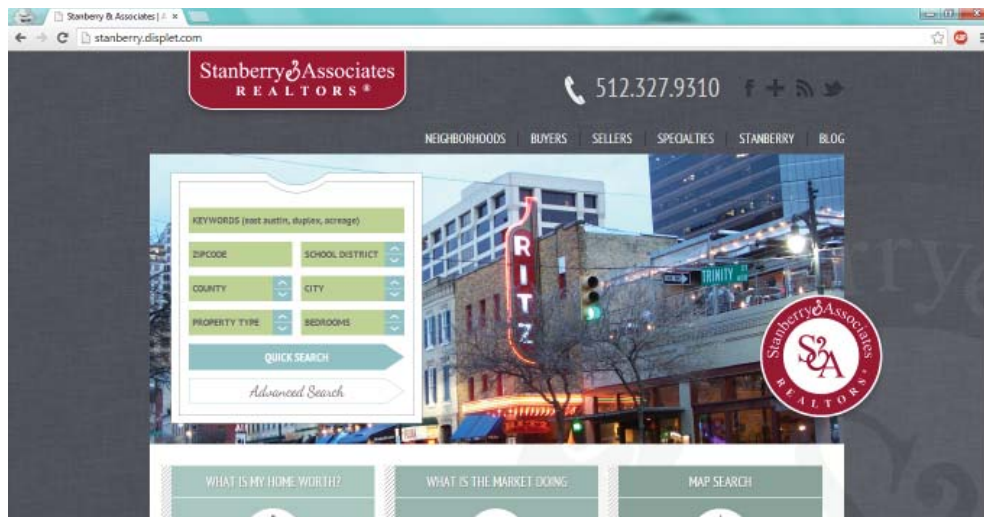




Making a profile and blogging on Stanberry.com

Create an Account

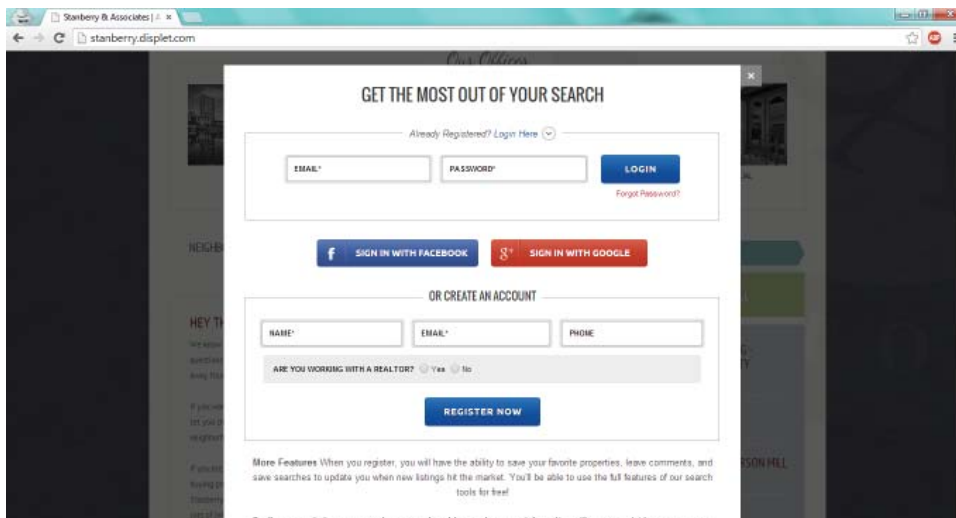
1. Go to the website. Before launch the website lives at **stanberry.displet.com** (note there is no www. before the web address) after the sites launch it will be at **www.stanberry.com** it should look something like this.



2. If it is your first time, feel free to browse around. When you are ready to make an account, go to the user login button on the home screen

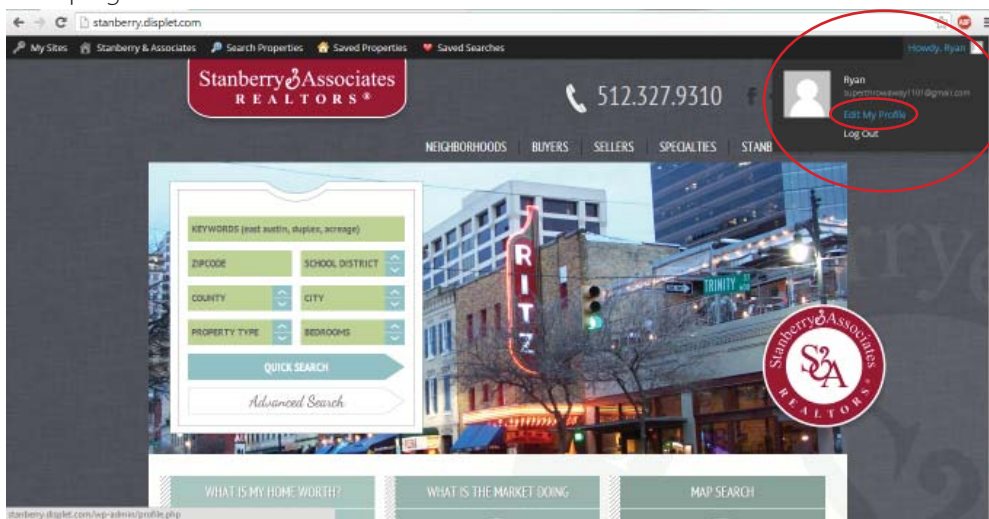


3. You should see a login prompt that looks something like this (below) fill in the register now section, and you will have an account. You can also log in with facebook or a google account.

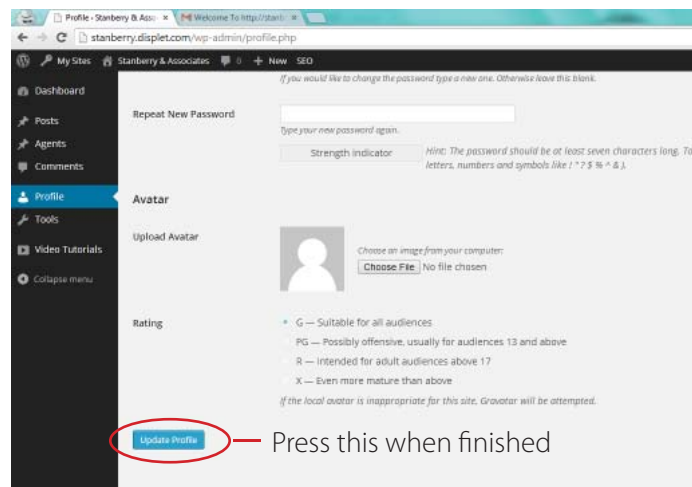
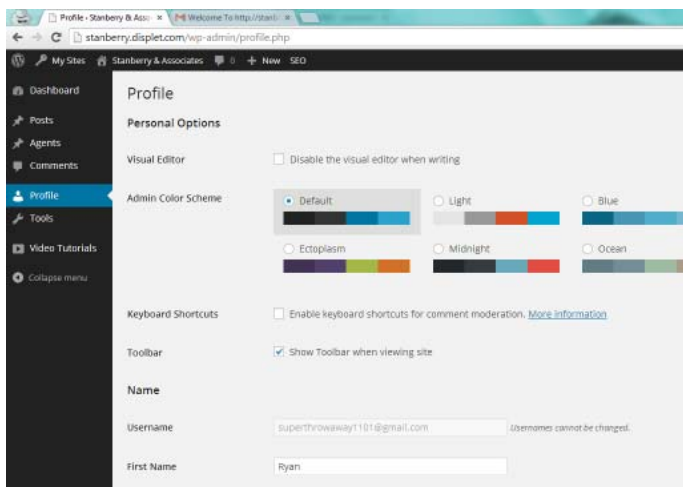


Add a Profile Picture

4. You'll know you are logged in when you see a black wordpress bar on the top of the screen. You can edit your profile details in the top right corner.



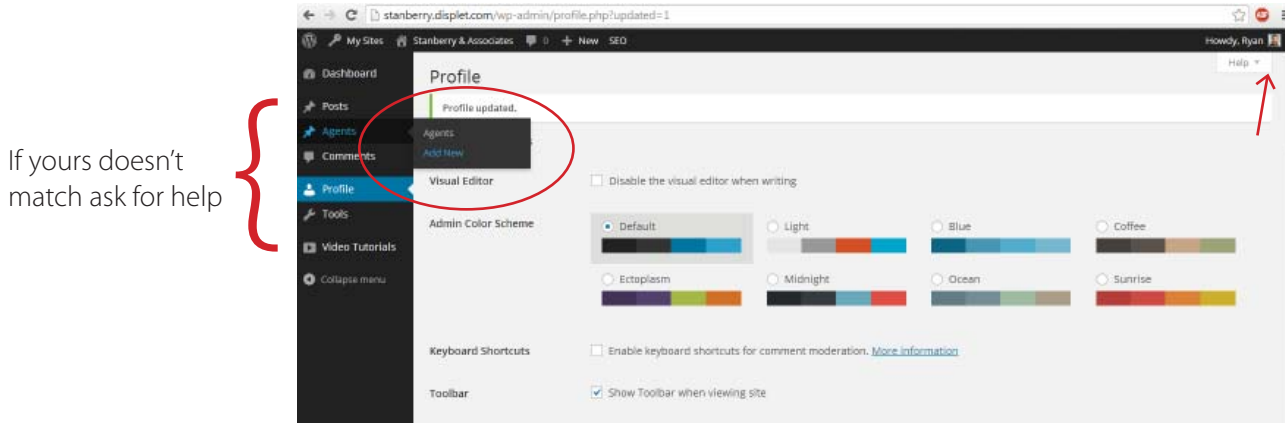
5. The edit profile page should look like the image on the left. The important thing to fill out on this page is going to be the avatar image. Scroll further down and it looks like the image on the right. Upload a picture of yourself here. If you need a copy of your headshot that you have on the old website, contact marketing.



Press this when finished

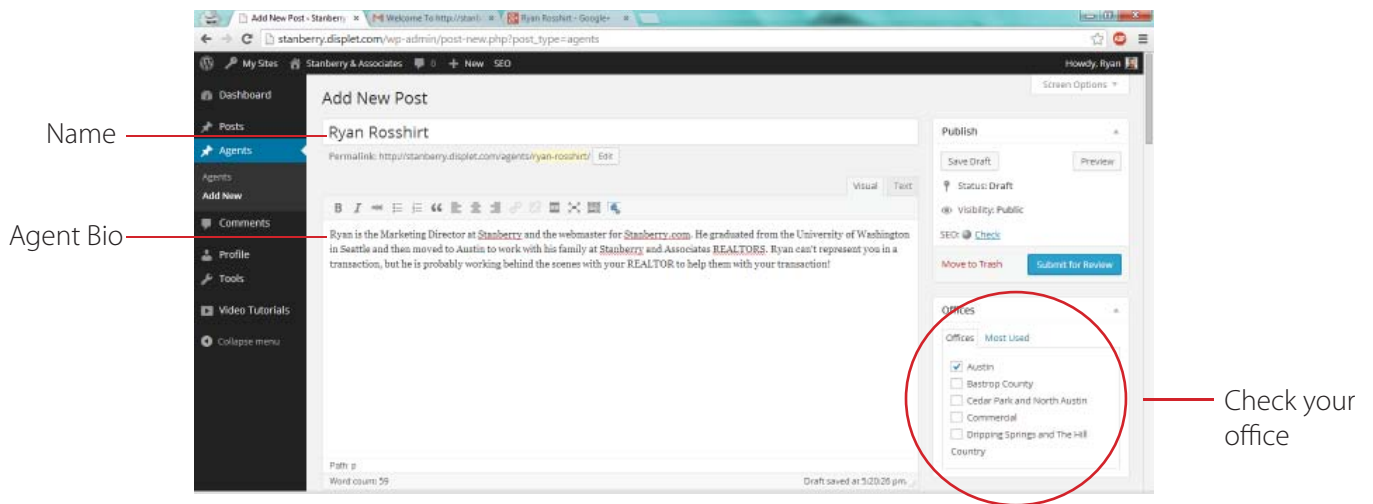
Upgrade your Access

6. After you add an Avatar, you'll notice that you can see your image in the top right hand corner. That's good. To make a profile, you'll need to change your account permissions. Ryan, Allyssa, Kittyn, Keely and Mike can do this for you. You can determine if it has been done by comparing the contents of the bar on the left to that in the image below.

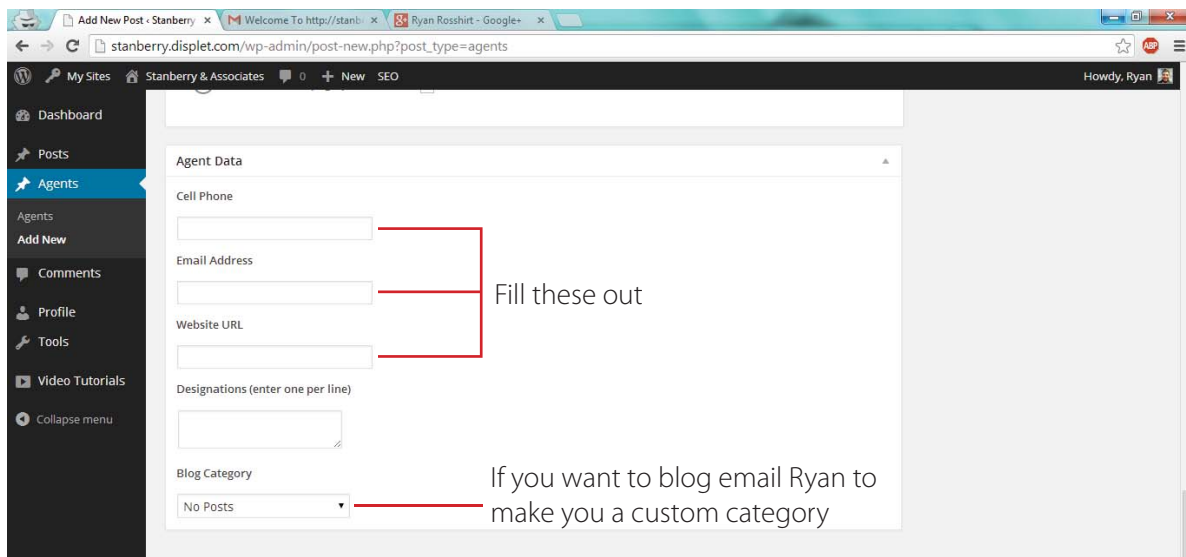


Create your Profile

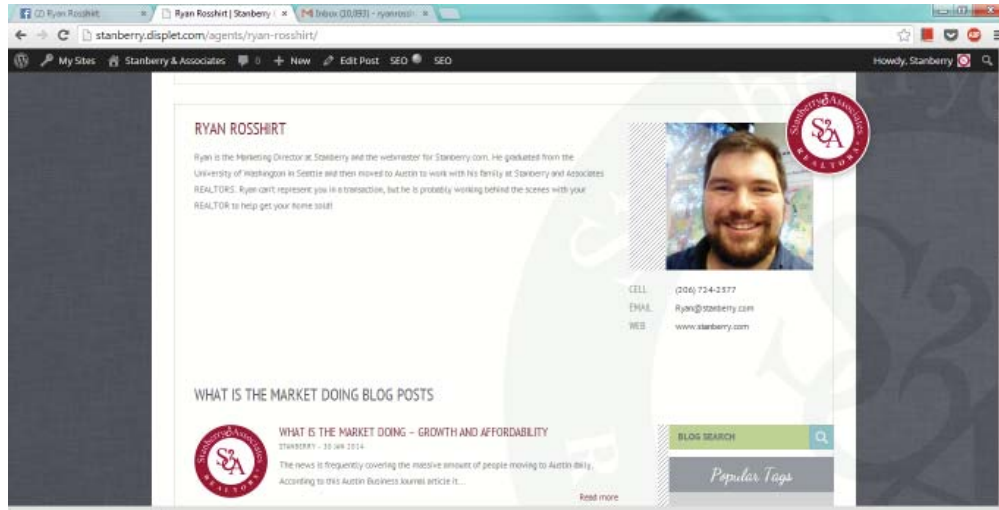
7. The next page should look something like this. Now lets move on to adding a profile for you on the website. On the left hand bar, hover over agents, and then select add new.



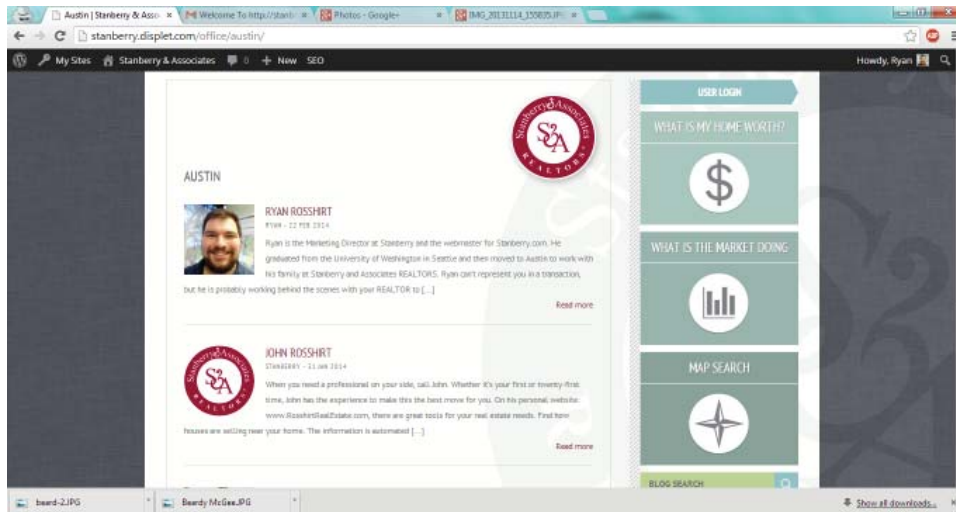
Add your name as the post title, make sure to select which office you are in on the right side. The marketing department will upload your photo once your account is online. Then you'll need to scroll down and fill out the agent data forms.



8. Hit the submit for review button, and then talk with one of the website's administrators to get the page approved. Those admins are Ryan, Mike, Allyssa, Kittyn and Keely. You can hit the preview post button to see what it looks like, it should be something like this.

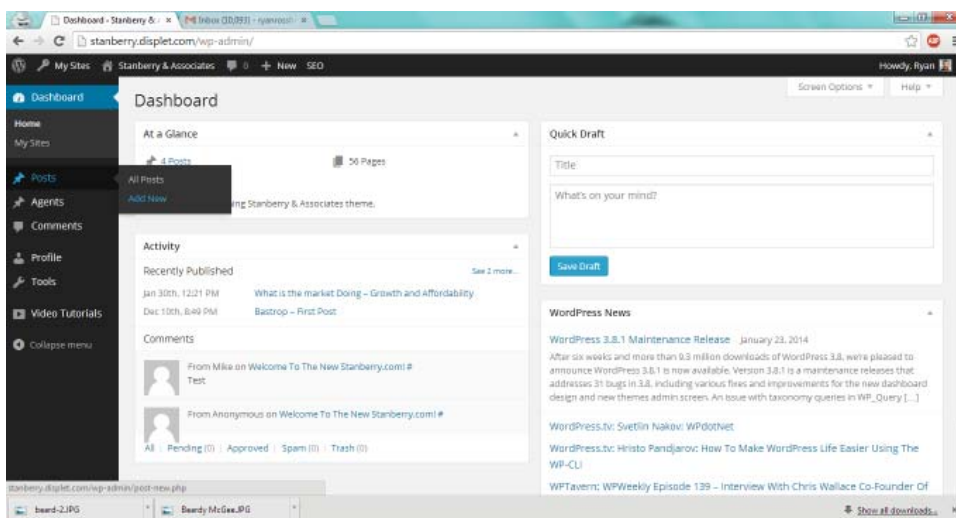


When it is approved, you can check it out by clicking your offices button on the homepage of the website. If it's up you'll see it and it will look something like this.

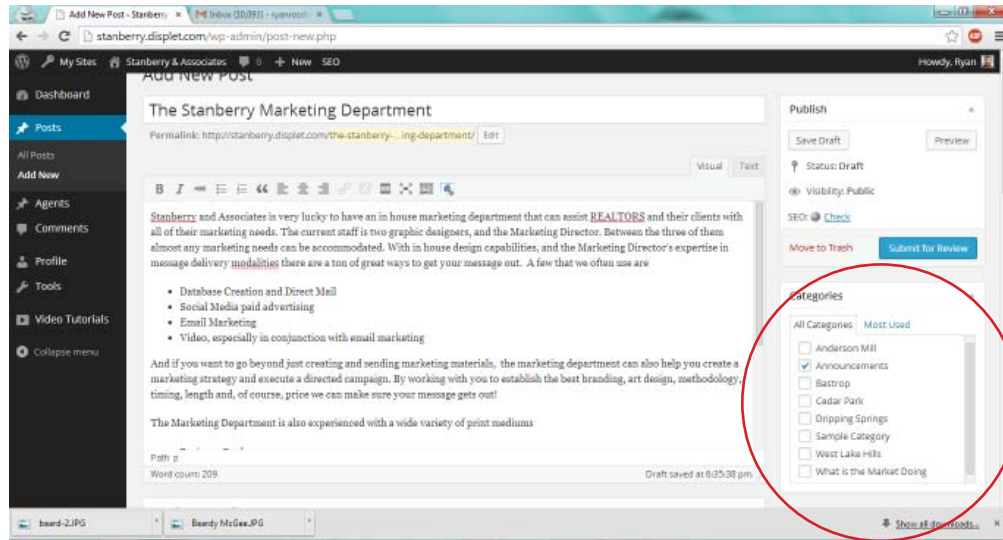


Add Content

9. Now, lets look at how you can post content. If you head back to the dashboard (click Stanberry & Associates on the top bar) and then hover over posts and select add new on the left side bar, you'll be able to add a post.



10. The add post screen is where you can blog on the Stanberry site. It is a standard blogging platform in which you can add text and media.



11. When you publish material it will appear on the Stanberry blog. If you are blogging about a specific neighborhood, subdivision or area of the city, you'll want to make sure that it is categorized appropriately. If there isn't a category that matches what you wrote, just **submit your post, and email marketing that you need a new category made for your post.** Tags don't have to be premade, so you should be okay there. Try to tag your post sparingly, but accurately. A good example of appropriate, and effective tagging would be tagging a post about The Colony in Bastrop as both "The Colony" and as "Bastrop" or a guide about selling your home in Cedar Park both as "Selling" and as "Cedar Park"

12. YOU DID IT!

FAQ'S

Q: I HAVE NO IDEA WHAT IS GOING ON?!

A: It's cool, Ryan will be coming around to every office the week after launch. 3/3 he'll be in Westlake, 3/4 he'll be in Bastrop, 3/5 he'll be in Dripping Springs and 3/6 He'll be in Cedar Park. He's planning to stay as long as necessary to get everyone set up. If it is super important you be on the website before launch Kathy, Ryan, Keely, Allyssa and Kittyn can probably help you through the process.

Q: What happens to my bio on the old website after the website goes away?

A: Don't stress, we still have all the files for the website, and we can easily recover anything you had on there. That being said if you know you won't be able to set up your profile until after launch, you might go save yourself a copy of your bio from the website now.

Q: Can't you just put all of the agent profiles up yourself and we will edit them later?

A: At the moment no. We need to do it the way it is laid out in the guide. Though it is a bit of a pain, right now, it is the best way forward.

Q: Why didn't you add X neighborhood, Y subdivision and Z suburb to the new site?

A: Those are (probably) awesome ideas for content. If you email me the name, any details about the area, and any pictures you have I'll get it added! Adding pages is easy and it'll be a great way to promote the areas that are most important to your business, so send lots of ideas!