****Website layout based on: <http://r2.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 2

*\*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. Background ImageA large photo is required for the main website background on this theme. We find landscape images tend to work best, ie beaches, rooftops, fields, distant houses etc…  
     
   **Format:** .jpeg  
   **Dimensions:** A large high resolution photo, preferably above 1024 pixels wide, to avoid quality loss.  
     
   If you do not want to display a large photo as the main background of the website, we can apply a subtle pattern, solid colour or gradient instead. Upon providing website content please confirm your preference, otherwise your designer will opt for the most suitable choice to suit your branding.
5. 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 700 x 360 pixels.  
     
   *\*Please note: The slideshow photos ideally need to compliment a landscape orientation, to match the available space of the slideshow. Portrait images will not compliment these dimensions, and will require heavy cropping.*
6. 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.”*
7. Call to Action #1 – approx. 20 Words  
   e.g.   
   *“FREE 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”*

*\*Additional Call to Actions can be applied to the home page, should you require more than the standard two above.*

1. Latest Properties

This is an automated Expert Agent feature, selecting the latest properties from the system using the ‘instructed on’ date.

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

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

**Our Services Page**Please provide text content related to the services you cover, i.e. mortgages, conveyancing, auctions etc.  
  
**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 and their contact information. Please provide the below information for each branch:

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 700 x 360 pixels
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://r2.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/>