



Glossary

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1. Blogs

If you are a new customer and you have a website with a blog, we will copy over some of your latest entries but we will then hand over control to you to copy any further blog entries that you want to retain on the new website.

2. CMS

The website includes a CMS (content management system) which means that once it is live, you will be able to login and update text on each page, add new blogs and edit staff profiles.

We will provide you with the username and password to access this when it is all signed off.

3. Domain

In order to put your website live, we will need access to your DNS.

We can provide you with the details that need to be changed, and you can pass these onto your IT team. Alternatively, you can provide us with access to your domain registrar (e.g. GoDaddy, 123reg etc) and we will do it for you.

It is not necessary to transfer the domain into our control but if you do need to do this, please let us know.



4. Form testing

As part of user acceptance testing, we will ask you to test all of the forms on the website once they are set up at our end.

We don't want you to miss out on any leads but because we cannot see what arrives in your email inbox it is imperative that you test the forms on your site, to ensure that you receive them and confirm this to us. Without this test and report we cannot accept any liability for them not working. Your assistance with this is therefore very much in your own interests.

5. GDPR

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6. Google Analytics and tracking codes

Google Analytics allows you to not only see how many people visit your website but where they are coming from, what browsers they use, how long they stay on your website, what pages they visit and so much more.

If you intend to use this on your website, you will need to first create an account and then send us the tracking code to include.

If you already have this setup, then please send us the tracking code.

You can send us any code snippets that you want us to add to the website, such as Live Chat facilities or Facebook Pixel.



7. Redress Scheme

It is the law for all Estate Agents and Letting and Property Management Agents in England to join a Redress Scheme from 1st October 2014.

Please let us know which logo you want us to display. You can also confirm which other affiliate logos that you would like us to display on the website such as Rightmove, NAEA, On The Market etc

8. Social Media

Your website will include social share buttons, that allow you and your users to quickly share articles and properties directly from the site.

Please send us any links to active social media accounts that you want us to add to your website.

9. Stock Photos

Stock photos If you would like us to purchase images for you, then you can select from Getty Images. You must search via this link because it limits your search criteria to £10 images:

<https://www.gettyimages.com/landing/pa-preview/expanded/55777>

Please just reference the image IDs that you want us to use.

If you want to use images from other sites, you will need to purchase them and send them to us to use. Ideally we should receive images at 2000px wide minimum.

10. Video

If you decide to include video content on your website, we request that you first upload this to a platform such as Youtube or Vimeo.

We can also purchase video for you through our Getty account. Each video is £100 each. <https://www.gettyimages.com/landing/pa-preview/expanded/5577>