
WORDPRESS WEBSITE CHECKLIST

- Domain Name - If you already have a domain from GoDaddy or other registrar, I will need access to your account, so I can point your domain. If you don't have a domain, read my suggestions before you buy one.
- Hosting - If you do not have a hosting account (and don't want to mess with it), I can host your website on my server for free as long as you are an Apartment IDX client. My server comes with an SSL certificate, so your site will be Google compliant. This is a \$300/year value over GoDaddy.
- Website Samples – If you have sample websites you like the look and feel, please email them so we can get an idea of your preferences. We aren't going to copy them, but it's easier to see your color and layout preferences with sample sites.
- Logo - If you do not have a logo you need to create one. Your logo can include an image or simply custom lettering. In our experience, logo creation is very personal so we prefer you come up with this.
- Colors –Your website samples will give us an idea of the colors you want. An existing logo will help us as well. Most people fall into two categories light with clean lines OR dark colors with artistic feel. If you have a specific color scheme you want us to follow, please provide.
- Preferred neighborhoods – Even if you work with clients all over the city, we need to know your preferred areas for keywords and content choices.
- Contact/Business Information: Google puts more trust in websites with the following information:
 - 1) Business name
 - 2) Address (Please provide a business address or PO Box if possible)
 - 3) Phone
 - 4) Business email (Research shows you should avoid using a free email account (Yahoo, Gmail, AOL, etc.) on your business webpage. A business email is very inexpensive and sometimes included with your domain name purchase.)
 - 5) Real estate license number and TREC requires a completed IABS form.
 - 6) Real estate associations you are affiliated with or the National Association of Apartment Locators.
 - 7) Where are your testimonials or reviews listed? Yelp or Google?
 - 8) Social media accounts:
 - Facebook business page:
 - Twitter:
 - Instagram:
 - Yelp:
 - LinkedIn:

WRITING CONTENT

Unfortunately, we can't write website content for you or all our websites would sound the same. Unique content is one of **the most important elements of your website**. Google is adamant that unique content is the cornerstone of organic SEO.

Google is going to send a robot to read every word on your website (it's called indexing). The Apartment IDX is going to engage with your website visitors, but the IDX isn't going to improve your indexing – ***you need words***.

It is proven that 2,000+ words on your website and blog posts provides the highest value. Please write a document or email with the following information that we will add to your home page and IDX pages. Collectively it will be called "content". Please elaborate as much as possible on each topic, it's better to have too much content than not enough.

1. Home page introduction and explanation of services.
2. Resume of past experience, and years as a locator. Everyone loves a story.
3. Average number of people you help every year.
4. Vision for your company.
5. Mission of your company.
6. What sets you apart from other locators.
7. Benefits of using your service over another locator.

You should plan on writing new content for your website every month. The easiest way to do this is write a list of 12 topics in advance and then expand on one topic each month. These could be frequently asked questions clients ask, then you can direct them to your website in the future. Or they could be popular industry topics like "apartments with the best pet amenities". These 12 topics are also referred to as a Blog.