Website Agent Exercise 1
Creating Custom Content: Specialties

While the agent, team, and office websites work great out of the box with default content, creating custom content for your website will showcase your expertise as the subject matter expert and help build SEO value into your site. You can even begin to target customers by adding custom content pages covering specific specialties and communities.

*This exercise can only be completed once you have access to the booj CRM.

Let's practice!

Adding a New Content Page

Before you can add custom content you need to add a new page to your website within the booj CRM. You will need to access booj Beta and access the Websites section using the instructions below.

1. Log on to MAX/Center (www.remax.net) using your @remax.net email address and password
2. Within MAX/Center, click on the booj tile
3. Click on the **Website** tab at the top
4. In the Website dropdown menu select **Customize Site**
5. Click on the "**Add Page**" button in the upper right
6. Copy and paste *Web Page Title* into the **Name of the Page** field

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Exercise Instructions (continued...)

Building a Custom Page Through the CMS

After adding a page, you will be taken into the CMS Website Editor where you will build your page by adding content blocks to the page. You will first be prompted to select a header content block because all websites require a header.

1. Select the **Page Heading** content block
2. On the left-hand side of the CMS, click on "**Click to Choose an Image**"
3. Select an image from the content library
4. Click **Save**
5. Copy and Paste *Web Page Title* into the **Title** field
6. Copy and Paste the *Description* into the **Description** field
7. Click **Save**
8. Click on the blue **Add Block** button in the bottom left
9. Select the **WYSIWYG Content Block** (first block on the left)
10. Copy and Paste the *WYSIWYG* text into the text box
11. Highlight the first sentence and bold the text using the "B" button at the top
12. Click **Save**
13. Click on the blue **Add Block** button in the bottom left
14. Select the **Image/Text Slideshow** content block
15. Click on **Click to Choose an Image**
16. Search of a real estate agent image (optional)
17. Click on the Use Image button
18. Copy and Paste the *Tip 1 Title* into the **Title** field
19. Copy and Paste the *Tip 1 Summary* into the **Summary** field
20. Copy and Paste the *Tip 1 Link URL* into the **Link URL** field
21. Copy and Paste the *Tip 1 Link Text* into the **Link Text** field
22. Click on the blue **Add Item** button in the bottom left
23. Click on **Click to Choose an Image**
24. Search for a rent or house photo (optional)

Exercise Instructions (continued...)

25. Click on the Use Image button

26. Copy and Paste the *Tip 2 Title* into the **Title** field

27. Copy and Paste the *Tip 2 Summary* into the **Summary** field

28. Click on the blue **Add Item** button in the bottom left

29. Click on **Click to Choose an Image**

30. Search for a research photo (optional)

31. Click on the Use Image button

32. Copy and Paste the *Tip 3 Title* into the **Title** field

33. Copy and Paste the *Tip 3 Summary* into the **Summary** field

34. Click on the blue **Add Item** button in the bottom left

35. Click on **Click to Choose an Image**

36. Search for an airplane photo (optional)

37. Click on the Use Image button

38. Copy and Paste the *Tip 4 Title* into the **Title** field

39. Copy and Paste the *Tip 4 Summary* into the **Summary** field

40. Click on the blue **Add Block** button in the bottom left

41. Select the **Video Embed** content block

42. Copy and paste the *Video URL* into the **Video URL** field

43. Copy and paste the *Video Caption* into the **Caption** field

44. Click on the **Web Preview** button in the upper right to view what your completed webpage will look like!