****Layout based on <http://r3.template.expertagent.co.uk>  
This document outlines the standard set of content and imagery required from you to populate the standard 9 website navigation pages. Please work through each section below, where instructed, to gather the necessary content.

Responsive Theme 3

*\*While preparing written content please pay attention to key words and phrases in relation to search engine optimisation. More information on this can be found in our guide here* [*http://showcase.client.expertagent.co.uk/additional-info/seo/*](http://showcase.client.expertagent.co.uk/additional-info/seo/)

**Home page**

1. Logo  
   Please provide a copy of your logo in either of these formats:   
     
   **Formats:** .jpeg, .png, .eps.
2. Facebook and Twitter urlsPlease provide the direct web links to your Facebook and Twitter pages.
3. Email address and Telephone numberPlease provide the email address and telephone number you would like to appear in the top header section of the website.
4. Slideshow ImagesApprox. 5x slideshow images are required. They can be stock images you have purchased, internal or external property photos, or perhaps photos of the local and surrounding areas that you cover.  
     
   **Format:** .jpeg  
   **Dimensions:** No less than 640 x 440 pixels.

1. Welcome Text – approx. 15 Words  
   This is the introduction text which sits within the top banner e.g.   
    *“Welcome to Baxters Estate Agents   
   Specialising in Residential Sales and Lettings, including Property Management and Mortgages”*
2. Sub Text – approx. 100 Words  
   This is the extended text content which sits underneath the main banner e.g.   
    *“Covering Bath, Frome, Warminster and Westbury   
   Baxters Unreal Estate Agents have spent the last 20 years building up a strong reputation for a reliable and quality service selling, letting, valuing and managing properties in the South West of England.*

*We are passionate about our local area and strive to offer the best advice from our dedicated team with many years of experience.*

*We also offer other services such as financial advice, conveyancing and auction services. Please browse through our website and contact us should you need any further advice or assistance.”*

1. Testimonials – approx. 70 Words (each)  
   Customer testimonials are required for the text slider situated underneath the main banner.
2. Call to Action #1 – approx. 20 Words  
   e.g.   
   *“REQUEST A VALUATION*

*Take advantage of a free no obligation valuation and our competitive selling fee of 1.5% + VAT and experience the difference for yourself!”*

1. Call to Action #2 – approx. 20 Words  
   e.g.

*“REGISTER WITH US   
Want to keep up to date with properties you might be interested in?   
Register with us to receive regular property updates”*

1. Call to Action #3 – approx. 20 Words  
   e.g.

*“OUR SERVICES  
Mortgages, conveyancing and property valuations are just some of the many services we offer as part of our package to you.*

1. Call to Action #4 – approx. 20 Words  
   e.g.

*“NEED A MORTGAGE?   
Want to keep up to date with properties you might be interested in? Register with us to receive regular property updates”*

**Latest Properties Page**Powered by Expert Agent, no text content required. Displays the latest properties from the last 14 days, using the ‘Instructed On’ date in Expert Agent (under the Dates tab of a property record).

**For Sale Page**Powered by Expert Agent, no text content required.

**To Let Page**Powered by Expert Agent, no text content required.

**Our Services Page**Please provide text content related to the services you cover.  
  
**Word Count:** Unlimited.

**About Us Page**Please provide text content about your business.   
 **Word Count:** Unlimited.

**Request a Valuation Page**  
The valuation form contains a standard set of fields. We can add or remove any options which are not relevant to your business.  
  
  
**Register With Us Page**  
The register form integrates with Expert Agent. Any information submitted by a user will be automatically entered in to Expert Agent as a new applicant. You will receive email notification to confirm when a new applicant has registered via this method, and they will appear in your Applicant grid in Expert Agent. The applicant will receive a ‘Welcome’ email.

**Contact Us Page**The contact us page displays a map feature plotting your branch and their contact information, and an enquiry form. Please provide the below information for each branch that you have:

1. Branch Contact Information

e.g.  
***Expert Agent Head Office***

*57 Vallis Rd*

*Frome*

*Somerset*

*BA11 3EG*

*Telephone: 01225 303500*

*Email: sales@expertagent.co.uk  
Opening Hours: Mon – Fri: 9am – 5.30pm*

1. Branch Photo  
   **Format:** .jpeg
2. Statutory Company Information  
   You are required by law to provide certain statutory information relating to your business such as the registered company number, address and VAT number, if applicable.

**Other information**

1. Please provide a **Privacy Policy** for inclusion in your website, or if you would like one to be provided by Expert Agent please ask for more details.
2. Please provide a negotiator name to be defined on the ‘Welcome’ communication sent out from the website. If you do not want to specify a certain negotiator, we suggest instead creating a fake negotiator in Expert Agent with a generic name and email address i.e. ‘Baxters Unreal Agents - sales@baxtersunrealagents.co.uk’
3. Within our SEO Guide we suggest adding Google Analytics code to the website which will allow you to track the website stats and visitors information after it has gone live. If you would like to implement this, please provide us with the required code to apply to the website.

<http://www.google.co.uk/analytics>

**How to find the Google Analytics code?**

<https://support.google.com/analytics/answer/1032385?hl=en>

**Extra Optional Features**

The following extra features are available for integration in your website:

Blog Feature

We have an integrated blog feature which can be included for a one-off setup fee of £80+vat. The feature will allow you to add/edit/delete blog posts, and upload images via a front-end editor access. It will also will allow you to apply a meta description and keywords to each post, to benefit search engine optimisation. Login details for accessing the page are provided after website sign off.

An example of the blog page on your chosen theme can be viewed here - <http://r3.template.expertagent.co.uk/blog>

If you are interested in having a blog page on the website please let us know.

Area Pages

Extra ‘area’ landing pages can prove helpful for search engine optimisation, based on the areas your business covers. They can provide useful information for your customers, such as general information about the town, property prices, facilities etc, and could also show a selection of properties. They provide useful for SEO because they will contain important keywords relevant to your business and a particular area, and help direct traffic back to your website.

If you are interested in displaying area pages on your website please let us know and we can provide a quotation and confirmation of what the page will contain.

Sold Properties

If you would like to showcase your previously sold properties on your website within a separate page, please let us know and we can include this in the final specification.

**Have Other Questions?**

Please visit out useful FAQs guide online here - <http://showcase.client.expertagent.co.uk/additional-info/website-faqs/>