**Website 101 Class Notes**

**(New)** [**IDX Website 101 - 12/1**](https://www.youtube.com/watch?v=pMHB6uakDEA)

[**Mobile App Overview Class**](https://youtu.be/xjlYcnll0Mg)

Options for Free Stock images to replace hero Images

**Reminder: Recommended size is 1200x600**

* <https://unsplash.com/>
* <https://pixabay.com/>
* <https://www.pexels.com/>
* <https://creativecommons.org/>

**About Us Content - Company Profile**

**Intro Paragraph:**

We understand that buying or selling a home is more than just a transaction: it’s a life-changing experience.

**Section 1 Headline** - Delete

**Section 1 Paragraph:**

Our team of experts represents the best and brightest in the industry, and we’re always striving to lead the field in research, innovation, and consumer education. Today’s buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With our extensive knowledge and commitment to providing only the best and most timely information to our clients, we are your go-to source for real estate industry insight and advice.

**Section 2 Headline** - Delete

**Section 2 Paragraph:**

Our philosophy is simple: clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We believe that if you’re not left with an amazing experience, we haven’t done our job. We don’t measure success through achievements or awards, but through the satisfaction of our clients.

**Footer Title:** How can we help?

**Footer Paragraph:** Contact us today!

Logo

Description automatically generated

Team Logo Options:

[REALTOR® Logo](https://imgur.com/abP0fSd) [KW Logo](https://imgur.com/ZWLwdUF)

**For additional tip videos visit our YouTube Channel** [**SLM Website Playlist**](https://www.youtube.com/playlist?list=PLshPVJGEI318XrAZxBcTKU6WfGXBNoDny)

[**Commercial Listing Search**](https://www.youtube.com/watch?v=LwKJB-wjz4k) **-** Add a commercial search page!

[**Add Featured Listing to Website**](https://www.youtube.com/watch?v=6UcXFW8wQ28)

* How to manually add featured listings to the homepage of your Command Website. They will populate right under the search bar and above the Footer section we went over in class!

[**Updating About Me Page on your Command Website**](https://youtu.be/J0MIizRzA8M)

* Editing existing pages is no longer an option, this is a workaround for that!

[**Adding New Testimonials to your Command Website**](https://youtu.be/mjFE1m-cjYI)

* Capture Widget must already be added as a live page
* This will also go over how to add testimonials after they have been submitted via the capture widget.

[**Create a Page featuring Multiple Neighborhoods For your KW Command Website**](https://www.youtube.com/watch?v=zRboxrYgmbI)

* This will allow you to promote local neighborhoods that you may cover! It will provide listings within those neighborhoods as well as statistics!

[**How to Brand your Website/Marketing profile for two states**](https://www.youtube.com/watch?v=7fbEieHfUdg)

* This will be for agents with multiple Market Centers, or just licensed in two or more states!

[**Google Analytics**](https://www.youtube.com/watch?v=zWMiJhqqsNc)

* This will assist you with tracking the traffic on your command website!

[**Add and Edit a Sold Properties Page**](https://www.youtube.com/watch?v=Pj2MrE1xQTU)

* This is a custom page for you to promote your past sales!

**Embed a Buyer Guide**

<https://www.youtube.com/watch?v=nMHyhjJ-pmw>

**Create a landing page for specific listing**

<https://www.youtube.com/watch?v=y3jDLFMgvkQ>

[**KW IDX Website 201**](https://www.youtube.com/watch?v=-7Igkhgh9P0&pp=sAQA) **- Customize Your Website!**

* This 90 minute class will go over customizations that are available to you on the Command website, adding a mortgage calculator, self populating blog, and much more!

[**Listings and Landing Pages Class**](https://www.youtube.com/watch?v=ieT4lJkNbDY&t=1544s&pp=sAQA) **- Create and manage Landing Pages**