



*First American  
Title Insurance Company*

## **Keller Williams Agent Websites & Intranet Training Agenda**

The Keller Williams Agent Website series consists of three courses: Course 1 – Setting up Your Website, and Course 2 – Managing and Using Your Website and Course 3 – Website Marketing and Search Engine Optimization.

### **Course 1 – Setting up Your Website**

In this course, we discuss the Keller Williams Internet site, and how to navigate to the Agent Websites, login and work on the sites. We discuss basic site setup, including entering the agent information, creating the bio page and home page as well as choosing a template for the site. Agents will also learn how to upload photographs to their Websites, choose a font style and manage focus boxes.

Agents will learn how to select and obtain a domain name, and how to link that name to their Keller Williams Agent Website. Finally, and perhaps most importantly, agents will be shown how to set up what is known as an “IDX” link. This will allow agents to put a link on their site that allows customers to view all MLS listings while still within the agent’s site.

### **Course 2 – Managing and Using Your Website**

In our second class, agents will learn more about the content of the websites, and how to promote the sites for business. Students will be shown how to add links, vendors, custom pages, additional navigation menus and testimonials. They will also be shown how to enhance their personal listings on their site, as well as how to view traffic reports of visits to their site. We will discuss ways to get more traffic on the websites, including search engines, links from other sites and offline site promotion. For those agents who use Top Producer, this course will show how to direct leads from the Agent Websites directly into Top Producer.

Course 2 is a good course as either a follow-up to Course 1, or as an enhancement for those agents who have setup their sites to a good extent, but want to learn how to make the sites work as well as they can.

### **Course 3 – Website Marketing, Blogging and Search Engine Optimization**

Our third class concentrates on e-marketing, search engine optimization (SEO) and lead generation. We will briefly review some of the techniques from our first two classes, including custom focus boxes, links, service providers, custom pages and setting up the IDX link to show all MLS listings. Agents will then be shown how to setup and use contact forms, such as Buyer and Seller, and they will see how to set up micro sites to advertise their website. Further, we will look at the Keller Williams Listing Service, how it works and what the benefits are to the agent.

Our advanced course will also look at ways to optimize the agent websites for search engines, and agents will be shown 8-10 easy steps they can perform to improve their traffic. We will discuss electronic leads and ways that these leads are generated. Agents will be shown how to set up the KW Blog as well as RSS syndicated feeds. Finally, there will be a discussion on domain names and redirecting or forwarding domain names to the KW agent sites, as well as tips on the best kind of email to use.

For advanced website users, this is the course you need!

***Prerequisite: KW Websites 1 & 2, or equivalent***

## **KW Intranets (*NEWLY REVISED COURSE!*)**

This is a new spin on an existing class. We provide a dedicated class (actually three) on the KW Websites, but there is much more to KW.com than just the agent websites. There are also some good features on your Market Center Intranet (WebexOne), and we will spend the last 15-20 minutes going over a few of these highlights. Some of the topics we cover are:

- The KWLS listing System
- KW Webmail Tips
- 411 Goal Setting
- Production Goals
- How to View ProManage tutorials on KW.com
- Downloading the Your Business is Your Database manual (free)
- ProManage advertising Downloads for non-Top Producer users
- Downloading KW logos and other graphics
- Downloading the free PowerPoint Listing Presentation
- Downloading other PowerPoint templates
- Downloading Word Flyer templates
- Setting up and Using Your KW Goals and Reporting tools
- How to send KW e-Cards (dozens of cards in many categories - Just Listed, Just Sold, Thank You, Birthday; can even be saved in Top Producer)
- Market Center Polls and Discussions
- Creating Personal Links on the Market Center Intranet
- Sending emails (such as open houses) to all agents in the Market Center
- Keller Williams University (KWU) Products & Downloads
- Other KW Websites such as *Millionaire Agent* and *Productivity Warriors*

These classes are becoming two of our more requested courses at other Market Centers, and we encourage agents to take at least one of these productivity sessions.

It is our plan that, with this curriculum, agents can and should become very proficient and effective with the Keller Williams Agent Websites, and will learn to utilize their sites to a much fuller degree.

*Steve Nachlas*  
*Director of Applied Technologies*  
*First American Title*