Website Agent Exercise 2
Creating Custom Content: Communities

Community Pages allow agents, teams and offices to highlight their expertise within a certain area or neighborhood. They also can provide valuable neighborhood details to consumer while they are conducting a property search. Community Pages can be built like any other web page within the CMS, however, you will also be able to take advantage of the Community content block to pull in a map and area details such as, nearby amenities, schools and more. Community Pages can also be passed down from the office websites to agent websites. *You will need to utilize the Exercise 1 Communities Content Sheet to complete the exercise.*

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

My Communities

Write the top 10 communities in your area in which you like to work.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Community Details

Pick one community and highlight some of the main points for that area. Include geography, architecture, real estate highlights, local attractions/amenities, and nearby schools.

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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 tile that says **Booj**
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

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
13. Highlight the first sentence and bold the text using the "B" button at the top

Exercise Instructions (continued...)

13. Click on the blue **Add Block** button in the bottom left
14. Select the **WYSIWYG Content Block** (first block on the left)
15. Copy and Paste the *WYSIWYG* text into the text box
16. Click **Save**
17. Select the **WYSIWYG Content Block** again (first block on the left)
18. Copy and Paste the *Header* text into the text box
19. Highlight text and select **H1**
20. Click **Save**
21. Click on the blue **Add Block** button in the bottom left
22. Select the **Image/Text Slideshow** content block
23. Click on **Click to Choose an Image**
24. Search of a shopping image (optional)
25. Click on the Use Image button
26. Copy and Paste the *Item 1 Title* into the **Title** field
27. Copy and Paste the *Item 1 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 restaurant photo (optional)
31. Click on the Use Image button
32. Copy and Paste the *Item 2 Title* into the **Title** field
33. Copy and Paste the *Item 2 Summary* into the **Summary** field
34. Click on the blue **Add Block** button in the bottom left
35. Select the Community content block (won't be able to edit)
36. Click on the blue **Add Block** button in the bottom left
37. Select the **Saved Search** content block