****Layout based on <http://r10.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 10

*\*While preparing written content please pay attention to important 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**http://r10.template.expertagent.co.uk/

1. Logo  
   Please provide a copy of your logo in either of these formats:   
     
   **Image formats:** .jpeg, .png, .eps. *(ideally with a transparent background)***Image dimensions:** No less than 500 pixels wide
2. Email address and telephone numberPlease provide the above information you would like to appear in the top header section of the website.
3. 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).*
4. Background image slideshow   
   We 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** – images must be provided no less than 1900 pixels wide, jpeg format.  
     
   **Image Format:** .jpeg  
   **Image Dimensions:** No less than 1900 pixels wide  
   **Image Rotation:** Landscape  
   **2)** **Video content** – compatible video formats are:   
     
   **Video Format:** .mp4  
   **Video Dimensions:** 1900 pixels wide  
   **Video Rotation:** Landscape  
   **Video File Size:** Approx. no more than 4mb / Maximum duration approx. 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>

1. <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.*
2. Overlaying slideshow textPlease provide up to 5x short paragraphs of text which overlay the video or slideshow, e.g.

* *High street agent, online prices*
* *Your local award-winning estate agent*
* *Covering Bath, Frome, Westbury and Warminster*

*\*Please Note: Any text regarding ‘award winning’ or which contains statistical information must be legitimately backed up for it to be used on a websites content. This is something you must ensure is correctly used for your business website.*

1. Welcome text – approx. 50 Wordse.g. *Welcome to Baxters of Bath  
   Baxters are an independent family run Estate Agent specialising in residential sales and lettings, and commercial properties throughout the South West.*

*With over 150 years combined experience and local knowledge covering the South West of England you can be comfortable leaving the task in our hands. Our experienced team can advise you on just about everything from decor to financial advice, we have it covered!*

**Office/staff image**

**Image format:** .jpeg  
**Image dimensions:** no less than 1000 pixels wide.  
**Image orientation:** landscape**Call to action icons**

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. Customer reviews – approx. 70 words  
   Please provide up to 10x customer testimonials.
7. Affiliate logos  
   Please confirm which affiliate logos you would like displayed in the footer, i.e. Rightmove, Zoopla and so on.
8. 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.
9. Sub-page banner image  
   Please provide one image to be displayed at the top of each subpage.   
     
   **Image Format:** .jpeg  
   **Image Dimensions:** No less than 1900 pixels wide, and to suit a slim height.  
   **Image Rotation:** Landscape  
     
   *\*Applying a different image to each subpage will incur an additional charge to apply.*

**Latest properties page**<http://r10.template.expertagent.co.uk/latest-properties>

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**<http://r10.template.expertagent.co.uk/properties-for-sale> Powered by Expert Agent, no text content required.

**To let page**<http://r10.template.expertagent.co.uk/properties-to-let>

Powered by Expert Agent, no text content required.

**Register page**<http://r10.template.expertagent.co.uk/register-with-us>   
  
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.

**Intro text:** No less than approx. 30 words  
Right container: Approx. 100 words  
  
**Valuation page**<http://r10.template.expertagent.co.uk/valuation>   
  
The valuation form contains a standard set of fields and when submitted will send the details to you in an email. We can add or remove any options which are not relevant to your business.

\*Please provide text to populate the right **‘Why Choose Us’** box.

**Our services page**<http://r10.template.expertagent.co.uk/services>  
Please provide text content related to the services you cover. If you would like to display your packages as per the provided layout, please provide content to reflect this   
  
**Word Count:** approx. 70 words per service   
 *\*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 implement and code into the page.*

**About us page**<http://r10.template.expertagent.co.uk/about-us>  
  
Please provide content about your business and its staff:  
 **Company photo:** jpeg. No less than 2000 pixels wide (to be displayed at the top of the page) **Company text:** up to approx. 1 side of A4  
  
**Staff photo:** jpeg. No less than 300 pixels wide  
**Job title**  
**Description**: Approx. 80 words  
 *\* Up to 4 staff profiles are included as standard, and any additional requirements may incur an additional charge to implement.*

**Contact us page**<http://r10.template.expertagent.co.uk/contact-us>The contact us page displays a map feature plotting your branch and its contact information, and an enquiry form.

Please provide the below information for each branch that you have:

**Intro text:** no less than approx. 30 words, plus:

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** and any other required documentation for inclusion in your website in a .pdf format, which will be linked to from the website footer and adjacent to any forms.
2. Should you choose to implement any 3rd party features into the website that are not supplied by us, please ensure that an updated cookie policy is provided to accommodate any additional cookies they may drop into the site.
3. 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’
4. 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://r9.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.

**Have other questions?**

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