****Website layout based on: <http://r4.template.expertagent.co.uk>

 Responsive Theme 4

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.

*\*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 high resolution copy of your logo in either of these formats:

**Formats:** .jpeg, .png, .eps.
Dimensions: Preferably over 800 pixels wide. We will crop to fit the website.
2. Facebook and Twitter urlsPlease provide the direct web links to your Facebook and Twitter pages. Please provide the url’s to your pages.
3. Email addressPlease provide the email address for the icon displayed alongside the links under the navigation.

Background ImagesThe theme can accommodate a single static image or an image slideshow, which covers the whole page background. If a slideshow is the preferred choice, please provide approx. 5x photos instead, otherwise a single image will be used.

\*Due to the images covering the whole background they need to be provided in a large, high quality resolution in order to compliment the theme. Failure to provide good quality images will produce a substandard website, which will be very noticeable on this theme.

Avoid images where the focal point is busy or cluttered, as this will draw attention away from the content.

If you would like us to try any sample images first before you buy any, please provide them along with the website content. Professionally sourced images always look better than those from a camera phone!

**Image Format:** .jpeg
**Image Dimensions:** A large high resolution photo, no less than 1900 pixels width is best!

1. Welcome Text – approx. 100 Words
e.g.
*“Welcome to Baxter’s Estate Agents, Bath, Somerset
Baxter’s Estate Agents specialise in residential sales and lettings, and also commercial and auction properties. Our experienced team can advise you on just about everything from decor to financial advice, we have it covered!

With over 150 years combined experience, and local knowledge covering Bath, Frome, Warminster and surrounding areas in South West England, you can be comfortable leaving the task of buying or selling your property in our hands. Please browse through our website to see exactly what we can offer.”*

**Latest Properties Page**Powered by Expert Agent, no text content required.

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

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

**About Us Page**We have two options available for this page; with or without staff images.

*\*Please Note: The default layout will be set up* ***without*** *staff images, unless instructed otherwise.*
Option 1 - Without Staff images
Company text will span the full width of the page.
 **Company Profile Word Count:** Unlimited.

Option 2 - With staff images, up to x6 (additional staff images will incur a charge to apply):
The company text will span the full width of the page, and staff images will be positioned above the text as per our demo ‘Baxters’ website.

**Company Profile Word Count:** Unlimited. **Image Format:** .jpeg
**Image Dimensions:** A large high resolution photo, no less than 800 pixels width is best!

**Our Services Page**Text content about the services your company offer, such as Residential Sales, Residential Lettings, Commercial, Auctions, Overseas etc.

**Services Text Word Count:** Unlimited.

**Valuation Page**
The valuation form contains a standard set of fields. We can hide any fields which are not relevant to your business.

**Register 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, contact information relating to each of your branches 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. 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 Required 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://r4.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/>