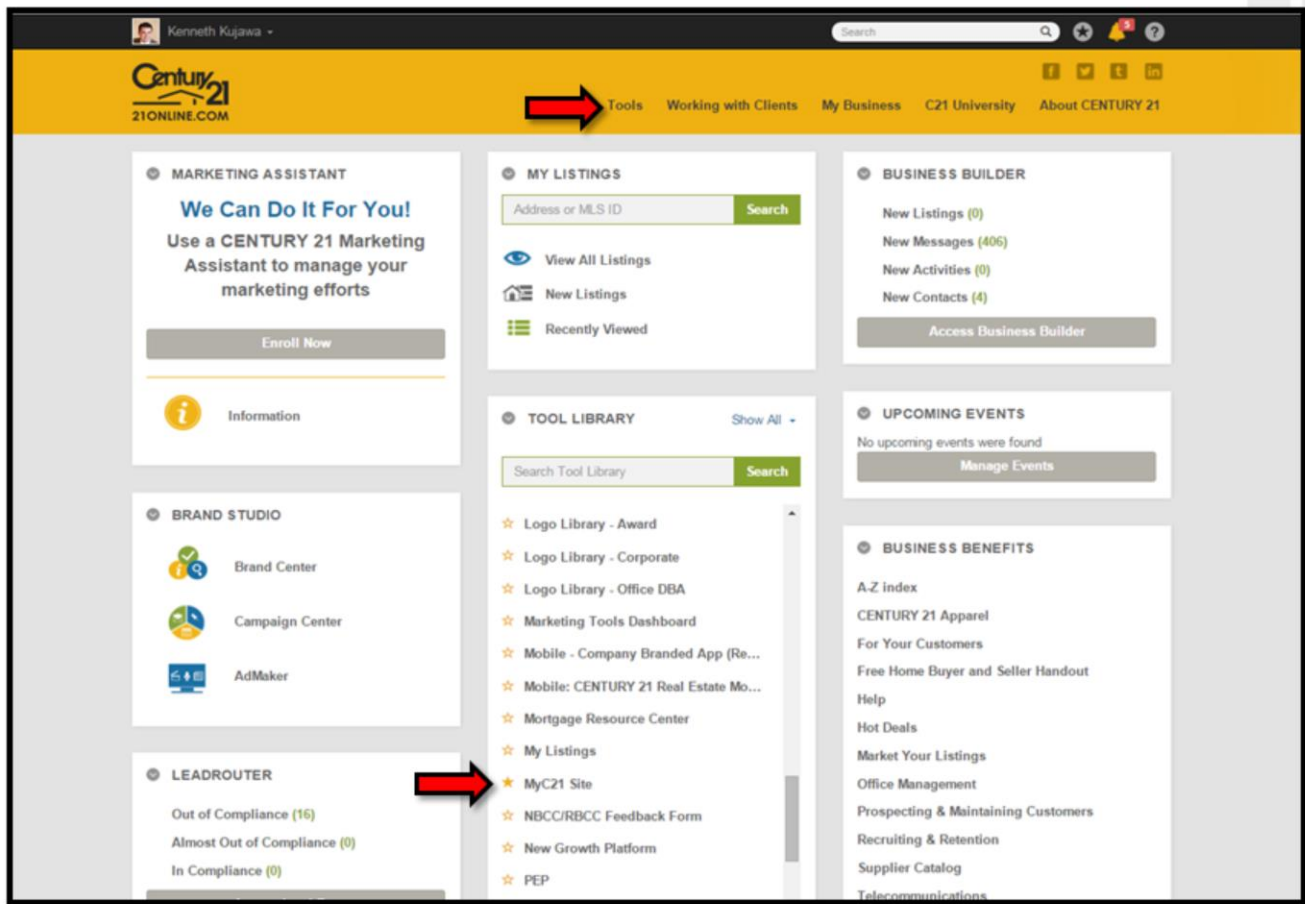




My C21[®] Site

User Guide



C21

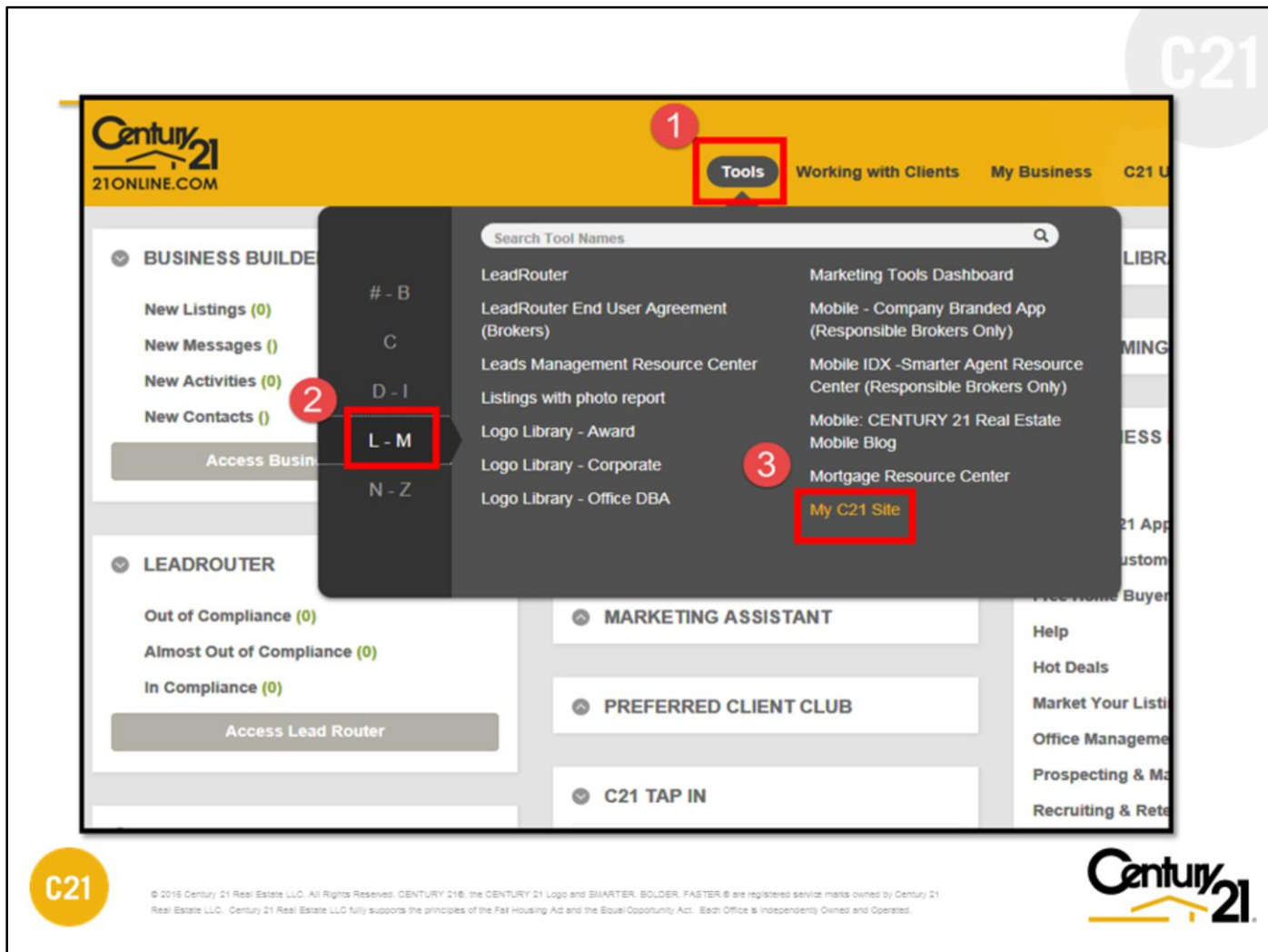
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GETTING STARTED

My C21® Site can be accessed from 2 places in 21Online.com

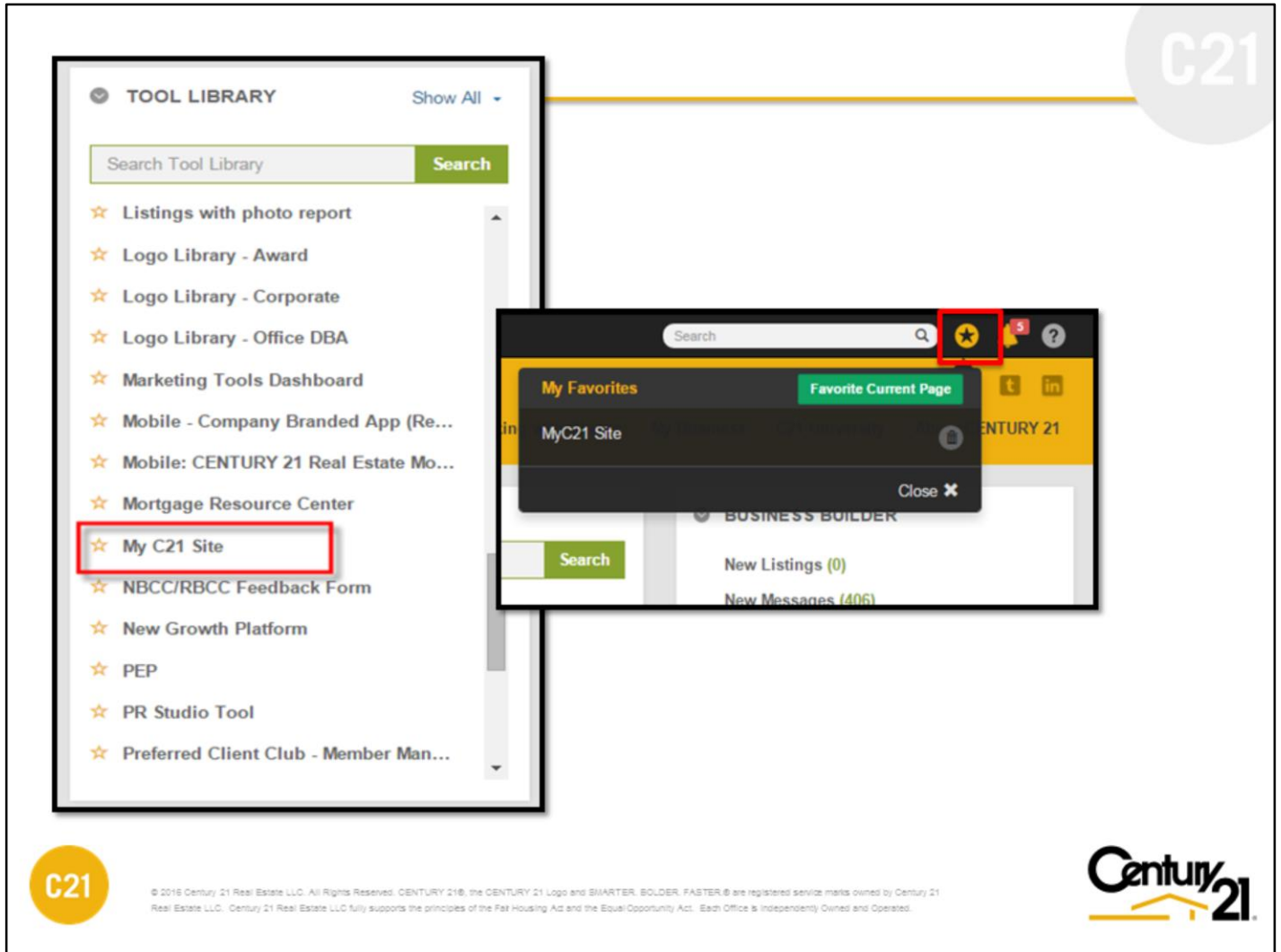
- 1- The **"Tools"** link at the top navigation menu
- 2- Tool Library Widget - Scroll down to the tool name.



FROM “TOOLS” Link (Top Navigation Menu)

Click on the **“Tools”** link located on the top navigation bar. Once the window opens, select the appropriate letter or range (M) then click the link for My C21 Site.

Note: You can also easily add the My C21® Site link to your favorites (See next page for details).



FROM TOOL LIBRARY

Accessing the My C21® Site from the Tool Library widget is simple. From the 21Online.com homepage locate the Tool Library widget (as shown above). You can type the word **“My C21 Site”** in the search field or scroll down to the letter M and click on the tool name.

TO ADD MY C21 SITE TO FAVORITES

Click on the gold star to the left of the tool name. The link will become a solid gold color.

At the top right bar of the 21Online.com home page, next to the search field you will see the star symbol. If you click on it you will then see the My C21 Site link as a favorite.

Site Name	Status	Updated
Kenneth Kujawa Site	In Progress	08/27/2014 2:37PM
Kenneth Kujawa Site	In Progress	02/19/2015 9:17PM
Signature Realty (0001) 5580 State Street	In Progress	07/24/2014 7:51PM
Signature Realty (0001) 5580 State Street	Unclaimed	
Signature Realty (0003) 160 S Main St	In Progress	
Signature Realty (0003) 160 S Main St	Unclaimed	
Signature Realty (0005) 311 Center Ave.	In Progress	
Signature Realty (0005) 311 Center Ave.	Unclaimed	
Signature Realty (0006) 409 Ashman Street	In Progress	
Signature Realty (0006) 409 Ashman Street	Unclaimed	



Individual



Office



Team



My C21 Site Commercial

C21

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SELECTION PROCESS

You might have the option to manage up to six different type of My C21® Site websites – all depends on your title in 21Online:

- Agent (Residential & Commercial)
- Team (Residential & Commercial)
- Office (Residential & Commercial)

Websites displaying a “C” on the icon indicates My C21® Site Commercial website.

Site Name: This section will display the different type of My C21 Site versions your account has access to.

Status:

Unclaimed – The site has never been accessed for edit or publish.

In Progress – You made edits and saved the changes but have not published to the live website

Published – Changes made have been saved and published to your live website. Date & Time is provided as reference to last update.

Updated: Last time changes were published to the live website.

Click the “Edit” link to claim, change and/or update your website.

Note: For the My C21® Site Español, this option is only accessible under the ‘residential’ option of the My C21® Site .

Edit – This will allow you to make changes and/or publish your My C21 Site website.

View – This will open a new browser/tab and display your current 'Live' My C21 Site website.

Home » MyC21 Websites » Initial Setup

MY C21 SITES

Your "My C21 Site" is a high quality feature-rich website designed for every CENTURY 21 agent, broker, office and team. Your site is created and hosted at no cost to you. Everyone has the ability to create sites targeted at Residential or Commercial clients, and can create a residential site in both English and Spanish.

Language setup for your new site

If you market to Spanish speaking clientele, choosing to add Spanish language support to your site allows you to enter your own translated text. Any text you do not provide in Spanish will be displayed only in English. You can change this setting at any time.

* English only
☒ English and Spanish

PERSONAL TAG-LINE

English Español ←

Real Estate Professional...Enough Said.

Your tagline is your motto or vision and will display on the homepage of your Website.

Tagline examples include:

- Connect 2 the 1 agent.
- CENTURY 21: The Gold Standard.

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INITIAL SETUP (Spanish Option)

From previous menu, Edit will take you to the Initial Setup page. In this section you will have the option to enable the My C21® Site Español website by selecting the appropriate radio button.

When “**English and Spanish**” option is selected any content page you create will have the “**Español**” tab option to add Spanish content (as shown in the image above).

Note: The owner of the My C21® Site is responsible to provide Spanish content and/or Spanish translation.

To continue, select the appropriate language option and then click “**Get Started**”.

Home » MyC21 Websites » Initial Setup

About Yourself

Initial Setup

Personal Profile

Communities Served


Featured Area/Location

Featured Banner

Visitor Welcome Message

MY C21 SITES

Your "My C21 Site" is a high quality feature-rich website designed for every CENTURY 21 agent, broker, office and team. Your site is created and hosted at no cost to you. Everyone has the ability to create sites targeted at Residential or Commercial clients, and can create a residential site in both English and Spanish.



Choose your subdomain

Every My C21 website must be setup to be accessible as a [subdomain](#) under C21.com. Subdomains may only contain letters, numbers, and hyphens.

http:// .c21.com



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INITIAL SETUP (Sub-Domain Option)

The default subdomain used with your new My C21 Site is composed of your first name / last name **"yourname.c21.com"**, for multi office with same name the subdomain will include a number at the end of office name **"officename1.c21.com"**.

You can change the subdomain to any word of your choosing, if name already taken you will get an error message letting you know. Remember, a subdomain must be at least 6 characters long and may only contain letters, numbers and hyphens.

- We recommend keeping the subdomain short, simple so it is easy for your clients to remember.
- Avoid using clever names or slangs as this could be confusing and an issue trying to type the URL in a browser if not spelled correctly
- Avoid using key locations such as city name as this can limit your market view to a consumer's eye.

For My C21® Site Commercial websites, since those sites are not automatically generated as the residential

websites, the subdomain field will be empty and required in order to activate your new My C21 Commercial.

About Yourself

- Initial Setup
- Personal Profile
- Communities Served
- Featured Area/Location
- Featured Banner
- Visitor Welcome Message
- Local Content
- Leads & Marketing
- Social Networking
- Look & Feel
- Preview/Publish

PERSONAL PROFILE

Click on a section to edit it. Remember to save your changes.

CREST EDG Information

(How do I update my CREST information?)

Name: Scott Myers
Office Phone Number: 210.479.1222
Primary Phone Number: 210.479.1222
Cell Phone Number: 210.573.8846
C21 System Email: scott.myers@CENTURY21.com

PERSONAL TAG-LINE

Your tagline is your motto or vision and will display on the homepage of your Website.

Tagline examples include:

- Connect 2 the 1 agent.
- CENTURY 21: The Gold Standard.

PERSONAL FOOTER TEXT



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PERSONAL PROFILE (Residential and Commercial)

Consider entering a personal tag-line and or footer. Each have a 255 character limit. Make sure to click **“Save & Continue”** when finished.

Personal Tag-Line is your motto or the clever message you want your clients to know about you:

Examples:

“I am Here for you”

“I am ready when you are”

“I have the perfect home for you”

A clever short message where allows you to connect with consumers on a personal level.

Note: If you're not sure what to type in your personal footer text, you can leave it blank or use the same line used in your personal tag-line. As a rule of thumb, the footer can be your place to write a short disclaimer about you, your local market coverage or other Real Estate related information in your area. Be mindful of the character limit.

COMMUNITIES SERVED (Residential and Commercial)

You have the option to narrow down the communities you serve or expand using your office service area by checking off the box and only choosing those cities you specialize in. You can select one or all.

The communities served will display on the homepage under “**Service Areas**” as clickable links.

Each community link in your My C21® Site will have its own content page displaying on the page as well the Real Estate Market Update Video (If available for that area). The community information is provided automatically by a third party group (Onboard Informatics) working with state and federal agencies to provide statistical information.

DISPLAY ORDER (Residential and Commercial)

Display order allows for Area Served to be set alphabetically or by production (this based on the number of closed transactions made in that area for the last 12 months).

SERVICE AREA MESSAGE

You can enter a personal message (optional) describing the market and the areas you serve.

Home » MyC21 Websites » Select Featured Area/Location

SELECT YOUR FEATURED AREA/LOCATION

The featured area on your site is automatically calculated based on where you have a license. You can manually select it from the list below. Your selection will only affect your website.

- ☐ Automatic
- ☐ EDGEWATER, MD
- ☒ HANOVER, PA
- ☐ LINEBORO, MD
- ☐ LITTLESTOWN, PA
- ☐ MANCHESTER, MD
- ☐ YORK, PA

[Save & Continue](#)

Real Estate Market Information

Hanover, PA

Market Overview

- Homes Owned: 3,636
- Homes Rented: 3,276
- Median Home Price: \$119,950

Area Schools

- Area Schools: 17
- Best Score: 8/10
- Average Score: 3.4

[More Information](#)

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FEATURED AREA / LOCATION (Residential Only)

Select an area you would like to feature (Section is based on Areas Served rules). It will appear on your My C21® Site homepage to the right of your welcome message under the Real Estate Market Information which will also automatically display the Market Update Video (If available for the area).

Make sure the welcome message configuration is set to **“Welcome Message Plus Market Update”** in order to see the Real Estate Market Information.

IMPORTANT

For My C21® Site Commercial, currently there are no Commercial Market Update videos. In place of a video a generic image will shown.

Note: If no Market Update Video is available, the video box will collapse and display just the demographic information.

FEATURED BANNER (Residential and Commercial)

Upload banners and have them appear as a header or just to the side of the page. To begin all you have to do is click the ADD BANNER option – select the banner type – and upload the banner file.

You can even have your banner turned into a clickable link by adding a URL address!

Note: For the Homepage, the welcome message needs to be configured for Text Only in order to use the side banner. See page 29 for details.

Tip: Download ready-to-use banners using 21Online's Brand Studio located under the Tools section from your homepage. All banners provided meet the required size specification

About Yourself

- Initial Setup
- Personal Profile
- Communities Served
- Featured Area/Location
- Featured Banner
- Visitor Welcome Message

Local Content

Leads & Marketing

Social Networking

Look & Feel

Preview/Publish

MODIFY THE WELCOME PAGE

This is your chance to make a great first impression with visitors to your web site. Let them know about the area you serve, what makes you a great REALTOR® or any message you wish to open with.

Choose Either:

OPTION 1: DEFAULT TEXT

Welcome!

As a sales associate affiliated with CENTURY 21 Scott Myers Realtors, I am here to help you buy or sell a home.

I serve the following areas:

- San Antonio

OPTION 2: CUSTOM MESSAGE

Source

B I U abc x₂ x² A

Styles Format Font Size

VISITOR WELCOME MESSAGE (Residential and Commercial)

Create your welcome message with unlimited characters and links. A standard content tool bar is provided with all the essentials, including spell check, text header size, text color and now the ability to embed a YouTube video or web hosted images. A default welcome message is also made available should you prefer.

Click **“Save & Continue”** to save your work.

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SEO Optimization
Local Property Search
Listing Options & Featured Properties
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SUGGESTED CONTENT PAGES

Your website is already working for you as visitors can see the prepared web pages for your Community, Contact Information, Listings, Directions, and a custom Home Page. For Offices you will also have pages for Careers, Locations, and a Staff Directory. However, in order to be better found by the search engines, and provide the best information to your prospective clients, we recommend that you provide most or all of the following additional page types to your site:

Click on a suggested content page listed below in order to create or edit that page.

About Me
Local Buying Tips
Community Overview
Local Selling Tips

☒ Complete
☐ Incomplete

Completion Meter

30%

Continue

SUGGESTED CONTENT PAGES (Residential and Commercial)

Available for quick edit are suggested content pages. These are strictly optional. Customizing these pages is identical to working custom pages. Click the page title to start the wizard. Please refer to the next page for further details.

ABOUT YOURSELF

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ADDITIONAL CONTENT PAGES

In addition to the suggested content pages, you are able to create as many additional pages for your site as you like to help promote your business, grab attention and get results.

To get started, click on the "Add New Content Page" button, select a template and use the easy to follow template design to add new content and images.

To edit an existing content page, click on the title of the page in the list below.

<input type="checkbox"/>	Title	Page Type	Last Modified
<input type="checkbox"/>	Local Buying Tips	Detailed	January 3, 2013, 9:54 pm

Add New Content Page +

Delete Checked Pages

Create a New Content Page

Five template layouts are shown in the modal window:

- Blank page
- Page with a large image and text
- Page with a grid of images
- Page with a YouTube video
- Page with a market update video



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ADDITIONAL CONTENT PAGES

Create your own content page using the custom content page wizard. There are (5) five already made template layouts with (1) one blank page to choose from and each with a specific number of pictures, layout and content that can be uploaded including videos.

Click the template and complete the required fields. Images must be JPEG format. Make sure to save your work. You have the ability to edit and delete custom pages on whim. All changes take place instantly and will be reflected online once the changes are published.

Publishing the changes are discussed later in this guide.

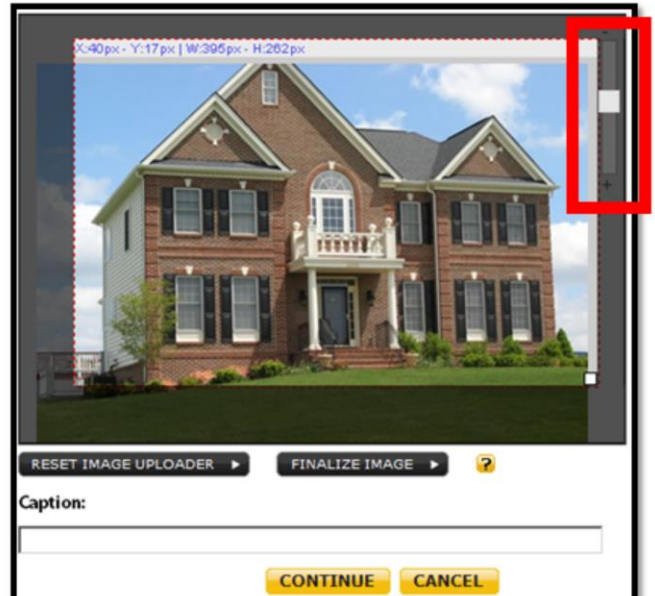
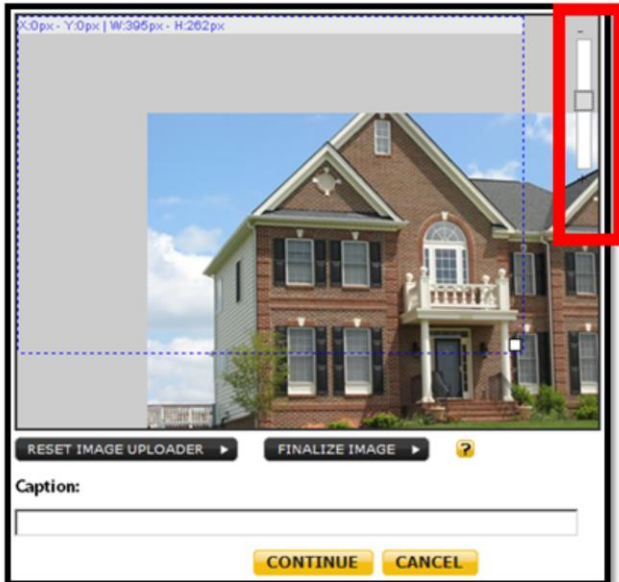
Note: Always remember to **"Preview"** your changes first before publishing. This will ensure your content and text formatting are displaying correctly from your desktop view and mobile/tablet devices.

Remember to always click **"Save & Continue"** to save your work.

Edit Content Page Image:**Select New Image:**

No file chosen
Image will be scaled to 900x405

Caption:



EDITING IMAGES (Residential and Commercial)

For content pages where you can upload images, you will have the option to properly scale your image for best display on the page.

Begin by choosing a file from your computer. Remember, when uploading images you're responsible for what you upload. Make sure you own or have the rights to use the image(s).

Use the image resize tool to zoom in/out setting your optimal picture size view. Next select the window panel (blue dotted window) to capture the perfect shot. Make sure to click the [Finalize Image] button to save edits.

UPDATE CONTENT PAGE Example

PAGE & MENU TITLE

Menu Title: Untitled (change)

Add Video

PAGE TEXT:

Embed New Video

Edit Content Page Video:

Title:

YouTube (Share) Video URL: ? Preview

Video Preview
Enter in a valid YouTube URL and click the "Preview" button to see a preview of the video.

Cancel Save

YouTube (Share) Video URL Help

To obtain the appropriate URL, please click on the "share" button under the video on the YouTube site.

<http://youtu.be/fQMs2GLGt> Embed Email More

Uploaded by century21 on Nov 3, 2015

Century 21

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YOUTUBE TEMPLATE (Residential and Commercial)

With this template you can create a content page and embed a YouTube video.

Click the [?] question mark icon for tips on where to obtain the YouTube Video URL.

Note: add **?rel=0** at the end of the URL to prevent suggested videos from appearing after your video is played.

C21

Select A Market Update Video

State: New York

Market Type: County

Market: Cattaraugus County

FIND MARKET VIDEO

Share

00:00

00:00

Century 21

C21

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Century 21

MARKET UPDATE VIDEO TEMPLATE (Residential Only)

Create an instant market video content page by choosing the state, market and county.

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SEO Optimization

Local Property Search

Listing Options & Featured Properties

Leads & Marketing

Social Networking

Look & Feel

Preview/Publish

SEO OPTIMIZATION

Search Engine Optimization (known simply as SEO) can help your site be found in common Internet search engines like Google or Bing. This page provides a means of bulk editing your site pages "metadata" such as the page keywords, description, and a custom page title. Some search engines still use keywords and description properties, giving extra weight to a page's keywords and providing its description with a link to your page in search results.

A good approach to follow to avoid being omitted by some search engines is to keep the description brief--no more than 200 characters. The keywords that you enter should be separated by commas and may be considered case sensitive by search engines. If the same keyword is repeated too often some search engines may de-index your page. There are many different kinds of search engines, each with it's own approach to page prioritization. There is no guarantee to page rank across search engines, what works for one, may not for another.

You may choose to edit each page individually or you may choose to edit them all together here.

Page Title

Contact Us

Directions

Home Page

Listings

SEO Meta data for 'Contact Us'

Page Title:

San Diego, CA, Realty Associates

Keywords:

real estate, Real-Estate, properties, Mortgage calculator

Description:

Realty Associates is offering realty services and property management. Our agents will exceed all of your expectations.

Save Settings

SEARCH ENGINE OPTIMIZATION (SEO) CUSTOMIZATION (Residential and Commercial)

All default content pages are optimized for SEO to an extent. You have the ability to enhance SEO by inserting keywords, a description and a page title to any of the content pages. This is especially useful when creating custom pages.

Refer to the next page to view an example of what a key word, description and page title is in the world of search engines.

C21

i.e. KEY WORDS

CENTURY 21 Real Estate

Web
Shopping
Videos
Maps
News
More ▾
Search tools

About 121,000,000 results (0.59 seconds)

Century21.com - CENTURY 21 Real Estate

www.century21.com/

Jumpstart Your Real Estate Search With The Help of a C21 Agent Today!
 Highest Overall Satisfaction For Home Buyers/Sellers – J.D. Power
 CENTURY 21 has 103,664 followers on Google+

Search Home Listings
Become An Agent

Locate An Office
Own A Franchise

List A Property

Century 21 Real Estate - You

www.remax-nj.com/

View Thousands of NJ Listings Now!

One Madison Ave - East Bldg., Morris

Residential Real Estate Listings - Homes for Sale by Real ...
www.century21.com/ - Century 21 Real Estate

Use CENTURY 21 to find real estate property listings, houses for sale, real estate agents, and a mortgage calculator. We can assist you with buying or selling a ...

i.e. DESCRIPTION

i.e. PAGE TITLE

CENTURY 21 Emma Realtors

CENTURY 21 Emma Realtors is a full service, family owned and ...

Map for century 21 real estate

Century 21 Real Estate

Real Estate company

C21

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EXAMPLE

This is an example of a search result's page identifying the three key areas for SEO customization as described in the previous page.

Helpful tips for improving SEO:

1. Use keywords that tie into your content;
2. Link out to outside sites such as a municipal website;
3. Create a blog page and update keywords to match posted content;
4. Make sure to have content that is both relevant and current. Search engines seek data that is both current and relevant to the criteria.

About Yourself

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Suggested Pages

More Content

SEO Optimization

Local Property Search

Listing Options & Featured Properties

Leads & Marketing

Social Networking

Look & Feel

Preview/Publish

PROPERTY SEARCH

You may select to use the CENTURY 21 property search, or if your MLS or property search provider provides a frameable web site search you may use that instead, and choose how you want it displayed on the site.

☒ Use CENTURY 21 Property Search
 ☐ Use another search (framed)

Display Mortgage Calculator:

Cancel

Save & Continue

PROPERTY SEARCH (Residential and Commercial)

The My C21® Site is equipped with a search engine. You can have the search feature linked directly to your MLS or the century21.com site. Choosing the century21.com search will work similar to the national site search leveraging the brand access to millions of listings. It also uses SMART technology to provide suggested results based on what the consumer is typing making for quick and accurate results.

You also have the option to include a mortgage calculator for those viewing your listings. The calculator appears in all the listing detail pages.

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Listing Options & Featured Properties

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LISTING OPTIONS

Which listings do you want to have show on your Listings page?

☐ My Listings

☐ Office's Listings

☐ Company's Listings

ADD A CUSTOM FILTER

You may choose to optionally limit your search results further by specifying any of the property search filters below. These will be applied in addition to your selection above.

Location: No location selected

Price Range: No Limit ▼ to No Limit ▼

Square Feet: No Limit ▼ to No Limit ▼

Minimum Bedrooms: No Limit ▼

Minimum Bathrooms: No Limit ▼

Save & Continue

LISTING OPTIONS (Residential and Commercial)

Similar to the featured community function described earlier, you can set specific criteria for a property to be displayed on your homepage. You can narrow down the featured listings to pick one from only your own listings, one from your office / company listing's, or only pick from listings in a specific location that match some custom criteria. The site will randomly choose any one listing that matches the criteria you choose here and present that listing on the homepage of your site.

Lastly, you have the opportunity to include or not include your office listings in your Listing menu button.

About Yourself
Local Content
Leads & Marketing
Contact Lead Form
Analytics
Domain Name
Social Networking
Look & Feel
Preview/Publish

CONTACT LEAD FORM MESSAGE:

This is the message that will appear at the top of the Contact Lead Form. The form fields will be added after the general fields, and the responses included in the generated email.

Source
B I U abc x₂ x²
Styles Format Font Size

Add Form Field +

CONTACT LEAD FORM FIELDS:

Field Name	Type	Required	Options
First Name	Text	Yes	Default
Last Name	Text	Yes	Default
Email	Text	Yes	Default
Phone	Text	Yes	Default
Additional Comments	Text	No	Default

CONTACT FORM (Residential and Commercial)

Your My C21® Site is equipped with a contact form to help capture leads from your online visitors. The contact form is accessible from your homepage. In this step, you will have the option to include a personalized message as well as add custom fields should you desire more information from your visitors. You can elect to have the field be required to enter data or leave as optional.

Note: Office sites only have a career form that works similar to contact form.

About Yourself

Local Content

Leads & Marketing

Contact Lead Form

Analytics

Domain Name

Social Networking


Look & Feel

Preview/Publish

TRACK VISITORS TO YOUR SITE WITH GOOGLE ANALYTICS

Google Analytics is a powerful tool for monitoring all aspects of your websites traffic, from referrals to search engine activity. With a little bit of setup, it will give you an enormous amount of information about who is coming to your site, what they're looking for, and how they're getting there. In order to track visitors to your site, all you need do is setup an account, get your Google Analytics Account Id tracking code and enter into the field below.

[\(Google Analytics setup checklist...\)](#)



Google Analytics Tracking Code

[\(Where can I find the tracking code?\)](#)

Your tracking code should look like "UA-xxxxxx-x".

Cancel

Save & Continue



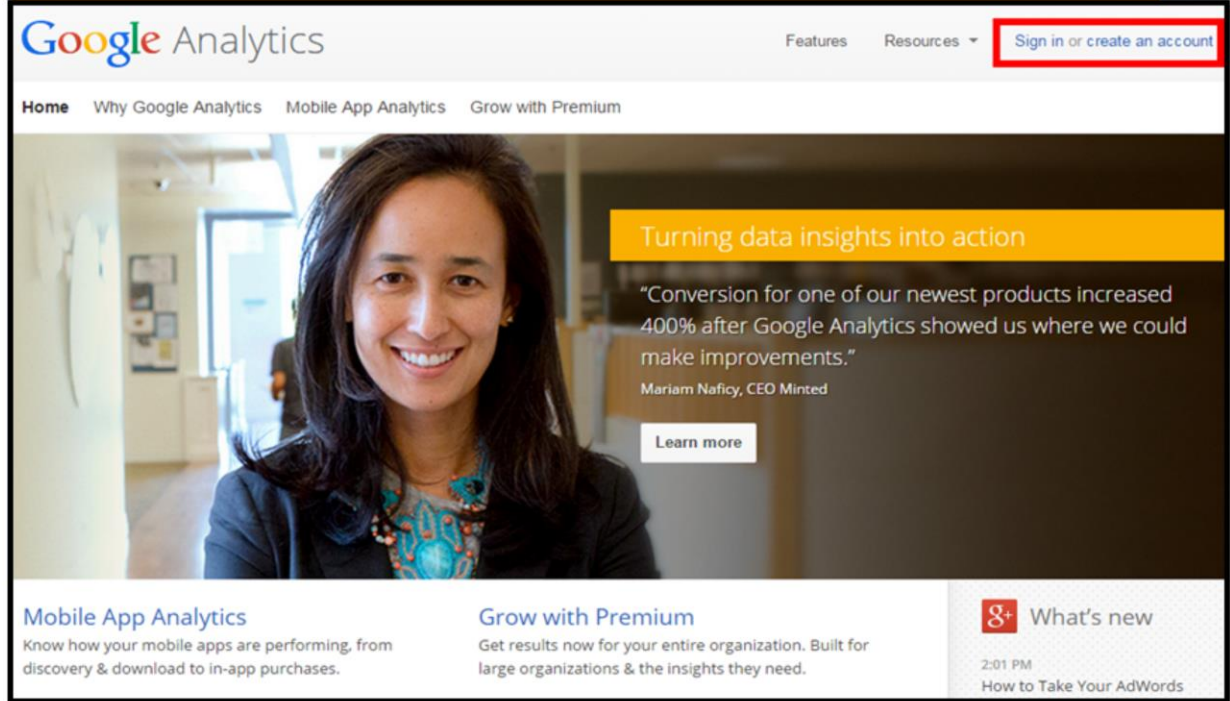
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TRACKING WEBSITE STATISTICS (Residential and Commercial)

The My C21® Site is compatible with Google Analytics, Google's free tracking tool. Google Analytics shows you how people found your site, how they explored it, and how you can enhance their visitor experience.

Easy how to documents are made available via the hot links to help you get started. Once you have created your Google account, all you will have to do is enter the tracking code to link the tool to your My C21® Site.



Google Analytics

Features Resources **Sign in or create an account**

Home Why Google Analytics Mobile App Analytics Grow with Premium

Turning data insights into action

"Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements."

Mariam Naficy, CEO Minted

[Learn more](#)

Mobile App Analytics
Know how your mobile apps are performing, from discovery & download to in-app purchases.

Grow with Premium
Get results now for your entire organization. Built for large organizations & the insights they need.

What's new
2:01 PM
[How to Take Your AdWords](#)

GOOGLE ANALYTICS

Create an account @ www.google.com/analytics.

The screenshot shows a web interface for configuring a domain name. On the left is a sidebar menu with options: About Yourself, Local Content, Leads & Marketing, Contact Lead Form, Analytics, Domain Name (highlighted), Social Networking, Look & Feel, and Preview/Publish. The main content area is titled 'DOMAIN NAME' and contains the following text:

Your website is always viewable through the automatically assigned sub-domain name. If you wish to customize your URL, you can follow a few simple steps to purchase a custom domain name and have it point to your site.

You can easily purchase a unique domain by following the step-by-step setup guides found at each of the three most-common domain registrars (GoDaddy.com, NetworkSolutions.com and Register.com).
Your website has been assigned a sub-domain name within CENTURY21.com.

http://associates.10164166.eco.century21.com/

When you register a domain name, be sure to have it point to the sub-domain name (mentioned above) first. Doing this will direct your new domain name to your My C21 Site. ([How do I select and setup a domain?](#))

Note: Besides the sub-domain, your domain registrar (GoDaddy.com, NetworkSolutions.com or Register.com) might ask you to provide your My C21 Site's IP address as well. If so, the IP address is: **64.37.197.61**

Custom Domain Name: (Do not include the http://)

Need help pointing your domain to your MyC21 Site?

If your domain name is registered with GoDaddy, follow the [GoDaddy Configuration Instructions](#) .
If your domain name is registered with NetworkSolutions, follow the [NetworkSolutions Configuration Instructions](#) .
If your domain name is registered with DreamHost, follow the [DreamHost Configuration Instructions](#) .

Buttons: Cancel, Save & Continue

At the bottom left is a small 'C21' logo. At the bottom right is the 'Century 21' logo. Fine print text is visible at the bottom center.

DOMAIN NAME

Residential

Every My C21 Site has a unique subdomain name created for you. Previously the subdomain i.e. associates.xxxxxxxx.eco.century21.com was too long and hard to remember. With the new My C21® Site template and technology to create a better, simple and short subdomain, we are now processing a new set of subdomains which takes precedence over the previous long subdomain. The new subdomain is formatted based on the user's First & Last Name i.e. YourName.c21.com

Commercial

For MyC21 Site Commercial, since the sites have to be claimed first, the user will need to create and add their own subdomain – all with the same URL theme of **YourName.c21.com**

CUSTOM DOMAIN NAME

You may elect to purchase a custom domain name instead and have that pointed to your MyC21 site. To do this, you will need to contact the company where you purchased the custom domain and request they point your custom domain to your MyC21 site given URL address. Please allow 24-48 hours for the pointing to have successfully merged. To check if it has, all you need to do is type your custom domain inside the address bar of your browser and see what comes up.

Click **“Save & Continue”** to save your work.

LINK ONLINE ACTIVITY FOR SCOTT MYERS

Edit or create social networks by clicking: **Manage Social Networks.**

Refresh List

Office Social Networks

<input type="checkbox"/>		Facebook.com/Century21ScottMyersRealtors
<input type="checkbox"/>		http://www.twitter.com/C21ScottMyers
<input type="checkbox"/>		http://www.linkedin.com/ScottMyers

Personal Social Networks

<input checked="" type="checkbox"/>		http://www.linkedin.com/pub/scott-myers/26/287/3b0
<input checked="" type="checkbox"/>		http://www.twitter.com/C21ScottMyers
<input type="checkbox"/>		https://www.facebook.com/Century21ScottMyersRealtors

Refresh List **Cancel** **Save & Continue**



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SOCIAL NETWORKING (Residential and Commercial)

A host of social networks are provided enabling you to connect with visitors via your Facebook or other networks. Participating in this feature is easy to do.

Click the EDIT button to begin and have ready your social network account information.

All social network icons will appear on your My C21® Site homepage.

MANAGE MYC21 SITE BLOG SOURCE

Your MyC21 site can integrate blog posts from a number of blog sites including Wordpress and Active Rain. You can configure these external blogs using the [Social Networks](#) administration. If you do not have an external blog you can simply use the MyC21 site blog and create blog entries right here. If you do have an external blog, from the list below, please choose the blog that you would like to use for displaying blog entries on your MyC21 site, then also enter a title and welcome message for your blog.

☐ **Internal**
☒ **Do not publish a blog.**

BLOG SETTINGS

Title:

Welcome Message:

Source | [Icons] | [Rich Text Editor]

B I U abc X₂ X² | [List Icons] | [Text Icons] | [Table Icons] | [Link Icons] | [Media Icons]
 Styles Format Font Size [Color Icons]

BLOG PAGE (Residential and Commercial)

You are able to create your very own blog page for your My C21® Site or link out to an existing blog site you may already own. The sole criteria for using an external blog is it must be part of the list of social networks being provided by the My C21® Site tool.

You will need to create a title and welcome message for your new blog page. The blog page will appear as part of your homepage main menu.

The screenshot displays the Century 21 website configuration interface. On the left is a sidebar menu with the following items: About Your Team, Local Content, Leads & Marketing, Social Networking, Look & Feel, Homepage, Background Images, Navigation Structure, and Preview/Publish. The main content area is titled "HOMEPAGE OPTIONS". Below this title is a paragraph explaining that the first thing visitors see is the welcome section, and users can choose to add a Facebook or Twitter feed, or a market update video. A link "Manage Social Networks here" is provided. Below this is a section titled "CONFIGURE WELCOME SECTION" which contains four radio button options: "Welcome Text Only", "Welcome Text plus Facebook", "Welcome Text plus Twitter", and "Welcome Text plus Market Update". To the right of these options is a preview image of a website header. Below the "CONFIGURE WELCOME SECTION" is another section titled "ARRANGE HOMEPAGE SECTIONS". This section contains a paragraph explaining that users can drag and drop sections to customize their order and choose which sections are visible by selecting "on" or "off". Below this are five rows, each representing a widget: "Agent Roster Widget", "Featured Property Widget", "Area Served Widget", "New Listings Widget", and "Local Area Widget". Each row has a green "On" button and a grey "Off" button.



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HOMEPAGE OPTIONS (Residential and Commercial)

In this section you can configure the welcome message to your liking. Options include "Text Only", "Text plus Facebook", "Text plus Twitter" and Text plus "Market Update"

Note: In order to use Facebook, your page must have a Facebook business page.

ARRANGE HOMEPAGE SECTIONS (Residential and Commercial)

These widgets are found on the homepage, as you scroll down they are the information modules a consumer will see regarding locations, agent roster (office & team only), and listings. You have the control to change their order of display by simply using the drag & drop to your own sort order.

You can also turn off any widget by using the "off" button to the right of each widget.

Always remember to preview changes before posting to your live website.

21Online Home > MyC21 Site > Duane Hopper > Backgrounds

About Yourself

Local Content

Leads & Marketing

Social Networking

Look & Feel

Homepage

Background Images

Navigation Structure

Preview/Publish

BACKGROUNDS







This system supports the ability for you to select background images for your MyC21 Site.

If multiple background images are chosen, your website will display a different background each day.

Choose as many background images as you wish:

Select All

Unselect All

☒ 








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BACKGROUND (Residential Only)

Change the site's background options in seconds from choices used on the national Century21.com website.

Select one or all of the 25 available background options to appear your web site's header background image.

To select an image or images, simply click SELECT ALL or click the box to the top-left of the picture. If more than one is selected, each background will take a turn every 24hrs to display.

BACKGROUND (Commercial Only)

Change the site's background options in seconds from choices used on Century21.com Commercial website.

Select one or all of the 6 available background options to appear as your web site's header background image.

To select an image or images, simply click SELECT ALL or click the box to the top-left of the picture. If more than one is selected, each background will take a turn every 24hrs to display.

NAVIGATION STRUCTURE

This system supports the ability for you to add up to four additional menu items on the navigation bar that appears on all of the pages of your web site. The selections you make here will gain greater prominence on your site and as such will have greater weight when your web site is indexed by the major search engines. Determine which content pages are most important below.

You can click to set the top four most important content pages.

Most Important Pages:

1.
2.
3.
4.

Select Item

Select the content page or page type below and then click save.

- Blog
- Carmel Stats
- Community Overview
- Contact Us
- Fishers Stats
- Hamilton Co. Stats
- Lebanon Stats
- Listings
- Local Buying Tips
- Relisting Your Home?

Save Cancel

Save & Continue

NAVIGATION STRUCTURE (Residential and Commercial)

Your My C21® Site homepage menu links located at the top of your website – inside the black header bar is comprised of four (4) links plus a **“More”** link. Of the four, you must select four to assign content pages. Failure to do this will prevent custom content pages from displaying up front to the consumer, instead, they will show under the **“More”** link.

To modify your main menu links, you will need to click the **“CLICK HERE TO SET”** inside the dotted box and a pop up will appear listing all your eligible content pages that you have created. Click **“Save”** to accept and proceed to the next dotted box to make your next selection.

PREVIEW / PUBLISH

You last published on: 2014-12-10 20:17:51.207
 Your current pending changes:
 • You have made changes to the configuration of your website that have not been published.

PREVIEW

[Preview](#)

PUBLISH

The My C21 Sites have been enhanced to a responsive design which enables performance on mobile devices. These sites have been upgraded to ensure that consumers may find you and your listings directly from their smartphones and tablets.

WARNING: To ensure your MyC21 Site is optimized for mobile it is very important that you make sure to Preview it in the tool prior to publishing. This review will help you to ensure that any customizations you made to the site in the past will render properly in the new design. After you publish the new version, you will not be able to go back to the old version. If you need more time, you can always save your changes for now and come back to preview later before Publishing.

[Publish](#)

VISIT

View your site at: goldgroup.us



PREVIEW AND PUBLISH (Residential and Commercial)

All updates made up to this point should have been saved. The updates, however, are not being reflected on your live site just yet. It is recommended you first preview your site and check to make sure all changes made are ok. Click the **“Preview”** to begin your review.

Once you are finished previewing, you can publish all updates to make available immediately on the world wide web. Click PUBLISH NOW and in seconds you should receive confirmation the publish was successful.

Note: Your Subdomain is now composed of your First and Last Name. Example:
“Yourname.c21.com”

C21

My C21® Site (Residential)

Welcome!

Edible lives with his wife and three kids in Hanover, where he likes to hike, camp, and mountain bike in the York County parks and trails.

Edible graduated with a B.S. in Information Systems Management from the University of Maryland University College, and he is a veteran of the U.S. Army.

He has been a real estate investor and property manager for 15 years. As a full-time REALTOR® at CENTURY21 Core Partners, Edible wants to get to know you and what you want, and then do everything he can to help you get it.

Call Edible any time at 443-306-9053 for help with purchasing, selling, and leasing real estate. He will exceed your expectations!

To visit CENTURY 21 Core Partners, please go to: www.Century21Core.com

Connect with me!

Real Estate Market Information

Hanover, PA

Market Overview

Homes Owned: 3,636
Homes Sold: 3,276
Median Home Price: \$110

Area Schools

Area Schools: 17
Best Score: 8/10
Average Score: 9.4

My C21® Site Commercial

Your Commercial Specialist

Kenneth Kujawa

Dotting the "i"s and Crossing the "t"s"

Connect with me!

Commercial Demographics

Saginaw, MI

Market Overview

Sales Tax: 6%
White Collar jobs: 25,218
Blue Collar jobs: 12,304
Annual Residential Turnover: 9.34%

Transportation to Work

Drive: 83.54%
Public Transportation: 1.01%
Walk / Bike / Other: 1.03%
Work from Home: 2.02%
Median Commute Time: 14.64 mins

C21

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My C21® Site Español

Language: English

CHOOSE LANGUAGE **ENGLISH** | ESPAÑOL

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Note: The owner of the My C21® Site is responsible to provide the Spanish content.

TECHNICAL SUPPORT

Monday-Friday, 24hrs
Saturday-Sunday, 7am-11pm Eastern

Toll Free # 877-221-2765

or

Email: c21support@century21.com



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