**Theme and content requirements based on** [**http://r11.template.expertagent.co.uk**](http://r11.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 to gather the necessary content.

*\*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:* [*https://www.zooplawebsites.co.uk/guides/seo*](https://www.zooplawebsites.co.uk/guides/seo)

**Home page**

1. Logo  
   Please provide a high-resolution copy of your logo in either of these formats:  
     
   **Formats:** .jpeg, .png, .eps. (Ideally with a transparent background)
2. Social Media URLsPlease provide the direct web links to your social media pages i.e., 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 section of the website.
4. SlideshowWe have two options available for the main background that occupies the front page. Please choose your preferred option and provide the required files:  
     
   **1)** **Still image slideshow** – 5x images must be provided no less than 1400 pixels wide, jpeg format.  
     
   **Image Format:** .jpeg  
   **Image Dimensions:** No less than 1600 (W) x 1024 (H) pixels  
   **Image Rotation:** Landscape (\*portrait images will be heavily cropped)  
     
   **Overlaying text:** Please supply a short paragraph of text for each image, as per the demo R11 website.  
     
   *\*Please note, any additional banner images and overlaying text beyond the standard 5 will incur a charge to implement.*  
   **2)** **Video content** – compatible video formats are:   
     
   **Video Format:** .mp4  
   **Video Dimensions:** No less than 1600 (W) x 1024 (H) \*any video content bigger than this will be cropped on smaller screens  
   **Video Rotation:** Landscape (\*portrait videos will be heavily cropped)  
   **Video File Size:** Approx. no more than 5mb / maximum duration no more than 10 seconds (\*the bigger the file size, the longer the page will take to load for users on slower connections)  
     
   We recommend sourcing high quality photography either from a stock website or a photographer for use on this theme, to achieve a professional finish to the new website. The following stock photography websites are a good source of files, and we are happy to try any watermarked images on the website before you purchase. This is especially the case with video content which can be expensive:  
     
   <https://stock.adobe.com/uk>

<https://en.fotolia.com>

<http://www.shutterstock.com>

<http://www.istockphoto.com>   
  
*\*Video files will be muted when integrated into the website, and it is not compatible with the use of Virtual Property Tours.  
  
\*The image slideshow will become the default display when viewed on mobile devices.*

1. 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 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 Southwest 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.”*
2. Call to Action #1   
   **Header:** approx. 3 > 5 words  
   **Description:** 25 words
3. Call to Action #2

**Header:** approx. 3 > 5 words  
**Description:** 25 words

1. Call to Action #3

**Header:** approx. 3 > 5 words  
**Description:** 25 words  
  
The call to actions has a parallax background where a single static image can be displayed. Please provide an image for this section.  
  
*\*Please note, the ‘Call to actions’ link through to one of the included standard 9 pages. If you require them to link through to extra non-standard pages an additional charge will be incurred for their setup.*

1. Featured Property

Selected within your property software - no text content required.

1. Testimonials

Please provide up to **10** testimonials for placement in the animated slider, and an image to sit behind this section.

**Word count:** Approx. 70 words each in a text format.  
**Image format:** .jpeg  
**Image Dimensions:** A large high-resolution photo which suits a landscape/panoramic proportion. We find something around a 1900px (w) by 300px (h) dimension works quite well.

1. Affiliate Logos

Please confirm which affiliate logos you would like displayed in the footer i.e. Rightmove, Zoopla and so on.  
  
*\*You are not required to provide is with the logo image files.*

1. Sub-page Banner Image

A single image is displayed along the top of the subpages.   
  
**Image format:** .jpeg **Image Dimensions:** No less than 1900 pixels wide, and to suit a reduced height.

**Locations**

Please provide a list of the locations you will cover. These must be either a Town or City name. Postcodes are not compatible with the data feed.

**Latest Properties Page**Automated within your property software - no text content required.

**For Sale Page**Powered by your property software - no text content required.

**To Let**Powered by your property software - no text content required.

**About Us Page**Please provide text content about your business.  
 **Word Count:** up to 1 side of A4  
**Office Photo:** jpeg. No less than 1400 pixels wide

**Staff Profiles:** If you wish for these to be included on this page, please provide the following:  
  
**Staff photo:** jpeg. No less than 300 pixels wide.  
**Job title**  
**Description** – Approx. 80 words  
**Telephone**  
**Email**   
 *\* Up to 4 staff profiles are included as standard. Any additional requirements will incur an additional charge to setup.*

**Our Services Page**Please provide text content related to the services you cover.

**Valuation Page**  
The valuation form contains a standard set of fields. We can add or remove any fields which are not relevant to your business.  
  
Please provide bullet points displayed within the right column.

**Register Page**  
The registration form contains a standard set of fields. No text content required.

**Contact Us Page**The contact us page displays a map feature plotting your branch, contact information relating to each of your branches and an enquiry form. Please provide the below information for each branch that you have:

1. Branch Contact Information  
   ***Baxters Estate Agents***

*57 Vallis Rd*

*Frome*

*Somerset*

*BA11 3EG*

*Telephone: 01225 303500*

*Email*: *zwfulfilment@zoopla.co.uk  
Opening Hours: Mon – Fri: 9am – 5.30pm***Office Photo:** jpeg. No less than 600 pixels wide

1. Statutory Company Information  
   You are required to provide certain statutory information relating to your business such as the registered company number, address, and VAT number, if applicable.

**Other Required 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.

**Extra Optional Features**

The following extra features are available for integration in your website:

Zoopla Valuation Tool

**Add our** [**online automated valuation tool**](https://advantage.zpg.co.uk/product/zoopla-valuation-tool/) **to your website to generate more leads and increase revenue.**

Driving traffic to your website is great but getting visitors to leave their details is hard. Typical conversion rates are below 1%.

Increase your chance of converting them by offering an instant valuation when they arrive. Offer vendors and landlords something they want you’ll get richer data in return.

If you are interested in this feature, please submit an enquiry [here](https://advantage.zpg.co.uk/product/zoopla-valuation-tool/) and a member of the team will be in touch.

Blog Feature

**Keep your customers up to date and help improve seo and exposure to your website at the same time.**

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 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://r11.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.

PropertyFile

If you are an Alto or Jupix customer, you may wish to enable PropertyFile functionality on your new website. Please refer to the following guides on how this can be configured for each platform:

**Alto customers** – <https://support.altosoftware.co.uk/hc/en-gb/sections/360002931277-PropertyFile-Overview-Activation-and-Configuration>  
**Jupix customers** – <https://support.jupix.com/hc/en-gb/categories/360002158018-PropertyFile-Ravensworth-other-services>

Once the tool is fully enabled in your software you will need to email us your unique PropertyFile Key and URL before it can appear on the website.

**Have Other Questions?**

Please refer to our frequently asked questions

Please visit out useful FAQs guide where we have covered most common topics relating to the product you have ordered, what is included, process and what you need to supply - <https://www.zooplawebsites.co.uk/guides/website-faqs>

Need to speak to us?

Email is our preferred method of contact and during the initial Fulfilment of the new website you should reply on the back of our outbound communication to you. This is so we can maintain a clear admin trail of all conversations in our system, which we can easily refer back to, and easily exchange and save files which relate to the build of the website.

Should you need to discuss anything more complex over the phone the team can be contacted on 01225 667435.