****Layout based on <http://r8.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 8

*\*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 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 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 ‘parallax’ slideshow** – 5x images must be provided no less than 1900 pixels wide, jpeg format.  
     
   **Image Format:** .jpeg  
   **Image Dimensions:** No less than 1900 x 700 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. 10 words.  
     
   ***Q: What sort of photos should I choose?***  
   When choosing banner images its better to choose ones where the focal points complement the ‘letterbox’ shape and therefore won’t suffer too much cropping. For example a portrait photo of a church will suffer heavy cropped to suit a landscape orientation.

Also avoid photos where the focal point is very bold, and likely to conflict with the overlaying text should you wish for this to be included.

The slideshow also contains a parallax feature, meaning the photo appears to move as you scroll down the page. This will result in part of the image being hidden to account for this feature.

Alternatively, if you would prefer to supply images with your marketing message embedded within the image, they can be supplied as so, perhaps prepped by your marketing team.  
  
*\*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 500 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. Call to Action #1  
   **Description:** approx. 25 Words
2. Call to Action #2  
   **Description:** approx. 25 Words
3. Call to Action #3  
   **Description:** approx. 25 Words
4. Call to Action #4  
   **Description:** approx. 25 Words
5. Call to Action #5  
   **Description:** approx. 25 Words
6. Call to Action #6  
   **Description:** approx. 25 Words

*\*Please note, the ‘Call to actions’ link through to one of the included standard 9 pages. If you require them to link through to extra non-standard pages an additional charge will be incurred for their setup.*

1. Featured Property  
   Powered by Expert Agent, no text content required.   
     
   *\*Featured properties can be selected by you within Expert Agent, within a property record. When a Featured Property is not selected, this section of the website will be left blank.*
2. Meet The Team – approx. 50 words  
   Please provide text content to populate this section of the page, and an accompanying team photo on a white or transparent background.

**Image format:** .jpeg **Image Dimensions:** No less than 500 pixels wide.

1. Latest Properties - Background Image  
   The Latest Properties section has a ‘[parallax](https://en.wikipedia.org/wiki/Parallax)’ background where a single static image can be displayed. Please provide an image for this section, otherwise we will assume you would like to use the default brick image. **Image format:** .jpeg **Image Dimensions:** No less than 1900 x 1440 pixels
2. Customer Testimonials – approx. 70 words each  
   Please provide up to 10x customer testimonials.
3. Get in Touch – approx. 20 words  
   Please provide a short paragraph of text.
4. Follow Us  
   Please provide either a Facebook or Twitter url for the feed ‘widget’.
5. Affiliate Logos  
   Please confirm which affiliate logos you would like displayed in the footer, i.e. Rightmove, Zoopla and so on.
6. Useful Pages  
   Within the footer a list of useful pages is provided to further assist SEO. If you would like to change the pages listed here, please provide detail, otherwise the standard offering will be used.
7. Subpage Banner Image  
   A single image is displayed along the top of the subpages.   
     
   **Image format:** .jpeg **Image Dimensions:** No less than 1900 pixels wide, and to suit a reduced height.

**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.

Please provide text content to be placed above the form.

**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.  
  
Please provide text content to be placed above the form, and in the right column.

**Our Services Page**Please provide text content related to the services you cover.  
  
**Word Count:** up to approx. 1 side of A4.   
  
*\*Additional sub-pages 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, and a office or team photo to be displayed alongside the text if you require.  
 **Word Count:** up to approx. 1 side of A4  
**Office Photo:** jpeg. No less than 600 pixels wide

**Staff Profiles:** If you wish for these to be included on this page please provide the following:  
  
**Staff photo:** jpeg. No less than 300 pixels wide.  
**Job title**  
**Description** – Approx 80 words  
**Telephone**  
**Email   
LinkedIn url (or similar)** – If required  
 *\* 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 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’
2. 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>