

## QUICK START Outline: Personalize Your Real Geeks Website

1. Review your new Real Geeks site [01:00]

2. Personalize your Home page [06:17]

- Items to edit (recommended)

■ PATH: Site backend → Content → Home page → Home page

- Title
  - Switch “Area” to Hawaii
- Meta description
  - Switch “Area” to Hawaii
- Content
  - Header: “Search all area real estate”
    - Replace “area” with your own
    - Example = Hawaii

- **Note:** We will personalize the sidebar and the secondary bottom navigation bar later in this video.

3. Add your Company Name & Address to the Footer [08:53]

- Items to edit

■ PATH: Site backend → Content → Footers → Default footer

- Content
  - Replace company name, address, and phone number with your own
  - Example = Paradise Homes, 1234 Keolu Dr., Kailua, HI 96734, 808-123-4567

4. Personalize your Blog [10:02]

- Items to edit (recommended)

■ PATH: Site backend → Blog → Blog home page → Blog home page

- Content
  - Replace “Area” Real Estate with your own area

- Example = Hawaii Real Estate

## 5. Personalize your Area Pages [11:01]

○ PATH: Site backend → Content → Area pages

○ Area one (area page)

■ Items to edit (recommended)

● PATH: Site backend → Content → Area pages → area-one

● Area name

- Replace area name with your own
- Example = Lanikai

● Anchor text

- Replace with your own
- Example = Lanikai

● Slug

- Replace with your own
- Example = lanikai

● Content

- Header: "Search all [AREA] Real Estate"
  - Replace [AREA] with an area of your choice
  - Example = Lanikai
- Body: "Our website features the best [AREA] real estate search"
  - Replace [AREA] with an area of your choice
  - Example = Lanikai

● Search Form Display Options

- Search header
  - Replace "Area One" Real Estate Search with an area of your choice
  - Example = Lanikai Real Estate Search

- Set Search Defaults
  - Set search defaults with criteria of your own
  - Example = the region of Kailua, the neighborhood of Lanikai
- Area two (area page)
  - Items to edit (recommended)
    - **PATH: Site backend → Content → Area pages → area-two**
    - Area name
      - Replace area name with your own
      - Example = Hawaii Kai
    - Anchor text
      - Replace with your own
      - Example = Hawaii Kai
    - Slug
      - Replace with your own
      - Example = hawaii-kai
    - Content
      - Header: “Search all [AREA] Real Estate”
        - Replace [AREA] with an area of your choice
        - Example = Hawaii Kai
      - Body: “Our website features the best [AREA] real estate search”
        - Replace [AREA] with an area of your choice
        - Example = Hawaii Kai
    - Search Form Display Options
      - Search header
        - Replace “Area Two” Real Estate Search with an area of your choice



- Example = Diamond Head Real Estate Search
  - Set Search Defaults
    - Set search defaults with criteria of your own
    - Example = the region of Diamond Head
- Area four (area page)
  - Items to edit (recommended)
    - **PATH: Site backend → Content → Area pages → area-four**
    - Area name
      - Replace area name with your own
      - Example = North Shore
    - Anchor text
      - Replace with your own
      - Example = North Shore
    - Slug
      - Replace with your own
      - Example = north-shore
    - Content
      - Header: "Search all [AREA] Real Estate"
        - Replace [AREA] with an area of your choice
        - Example = North Shore
      - Body: "Our website features the best [AREA] real estate search"
        - Replace [AREA] with an area of your choice
        - Example = North Shore
    - Search Form Display Options
      - Search header
        - Replace "Area Four" Real Estate Search with an area of your choice

- Example = North Shore Real Estate Search
  - Set Search Defaults
    - Set search defaults with criteria of your own
    - Example = the region of North Shore
  - Set Search Defaults
    - Region = North Shore

6. Personalize your Agent Detail Page [21:20]

- Items to edit (recommended)
  - Delete agent detail pages you won't be using
    - Delete agent two
    - Delete agent three
  - Edit Agent-one
    - PATH: Site backend → Content → Content pages → agent-one
    - Title
      - Swap this out with your agent's name
      - Example = Larry Marks
    - Meta Description
      - Swap this out with a general description of your page/agent
      - Example = Buy and Sell Hawaii homes with real estate agent  
Larry Marks
    - Meta Keywords
      - Swap this out with relevant keywords for your agent/market
      - Example = real estate, agent, hawaii homes, market reports
    - Anchor Text/Page Name
      - Swap this out with your agent's name
      - Example = Larry Marks
    - Slug

- Swap this out with your agent's name (MUST be all lowercase, convert spaces to dashes)
  - Example = larry-marks
- Template
  - Select "Agent Detail Page" as your template
- Content
  - Add a bio, experience, specialties, and details about your agent
  - Example = Larry Marks is a licensed professional Realtor whose goal is to provide customer service that is worthy of a word of mouth referral! His expertise includes buying or selling homes, farms, ranches, and commercial properties, as well as representing developers, investors and tenants in a wide variety of real estate transactions across the Hawaiian Islands. He is a trustworthy, personal, efficient and economically responsible agent, with solutions to each client's real estate needs. He will create an action plan from a thorough interview of the client's current situation, their established future needs and possible expansion goals. Larry has nearly 15 years' experience in a combination of real estate agency and brokerage transactions including, residential sales, project analysis, foreclosures/rehab projects, historic renovation, ranch/ag production, site selection, design and development, leasing and property.
- Address
  - Add office address here
  - Example = 1234 Keolu Dr, Kailua, HI, 96734
- Company
  - Add company name here

- Example = Paradise Homes
- Email
  - Add agent's email address here
  - Example = [larry@paradisehomes.com](mailto:larry@paradisehomes.com)
- Fax
  - Add fax number here
  - Example = 808-123-1234
- Cell Phone Number
  - Add phone number here
  - Example = 808-432-1321
- Agent Name
  - Add agent's name here
  - Example = Larry Marks
- Testimonials
  - Add testimonials to this section
  - Example = Larry spent so much time helping our family with the new relocation to Hawaii. **Tamia Anaya, Mililani, HI**  
  
We found our dream home in 60 days because we worked with Larry. He is the best. Thank you Paradise Homes! **Leo Hertz, Kahala, HI**
- Agent Photo
  - Upload your agent's photo here
  - Example = Upload image of Larry Marks

7. Link your Area Pages to your Sidebar [26:57]

- Items to edit (recommended)

■ PATH: Site backend → Content → Sidebars → Default sidebar

- Sidebar item #1



- Area One = Lanikai
- /area-one/ URL = /lanikai/
- Area Two = Hawaii Kai
- /area-two/ URL = /hawaii-kai/
- Area Three = Diamond Head
- /area-three/ URL = /diamond-head/
- Area Four = North Shore
- /area-four/ URL = /north-shore/

8. Link your Area Pages to your Secondary Bottom Navigation Bar [\[31:54\]](#)

○ PATH: Site backend → Content → Navigation bars → Secondary bottom navigation bar

- Navigation Bar Link #1
  - URL /area-one/ = /lanikai/
  - Anchor text = Lanikai
- Navigation Bar Link #2
  - URL /area-two/ = /hawaii-kai/
  - Anchor text = Hawaii Kai
- Navigation Bar Link #3
  - URL /area-three/ = /diamond-head/
  - Anchor text = Diamond Head
- Navigation Bar Link #4
  - URL /area-four/ = /north-shore/
  - Anchor text = North Shore

9. Personalized Website COMPLETE! [\[34:51\]](#)

10. OPTIONAL: Personalize your Landscape Image & Logo [\[35:13\]](#)

- Landscape Image

■ PATH: Site backend → Site settings > Site settings → Template Options →

Header Image

- Header Image
  - Two Options:
    - Choose Gallery Image
    - Choose Custom Image
      - Upload Image
  - Logo
    - PATH: Site backend → Site settings > Site settings → Template Options →  
Header Logo
    - Header Logo
      - Pick image