tool

**Custom Content Pages**

Content from Word or a Document

1. Format the text, spacing, layout of the content on the Document.
2. Once everything is populating how you’d like it to appear on the site, create the page on Command, using the text box option (also using a widget)
3. Select the entire document, copy everything.
4. Paste content into the text box of the Command page. > Save Top Right

Embedding Images

1. Host the image (this will generate a URL) IMGUR.COM is one option.
2. Then use <https://www.iframe-generator.com/> which will create a code for that image.
3. Paste the code in a text box on a custom page (also using a widget).
	1. Can also be done within a widget - Example; About Me Widget > Bio section
4. Highlight Code, and click the link icon 🔗this will populate the image. > Save Top Right

Embedding Videos

1. Host the video (this will generate a URL) YouTube.com is one option.
2. Then use <https://www.iframe-generator.com/> which will create a code for that video.
3. Paste the code in a text box on a custom page (also using a widget).
	1. Can also be done within a widget - Example; About Me Widget > Bio section
4. Highlight Code, and click the link icon 🔗this will populate the image. > Save Top Right

Embedding Other URL’s (Great for listing landing pages created in Command)

1. Obtain the URL you are looking to add to the custom page.
2. Then use <https://www.iframe-generator.com/> which will create a code for that video.
	1. Setting the Height and Width to 100%, and Crollbar section to Yes. **Example**;



1. Paste the code in a text box on a custom page (also using a widget).
2. Highlight Code, and click the link icon 🔗this will populate the image. > Save Top Right

**Additional Tip Videos**

\*\*[**Edit existing page**](https://www.youtube.com/watch?v=JDk9Vp8bxIw) - **Process was just made available!**

* Using designs, though remember to update this under site Settings as well! (Make sure the correct eye icon is teal)

[**Homekeepr Overview**](https://youtu.be/Wy1GLNN3BMU)

* You can contact Homekeepr support directly to have your Board’s local vendors, or your office’s local vendors added!

[**Add Vendors to HomeKeepr Platform**](https://www.youtube.com/watch?v=-TqqMjQViRY)

* Manually adjusting vendors that populate on the Homekeepr Vendor Widget!

[**Add Featured Listing to Website**](https://www.youtube.com/watch?v=6UcXFW8wQ28)

* How to manually add featured listings to the homepage of your Command Website. They will populate right under the search bar and above the Footer section we went over in class!

[**Adding New Testimonials to your Command Website**](https://youtu.be/mjFE1m-cjYI)

* Capture Widget must already be added as a live page
* This will also go over how to add testimonials after they have been submitted via the capture widget.

[**Create a Page featuring Multiple Neighborhoods For your KW Command Website**](https://www.youtube.com/watch?v=zRboxrYgmbI)

* This will allow you to promote local neighborhoods that you may cover! It will provide listings within those neighborhoods as well as statistics!

[**How to Brand your Website/Marketing profile for two states**](https://www.youtube.com/watch?v=7fbEieHfUdg)

* This will be for agents with multiple Market Centers, or just licensed in two or more states!

[**Google Analytics**](https://www.youtube.com/watch?v=zWMiJhqqsNc)

* This will assist you with tracking the traffic on your command website!

\*\*[**Add and Edit a Sold Properties Page**](https://www.youtube.com/watch?v=Pj2MrE1xQTU)

* This is a custom page for you to promote your past sales!

**Embed a Buyer Guide**

<https://www.youtube.com/watch?v=nMHyhjJ-pmw>

**Create a landing page for specific listing**

<https://www.youtube.com/watch?v=y3jDLFMgvkQ>

\*\*Covered in Class Recording