

Site Build Outline - Detail

1. Settings

- Logo **(add image)**
- Landscape Image **(add image)**

2. Home Page - Search & Introduction

- **Title:** Hawaii Real Estate - Search all Hawaii Homes
- **Meta Description:** Search all Oahu, Kauai, Maui, and the Big Island homes for sale plus foreclosures
- **Meta Keywords:** hawaii real estate, homes, condos, properties
- **Page Content:** Home in the Islands: Hawaii Style provides free Hawaii real estate property listings through MLS searches offered by our featured real estate agents for buyers and sellers of properties in Hawaii . In addition to that, visitors can cross-reference our extensive Oahu condominium search database and receive complete in-depth information on each property complete with full color photos. And lastly, we have added a Hawaii vacation rental property section to our site where property managers can display their listings in full page advertisements. Searching for a home, Waikiki condo, apartment, or commercial property in Hawaii? Make Hawaii Style your starting point for free Hawaii real estate information. We offer links to in-depth condominium search tools to find the information you need fast offered by our featured Hawaii real estate home specialists! View original pictures of almost every condo on Oahu and see which one is the right choice for you. **(add image)** and link it to Lanikai
- **Override Landscape Image:** Default
- **Sidebar:** Default
- **Footer:** Default
- **Property Display Search:** Hot Hawaii Properties, Display 5, Below, Oahu 700k-2000000, Homes & Condos, Sort by Highest
- **Search Form Display Options:** Hawaii Property Search, Oahu, Region: All, Neighborhoods: All, 50k - No Limit, Home/Condo

3. Area Pages

- **Lanikai**
 - **Area Name:** Lanikai
 - **Title:** Lanikai Real Estate - Search all Kailua Homes & Condos for Sale

- **Meta Description:** Search all Lanikai real estate listings of homes, condos for sale plus foreclosures and Lanikai information on one easy site
 - **Anchor Text:** Lanikai
 - **Slug:** lanikai
 - **Page Content:** Living in Lanikai: In the Hawaiian language, Lanikai literally means "royal sea" or "heavenly sea." In true fashion, Lanikai is an exclusive community on the windward coast of Kailua bay built around the merits and attractiveness of the warm island waters. In fact, Lanikai Beach was rated as one of the top beaches worldwide by Sherman's Travel Magazine! As a beachside community, Lanikai is situated on a reef-protected, crystal-clear, turquoise-blue bay with a lifestyle that revolves around the ocean. Neighboring Kailua Town, Lanikai provides the best of Oahu without the annoying hassle or stress of downtown life. In Lanikai, swimming and sunbathing are local favorites on the long stretches of white sand beaches. Even more importantly, many tourists have not yet discovered these pristine areas! **(add image)**
 - **Override Landscape Image:** Custom Image **(add image)**
 - **Sidebar:** Default
 - **Footer:** Default
 - **Property Display Search:** Hot Lanikai Properties, Display 5, Below, City: Kailua, Neighborhood: Lanikai, Homes & Condos, Sort by Highest
 - **Search Form Display Options:** Lanikai Property Search, Oahu, Region: Kailua, Neighborhood: Lanikai, 50k - No Limit, Homes & Condos
- **Diamond Head**
 - **Area Name:** Diamond Head
 - **Title:** Lanikai Real Estate - Search all Kailua Homes & Condos for Sale
 - **Meta Description:** Search all Diamond Head real estate listings of homes, condos for sale plus foreclosures and Diamond Head information on one easy site
 - **Anchor Text:** Diamond Head
 - **Slug:** diamond-head
 - **Page Content:** Diamond Head Real Estate: Diamond Head's English name was given by British sailors in the 19th century who mistook calcite crystals in the rock for diamonds. As a volcanic tuff cone, Diamond Head is a defining feature of the view known to residents and tourists of Waikiki alike. As a United States State Monument, it also serves as platform for antennas used by the U.S. government that also built Fort Ruger in the crater. Diamond Head's proximity to Waikiki's

various resorts and hotels makes it one of the island's most popular attractions. On most days, the hike along the crater's rim is clogged with hikers looking for unparalleled views of the mountain, ocean, and beautiful Waikiki region. **(add image)**

- **Override Landscape Image:** Default
- **Sidebar:** Default
- **Footer:** Default
- **Property Display Search:** Hot Diamond Head Properties, Display 5, Below, Neighborhood: Diamond Head, Homes & Condos, Sort by Highest
- **Search Form Display Options:** Diamond Head Property Search, Oahu, Region: All, Neighborhood: Diamond Head, 50k - No Limit, Homes & Condos
- **Hawaii Kai**
 - **Area Name:** Hawaii Kai
 - **Title:** Hawaii Kai Real Estate - Search all Kailua Homes & Condos for Sale
 - **Meta Description:** Search all Hawaii Kai real estate listings of homes, condos for sale plus foreclosures and Diamond Head information on one easy site
 - **Anchor Text:** Hawaii Kai
 - **Slug:** hawaii-kai
 - **Page Content:** Hawaii Kai Real Estate: Hawaii Kai is the largest of several communities at the eastern side of Oahu. Home to exclusive neighborhoods like Portlock, hahaione, Kaalakei Valley, Mariners Ridge, Queen's Gate, and Kalama Valley, Hawaii Kai and the surrounding area features a range of housing options, including some very upscale properties, especially in Portlock. The local Koko Marina was dredged from Kuapa Pond in 1959, transforming the shallow inlet into a marine embayment and allowing waterfront residents to moor their personal boats in front of their houses. Hawaii Kai residents of real estate homes or condominiums for sale enjoy the area's distance from downtown Honolulu, wonderful views, diverse complexion, and convenient resources, making it one of the most desirable places to live on Oahu. **(add image)**
 - **Override Landscape Image:** Default
 - **Sidebar:** Default
 - **Footer:** Default
 - **Property Display Search:** Hot Hawaii Kai Properties, Display 5, Below, Area: Hawaii Kai, Homes & Condos, Sort by Highest
 - **Search Form Display Options:** Hawaii Kai Property Search, Oahu, Region: All, Neighborhood: Hawaii Kai, 50k - No Limit, Homes & Condos

- **North Shore**
 - **Area Name:** North Shore
 - **Title:** North Shore Real Estate - Search all Kailua Homes & Condos for Sale
 - **Meta Description:** Search all North Shore real estate listings of homes, condos for sale plus foreclosures and North Shore information on one easy site
 - **Anchor text:** North Shore
 - **Slug:** north-shore
 - **Page Content:** North Shore Real Estate: Oahu's North Shore refers to the north-facing coasts between Kaena Point and Kahuku Point and best known for its massive waves and world-renowned surfing spots that attract popular surfers from around the world. Taking advantage of swells from the stormy North Pacific, notable beaches like Waimea Bay and Sunset Beach sometimes experience waves between 20 and 30 feet in height. In fact, Waimea Bay hosts the annual Quiksilver Big Wave Invitational in memory of local legend Eddie Aikau. Residents of North Shore real estate homes or condominiums for sale find that the distinctive surfing community not only fosters a laid back atmosphere, but also encourages active lifestyles. While housing may not be the same contemporary styles of downtown and east Oahu, most North Shore properties provide residents with pristine views of the ocean and unforgettable waves year-round. **(add image)**
 - **Override Landscape Image:** default
 - **Sidebar:** default
 - **Footer:** default
 - **Property Display Search Options:** Hot North Shore Properties, Display 5, Below, Area: North Shore, Homes & Condos, Sort by Highest
 - **Search Form Display Options:** North Shore Property Search, Oahu, Region: North Shore, Neighborhood: Any, 50k - No limit, Home/Condo

4. Agent Detail

- **Larry Marks**
 - **Title:** Larry Marks
 - **Meta description:** Buy and Sell Hawaii homes with real estate agent Larry Marks
 - **Anchor Text:** Larry Marks
 - **Slug:** larry-marks
 - **Template:** Agent Detail Page

- **Page Content**

- **Template:** Agent Detail Page
- **Content:** 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:** 1234 Keolu Dr, Kailua HI 96734
- **Company:** Paradise Homes
- **Email:** larry@paradisehomes.com
- **Fax:** 808-123-4567
- **Phone:** 808-765-4321
- **Agent Name:** Larry Marks
- **Testimonials:** **1.** Larry spent so much time helping our family with the new relocation to Hawaii. Tamia Anaya, Mililani, HI **2.** 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:** (add image)

- **Override Landscape Image:** None

- **Sidebar:** Default

- **Footer:** Default

- **Property Display Search Options:** Hot Kailua Beachfront Properties, Display 5, Below, Area: Kailua, Homes, View: Coastline, Sort by Newest

- **Search Form Display:** None

- **Mary Rosen**

- **Title:** Mary Rosen

- **Meta description:** Buy and Sell Hawaii homes with real estate agent Mary Rosen

- **Anchor Text:** Mary Rosen
- **Slug:** mary-rosen
- **Page Content**
 - **Template:** Agent Detail Page
 - **Content:** After several years in the Title and Escrow business Mary became a licensed realtor with only two things on her mind; excellence and exceptional customer service. Mary proudly boasts over 600 closed transactions, which most realtors can't come close to. There are not many realtors with Mary's experience, dedication and perseverance. Many agents seek Mary's counsel during transactions, during marketing presentations, and for general advice about the real estate business. Mary is truly the Professional's Professional who goes the extra mile for each and every client – she treats her clients with the fiduciary status and duty that the law requires.
 - **Address:** 1234 Keolu Dr, Kailua HI 96734
 - **Company:** Paradise Homes
 - **Email:** mary@paradisehomes.com
 - **Fax:** 808-123-4567
 - **Phone:** 808-765-4321
 - **Agent Name:** Mary Rosen
 - **Testimonials:** 1. Mary took her time working with me and my family to find exactly what we wanted. Our Hawaii Kai home is a dream! Thank you Mary, for your patience and generosity! We couldn't be happier. Holly Hayward, Mililani, HI 2. Paradise Homes set us up with an agent and lender! They also helped us sell our house so we could buy the one we had been dreaming of for 10+ years in under 6 months. We are one happy family. Thank you Mary! Max Hegedus, Haleiwa, HI
 - **Agent Photo:** (add image)
- **Override Landscape Image:** None
- **Sidebar:** Default
- **Footer:** Default
- **Property Display Search Options:** Hot Honolulu Beachfront Properties, Display 5, Below, City: Honolulu, Homes, View: Coastline, Sort by Higheest
- **Search Form Display:** None

5. **About Page** - Description, Company Photo, & Testimonials

- **Title:** Meet the Team
- **Meta Description:** Paradise Homes has many great agents that have been helping buyers and sellers all throughout our area.
- **Anchor text:** Meet The Team
- **Slug:** About
- **Page Content**
 - **Template:** About Page
 - **Page Content:** An Introduction to our Agents: With over 20 years of service in the Hawaii real estate sector they are here to help and serve you in finding your perfect Hawaii home. Paradise Homes is a company that helps buyers and sellers purchase and sell properties on Oahu, Maui, Kauai and the Big Island of Hawaii. We also have an easy to use real estate website that offers every property for sale and will send you new listings and price changes daily. **(add image)**
 - **Testimonials: 1.** This has been the best experience working with this team. We moved to Hawaii 2 years ago and within 6 months they worked with us in finding our dream home in the Lanikai area. The website is easy to navigate and the team was devoted to our needs. - Celine Kuklowsky, Lanikai, HI, **2.** I sold my home then purchased my dream home with this amazing team! I'll never work with anyone other than Paradise Homes. ever again. Thank you!! - Jasmine Bishop, Honolulu, HI
- **Override Landscape Image:** Default
- **Sidebar & Footer:** None
- **Property Display Search:** None
- **Search Form Display Options:** None

6. Foreclosure Page - Receive Hawaii Foreclosures Daily

- **Title:** Hawaii Foreclosures
- **Meta description:** Search all Hawaii foreclosures on one easy site
- **Anchor Text:** Foreclosures
- **Slug:** foreclosures
- **Page Content**
 - **Template:** Foreclosures
 - **Content:** Receive Hawaii Foreclosures Daily: Search All Hawaii Bank Owned REO Foreclosure listings. Hawaii foreclosures are our specialty. My staff and I

are committed to making the buying and selling of Hawaii foreclosures a pleasurable and rewarding experience. Our website allows you to search all active Hawaii bank foreclosure listings on every island. The site is easy to use and navigate through property searches. Featuring the best foreclosures and bank owned (REO) homes, condos and land for sale, that Oahu real estate, Maui, Hawaii & Kauai has to offer and more. Contact us today! To find out how we can be of assistance to you. **(add image)**

- **Override Landscape Image:** None
- **Sidebar:** Default
- **Footer:** Default
- **Property Display Search Options:** Hot Hawaii Properties, Display 10, Below, Foreclosure: True, Price: Min - 2000000, Sort by Lowest
- **Search Form Display:** Hawaii Foreclosure Property Search, Oahu, Region: All, Neighborhood: Any, 50k - No limit, Home/Condo

7. **Selling Page** - How We Sell Homes

- **Title:** Selling Your Home
- **Meta description:** Sell your home with us and net 1000s more in your pocket
-
- **Anchor Text:** Selling
- **Slug:** selling
- **Page Content**
 - **Template:** Page without Search
 - **Content:** How We Sell Homes: We want to earn your business. Call us today and start packing. - Professional representation. Service to get the job done. Extensive communication and support. Effective follow-up. Absolute personal commitment. 100% satisfaction guaranteed. **(add image)** Aggressive marketing & Consistent communication are keys to our success. Here's how it works: - Submit your home to MLS System exposing your property to all active Hawaii Realtors. - Send E-Mail Fact sheet on your property to our entire database of over 29,000 active buyers! - Expose your property to International buyers on the #1 Hawaii Real Estate Company website "hawaiianrealestate.com" on the internet, plus many other high powered sites including hicentral.com, Realtor.com and hawaiiimshomefinder.com.
- **Override Landscape Image:** Default
- **Sidebar:** Default

- **Footer:** Default
- **Property Display Search Options:** Our Sold Listings, Display 10, Below, Status: Sold, Agent ID: 00090
- **Search Form Display:** None

8. **Buying Page** - Free Exclusive Buyer Program & Services

- **Title:** Buying Homes
- **Meta description:** Buyers search all homes and condos throughout Hawaii on one easy site
- **Anchor Text:** buying
- **Slug:** buying
- **Page Content**
 - **Template:** Page with Search
 - **Content:** Free Exclusive Buyer Program & Services: Market Conditions -We are in a flat real estate market and some properties are selling quickly. -The good news is that we are getting 98% of our clients offers accepted helping them get a great value. As long as our clients are pre-approved for a loan and are willing to negotiate. **(add image)** Free Exclusive Buyer Services - Educate client on local real estate market - various neighborhoods and/or buildings. - Help client get pre-approved with an excellent local lender. - Schedule private showing appointments for all available properties. - Watch the market daily and notify client of new listings as soon as they come on the market.
- **Override Landscape Image:** Default
- **Sidebar:** Default
- **Footer:** Default
- **Property Display Search Options:** None
- **Search Form Display:** None

9. Sidebars - Default Sidebar

- **Sidebar Item #1** - Custom Content
 - Oahu Real Estate: Looking for the perfect home in the perfect place? Chances are you'll want to check here first. **(add image)**
- **Sidebar Item #2** - Link List (2 Column)
 - Popular Neighborhoods
 - **Anchor:** Lanikai **URL:** /lanikai/
 - **Anchor:** Diamond Head **URL:** /diamond-head/
 - **Anchor:** Hawaii Kai **URL:** /hawaii-kai/
 - **Anchor:** North Shore **URL:** /hawaii-kai/
- **Sidebar Item #3** - Link List (1 column)
 - Useful Information
 - **Anchor:** Meet Our Team, **URL:** /about/
 - **Anchor:** Looking to Buy a Home?, **URL:** /buying/
 - **Anchor:** How We Sell Homes, **URL:** /selling/

10. Navigation

- **Primary Top Navigation**
 - **Type:** Custom Link **URL:** / **Anchor Text:** Home
 - **Type:** Custom Link **URL:** /search/advanced_search/ **Anchor Text:** Advanced Search
 - **Type:** Custom Link **URL:** /selling/ **Anchor Text:** Selling
 - **Type:** Custom Link **URL:** /buying/ **Anchor Text:** Buying
 - **Type:** Custom Link **URL:** /foreclosures/ **Anchor Text:** Foreclosures
 - **Type:** Custom Link **URL:** /about/ **Anchor Text:** Meet the Team
 - **Type:** Custom Link **URL:** <http://www.realgeeks.com/> **Anchor Text:** Our Partners
 - **Type:** Contact Link **URL:** NONE **Anchor Text:** Contact Us
- **Secondary Bottom Navigation**
 - **Type:** Custom Link **URL:** /lanikai/ **Anchor Text:** Lanikai
 - **Type:** Custom Link **URL:** /diamond-head/ **Anchor Text:** Diamond Head
 - **Type:** Custom Link **URL:** /hawaii-kai/ **Anchor Text:** Hawaii Kai
 - **Type:** Custom Link **URL:** /north-shore/ **Anchor Text:** North Shore

11. Footer

- **Default Footer**
 - Paradise Homes
1234 Keolu Dr, Suite 101
Kailua, HI 96734
808-123-4567
© All Rights Reserved

12. Home Valuation Widget

- **Add to Default Sidebar**
 - **Sidebar Item #4** - Custom Content
 - Home Valuation Widget - Paste code into source code

13. Blog Home Page - Title & Introduction

- **Title:** Hawaii Real Estate News Blog
- **Meta Description:** Read about the latest Market Trends, Hawaiian living conditions and the benefits of investing in Hawaiian Real Estate.
- **Meta Keywords:** hawaii real estate, island life, hawaii life, sociability, relocation, opinions, community, buying homes
- **Content:** Hawaii Real Estate News Blog

14. Design Editor

- **Designs:** Miranda
- **Color Variations:** Green White
- **Advanced Options:** None

15. Review Site

- Remove Unused Pages

16. Ready to go Live

- Pending approval of IDX for Real Geeks with MLS board