

2015

Berkshire Hathaway

Kyle Roberts

[WORDPRESS GOOGLE & BEYOND]

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Getting Started

Gaining access

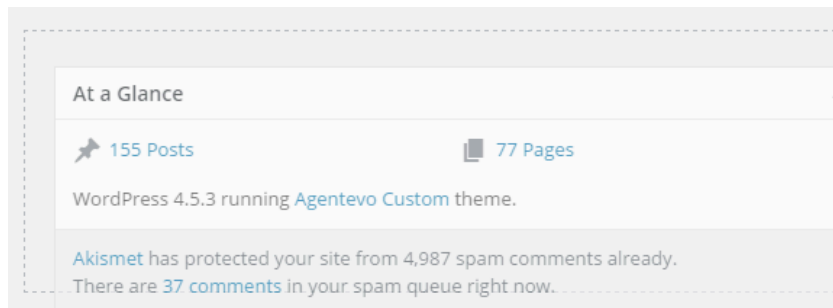
To gain access into the site, type in the URL, which in our case will be newtopias.com, and add /wp-admin to the end. The URL will look like this <http://www.newtopias.com/wp-admin>. Entering this into any web browser will send you directly to the login page.

The login information is

Username: kimcosack Password: Chester1958!

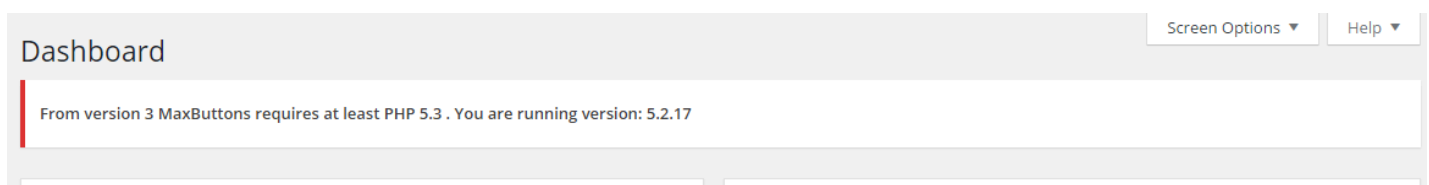
Dashboard

The Dashboard is the initial screen that you will see when you visit WordPress. To customize the dashboard you can click and drag the title bar of each box to put what's most important at the top of the page. Similarly you can click the title bar once to hide the module if you do not need it at a given time.



Screen Options

To get rid of or add any module that is located on a page in WordPress you may click screen options on the top right to decide which modules you would like to see.



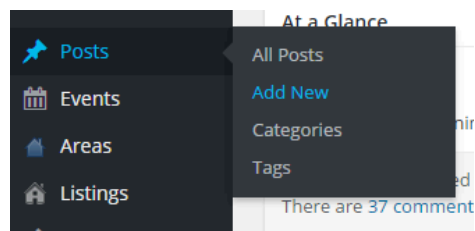
Posts and Pages

Posts vs Pages

There are two separate ways to produce new content. A page will contain information that is static. A few examples of pages are; contact us, the company's history, or about us. These are pages that will not be updated frequently as their information stays the same. A post will deliver information that is fresh to the user. We use posts to spark interest in a house that will be on the market soon, or an open house that will be happening soon.

To add new post

Go to the left sidebar, hover over posts and select add new



Using the editor



The editor is much like the one used in Microsoft word and Open Office. This toolbar will allow you to make changes to the format of the font and page layout. The toolbar consists of; bold, italic, block quotes, bullets, numbers, left center and right alignment, hyperlink, disable hyperlink, table, full screen, undo and redo, toolbar toggle, distraction-free writing mode, and the widgets that have been downloaded.

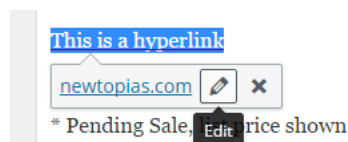
Block Quotes

The blue quotation marks in the toolbar will draw attention to a set of words by putting them in block quote format. This format separates them from the normal text and will grasp the reader's attention.

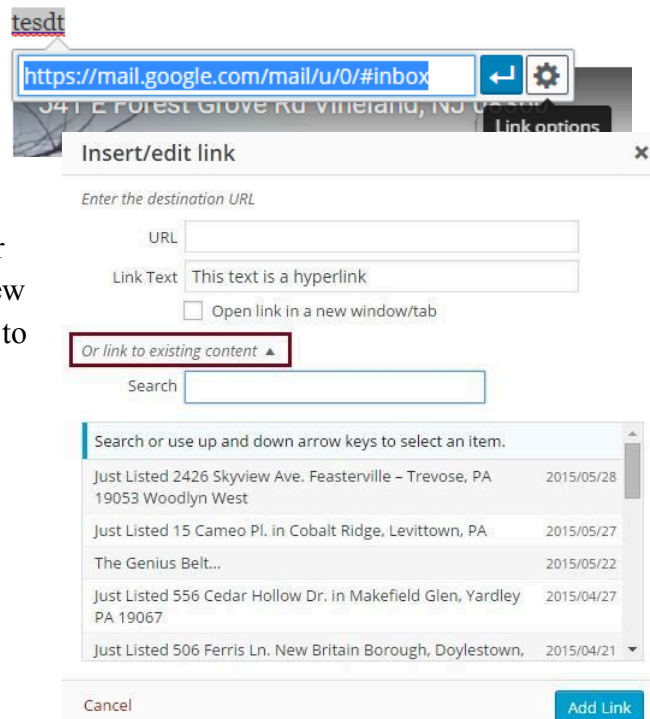
Hyperlinks

A hyperlink connects a piece of text to a URL. Such as this one that will send you to Newtopia's homepage if you are reading this in a word document.

Highlight the text that you want to be a hyperlink and paste the url onto the highlighted text, press edit then select link options



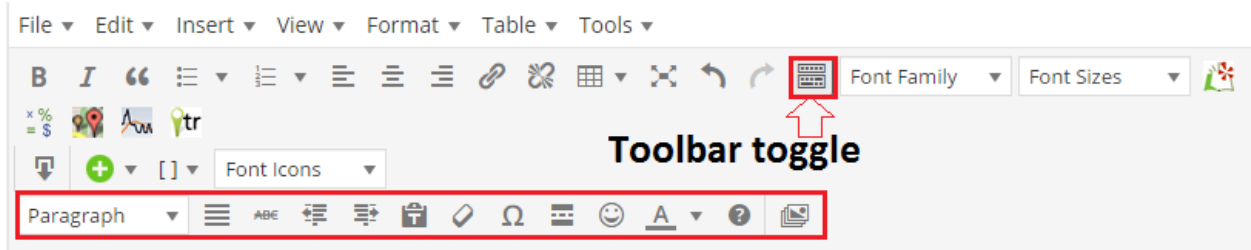
This will open a window where you will input the web address. **In this window, be sure to select "Open in new window"** this will keep the user on your website page and open the hyperlink in a new tab in their web browser. The hyperlink send them to a page on your own site. To do this click "link to existing content" at the bottom of the hyperlink options pop-up. And finally click a page that you would like the link to go to.



Full Screen and Distraction-Free Writing Mode

These are two options for writing a post when you do not wish to see the plethora of tools and buttons on the. The full screen mode makes the new post template full screen. The distraction-free writing mode is a little bit more interactive. This mode takes away the options on the sides only while your cursor is inside the text box, if the cursor drifts outside of that area the side bars will appear again should you need to use them.

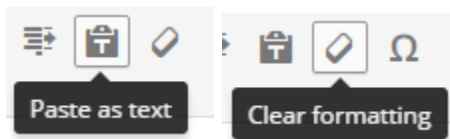
Even more toolbar options



The tool bar consists of two bars, one of which we have just reviewed and the other one which will can be viewed by clicking the toolbar toggle button right next to the font family option.

This second tool bar consists of; justify, strikethrough, increase and decrease indent, paste as text, clear formatting, special symbols, read more, emoticons, text color, keyboard shortcuts, and add layer/slider.

Paste as Text/Clear Formatting

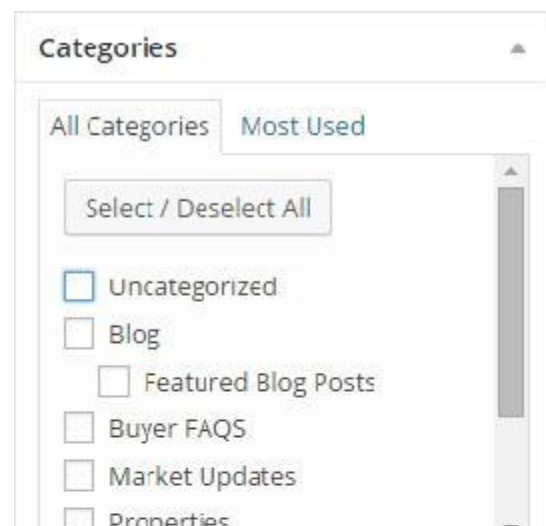


These are two very effective tools when you are copy and pasting text from another source. More often than not, that source will be using a different text font and a different size. If you select the button with the T in the center, every time you paste text from another source it will be the same font and size as the defaults you have set. The clear formatting button clears the formatting of highlighted text, this can be used if you forgot to press the previous button or you wanted to keep some of the texts formatting. **Note: these buttons get rid of; bullets, numbers, and indents as well.**

Special symbols and emoticons will insert characters that are not found on your physical keyboard, if you do not find the character you wish to use Google usually has one that you can copy and paste.

Categories and Tags

Categories and tags are two separate ways to organize your pages. You might be familiar with the term "hashtag" which is inherently the same idea as a tag on a website. The pages with similar information will tend to have similar tags and be

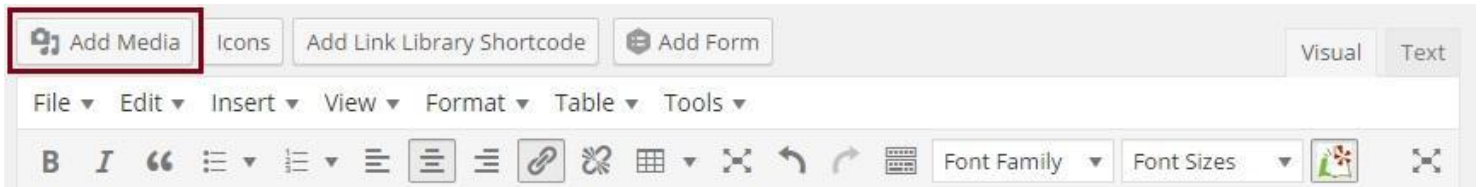


able to be found with ease during a search. Tags are very specific to the content that is in the page. A tag may say 2 story, 3 bedroom, front yard, garage, addresses, house for sale, or finished basement. These are very short descriptions that will help buyers find the house they are specifically looking for. A category is broader than a tag, a category would be a blanket term such as; FAQs, blog, properties, or market updates. Remember a category can be later used to organize your posts in a menu so try to categorize them accurately. There are countless more and it's up to the post creator to decide which one's would make more sense. For every post, select Blog and Featured Blog Posts

Multimedia

Pictures

Pictures are a very important part of a website; especially a real-estate focused one. This allows the user to picture themselves in the home before they visit for a showing. To add any photos, click on add media in the editor and upload the photos you need or select from the media library in the website.



After clicking on a photo there will be a photo editor. You can change many things in this, but the most important may be the caption and Alt Text. The caption will give a one sentence description of the photo if need be. Alt text is actually required by some states by law. Alt text tells a more detailed description of the picture for people who have computers that cannot see the picture. The Link To option is in reference to where the user goes once they click on the picture, by default they will see a larger version of the picture; another option is to send them to another page in your website or to another website entirely.

You can also change the alignment and settings of a photo if it is already in your post by clicking on it and selecting the edit option. Through this edit option, you can also crop the photo by clicking edit original which will be located at the bottom right of the photo.

 A screenshot of the WordPress media attachment settings panel. It includes fields for 'URL' (http://www.newtopias.cor), 'Title' (Penguins), 'Caption', 'Alt Text', and 'Description'. Below these is the 'ATTACHMENT DISPLAY SETTINGS' section, which includes 'Alignment' (Center), 'Link To' (Media File), a URL field (http://www.newtopias.cor), and 'Size' (Medium - 300 x 225). A blue 'Insert into post' button is at the bottom right.

Gallery

To create a gallery you can drag and drop a select number of photos into your post or select insert media and select a handful of photos to add to your gallery. You can create a new gallery by selecting new gallery and choosing pre-existing photos or uploading new ones. Upload new pictures by selecting the “Upload Files” tab.

A screenshot of the WordPress 'Create Gallery' interface. The 'Create Gallery' button is highlighted with a red box. The interface shows a grid of image thumbnails, including tulips, penguins, a koala, and a jellyfish. The 'ATTACHMENT DETAILS' panel on the right shows information for a selected image: 'Tulips.jpg', 'May 28, 2015', '606 kB', '1024 x 768', and options to 'Edit Image' or 'Delete Permanently'. The 'URL' field is set to http://www.newtopias.com/.

Before you select "Create a New Gallery" you can change the title, caption, Alt text and description of each individual photo. You will see these options right after you click on the individual photo. Also any photo you click on, while in the gallery creator, will be added to the gallery. **Once you select create a new gallery, which is located at the bottom right,** you will be brought to another window with a new sidebar.

You can adjust the link, amount of columns, order and size of the group of photos. Once you are done, press insert gallery and edit it further if need be by clicking on the gallery in the post.

Videos

There are two options for placing a video onto a page or a post. **The first and easiest option is to copy the video's URL and paste it into the post editor.** The second option is to copy the video's embed code and paste it into the text option in the editor. The benefit of entering the code is a greater ability to edit the size of the video, and adding anything you see fit to the code. The video's thumbnail will appear and you will be able to watch it automatically.

To find the embed code, find the share button. Then select embed and it will appear highlighted so you can easily copy it.

To find out which websites are supported by WordPress go to this URL <http://codex.wordpress.org/Embeds>, which has a list of all accepted video providers.

To insert the embed code into your post, copy the text and past it into the text version of the editor. Up until now, we have been using the Visual tab because there has not been a need for text mode. The text tab shows your post in code, which is how the computer is able to read and translate it. To navigate through the code a bit more efficiently you can find the place you want to insert the video in the visual mode and type PLACE VIDEO HERE. Pressing enter before and after the text also helps it stand out in text mode.

[rhoncus quis vitae ipsum. Praesent i](#)
[velit eget maximus. Nulla metus n](#)
non lorem scelerisque magna u
PLACE VIDEO HERE!!!

>Lorem ipsum dolor sit amet, c
mi lectus, cursus vitae turpi
venenatis leo, eget vestibulu
magnis dis parturient mont

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Maecenas id neque nec diam ultric  
Praesent id libero in urna lobort  
</a>N<strong><em><span style="for  
volutpat nulla. Nam non lorem scr  
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<blockquote>  
<p style="text-align: center;">L  
turpis nulla. Nullam mi lectus, .  
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magnis dis parturient montes, na:  
fermentum lectus ut massa effici!
```

The picture on the left is what you would see in the visual editor, the one on the right is the text editor. I threw in some random code to show how confusing it can be but PLACE VIDEO HERE!!! still stands out.

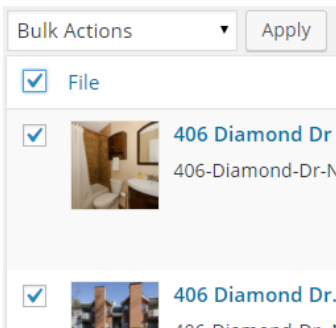
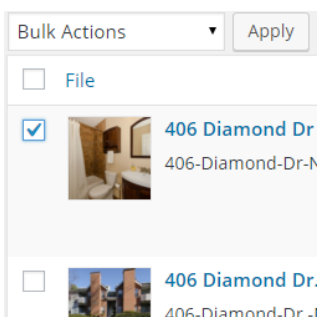
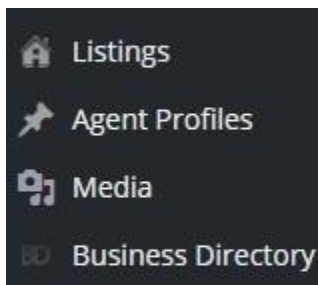
So paste the embedded code in that area and you will see a big grey media box in

the visual editor mode, that is your video but you won't see it until you view the post preview or upload the post.

Using and Deleting from the Media Library

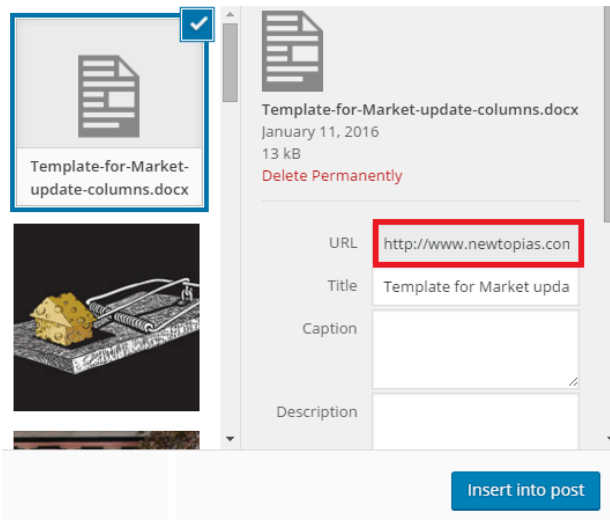
The Media Library is a compilation of all the media that you have uploaded to WordPress. This includes PDFs, videos, pictures, word documents and more.

To delete a file or multiple files, go to the media library; which you can find underneath agent profiles in the side bar. From here you can view all of your media. Select each file that you want to delete or select all of the files on a single page.



Inserting Word and PDFs into a post

For both the word document and PDF document, you will need to gather the document's URL. This is the URL that is generated by WordPress to save the document. To find the document's URL, go into add media which is at the top left of the text editor. (You will need to have previously uploaded the document or upload it right now for it to have a URL).

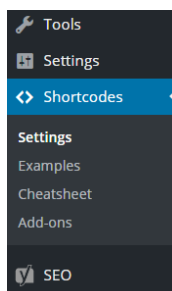


Once you have the document uploaded, copy the highlighted area which is the document's URL. I will reference the URL for both the Word document and the PDF.

To add a word document to a post or page follow these steps:

The easiest way to add a word document to a post is to select the document in the media viewer and press insert into post; this will create a hyperlink that will download the document immediately when anyone clicks on it. If you want people to interact with the document on the website and be able to view it before downloading it, follow the next steps.

Find the short code to embed the word document. You can copy and paste this [su_document url="paste URL here" width="600" height="600" responsive="yes"] into the visual or text editor.



Or you can find the short code on the cheat sheet provided by the plugin creator

Once you get to the cheatsheet, you can scroll down about $\frac{3}{4}$'s of the way and find the document code or you can press CTRL+F and search for document.

Copy the code to the right and insert the document URL between the first two quotation marks, you can delete the class option or not, it makes no difference unless you want to add a specific class which will change how it looks.

Document viewer by Google

Url - url
Possible values: Any text value

```
[su_document url="" width="600" height="600" responsive="yes" class=""]
```

How to add a PDF to a page or post

To add a PDF in a hyperlink, follow the steps above for a word document but select a PDF instead.

To insert a PDF so that people can view the document on the web page without downloading it; copy the PDF's URL and paste it into the page or post. This creates a window where the user can scroll through the document and print or download it if desired.

Quick Edit

The quick edit option is extremely useful if you believe that you forgot to add something, or you need to change something in light of new information. To see a post in this format, go to All Posts on the left hand toolbar.

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	SEO	SEO Title	Meta Desc.	Focus KW
<input type="checkbox"/>	Test Post - Private	Kim Cosack	Uncategorized	—		14 mins ago Last Modified		Test Post - Newtopias		
	Edit Quick Edit Trash View									

The quick edit option will only show up if your mouse is hovering on the post so it will not appear as soon as you open All Posts. Once you click quick edit you will have multiple options.

Bulk Actions ▾ Apply All dates ▾ All categories ▾ All SEO Scores ▾ Filter 128 items « < 1 of 7 > »

Title Author Categories Tags Date SEO SEO Title Meta Desc. Focus KW

QUICK EDIT

Title

Slug

Date 05-May ▾ 28, 2015 @ 17 : 32

Author Kim Cosack ▾

Password -OR- Private

Categories

Blog

Featured Blog Posts

Buyer FAQs

Market Updates

Properties

Tags

Allow Comments Allow Pings

Status Published ▾ Make this post sticky

Cancel Update

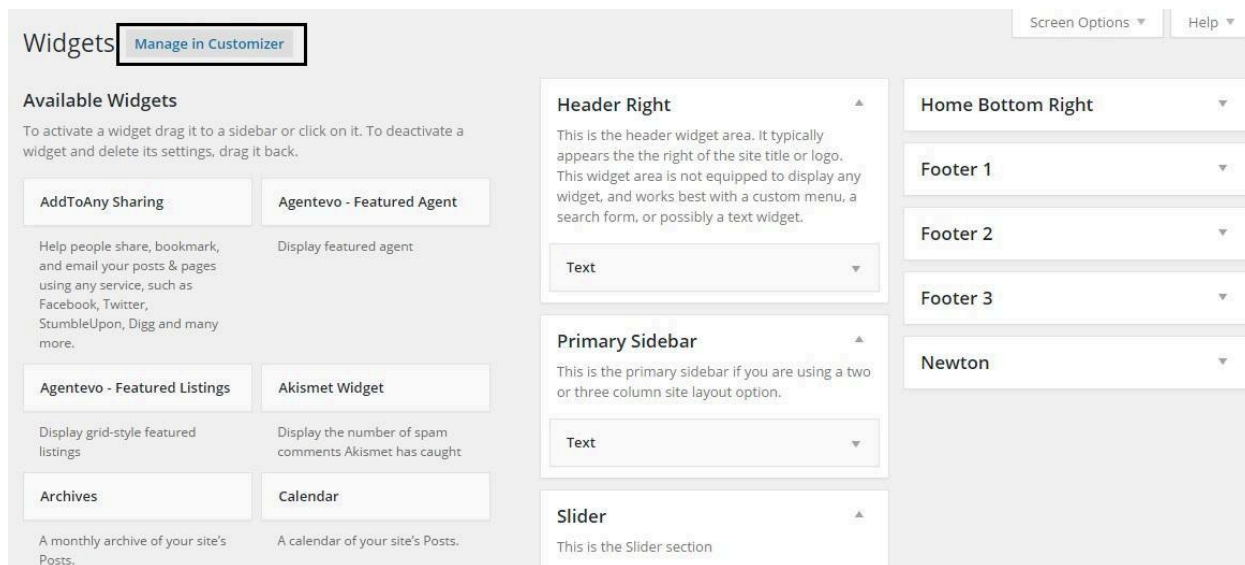
If you set the date to a time previous to the current date, it will back date. This will give the post a different time stamp when visited. If you set the date in the future, this will delay the post from publishing if it has not yet published, or it will take the post off of the site and publish it again at a later time. The "Slug" is the same as the permalink; you can change this as well. Another option is to make the post "sticky"; this keeps the post at the top of the page even if new posts are added.

Page Elements

Widgets

Widgets are extremely useful for website customization. Most of us use widgets every day but don't even realize it. A widget can be a calculator, Google maps display, a tool bar, or footer. Widgets are scattered about pages and posts to create a more immersive experience. Adding a few new widgets to a website can change the usefulness drastically. The widgets tab is a subsection of Appearance in the left toolbar. Clicking on the widgets tab will give you a screen

that looks like this.

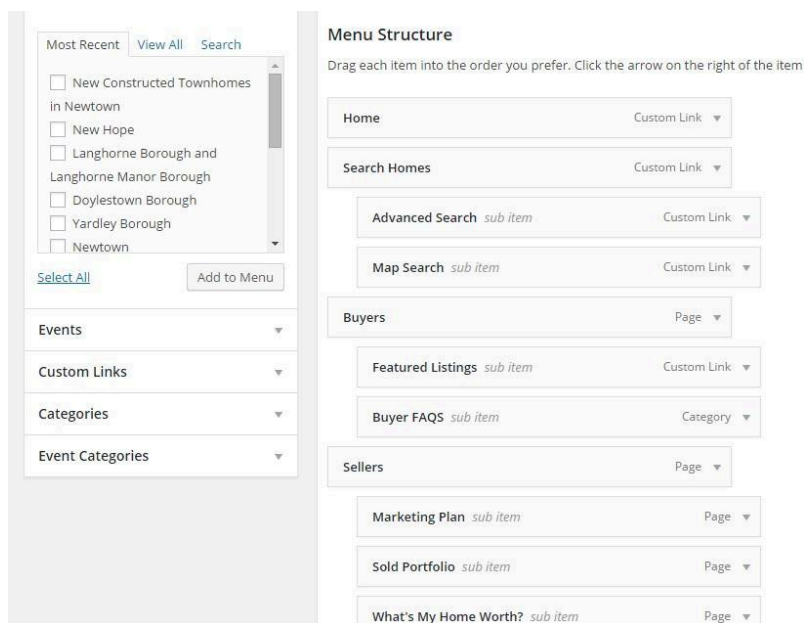


On the right side are the widgets that are in place at the time, the left includes widgets that have yet to be used. You can drag and drop widgets as you please. If you drag a widget outside of the right section, it will go back into available widgets (the left section). If you drag it down the screen to the Inactive Sidebar, it will be saved for a later time and not show up on the website. To see a change in real time, press "Manage in Customizer" and you will see the webpage to your right. There are too many widgets and too many variables to go over them all. To learn a little more go to this page http://codex.wordpress.org/WordPress_Widgets.

Menus

Menus are among the most used tool in a website, easier navigation means longer visits. WordPress has a very intuitive menu customizing layout. To find the menus tab on the left hand toolbar, navigate under appearance and select menus. This will bring you to the menu page where you have full reign over the order of the menus.

To create a subsection, place the desired subsection tab underneath the desired top section tab, and drag the



subsection slightly to the right. You will know this has worked when the subsection has "sub item" written next to it. This means that the subsection will be a part of the drop down menu.

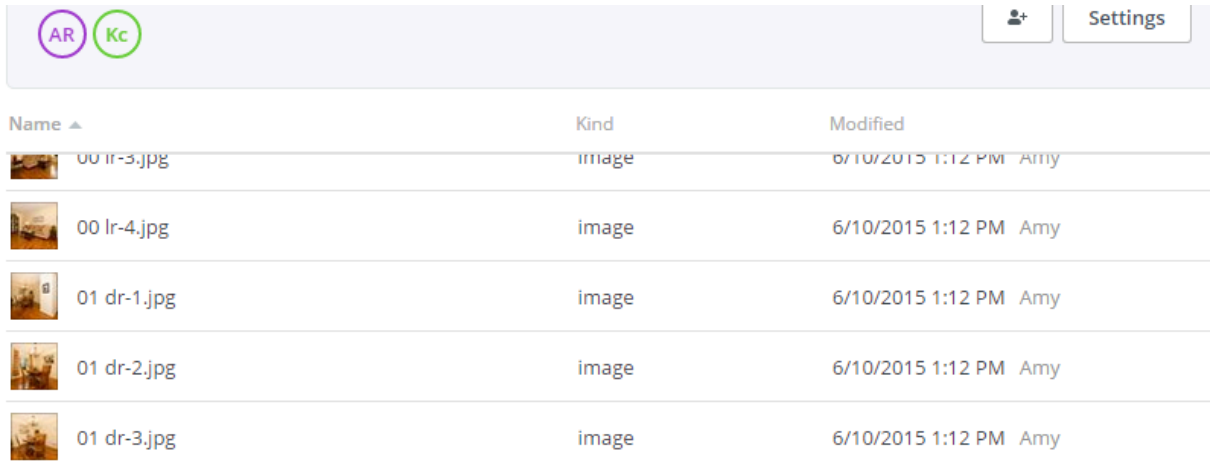
To further categorize the menu, select categories on the left hand side and add as many as you see fit. All of the categories that you have used will appear and you can place them under a blog tab or something similar. This is a great way to organize the posts by house size, location, and features. Organization and ease of use need to be top priorities with designing menus.






Gathering the photos from Dropbox

Photos will be uploaded to Dropbox by Amy.

The username/email is kim@thecosackteam.com

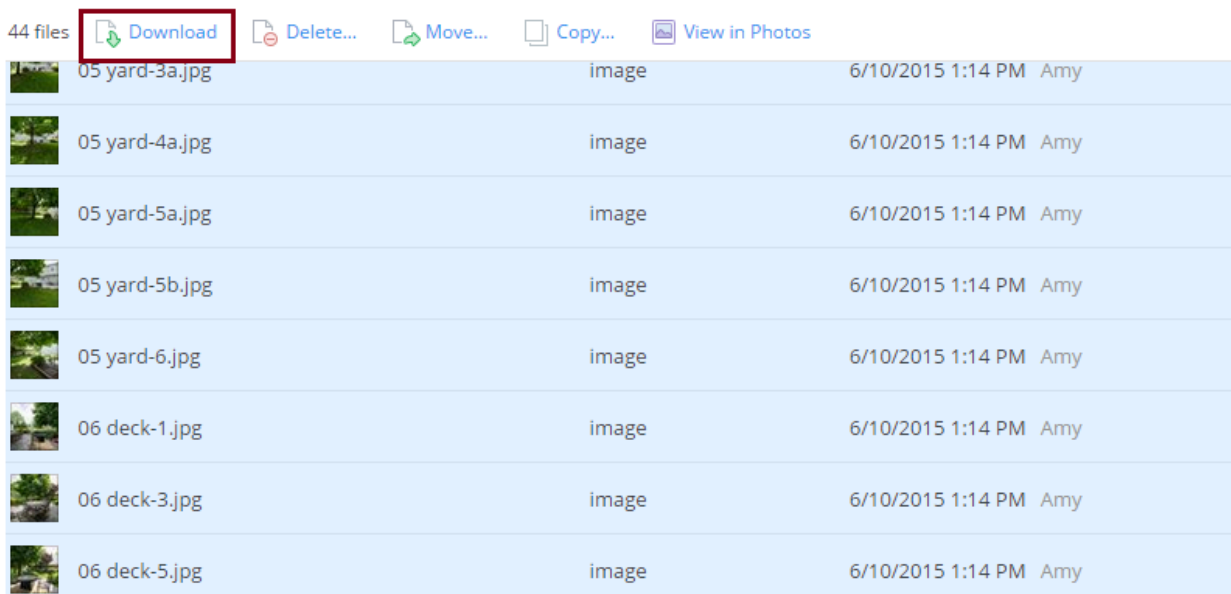
The password is chester1958











Name ▲	Kind	Modified
 00 lr-3.jpg	image	6/10/2015 1:12 PM Amy
 00 lr-4.jpg	image	6/10/2015 1:12 PM Amy
 01 dr-1.jpg	image	6/10/2015 1:12 PM Amy
 01 dr-2.jpg	image	6/10/2015 1:12 PM Amy
 01 dr-3.jpg	image	6/10/2015 1:12 PM Amy

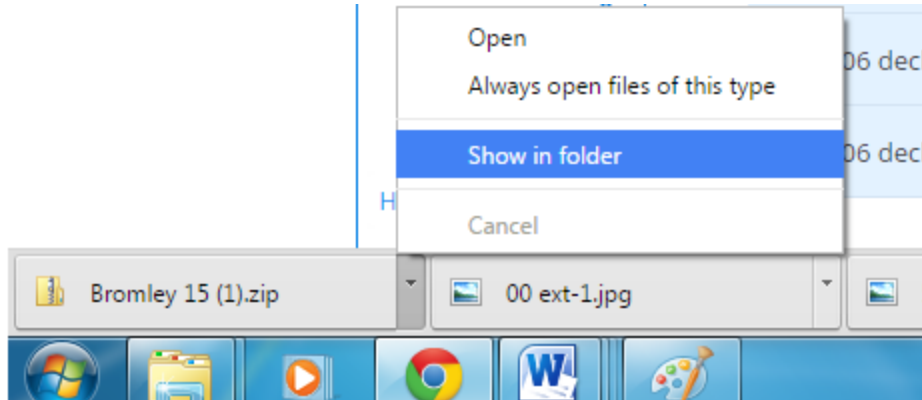
To select all of the files in the folder, select the first one and press and hold control and press A. This will select all of the files in the folder.

After they are all selected, press download.

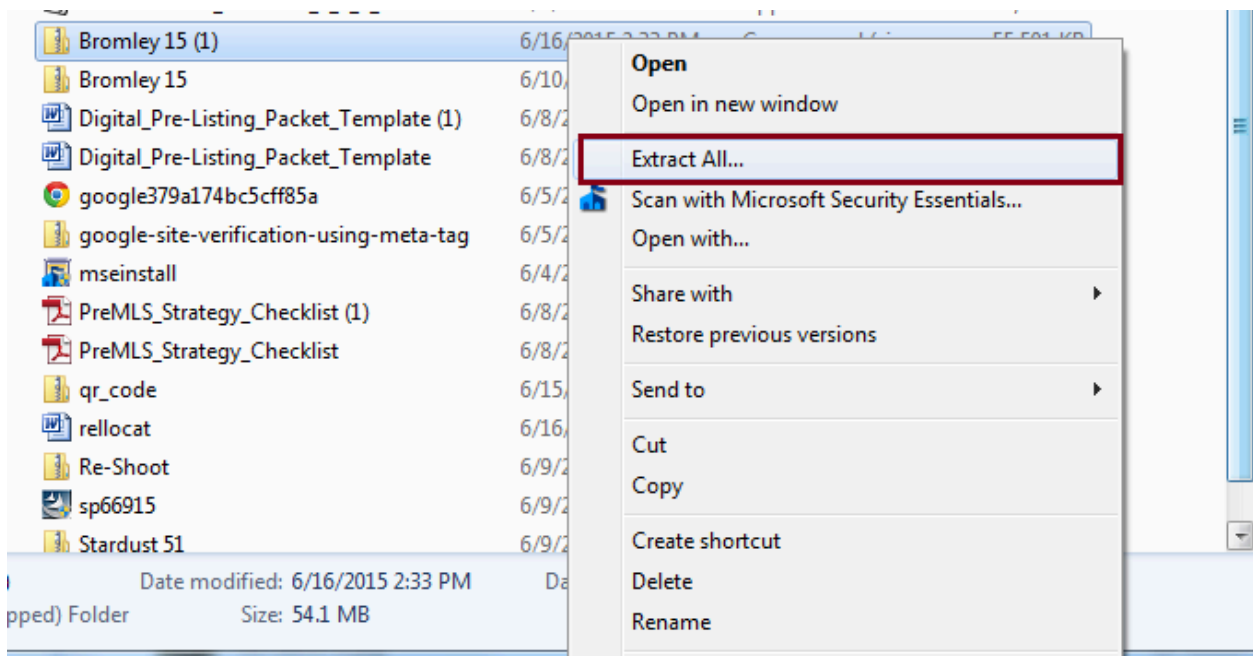


Name	Kind	Modified
 05 yard-3a.jpg	image	6/10/2015 1:14 PM Amy
 05 yard-4a.jpg	image	6/10/2015 1:14 PM Amy
 05 yard-5a.jpg	image	6/10/2015 1:14 PM Amy
 05 yard-5b.jpg	image	6/10/2015 1:14 PM Amy
 05 yard-6.jpg	image	6/10/2015 1:14 PM Amy
 06 deck-1.jpg	image	6/10/2015 1:14 PM Amy
 06 deck-3.jpg	image	6/10/2015 1:14 PM Amy
 06 deck-5.jpg	image	6/10/2015 1:14 PM Amy

The files will download in zip format, this means that Dropbox compressed or “zipped” them to take up less space and speed up the download.

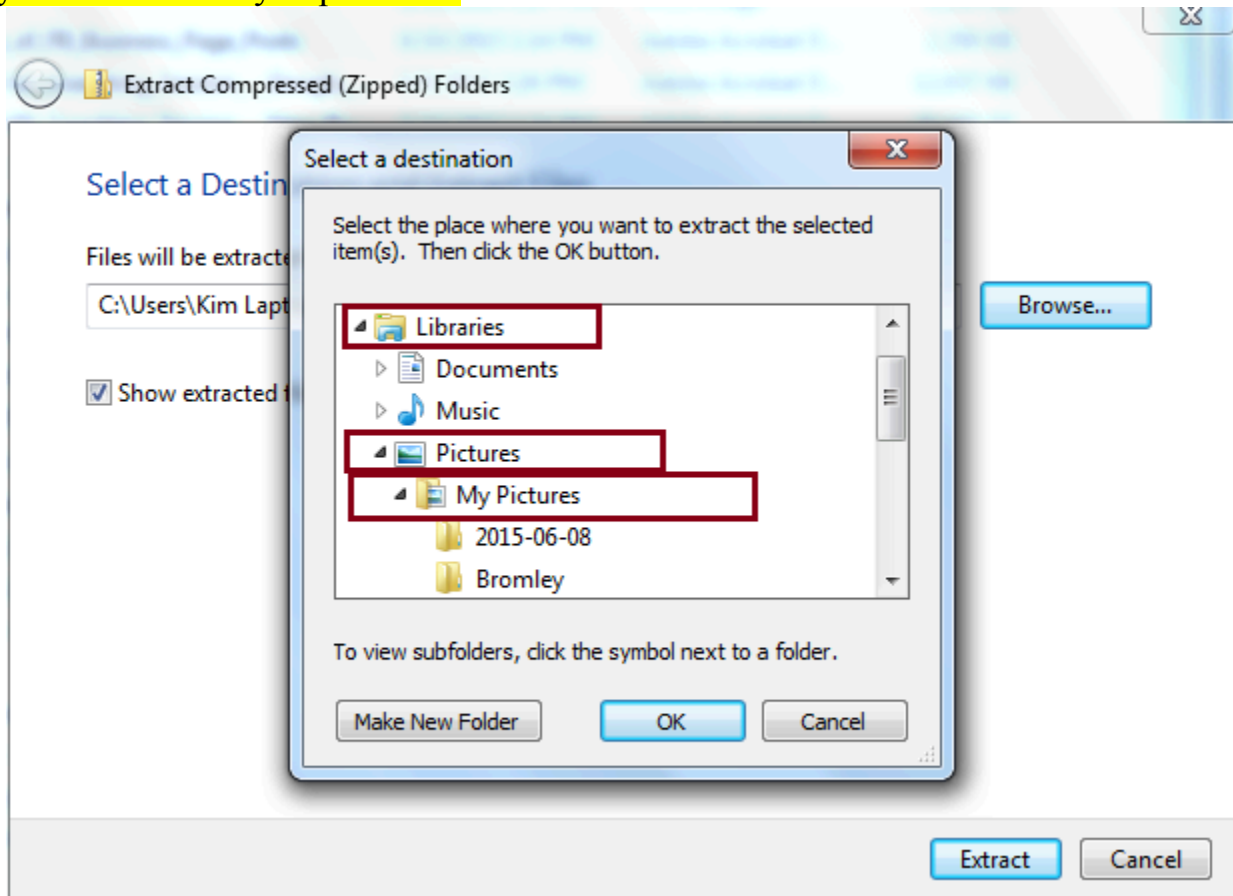


To get the photos out of .zip, click on the down arrow to the right of the download and select “show in folder”. This option will show the folders location in your computer. **Right click on the file and select extract all, this command unzips the file so that you can retrieve the photos.**



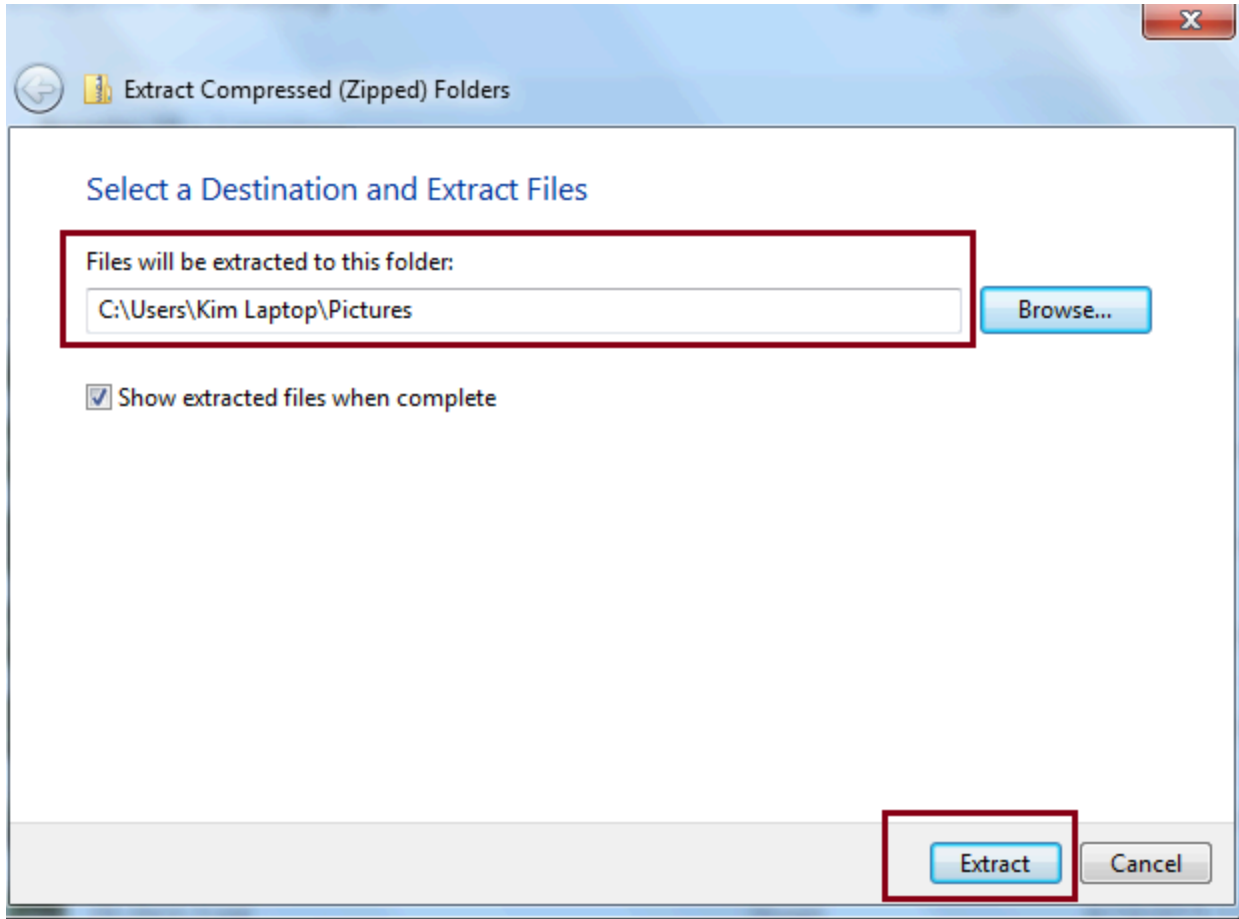
Click browse and this window will pop up; it is a display of all of the folders in your computer. Select libraries then pictures then my pictures to put the photos

into the pictures folder, you can put them in whichever folder you want as long as you know where you put them.

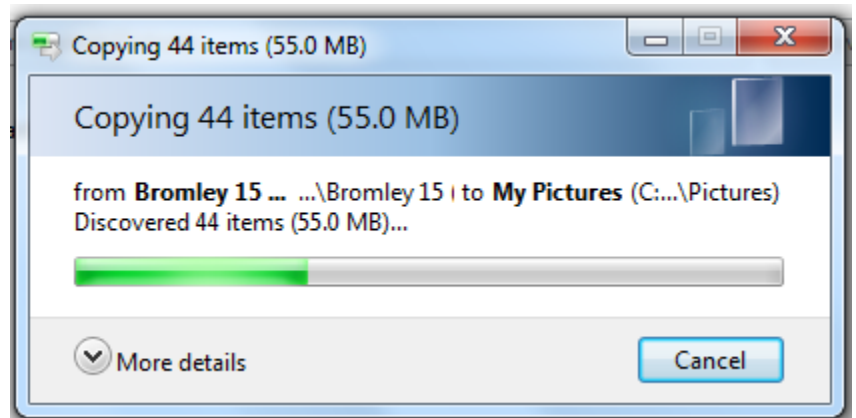


Once you have selected the folder press “ok”

Make sure the file destination is correct before you press extract. Once you have confirmed the file destination, press extract and the computer will send the files to the folder you chose.



This window should pop up and should open up the folder automatically, but if not just visit the folder that you selected and the pictures should be there.



To alter the name of the picture, click on the picture once and then click on the title once. This is very similar to double clicking, which opens the photo so make sure to leave about a second between clicks so the picture does not open. Type as you normally



would into the text box and type the entire address along with the part of the house.

To make this process go faster you can highlight the address you wish to use.

Press control and C (copy)

Then once you have labeled the picture as kitchen or living room

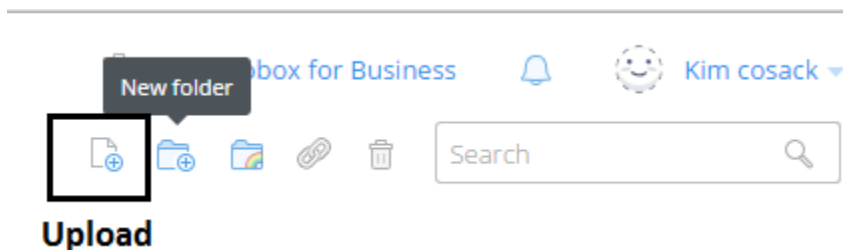
Press control and V (paste)

This will copy and paste the address into the text box so you don't have to type it out every time.

“Kitchen 15 Bromley Way Langhorne PA, 19047”

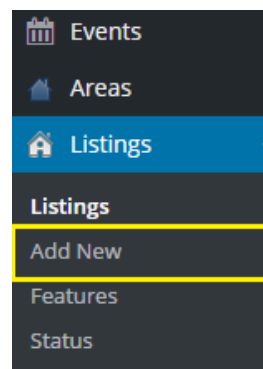
To upload the newly titled pictures, go back into Dropbox and create a new folder. Name it “15 Bromley Way edited names”

Once you have added your new folder, double click on it and drag and drop, or add new files (the button is right next to new folder)



How to add a House to featured listings

To add a house to featured listings you must make a new listing in the Listing tab on Word Press. From here, input all of the information that you can gather about the property. The best way to do this is to visit arc.foxroach.com. Then go to the listings tab in the top tool bar and select the house you want to post



First, select Add New under listings in the left-hand sidebar of Newtopias.

To add the house to Featured Listings you need to add the status of the property; this option will be located on the right side of the Word Press listing editor under "Status". The statuses you will want to add is **Active** and **Featured** with commas after them.

The screenshot shows the right-hand sidebar of the WordPress listing editor. On the left, a portion of the listing text is visible: "en mantle, underneath in le Glazed peninsula as a walk in n, with walk in /s glacier glass osets, a hall he permitted arate room suite. Still nstairs in 2nd berline roof". The sidebar contains two main sections: "Features" and "Status".

The "Features" section has a text input field, an "Add" button, the instruction "Separate tags with commas", and a link "Choose from the most used Features".

The "Status" section has a text input field, an "Add" button, the instruction "Separate tags with commas", and two selected status options: "Active" and "Featured", each with a small 'x' icon. Below these is a link "Choose from the most used Status".

The screenshot shows the bottom portion of the WordPress listing editor sidebar. It contains two sections: "Property Types" and "Locations".

The "Property Types" section has a text input field, an "Add" button, the instruction "Separate tags with commas", and one selected property type: "Residential", each with a small 'x' icon. Below this is a link "Choose from the most used Property Types".

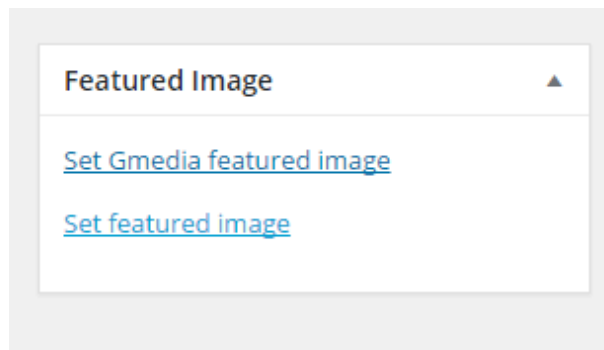
The "Locations" section has a text input field and an "Add" button.

Property types and Locations need to be added on to the listing to further categorize them. All that needs to be added is residential (for property type) and the city where it's located, like in this example where Langhorne is selected as the location.

To add a picture

Step 1: Select set

Step 2: Upload
media Library



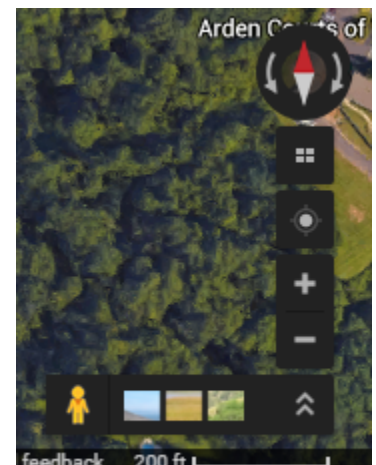
as the Featured Image:

featured image

or select the image from the

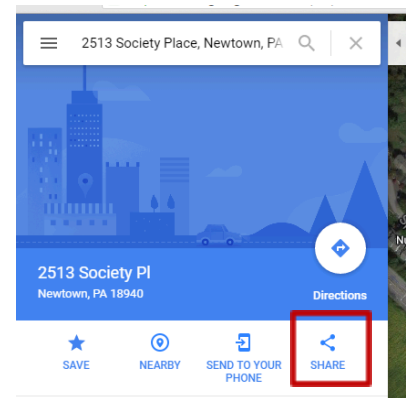
To embed a map:

- 1) Go to Google Maps
- 2) Enter the address that you wish to find.
- 3) Try clicking and dragging the little man in front of the house. If the house is in a private neighborhood, then this won't do anything because of privacy restrictions.

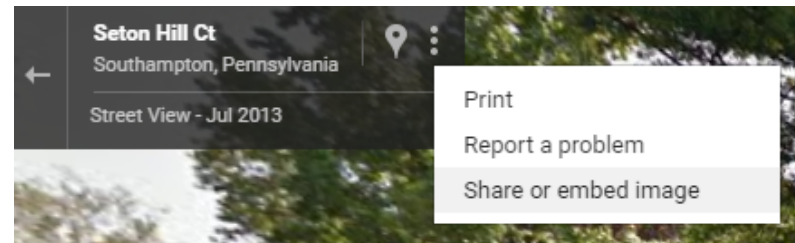


4) If you cannot get a street view, make sure you are in satellite mode (which will show trees and details of houses).

Step 4.1) To copy what you see when the little man doesn't work select share in the sidebar.

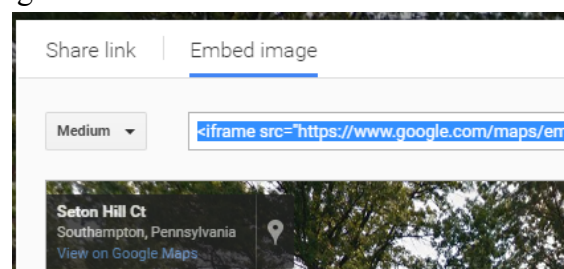


Step 4.2) To copy what you see on your screen. Go to the upper left hand side of the page and select the three dots.



5) This will bring up a few options, select "Share or Embed Map" the third one down

6) Click the Embed Map tab which will be to the right of the Share Link tab



- 7) Copy the text that is above the map
- 8) Finally paste the code into the Embed Map section on the Word Press editor

This will allow you to add a map to your new listing.

Enter Map Embed Code:

```
pb=!1m18!1m12!1m3!1d3048.88592999765!2d-74.8557186!3d40.167093400000006!2m3!1f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x89c1517232235013%3A0x77c5a8c85d76b6e0!2s565+Buck+Dr%2C+Fairless+Hills%2C+PA+19030!5e0!3m2!1sen!2sus!4v1433264386671" width="600" height="450" frameborder="0" style="border:0"></iframe>
```

To get the house's personal website

Go to arc.foxroach.com, select enhancements which will be in the toolbar above your property, then click on its property website.

General Information Features **Enhancements** Listing Prospects Reverse Prospecting

565 BUCK DR

Open Home Announcement

Add an open home announcement for this listing. An announcement will appear on the "Open Homes" page of your Website.

Date: Type:

Starts: **B** *I*

Ends: Private Comment:

 Normal HTML

Note: Will only appear for users within AgentAch

Listing Media Link (Virtual Tour, Property Website, etc...)

To attach a Virtual Tour or Single Property Website to your listing, select the appropriate media type from the list

Note: Must be a valid URL (i.e. http://www.123mainstreet.com)

Media Type	URL
Property Website	http://565BUCKDR.go2frr.com
IDX Tour	http://idx.imprev.net/74FB48F3/39/7139/409348

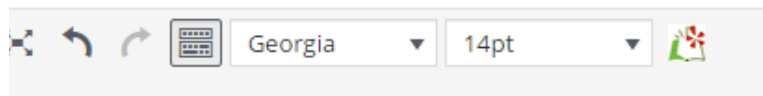
Copy this websites URL. Write a snippet like "Click here for a photo gallery" or whatever you think would sound the best. Create a hyperlink to that snippet and don't forget to select "open in new window"

Hint: For quick Hyperlinking, you can paste a URL over highlighted text however you will still need to edit the hyperlink so that it opens in a new window.

For more on Hyperlinks, head to page 5

Font

Change the font to Georgia 14pt



Also add this to every listing after the house description.

```
<center><span style="font-size: 14pt;">- For a private tour call or e-mail Dale
Cosack -</span><span style="font-size: 14pt;"> Work: 215-860-4067 </span>
<span style="font-size: 14pt;"> Email:<strong> <a
href="mailto:dale@thecosackteam.com">dale@thecosackteam.com</a></strong>
</span></center>
```

You may not be able to copy and paste this text if you are reading from a word document, instead you can head to a previous listing and copy and paste from there.

To take that code from another listing, go into the **text viewer**.

Copy and paste this text at the bottom of your posts description.

```
... and second bedroom of office and a powder room complete the large floor. The second floor
large bedrooms and an updated hall bath. All this plus a fenced patio/deck area and lots of lawn
to 18 Seton Hill Ct. on a cul-de-sac road in Holland... Maybe you are home already!</span></p>
```

```
<center><span style="font-size: 14pt;">- For a private tour call or e-mail Dale Cosack -</span>
<span style="font-size: 14pt;"> Work: 215-860-4067 </span>
<span style="font-size: 14pt;"> Email:<strong> <a href="mailto:dale@thecosackteam.com">dale@the
</strong></span></center>
```

```
<strong><span style="font-size: 14pt;">Feature Pictures</span></strong>
<span style="font-size: 14pt;"> [gmedia id=21]<a href="http://18setonhillct.go2frr.com/" target=
for a full gallery!</a></span>
```

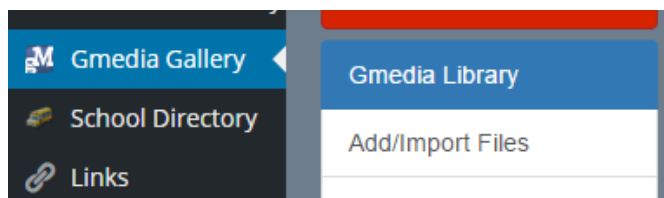
How

Feature Pictures



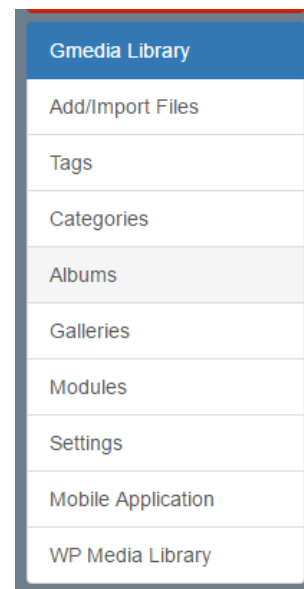
These 5 pictures should show the viewer a snapshot of the most appealing or important aspects of the house.

First, select Gmedia Gallery from the left-hand toolbar.



Then select Albums from the menu, you need to do this first so that when you are uploading the pictures you can also place them in the album. Name the album after the property that you are posting.

Type the name where it says album name and select “Add New Album”. **After that, select Add/Import Files.**



 A screenshot of the 'Add New Album' form. It features a search bar at the top right. The form includes fields for 'Name' (Album Name), 'Description', 'Order gmedia' (by ID), 'Sort order' (DESC), 'Status' (Public), 'Author' (Kim Cosack), and 'Module/Preset' (Default module in Global Setting). An 'Add New Album' button is located at the bottom right.

Select add files or drag & drop the files. Then select the album that you just created.

 A screenshot of the 'Add Files' interface. It has two tabs: 'Upload Files' and 'Import'. The 'Select files' step is active, showing a large area with the text 'Drag files here.' and a search bar. On the left, there are dropdown menus for 'Title' (EXIF or File Name), 'Status' (Same as Album or Public), and 'Add to Album' (Album Name...).

Next, select start upload, this will take a couple minutes. Don't exit out of the tab while they are uploading.

You can check the album in the album tab to make sure it's all there after the upload is complete.

The screenshot shows the 'Select files' interface. On the left, there are several form fields: 'Title' (EXIF or File Name), 'Status' (Same as Album or Public), 'Add to Album' (109 Bruce Rd. by Kim Cosack), 'Assign Categories' (Uncategorized), and 'Add Tags' (Add Tags...). On the right, there is a 'Select files' section with a plus icon and the instruction 'Add files to the upload queue and click the start button.' Below this, there are five file thumbnails: 'Bathroom - 16...' (1.2 mb), 'Bathroom 2 - ...' (992 kb), 'Bedroom - 16...' (974 kb), 'Bedroom 2 - 1...' (1.3 mb), and 'Dining Room ...' (1014 kb). At the bottom, there is a '5 files queued' indicator and a 'Start Upload' button.

Next you need to select the galleries tab and select Create Gallery. Then select Phantom, the first option in the gallery selection.

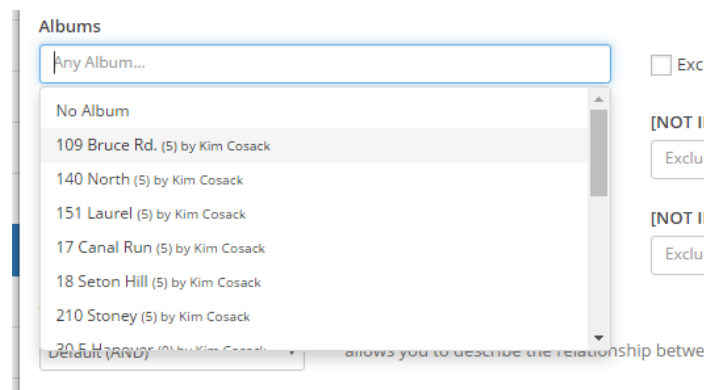
The screenshot shows the 'Create Gallery' interface. At the top, there is a 'Create Gallery' button and an 'Action' dropdown. Below this, there is a list of gallery options. The first option is '109 Bruce Rd.' with 'Author: Kim Cosack' and 'Shortcode: [gmedia id=30]'. The second option is '140 North State Street' with 'Author: Kim Cosack' and 'Shortcode: [gmedia id=6]'. There are checkboxes next to each option.

You will be brought to this page, name the gallery and select Build Query.

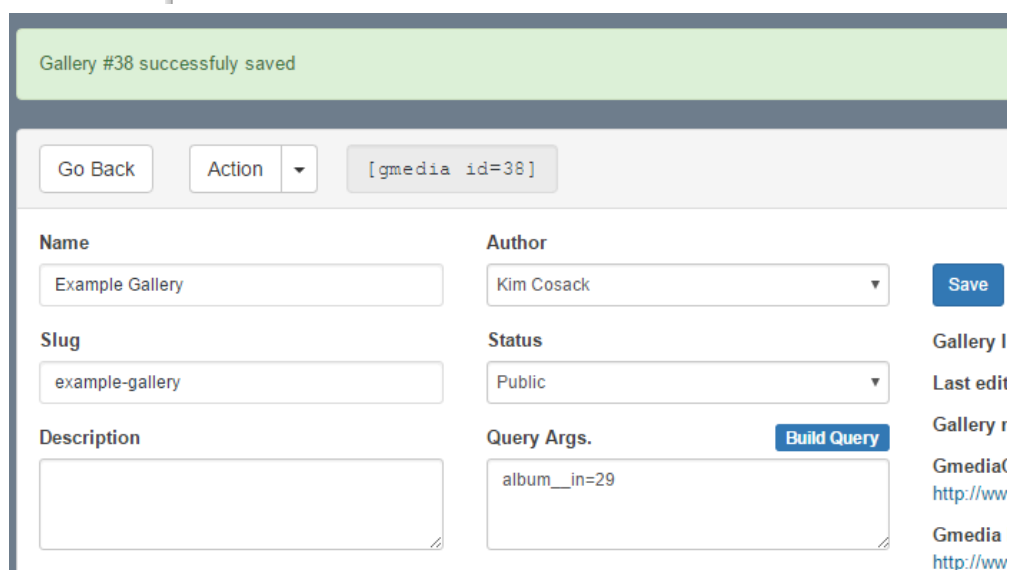
The screenshot shows the gallery creation form. It has several fields: 'Name' (Gallery Name), 'Author' (Kim Cosack), 'Slug' (empty), 'Status' (Public), 'Description' (empty), and 'Query Args.' (empty). There is a 'Build Query' button next to the 'Query Args.' field. Below the 'Query Args.' field, there is a note: 'Click 'Build Query' button for help with Query Args. If you leave this field empty then whole'.

On the upper left hand corner of the page, select the album where your pictures are. Then scroll down and select build query.

Another option is to type in the Query box album__in=29 where 29 is referencing your album's individual number.



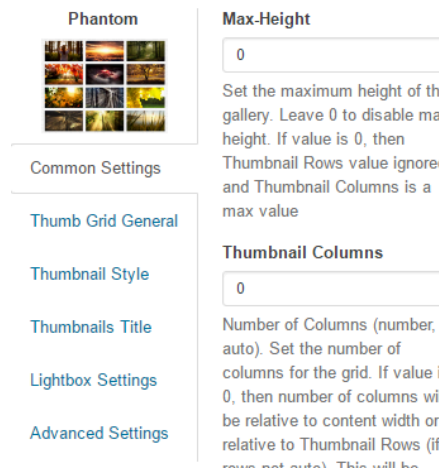
After all of that is done, save the gallery, there will be confirmation at the top of the screen. Then scroll down to start customizing the gallery.



After editing each category of settings, you need to save otherwise the settings will revert back to original.

Common Settings:

Uncheck:



Thumbnail to link

Deep links

Then save

Thumb Grid General:

Width: 215

Height: 161

Uncheck:

Views Counter, Like Button, and Comments

Then save

Thumbnail Style:

Uncheck:

Thumbnail Scale on mouse over

Change:

Thumbnail Alpha to 100

Thumbnail Border Size to 0

Thumbnail Padding to 0

Then Save

Thumbnails title

In the first drop down box, select none.

Then save

Display Thumbnails Title

Label Over Image	▼
Label Over Image	
Label Under Image	
Tooltip	
None	

Show Label on Mouseover

Uncheck to show thumbnail's label all time

Once you're done with the table, copy the short code, insert it into your post then label it "Feature Pictures".

Go Back	Action ▼	[gmedia id=38]	Reset to default	Save
templates.		working	More info about GmediaCloud Pages and GmediaCloud Settings can be found here	

Seo (search engine optimization)

Seo is a plug in that helps you be found through internet searches. It uses a keyword to make your listing pop up when that key word is searched for. Here are a few headlines that I'm sure sound familiar if you have browsed Facebook recently:

Who Else Wants [blank]

The Secret of [blank]

Little Known Ways to [blank]

What Everybody Ought to Know About [blank]

A Colonial that fits your lifestyle

The SEO keyword is pinnacle in having a great online presence. If the keyword is something like “house” your listing will not stand out from the rest of the houses. To have a really catchy title, a recommended formula is **word+adjective+keyword+promise= headline** this may not work perfectly in every listing but if you can find the right words; it will make a huge difference. To alter the SEO keyword scroll all the way down to this window.

WordPress SEO by Yoast ▲

General Page Analysis Advanced Social Manual

Snippet Preview ⓘ **This is a test post | Newtopias**
www.newtopias.com/this-is-a-test-post/
 A bunch of text about the house should go here. A bunch of text about the house should go here. A bunch of text about the house should go here. A bunch of t

Focus Keyword: ⓘ

SEO Title: ⓘ This is a test post | Newtopias

You will need to add the focus keyword nearly everywhere in your post so make sure it’s not something like “new listing for sale in Newtown PA 18940” short and effective is the goal for the keyword, you can incorporate it into your catchy title afterwards. A good example of a focus keyword would be 15 Main Street, I used this type of keyword with the house on Bromley; 15 Bromley Way - A Shady oasis, right next to Core Creek Park. I also tried to use the formula that was mentioned above.

The Meta description that will be seen when your post is found on Google, I use this description to find the link that will give me the most information and I’m sure

you do as well. To check on how your page is doing according to SEO you can press Page Analyses and it will tell you what is wrong and what is just right. The red circles are what need to be changed and the lighter colors do not need to be changed for a better option. Go back and forth between your page and the page analyses, updating the page every time before you check the analysis.

After you refine the page, the post should be at least rated as good on the SEO. If certain things don't change from red to green even after you changed the part in question, move on to the next obstacle because this means there is a glitch in the SEO plug-in

The screenshot shows the 'Page Analysis' tab of an SEO tool. It displays the following information:

- General** (selected), Page Analysis, Advanced, Social, Manual
- Snippet Preview**: **15 Bromley Way Langhorne - Colonial for Sale**
www.newtopias.com/listings/15-bromley-way-langhorne-pa/
 Welcome to this **15 Bromley way**. This lovely center hall colonial has a beautiful backyard, and is just a 5 miunute drive to Core Creek Park.
- Focus Keyword**: 15 Bromley way
Focus keyword usage
 Your focus keyword was found in:
 - Article Heading: **Yes (1)**
 - Page title: **Yes (1)**
 - Page URL: **Yes (1)**
 - Content: **Yes (2)**
 - Meta description: **Yes (1)**
- SEO Title**: 15 Bromley Way Langhorne - Colonial for Sale
- Meta description**: Welcome to this 15 Bromley way. This lovely center hall colonial has a beautiful backyard, and is just a 5 miunute drive to Core Creek Park.

YouTube Video

To gain access to the YouTube video that you see on the listings follow these steps:

(If you are creating the video as soon as the listing is posted, wait 30 min to an hour to add the video to the site. Otherwise the video will be replaced with a new one and will not show for very long on Newtopias)

- 1) Select the Marketing tab which is just to the right of the listing tab in ARC
- 2) Go all the way to the bottom and select "Digital Home Marketing System"

DIGITAL HOME MARKETING

<p>Digital Home Marketing System™</p>	<p>HomeText</p>	<p>Listing Activity Reports</p>	<p>Mobile Apps</p>
<p>All things digital. Property</p>	<p>Add a text number to property signs. Enables buyers to contact you.</p>	<p>Learn more about the listing activity reports.</p>	<p>Learn more about all company offered mobile apps.</p>

- 3) This will open Imprev.net and from here select the "Projects" tab, scroll down and click on the property that you are working on
- 4) Select the video option, and then click Links & Tools
- 7) Click on the underlined text that says YouTube
- 8) Copy the URL of that page
- 9) Head back to the listing and paste that URL at the bottom of the post.

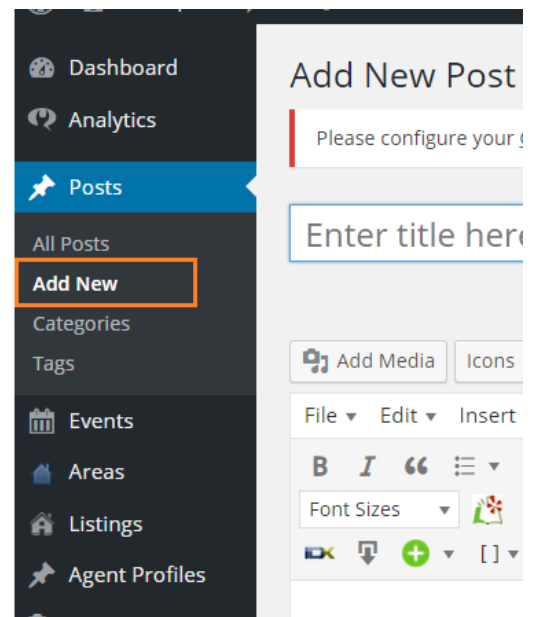
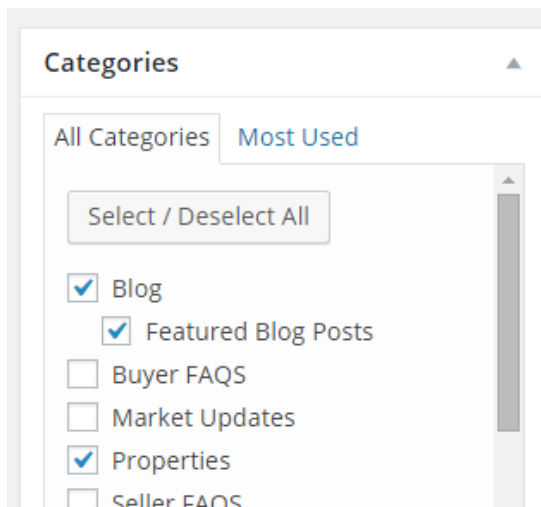
Creating a blog post

Creating a blog is much like creating a listing, the difference being that the blog posts show up in the blog section and the featured listings in the featured listings section, these are also used for coming soon ads on Facebook.

To create a blog post, navigate to the left side tool bar click on posts; there will be an option to add a new post.

Once you click on this, enter the information

To make this post a blog post as opposed to any other kinds, it needs to be placed in the correct category.



To have the post be seen on the front page, select “Featured Blog Posts” to have the post only be seen in the blog tab, select “Blog”

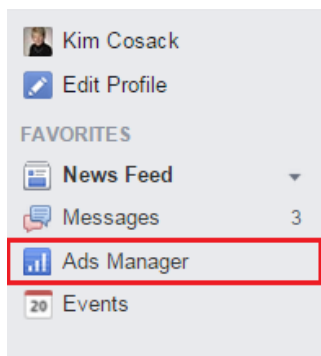
Underneath the categories section are tags. These are useful when people search the site for a specific element. You can put anything that has to do with the house in this section; the address, type of house, what street it’s on, how many bedrooms it has, or even the year it was built. Tags help people find the property via search engines.

Once you have the verbiage, you will need to add the featured image; this will be displayed when the URL is posted onto the Facebook page and when it is seen in the featured blog posts section. Set the featured image exactly like you would for the listings. The only difference is that the post will not have a photo above the text when someone is viewing the page unless you put it there.

Facebook Ads

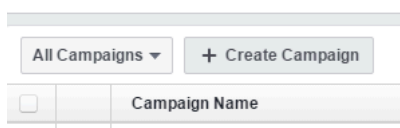
Note: Before you create the Facebook ad, create the Listing or blog post on Newtopias

Facebook ads are an extremely cost effective and powerful marketing tool. Using the power editor we are able to pinpoint exactly who the ad is being seen by.



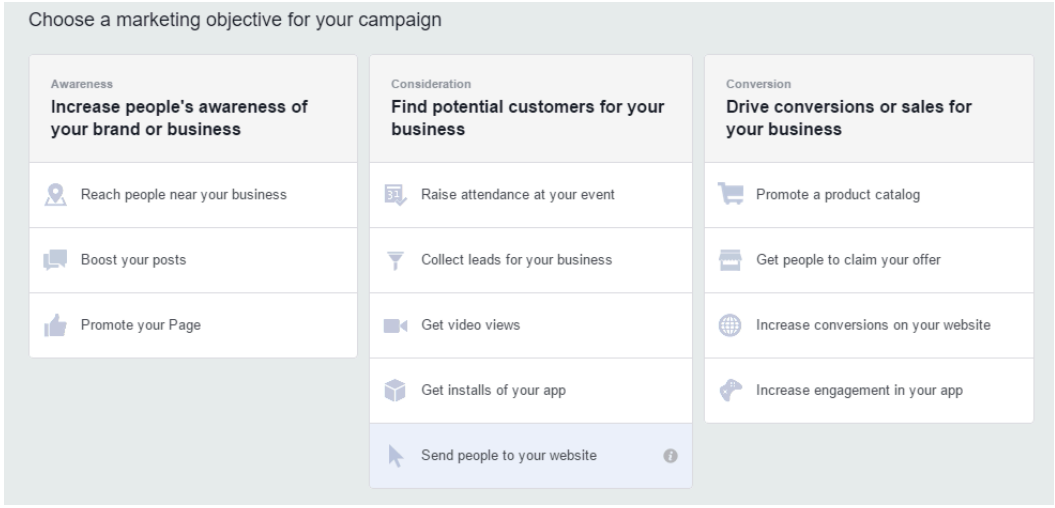
Log into Kim’s Facebook and select ads manager on the left side of the page.

To create an ad, follow these steps;



Step 1: Select create campaign

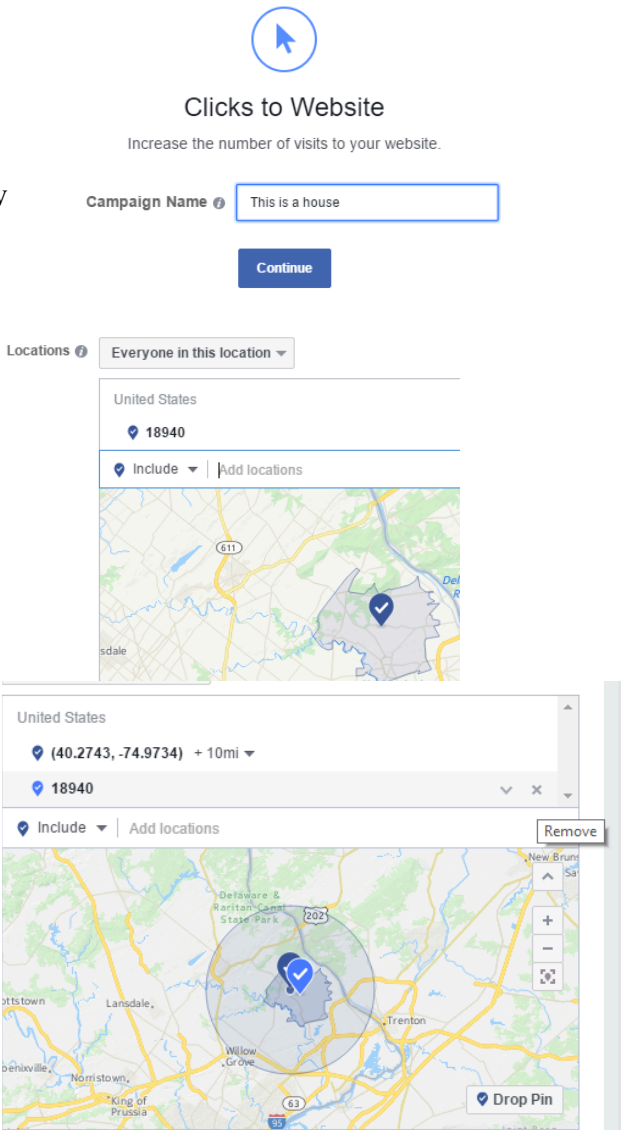
Step 2: Select “Send people to your website”



Step 3: Name the campaign after the house and press continue.

The Ad Set option page is where you will define the audience. Depending on the price of the house, a few demographics will change at your discretion.

Step 4: Add 18940 to the location search bar.

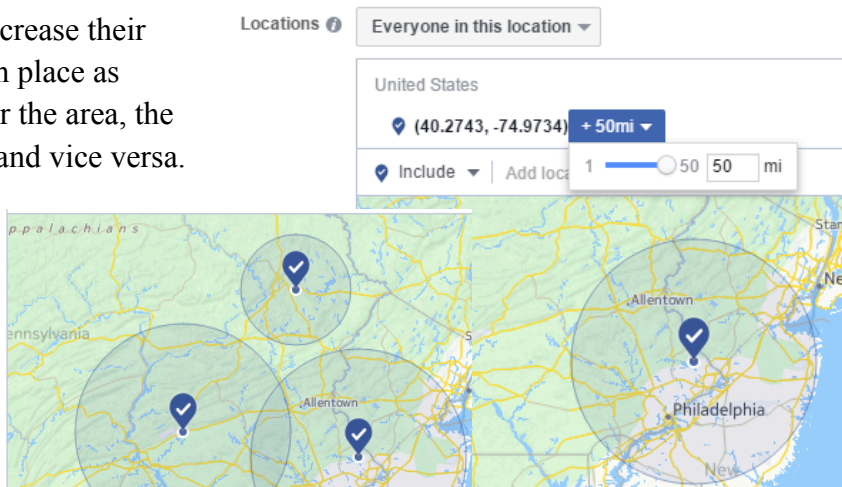


Step 5: Drop pins around the area and delete the original 18940



Drop pins around the area and increase their diameter with the slider. You can place as many pins as you want, the larger the area, the more people that will see the ad and vice versa.

The area that is darker than the rest is the area that will be reached by the ad. The ad will only be distributed in the shaded area.



As far as customizing your audience goes, potential audience will be your main focus.

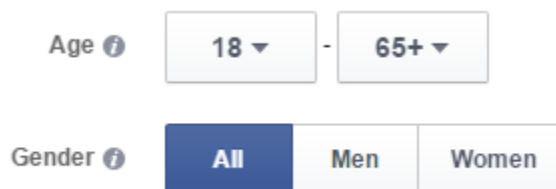
This number means that if I run the ad, it has the chance to show up on 182,000,000 different peoples' devices. Initially that sounds great because it's such a large number!

POTENTIAL AUDIENCE

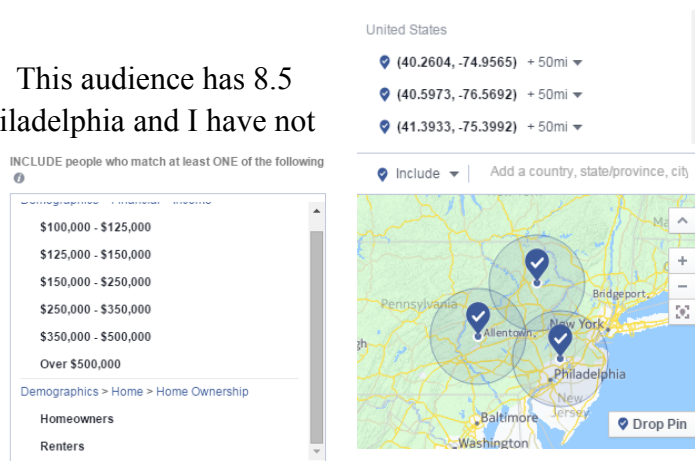
Potential Reach: 182,000,000 people

But what that number is really telling us is that this ad would be a splatter campaign, which may be useful for other products but not for selling houses. I obtained this number by selecting a few states which is usually not recommended for local real-estate. Here are a few options to get this number down.

You can target an audience based off of anything you can think of. We will be focused on income, age and habits.



I dropped 3 pins, all with 50 mile diameters. This audience has 8.5 million people in it, mostly because it hit Philadelphia and I have not added any other filters. I added income demographics and people that are homeowners or renters. This imaginary house is priced at \$500,000.



My audience started at 9.8 million people with those three pins.

Next, change the minimum & maximum age based on who may be able to pay for this property. For 500,000 I would imagine starting at 24 years old and marketing to 65+ would be reasonable.

Adding a few demographics reduces my reach to 950,000 people. There are a number of tools on the internet to help estimate how much house someone can afford.

INCLUDE people who match at least ON

- Behaviors > Residential profiles
 - Likely to move
- Demographics > Financial > Income
 - \$125,000 - \$150,000
 - \$150,000 - \$250,000
 - \$250,000 - \$350,000
- Demographics > Life Events
 - New job

<https://www.nerdwallet.com/mortgages/how-much-house-can-i-afford/calculate-affordability>

<https://www.zillow.com/mortgage-calculator/house-affordability/>

These are generalizations and estimates but we want to be in the ball park to accurately advertise to the right people.

To focus the audience even more, you can opt to exclude people in the audience.

Add demographics, interests or behaviors | Suggestions | Browse

[Exclude People](#) or [Narrow Audience](#)

EXCLUDE people who match at least ONE of the follow

- Behaviors > Residential profiles
 - Recent homebuyer
- Demographics > Financial > Income
 - \$30,000 - \$40,000
 - \$40,000 - \$50,000
 - \$50,000 - \$75,000
 - \$75,000 - \$100,000
 - Over \$500,000

Add demographics, interests or behaviors

For this house I excluded financial incomes that would most likely not be able to afford the house and people that just bought a house.

Deselect desktop right column, this is not effective enough for advertising.

- Mobile News Feed ⓘ
- Instagram
- Audience Network ⓘ
- Desktop News Feed ⓘ
- Desktop Right Column

Budget ⓘ **Daily Budget** ▼ \$2.00 ⚠
\$2.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Optimization for Ad Delivery ⓘ **Link Clicks to Your Website** ▼

All of the ads run at \$2 per day, the red triangle means that the amount being spent on the ad is too small. To fix this, click on more options and select Impression (CPM)

At the bottom of this page, you will see that it is named after your age group. 24+ Change the name to the house address. Then press continue

Now you can actually make the ad, the first thing you should do is copy and paste the URL you want to use for the ad which will be either the blog post or the listing.

Edit all of the text boxes to fit the house; you can use verbiage from the listing on arc.foxroach.com. The title should include something like “new listing” or “great price”, something that will draw attention rather than just the address.

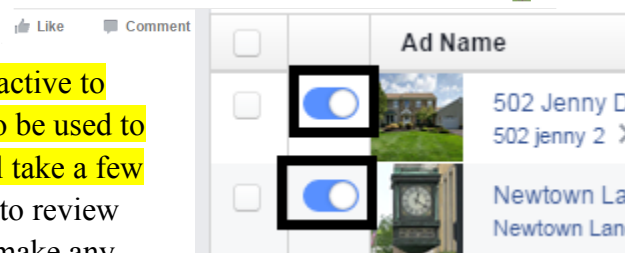
This is an example of the finished ad. The text, headline, newsfeed link description and display URL are labelled as such.

Upload the image towards the bottom of the page, you can also add the “learn more button” which will send the user to the chosen URL.

At this point, the ad is complete, make sure to review each step in case you missed any section.

When you are happy with it, press save and continue if you are still in the campaign, ad set or ad editing section then press place order. **If you want to set the ad aside for later, press place order and immediately change any of the three steps from active to inactive (the buttons in the rectangles). This can also be used to temporarily pause an ad if there is a mistake that will take a few minutes to correct.** Each ad that you make is subject to review from Facebook, it takes about 5-10 minutes. If you make any

changes to an ad that has already been approved, it will need to be approved by Facebook again to be sure that you are following their guidelines. The only guideline that I am aware of, because I haven't actually read any of them, is that a picture cannot have more than 20% text.



Coming soon ad

A coming soon ad is very similar to a just listed ad, the difference being that this house will not be on the market for a few days. The objective of a coming soon ad is to get the pertinent information out to the consumer. This includes pictures, and price. It will be a snapshot of the entire listing that will be created shortly. The ads will also run for a very short period of time compared to the month long campaigns. Luckily it is easy to use the coming soon ad as a template for the just listed ad.

Here is an example of a Coming Soon ad. With minimal information and no listing to link the user to, it is a snapshot of what the house will offer. I have coming soon in all caps to draw attention, 5 pictures to make up for the lack of physical information. And a brief enticing description of what the house is. If someone were to click on this ad, they would be sent to Newtopias instead of the listing for this house.

Ad Name	Status	Delivery	Ad Set Name	Campaign Name	Ad ID	Start	End
51 stardust - ad s			51 Stardust	51 Stardust	6027561819159	06/17/2015	07/30/2015
964 Old Dollington			964 Second One	964 Second One	6027378070159	06/03/2015	07/17/2015

Once this house is listed, it would be

counterproductive to have a coming soon and a just listed ad running at the same time. To transfer the ad to just listed

requires you to change the destination URL, add a “learn more” button, and change any dialog related to a coming soon ad.

In this example I have the destination URL set to our website, change this once the listing is up and ready to go on featured listings.

Once you run this ad for a few days, the property should be ready to go out on the market so don’t forget to switch the campaign to “just listed”.

Facebook Posts

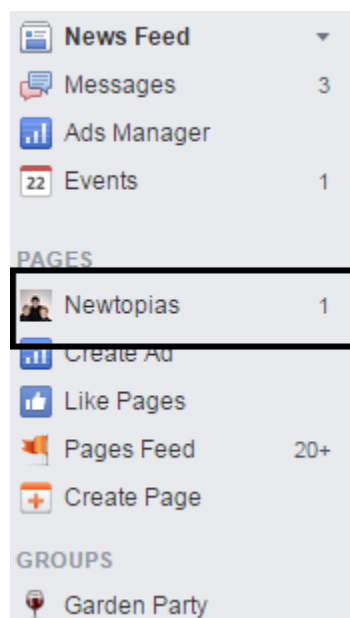
Facebook posts are fairly easy to post. All you need is the link to the blog post and the log-in information for Kim’s Facebook.

The username is kim@thecosackteam.com

The password is chester1958

Gather the link to the blog post from Newtopias. And find the Newtopias Facebook page.

From here, paste the blog post link into the pages status bar and add a snippet like “take a look at this new listing!”



Facebook Ad Data Screenshotting

Taking a screen shot copies your entire screen. To take a screen shot press and hold the fn (function) button which will usually be on the lower left hand side of your keyboard. Then press prt sc button, this button is usually shared with the home button (above num lock), and is written in small text.

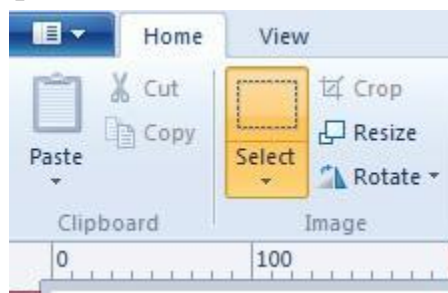
In this keyboard the prt sc button is alongside the system button. It is slightly different for each computer, but the fn button will generally be in the lower left and the prt sc button will generally be in the upper right.



Do not actually press + that means “then” so for Ctrl+A, you would press & hold Ctrl then press A.

Once you do this command, you won't know that the screen is copied unless you paste it somewhere. To paste it in paint open a new paint window and press Ctrl+V. You should see the screen you copied in paint. Choose the select tool.

Select the section you want to keep, this would be the Facebook ad data, and select that portion. You should select a little more than what you want so it makes trimming easier.



be

Press Control and C, this will copy the portion that you selected. Then press Ctrl+A then press delete. This will delete the entire screen shot. Press Ctrl+V, this will paste the portion you copied onto a blank paint screen.

Controls:

- 1) Ctrl+X
- 2) Ctrl+A
- 3) Delete
- 4) Ctrl+V

Once you paste the picture into paint, you will be able to move it around you can either select the image with the select tool or press Ctrl+A to select the entire window. Trim the top edge and the left edge by moving the image to the top left of the window. If you need to see more of the picture at one time, you can zoom out by using the scroller located at the bottom right of the screen or you can press control and scroll with your mouse at the same time. To trim the right and bottom of



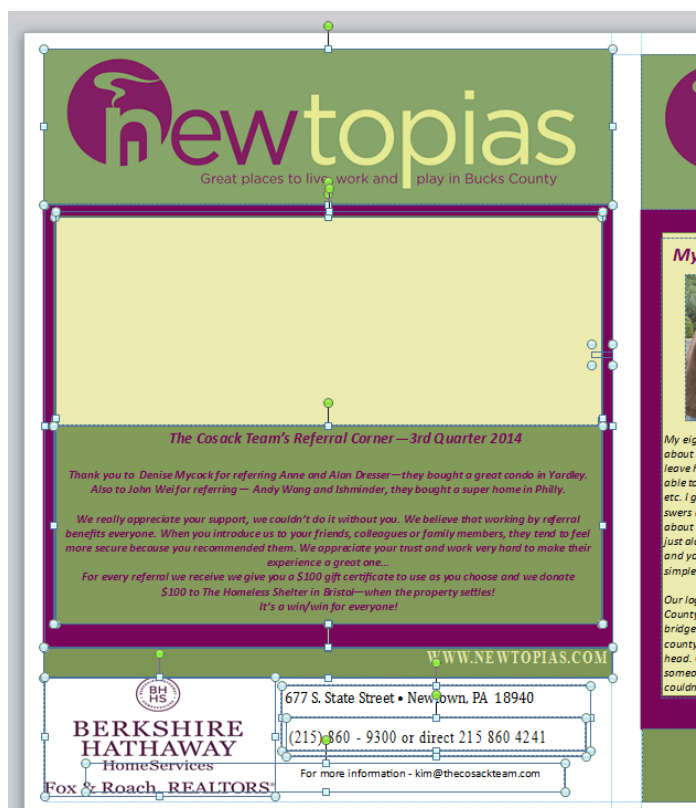
the image, click in the grey or white area and you should see white squares located at the corner, and halfway through on the right and bottom border. **Use the corner square to trim the excess picture until you are only left with the ad report.**

Once you are happy with this picture, save it and send it like you would with any other picture.

Newsletter Blog Posts

A newsletter blog post is much like a listing blog post, the difference being what you are posting. We have a slightly complicated way to upload the newsletters. This method is used because it creates a PDF that is 3 pages long and vertically read. Rather than 2 pages horizontally read, in the wrong order. This problem occurs because the original Publisher documents that the Newsletters are created on expect the newsletters to be folded like a book.

- 1) Find a computer with Microsoft Publisher on it, Kim's has it in her desktop and yours might. Go to the start menu and search publisher to double check.
- 2) Open one of the newsletters in publisher (Kim has them all on file)
- 3) Once you have the publisher document opened, you will see two slides on the left toolbar and the Newsletter in the main screen
- 4) As if you were highlighting text, click adjacent to the upper right hand corner of the left document and drag down and to the left, this is the back of the newsletter.
- 5) Once the document looks like this, press delete
- 6) Highlight the right page (front page) and drag and drop it into the middle of the white area



White

White



7) On the second slide, there will be a Newtopias logo. Click and drag this logo to whichever

Are



OUR ANNUAL FOOD DRIVE

Just like last November we will be collecting for the homeless shelter in Levittown where Dale volunteers every Monday. You will find below a list of non-perishables that they are in need of.

Last year we filled a whole van due to your generosity. Any items you wish to donate can be dropped off at our office 677 S. State St Newtown (single story building) or we will be happy to pick up from your doorstep. We have to deliver our goods to the

Bucks County Real Estate

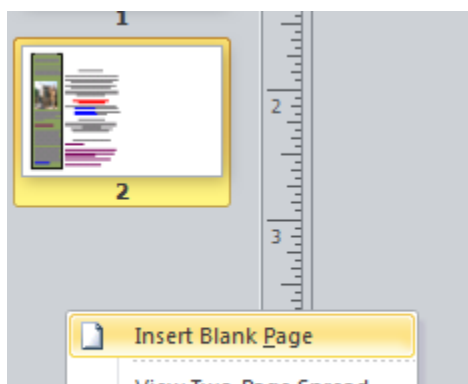
It's impossible for national and regional statistics to tell you the full story on the local real estate market. Consumer sentiment and confidence have much to do with statistics we're seeing year-to-date and year-over-year are very good for Bucks County. The chart below represents the number of homes that went under contract in ea September 2014 (the latest stats available) indicate that more homes went under month than in any other September for the past 9 years! Year-over-year average sa

side makes the most sense, or you could copy the logo and paste it on both pages if there is room.

8) For this newsletter, I moved the logo to the right side

9) Select all of the contents of the right side by highlighting it and press Control and X. This will cut this portion so you can paste it later.

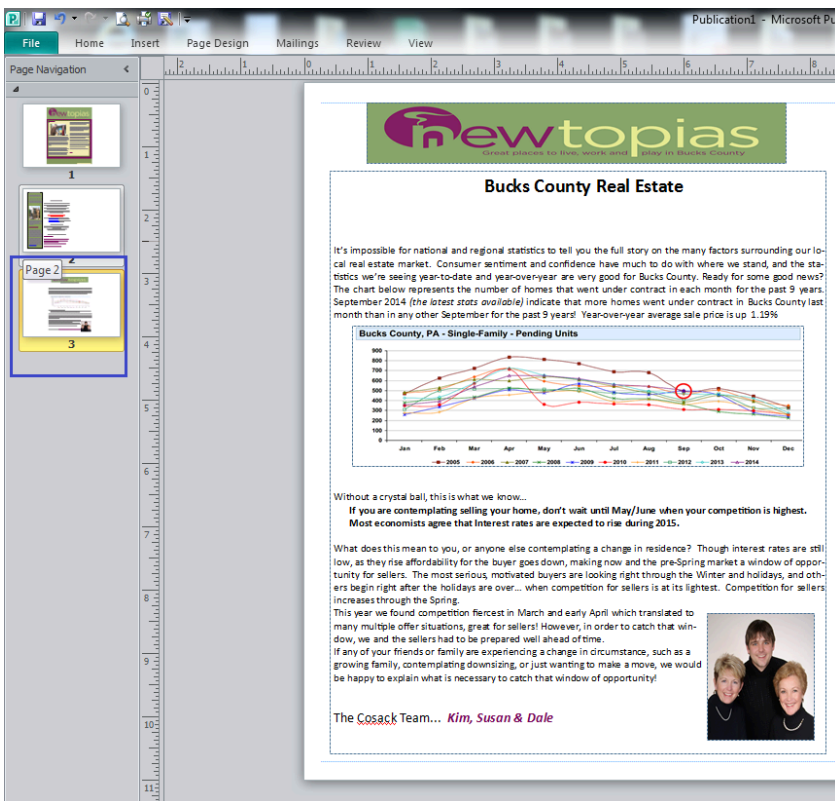
10. Create a new page in the Publisher document by right clicking and selecting "Insert Blank Page"



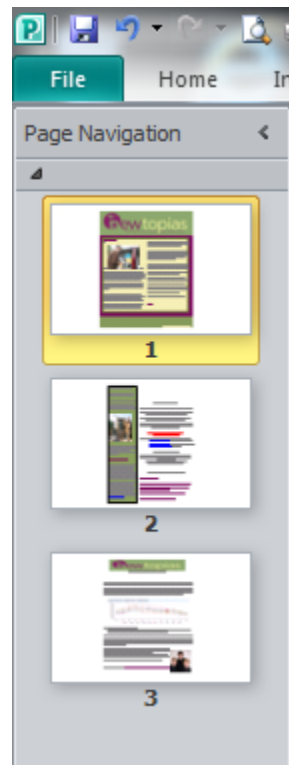
This image shows a complete newsletter page layout. At the top is the Newtopias logo. Below it is the section header 'Bucks County Real Estate'. The main content area contains a line chart titled 'Bucks County, PA - Single-Family - Pending Units' which shows data from 2005 to 2013. Below the chart is a text block starting with 'Without a crystal ball, this is what we know...' and 'If you are contemplating selling your home, don't wait until May/June when your competition...' followed by 'Most economists agree that Interest rates are expected to rise during 2015.' There is also a section titled 'What does this mean to you...' and a signature block for 'The Cosack Team... Kim, Susan & Dale' with a small photo of a woman.

11. In the new blank page, press control and V, this will paste the last page of the Newsletter.

12. Center this page as well, in this screen shot you can see that page one and 3 are centered but page 2 is not.

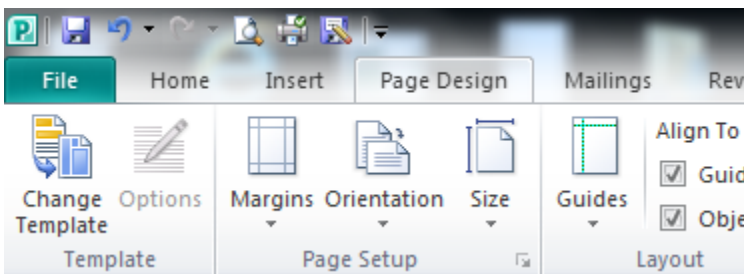


It



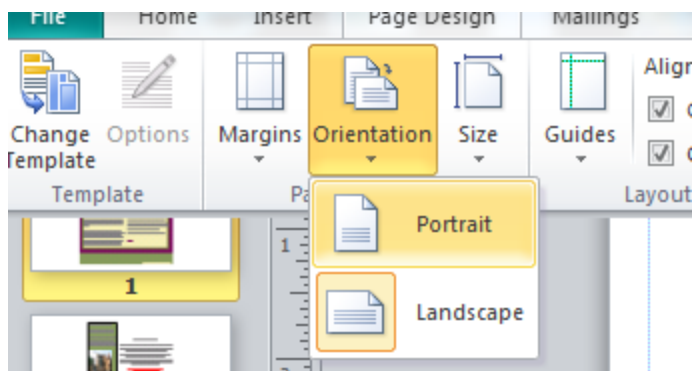
13. In this screen shot, they are all centered. It is very important to have every page centered; otherwise the next step will be a bit awkward

14. To switch the orientation to portrait mode as opposed to landscape, head into the page design tab and select orientation

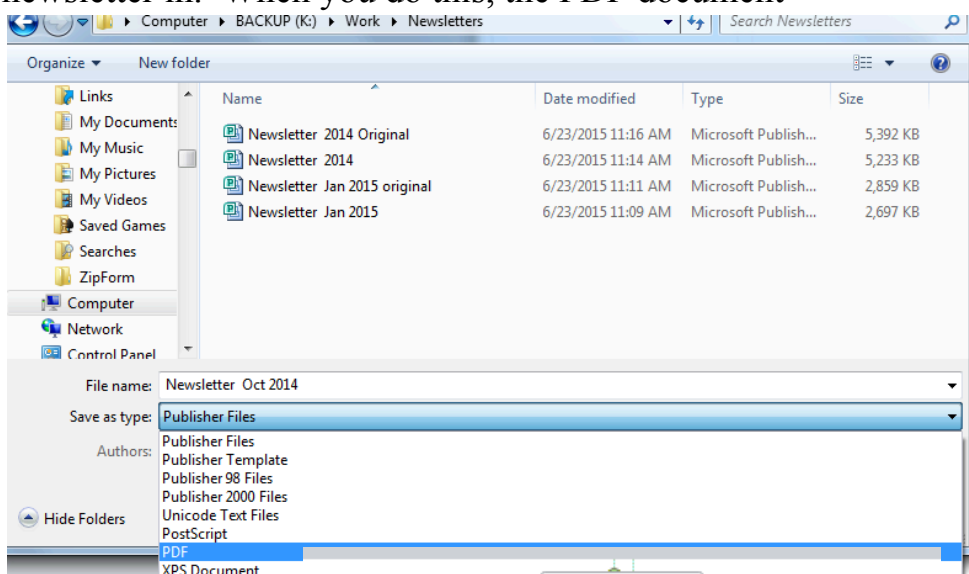


15. From this window, select Portrait

16. Adjust the pages if needed, if they were all centered there should not be much altering needed.



Now we need to save the publisher document as a PDF; choose save as and find the folder you want to put the newsletter in. When you do this, the PDF document will pop-up and you can close out of it.



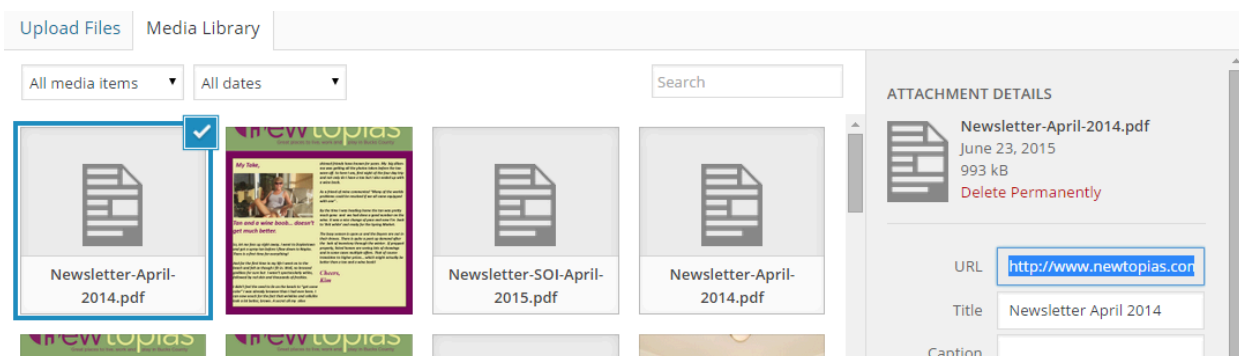
To get the featured image for the post on Newtopias follow these steps:

- 1) Head back into the publisher document and select the first page
- 2) Right click on the Newtopias logo and select save as picture
- 3) Save the picture in the same folder as the PDF
- 4) That's all! The PDF and Picture should be ready to upload to WordPress

Once you have the PDF ready to upload into WordPress follow these steps:



- 1) Create a new post and title it as Newsletter and the date it was created
- 2) Select add new media and upload the PDF but **do not insert into post**
- 3) Select the PDF you wish to add to the post and copy the URL to the right, then **exit out of the media window**.



- 4) Next you will want to paste the URL into the visual mode of the post

- 5) To add this post to the newsletter category select newsletter in the category box to the right of the editor

Categories

All Categories Most Used

Select / Deselect All

- Blog
- Featured Blog Posts
- Newsletter
- Buyer FAQs
- Market Updates
- Properties
- Seller FAQs

[+ Add New Category](#)

- 6) The Newsletter should be backdated to the date it was created. In this example the newsletter was created for April 2014.

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately

04-Apr 01, 2014 @ 18 : 21

OK [Cancel](#)

SEO: N/A [Check](#)

Move to Trash [Publish](#)

- 7) Publishing this will place the blog post far back in the websites housing blog, but it will not be too far back in the newsletter blog

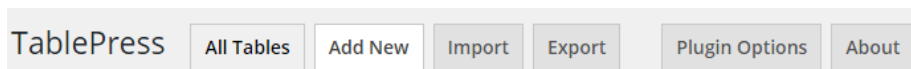
because there are fewer newsletters than listings

- 8) Using the picture you created from the publisher document upload a featured image to the blog post
- 9) Read the Newsletter, and come up with a catchy title that will influence people to click on the Newsletter.
- 10) Getting the SEO rating to be above OK is tricky with these posts because there are no words in the body, as there is a PDF, and there are no outbound links. For these posts, I would aim for above a poor rating with SEO.
- 11) If you are backdating the Newsletters, don't forget that the posts will be buried by all the more recent posts. When trying to find a Newsletter to edit, search newsletter in the "All Posts" section.

Market Updates

To create the table for market up dates, follow these steps:

Step 1:



Go to TablePress in the left-hand side bar and select add new.

Step 2:

Name the table as you see fit and change the number of columns to 4, this number will always stay the same but the number of rows will always change. Both can be changed afterwards.

Step 3: The First row will always include Address, Style, Price, and DOM. The second row and below contain the specific details of each house.

Add New Table

Table Name:

The name or title of your table.

Description (optional):

A description of the contents of your table.

Number of Rows:
The number of rows in your table.

Number of Columns:
The number of columns in your table.

[Add Table](#)

	A	B	C	D
1	<input type="checkbox"/> Address	<input type="checkbox"/> Style	<input type="checkbox"/> Price	<input type="checkbox"/> DOM
2	<input type="checkbox"/> 532 E. Penn St.	<input type="checkbox"/> 5 BR 3BA Cape w/ 2 Car Gar, Bsmt & Pool	<input type="checkbox"/> \$399,000*	<input type="checkbox"/> 63
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Step 4: Once you are done entering the information into the table, we need to format it. Scroll down the page and uncheck this box, the boxes underneath will become null & void. Then save the changes.

Features of the DataTables JavaScript library	
Use DataTables:	<input type="checkbox"/> Use the following features of the DataTables JavaScript library with this table:
Sorting:	<input checked="" type="checkbox"/> Enable sorting of the table by the visitor.
Search/Filtering:	<input checked="" type="checkbox"/> Enable the visitor to filter or search the table. Only rows with the search word in th
Pagination:	<input checked="" type="checkbox"/> Enable pagination of the table (viewing only a certain number of rows at a time) by Show <input type="text" value="10"/> rows per page.
Pagination Length Change:	<input checked="" type="checkbox"/> Allow the visitor to change the number of rows shown when using pagination.
Info:	<input checked="" type="checkbox"/> Enable the table information display, with information about the currently visible c
Horizontal Scrolling:	<input type="checkbox"/> Enable horizontal scrolling, to make viewing tables with many columns easier.

Step 5: Make sure to remember your table ID. **Save.** Scroll up to the top and select plugin options.

TablePress [All Tables](#) [Add New](#) [Import](#) [Export](#) **Plugin Options** [About](#)

From version 3 MaxButtons requires at least PHP 5.3 . You are running version: 5.2.17

The page "Events" uses the "events" slug; the Events Calendar plugin will show its calendar in place of the page.
[Edit the page slug](#) or [edit Events settings](#).

On this screen, you can edit the content and structure of the table with the ID 7. For example, you can insert things like text, images, or links into the table, or ch
 you can also insert, delete, move, hide, and swap columns and rows.

To insert the table into a page, post, or text widget, copy the Shortcode `[table id=7 /]` and paste it at the desired place in the editor.

Preview [Save Changes](#)

Table information

Table ID: Shortcode: `[table id=7 /]`

Load these "Custom CSS" commands

```
.tablepress-id-3 tbody td {
  font-family: Tahoma;
  font-size: 16px;
  color: #000033;
}
```

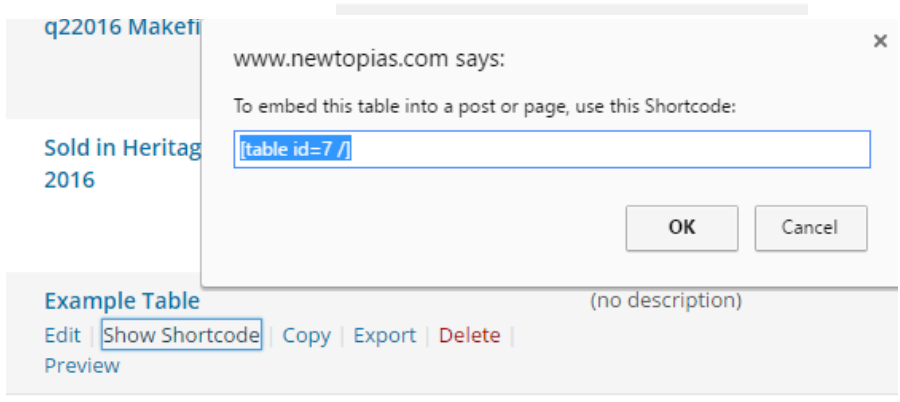
```
.tablepress-id-4 tbody td {
  font-family: Tahoma;
```

Step 6: Copy the first block of code in the window that pops up. Ctrl+C

Step 7: Paste the code at the bottom of the window and change the 3 to whatever number your table was, mine was 7.

```
.tablepress-id-2 tbody td  
font-family: Tahoma;  
font-size: 16px;  
color: #000033;  
}  
.tablepress-id-7 tbody td  
font-family: Tahoma;  
font-size: 16px;  
color: #000033;  
}
```

Step 8: Go back to all tables, find your table and select show Shortcode. Copy and paste the code into your post and the table will appear once you see the preview or publish the post.



How to add a client to a Client Marketing Plan

- 1) Log into arc and go into the marketing tab then select Client Marketing Plans
- 2) Scroll 3/4s the way down to find Newtopias: Follow-up Buyer.
- 3) Click on add contacts



Newtopias: Follow-Up Buyer	Custom	Add Contacts	View Contacts		
Use this plan to help incubate and educate potential Buyer leads.					
Newtopias: New Owner	Custom	Add Contacts	View Contacts		
This plan is designed to keep in contact with individuals to whom you have recently sold property. Use this plan to help become their "agent for life."					

- 4) Type in their first and last name then press search

[-] Personal Information Search

Search:

First Name:

Middle Name:

Last Name:

Company:

Phone:

Email:

Last Modified Date:

Created Date:

- 5) Check the box next to their name and press next
- 6) Change the start date to the settlement date. This will make the follow up plan remind you 14 days, 180 days, and 360 days after that date to send the follow up plan.
- 7) Then press assign this marketing plan

Once you have finished your search

[Next>](#) 1 contact(s) returned

Contact Name

1 [Roberts, Kyle](#)

[Next>](#)

Client Marketing Plan:

Start Date:

Description: Use this plan to help incubate and educate potential Buyer leads.

[Assign this Client Marketing Plan](#) [Cancel](#)

Note: You will be able to further customize the way that this plan works for this specific contact (or contacts) immediately after it is assigned.

Newtopias: Follow-Up Buyer tasks and emails

Action Type	Action Name	Days	From	Drop off after	Assigned To
To Do	Send 2 week Follow up	14	Starting Date	18 Days	self
To Do	Send 6 Month Follow Up	180	Starting Date	185 Days	self
To Do	Send 1 year Follow Up	365	Starting Date	370 Days	self

[close window](#)

Client Marketing Plans > Roberts, Kyle

HomePilot	Appointments/Tasks	Communication Log	Client Marketing Plans
ePropertyWatch	Request Update	Print Contact	Email

- 8) In the next screen, you will be in the individuals marketing plan, any changes made here will only be seen for that client go back to the Client Marketing Plans homepage.

Managing the Google Plus Page

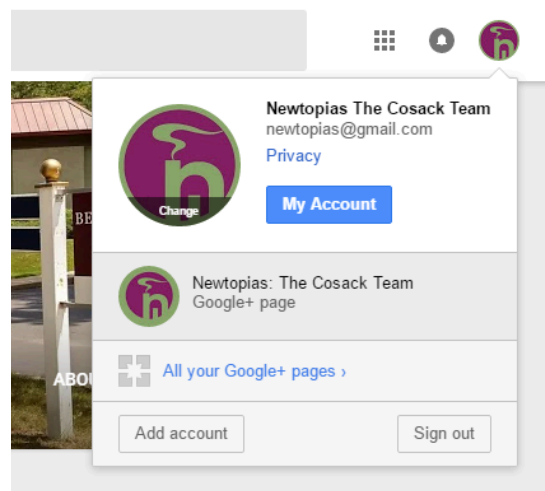
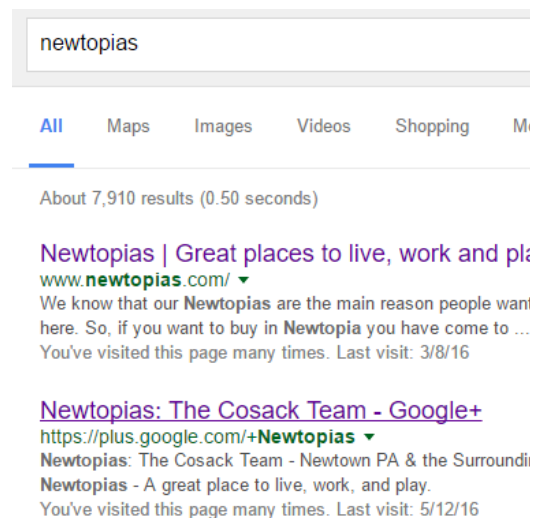
Step 1: Log into Newtopias@gmail.com

PW: Chester1958!

Step 2: Search Newtopias in google and select the second option

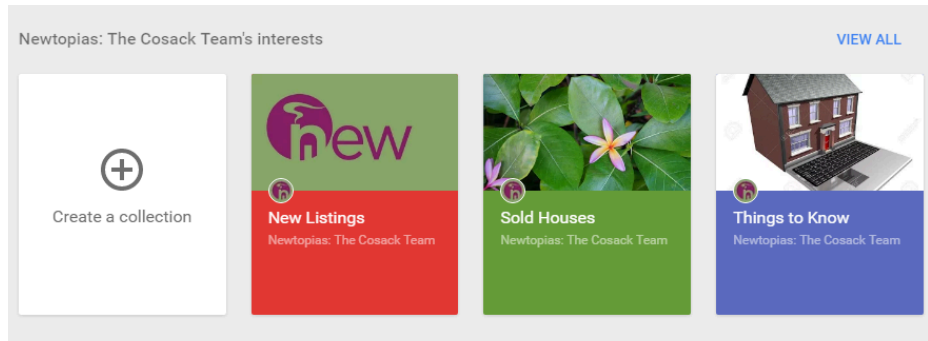
Step 3: In the upper right hand corner, click on the Newtopias “N” then select Newtopias: The Cosack Team Google+ Page

This will allow you to edit everything in the Google+ Page



Collections

Collections are a way to categorize posts within your account. People can choose to follow specific categories and it helps them easily see the information that is directly important to their interests.



To create a post, look in the bottom right of the home page and you can write a post.

