****Layout based on <http://r7.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 7

*\*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. (ideally with a transparent background)
2. Social media urlsPlease provide the urls to your Facebook and Twitter pages, and any other social pages you would like to link to from the website.
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. Background slideshow/video contentWe have two options available for the main background that occupies the front page. Please choose your preferred option, and provide the required files:  
     
   **1)** **Still image slideshow** – 5x images must be provided no less than 1400 pixels wide, jpeg format.  
     
   **Image Format:** .jpeg  
   **Image Dimensions:** No less than 1900 x 670 pixels  
   **Image Rotation:** Landscape (\*portrait images will be heavily cropped)  
     
   **Overlaying text:** We can overlay a short paragraph of text to each banner image. The header requires no more than approx. 6 words, and the adjoining paragraph requires no more than approx. 16 words.  
     
   When choosing banner images its better to choose ones where the focal points complements the ‘letterbox’ shape and therefore won’t suffer too much cropping. Also avoid photos where the focal point is very bold, and likely to conflict with the overlaying text.  
     
   *\*Please note, any additional banner images and overlaying text beyond the standard 5 will incur a charge to implement.*  
   **2)** **Video content** – compatible video formats are:   
     
   **Video Format:** .mp4  
   **Video Dimensions:** 1900 x 670 pixels (\*any video content bigger than this will be cropped on smaller screens)  
   **Video Rotation:** Landscape (\*portrait videos will be heavily cropped)  
   **Video File Size:** Approx. no more than 4mb / Maximum duration no more than 10 seconds (\*the bigger the file size, the longer the page will take to load)  
     
   We recommend sourcing high quality photography either from a stock website or a photographer for use on this theme, to achieve a professional finish to the new website. The following stock photography websites are a good source of files, and we are happy to try any in the website first before you purchase. This is especially the case with video content which can be expensive:  
     
   <https://stock.adobe.com/uk>

<https://en.fotolia.com>

<http://www.shutterstock.com>

<http://www.istockphoto.com>   
  
*\*Video files will be muted when integrated into the website, and it is not compatible with the use of Virtual Property Tours.  
  
\*The image slideshow will become the default display when viewed on mobile devices.*

1. Welcome Text – approx. 100 Wordse.g. *Welcome to Baxters Estate Agents  
   Baxters Estate Agents specialise in residential sales and lettings, and also commercial and aution properties. Our experienced team can advise you on just about everything from decor to financial advise, we have it covered!*

*With over 150 years combined experienced and local knowledge covering the South West of England you can be comfortable leaving the task in our hands.*

*We are passionate about our local area and strive to offer the best advice from our many years of experience and a dedicated team. 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. Customer Reviews – approx. 70 words  
   Please provide up to 10x customer testimonials.
2. Call to Action #1  
   **Description:** approx. 25 Words
3. Call to Action #2  
   **Description:** approx. 25 Words
4. Call to Action #3  
   **Description:** approx. 25 Words
5. Call to Action #4  
   **Description:** approx. 25 Words
6. Call to Action Background Image (Parallax)  
   The call to actions have a parallax background where a single static image can be displayed. Please provide an image for this section, otherwise we will use one of those provided for the main banner, assuming they are big enough. **Image format:** .jpeg **Image Dimensions:** No less than 1900 x 1440 pixels
7. Get in Touch – approx. 20 words  
   Please provide a short paragraph of text.
8. Affiliate Logos  
   Please confirm which affiliate logos you would like displayed in the footer, i.e. Rightmove, Zoopla and so on.

**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).

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

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

**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.

**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.

**Our Services Page**Please provide text content related to the services you cover.  
  
**Word Count:** up to approx. 1 side of A4.   
  
*\*Addition subpages via the drop down are not included as standard, and will incur an additional charge to setup.  
  
\*The inclusion of tables of information will incur an additional charge to setup.*

**About Us Page**Please provide text content about your business.   
 **Word Count:** up to approx. 1 side of A4.

**Staff Profiles:** If you wish for these to be included on this page please provide a staff photo, job title , description (approx. 80 words), contact telephone and email address for each.   
 *\* Up to 4 staff profiles are included as standard, and any additional requirements will incur an additional charge to setup.*

**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  
   **Size:** No less than 600 pixels wide.
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 visitor’s 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://r7.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/>