Pixilink

S O L U T I O N S

Dashboard

Client Guide to Navigating Pixilink Solutions

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Introduction

Welcome to **Pixilink Solutions***, your one stop shop for all your real estate advertisement needs!*

Mission Statement: To provide you with the best technology and the most attentive service at affordable and competitive prices. Whether you need a Feature Sheet, a Virtual Tour, 3D Floor plans or an entire website developed, we will be the your one-stop-shop.

Dedicated to your Real Estate Advertisement Needs – so come and shop with us!

Help In Navigating this Document:

You will notice a couple things in this document

<- CRTL + Right Click on the blue arrow icon will direct you to the table of contents page.

Click CRTL + Right Click on any of the underlined items in the table of contents page will take you to the following indicated sections.

Registering with Pixilink Solutions

1. Click **Login/Sign-Up** bar

2. *Login/Sign-Up* pop-up window will populate. Fill in all the necessary information.

Registering with Pixilink Solutions - Continued

3. Once necessary information is filled out, an email is sent to your personal email box. This should now appear in your mailbox within 1-3 minutes. Press **F5**, on keyboard if your email has not yet refreshed to show new email from Pixilink Solutions.

4. In your *email,* click on the browser link

5. Clicking link will populate a new window. Account Information window will appear in a new browser. Please fill out remaining information to get started in placing orders.

Registering with Pixilink Solutions – Continued

6. You can **now** choose an order with Pixilink Solutions from the following Categories;
   - Websites.
   - Tours & Photography.
   - Floor Plans.
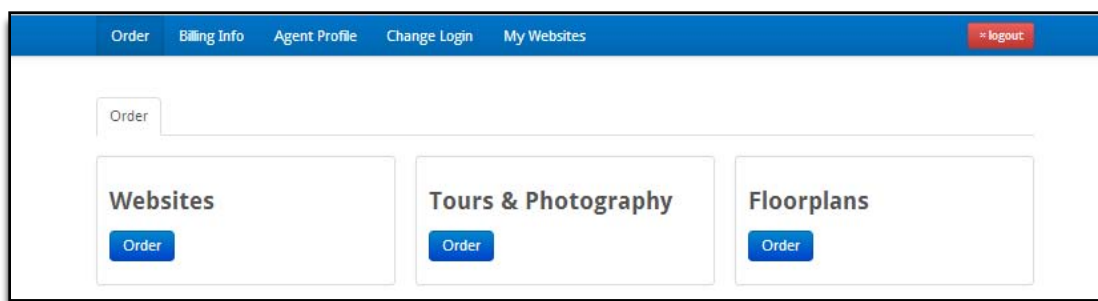
Placing a Websites Order

1. In the Order menu, click on a Websites **Order** button.
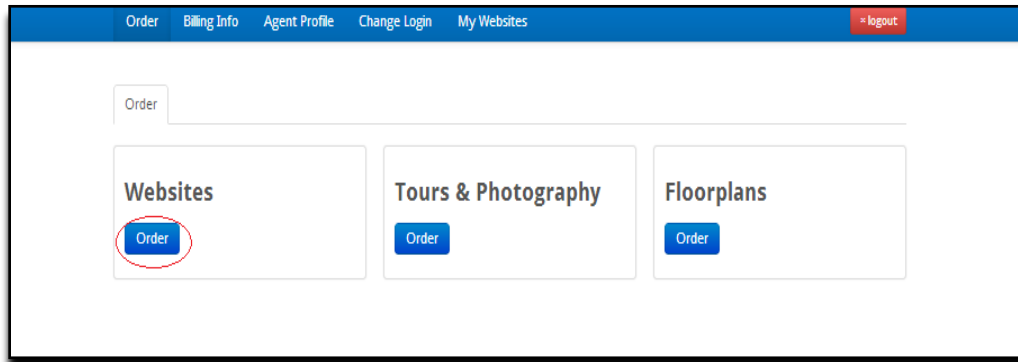
2. Choose following type of website.
   - If choosing Starter;
     - i. Under **Starter** package box, click **Order** button (Example Only: circled in **red**)
     - ii. Go to Step 3.
   - If choosing Premium;
     - i. Under **Premium** package box, click **Order** button (Example Only: circled in **green**)
     - ii. Go to process, **Placing a Websites Order (Premium Content)** on Page 10.
   - If choosing Custom;
     - i. Under **Custom** package box , click **Order** button (Example Only: circled in **black**)
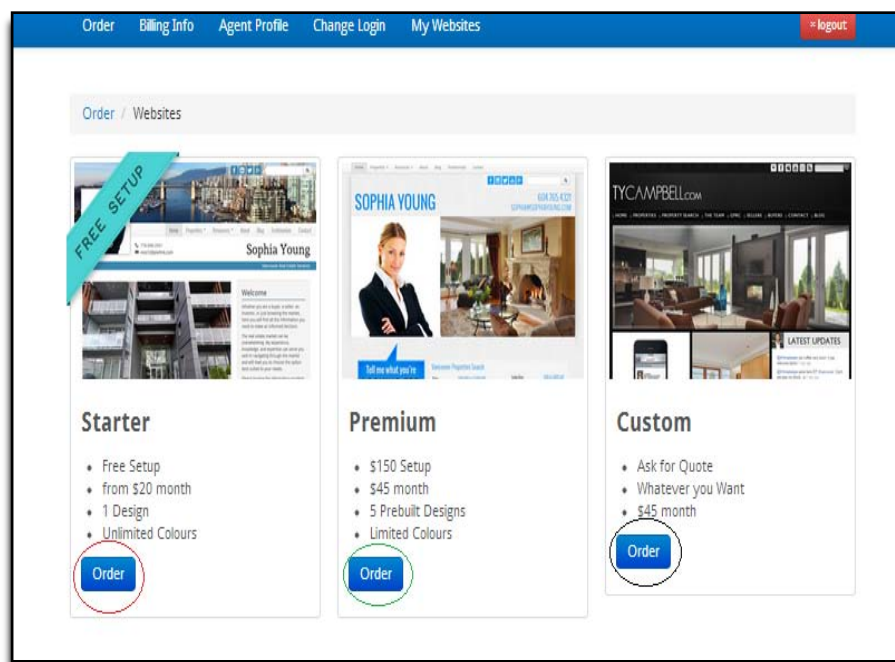
Placing a Websites Order - Continued

Placing a Websites Order (Starter Package)

3. Starters Website Builder Window will appear in the browser.
   In the **Select a Style** menu, select by clicking on the *colour* boxes to apply the right style to feature on your site.

4. Once *style* has been selected, under Select a Style menu, proceed to **Select your Monthly Plan** Menu.

5. Choose following type of Monthly Plan;
   - If choosing **$20** Option;
     i. Click on the indicated white box. (Example Only: circled in **black**)
   - If choosing **$45** Option;
     i. Click on the indicated white box. (Example Only: circled in **red**)

6. After choosing monthly plan field, click **Purchase** button.
   Will populate new window within browser called **Confirm Order**.

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Placing a Websites Order – Continued

7. Check all necessary fields (same as account information).

    Proceed to bottom of page and click on **I agree on Terms & Conditions box**.

8. Click **Purchase** button.

    Congratulations Content will populate in browser window.

9.   Click on **Edit my Website** button to proceed in editing newly purchased **Starter** Website.

    (For more regarding editing a starter website – proceed to Edit My Start Website hyperlink)

10. To edit your new site, go to process, **Website Editor (Starter) on page 13**.

    End process.

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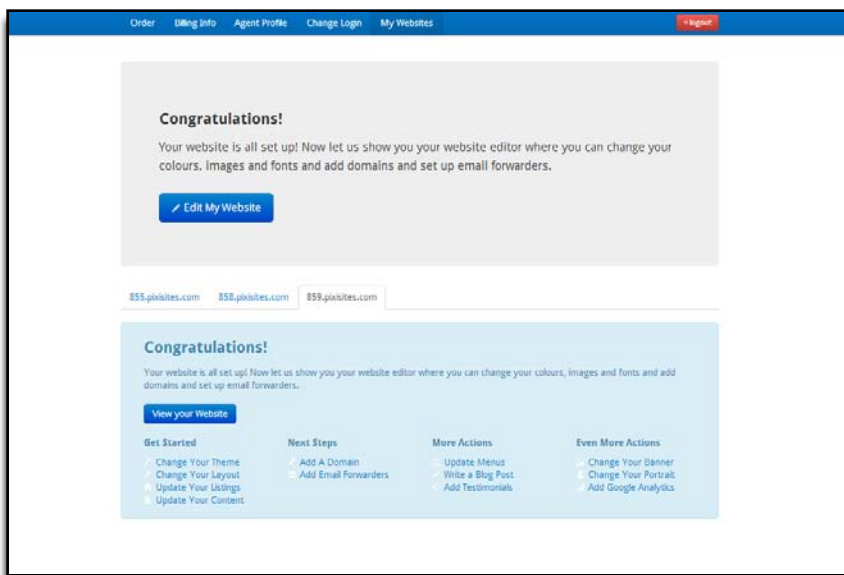
Placing a Websites Order

Placing a Websites Order (Premium Package) *

1. Premium Website Builder Window will appear in the browser.
   In the **Select a Style** menu, select by clicking on the style boxes to apply the right style to feature on your site

2. Once *style* has been selected, under Select a Style menu, proceed to select your Monthly Plan Menu.

3. Choose following type of Monthly Plan;
   - If choosing **$20** Option;
     I. Click on the indicated white box. (Example Only: circled in **black**)
   - If choosing **$45** Option;
     I. Click on the indicated white box. (Example Only: circled in **red**

4. Click **Purchase** button.

Placing a Websites Order

Placing a Websites Order (Custom Package) *

1. Custom Website Builder Window will appear in the browser.
   In the **Select a Style** menu, select by clicking on the style boxes to apply the right style to feature on your site

1. Pick Your Design

Design 1
Order

Design 2
Order

Design 3
Order

Design 4
Order

2. Monthly Plan

	$45
Automatic Listing Management	✔
MLS® Property Map Search	✔
Reciprocity Searches	✔

3. Add Ons

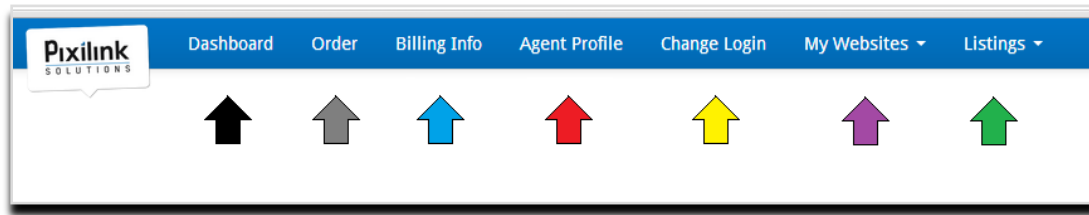**3. Purchase**

Pixilink Menu Bar

In Pixilink Solutions Website, *the Pixilink menu bar* will have 7 options to choose from:

- **Dashboard** (shown in example only with **Black** arrow)
  - o Navigates user to the Edit Website menu.
- **Order** (shown in example only with **gray** arrow)
  - o Navigates user to the Order page. Here you can order Websites, Floor plans, and Media.
- **Billing Info** (shown in example with blue arrow)
  - o Navigates user to the Billing page. Here you can fill out necessary billing information to complete order.
- **Agent Profile** (shown in example with **red** arrow)
  - o Navigates user to the Agent Profile page. Here you can fill information about yourself, brokerage, and upload a profile picture.
- **Change Login** (shown in example with **yellow** arrow)
  - o Navigates user to change login information. Here you can change password information.
- **My Websites**(shown in example with **purple** arrow)
  - o Navigates user to the various purchased Pixilink websites. Here you can choose the website you wish to view or edit.
- **Listings** (shown in example with **green** arrow)
  - o **Navigates user to the various Listings on their Page.**
    This function currently displays
    - ▪ Featured
    - ▪ Sold
    - ▪ Inactive
    - ▪ Add Property
    - ▪ Add Commercial
  - o **This function takes user back to the CAT interface menu.**

Edit Website (Starter and Premium)

1. Click on **Edit My Website** button.
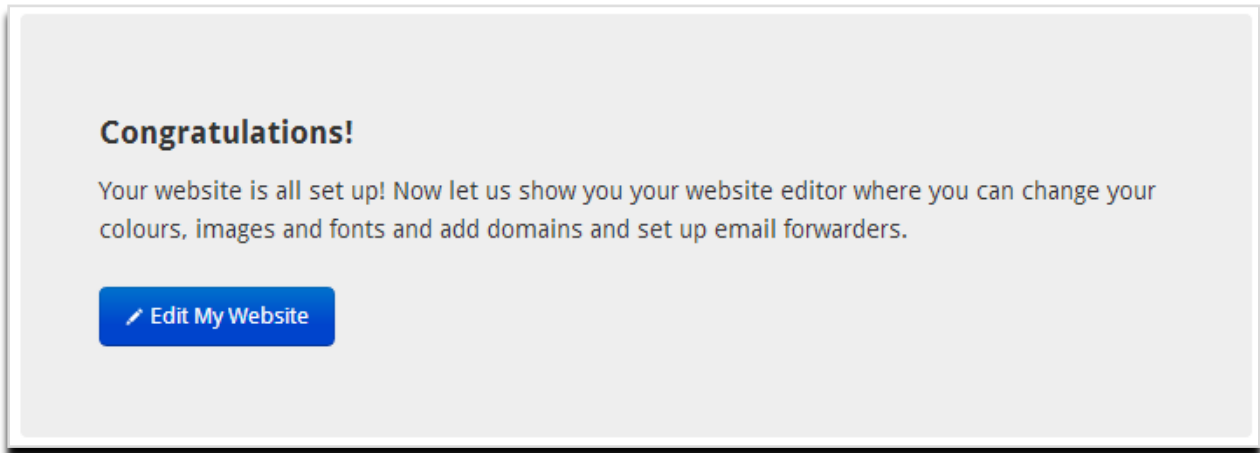
Edit Website (Starter and Premium) – Navigate Themes

2. In current browser, **Website Editor** window will populate.
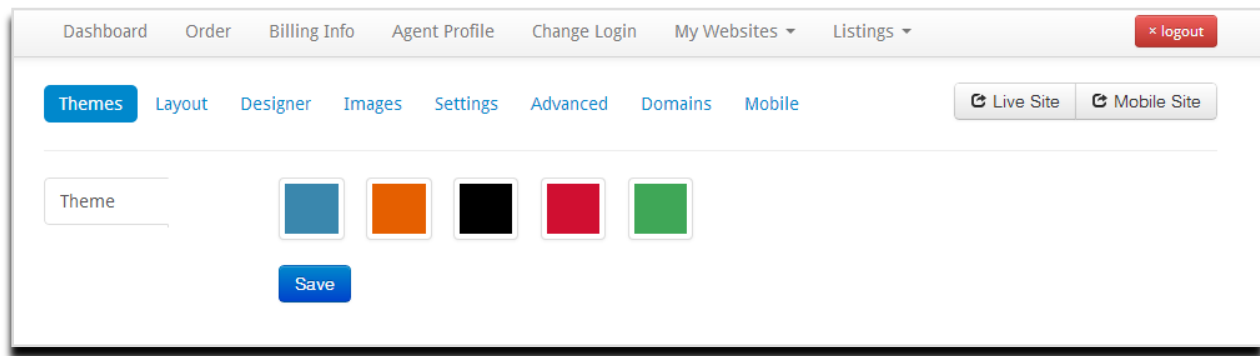
3. In **Themes** menu, click on one of the 5 theme type boxes (circled in red –example only) to preview type of theme.
   Once identified theme has been chosen, click **Save** button.

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Layout

4. In *design menu bar*, navigate to layout by clicking on **Layout** tab.
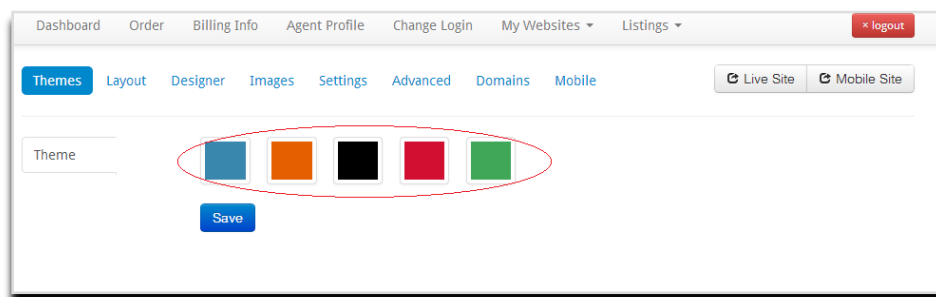

5. In layout menu, click on highlighted gray boxes which preview a layout of a page. Choose page style. (Circled in **red** –example only)
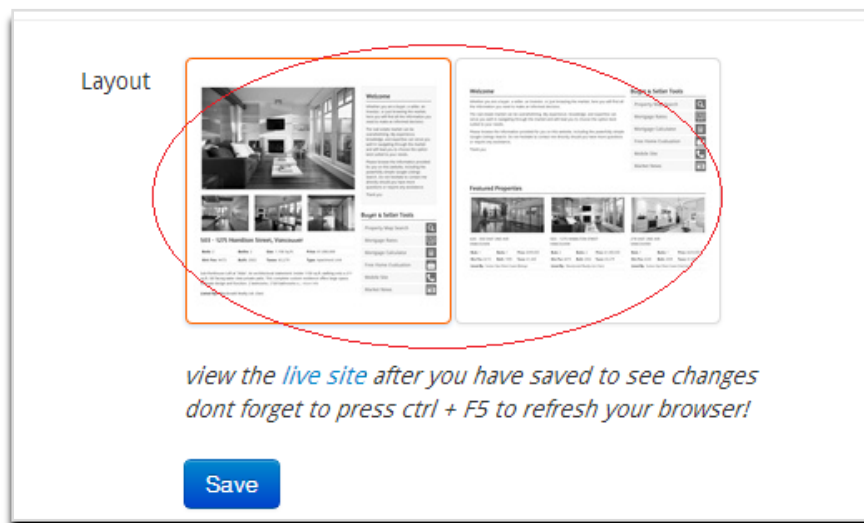
6. Once identified layout has been chosen, click **Save** button.

Note: You can preview layout after saving by clicking the italicized live site in layout. Also if you have added additional widgets – your layout will not change.
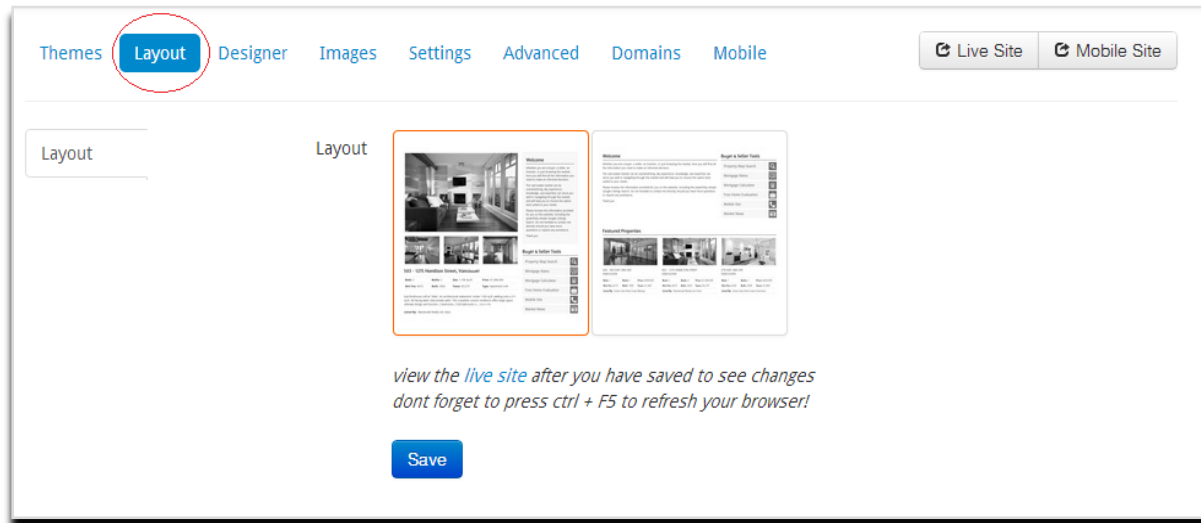
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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Designer

8. In *design menu bar*, navigate to Design by clicking on **Designer** tab. (Circled in **black** –example only).
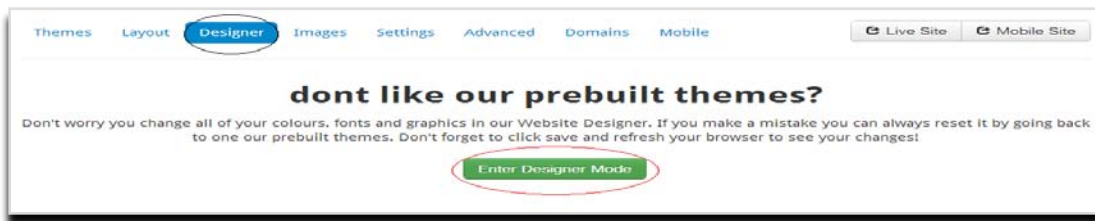Choose one of the following;
   ▪ For first time use;
      I. Click on button, **Enter Designer Mode**. (Circled in **red** – example only).
      II. Continue to step 9.
   ▪ Already clicked on Designer Mode;
      I. Continue to step 9.

Edit Website (Starter and Premium) – Navigate Designer – **Header**

9. In Designer menu, click on left hand menu, option **Header**. (Circled in **red** –example only)
Click on drop down menu, for the following indicated field types:
   • Font.
   • Text Colour.
   • Background.
   • Background Image.

10. Once identified layout has been chosen, click **Save** button.

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Designer – **Wallpaper**

11. In Designer menu, click on left hand menu, option **Wallpaper**. (Circled in **red** –example only)
Click on drop down menu, for the following indicated field types:
- Colour.
- Background.
- Repeat.

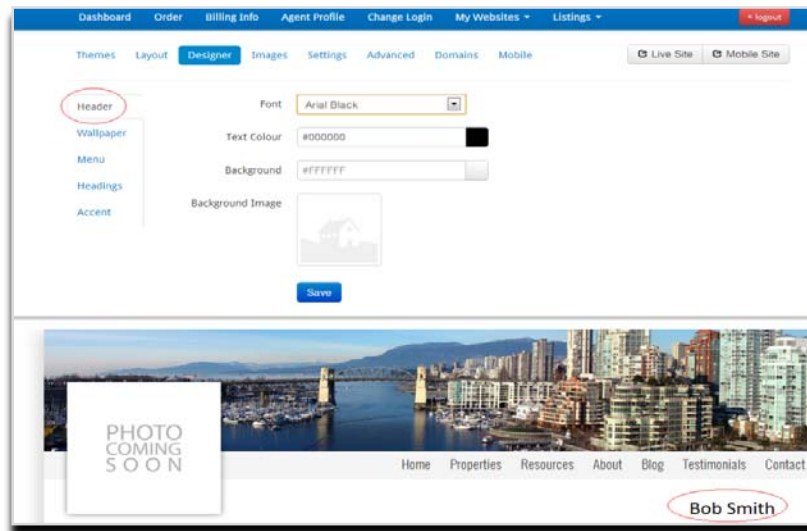12. Once identified wallpaper/background has been chosen, click **Save** button.

Edit Website (Starter and Premium) – Navigate Designer – **Menu**

13. In Designer menu, click on left hand menu, option **Menu**. (Circled in **red** –example only)
Click on drop down menu, for the following indicated field types:
- Text Colour.
- Background.

14. Once identified fields have been chosen, click **Save** button

Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Designer – **Headings**

15. In Designer menu, click on left hand menu, option **Headings**. (Circled in **red** –example only)
Click on drop down menu, for the following indicated field types:
- Font Text.
- Text Colour.

16. Once identified fields have been chosen, click **Save** button.

Edit Website (Starter) – Navigate Designer –**Accent**

17. In Designer menu, click on left hand menu, option **Accent**. (Circled in **red** –example only)
Click on drop down menu, for the following indicated field types:
- Accent Colour.

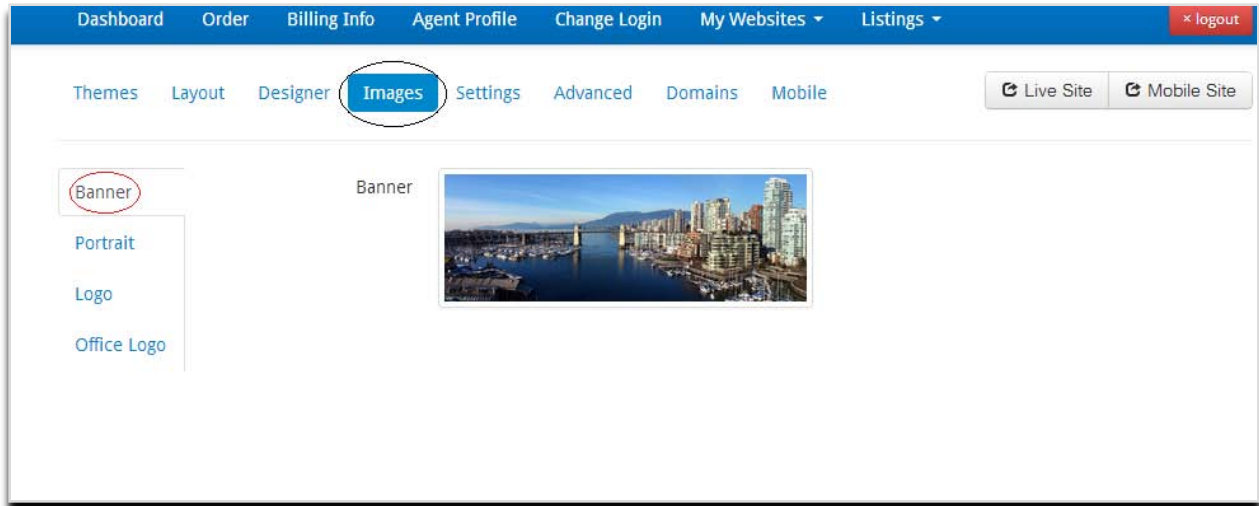18. Once identified fields have been chosen, click **Save** button.

Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Images

19. In *design menu bar*, navigate to Images by clicking on **Images** tab. (Circled in **black** –example only).
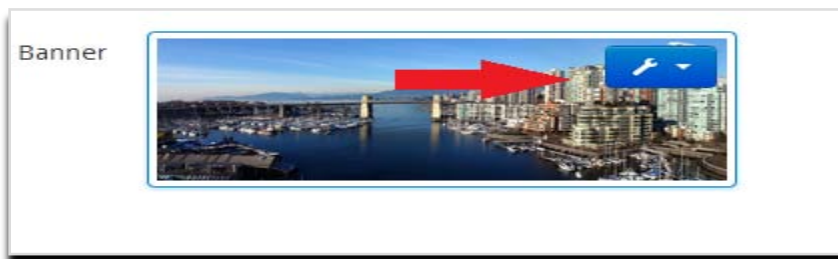
Edit Website (Starter and Premium) – Navigate Images – **Banner**

20. In Images menu, click on left hand menu, option **Banner**. (Circled in **red** –example only above).

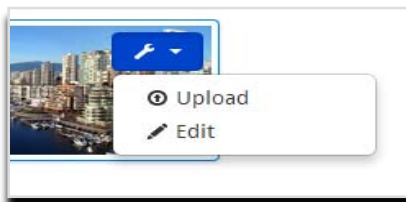21. Scroll mouse over default banner picture, **blue edit box** icon will appear. (Large **red** error pointing at icon – example only).

22. Click on **blue edit box**, click the following drop down menu options:
    Choose one of the following;
    - For uploading;
        - I.   Click on option, **Upload**.
        - II. Go to step 23.
    - For editing;
        - I.   Go to step -- .

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Images – **Banner (Upload)**

23. **Upload** window will populate.

24. Specify location of picture by clicking, choose image from My Computer, Facebook or Gmail. This will now load banner onto page.

Proceed to edit photo (Go to Step 25.)

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Images – **Banner (Edit)**

25. Click on option, **Edit**. (Make sure you go back to blue edit box if you just recently uploaded a new picture)
    Edit window will populate

26. Click on crop Icon top (left) button and now adjust anchors to crop photos by clicking.
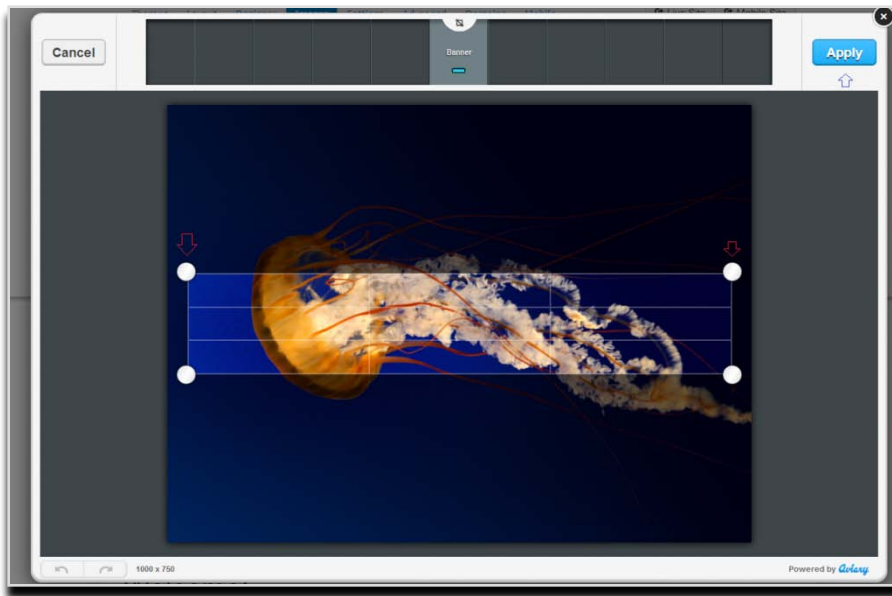
(**Red** error pointing at white adjustment anchors – example only).

27. Click on **Apply** button in the top left corner.
28. Picture will now show as cropped. Click on **Save** button at top left hand corner. (Circled in **red** –example only above). **Edit** window will close.
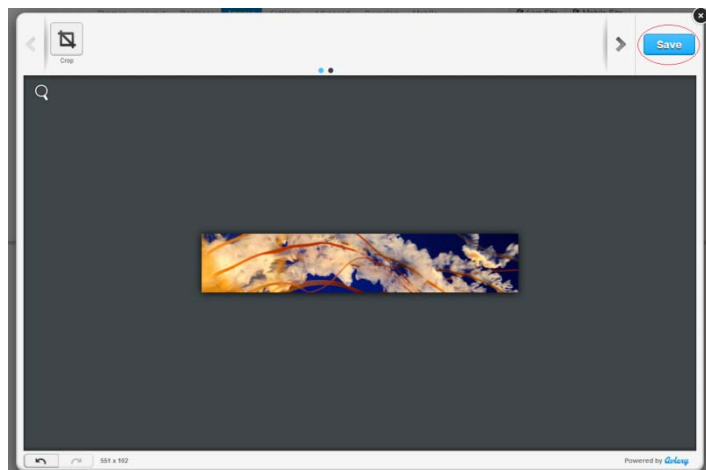
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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Images – **Portrait**

29. In Images menu, click on left hand menu, option **Portrait**. (Circled in **red** –example only)
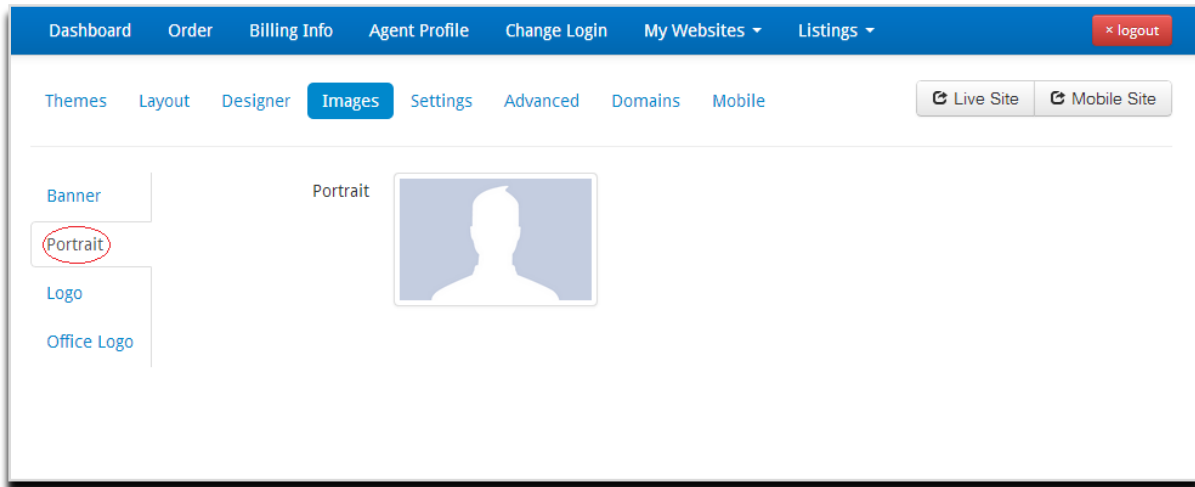
30. Click on **blue edit box**, click the following drop down menu options:
    Choose one of the following;
    - ▪ For uploading;
        - I.   Click on option, **Upload**.
        - II. Go to step 32.
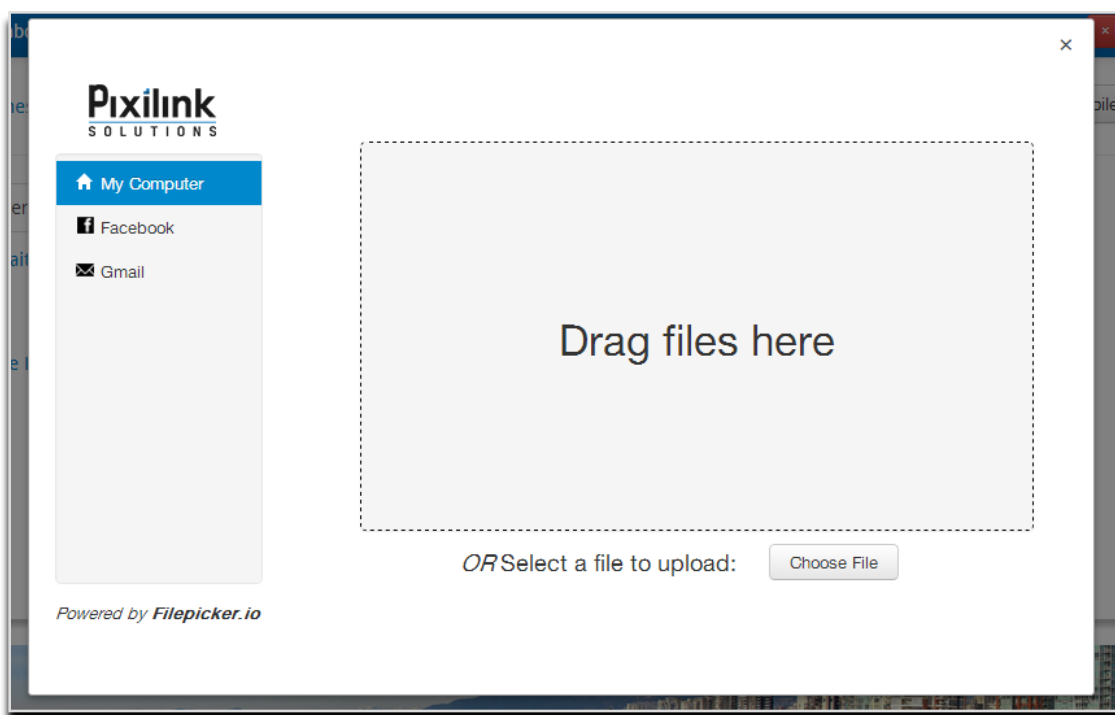   - ▪ For editing;
        - I.   Go to step –

Edit Website (Starter and Premium) – Navigate Images – **Portrait (Upload)**

31. **Upload** window will populate.
    Specify location of picture.

32. By clicking, choose image from My Computer, Facebook or Gmail. This will now load portrait onto page.

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Images – **Portrait (Edit)**

33. Click on option, **Edit**. (Make sure you go back to blue edit box if you just recently uploaded a new picture)
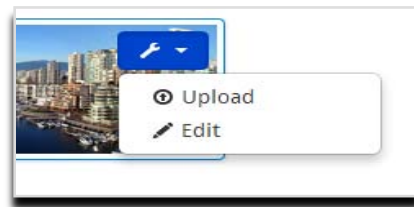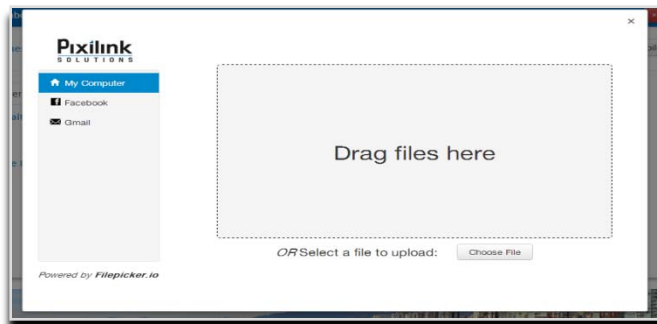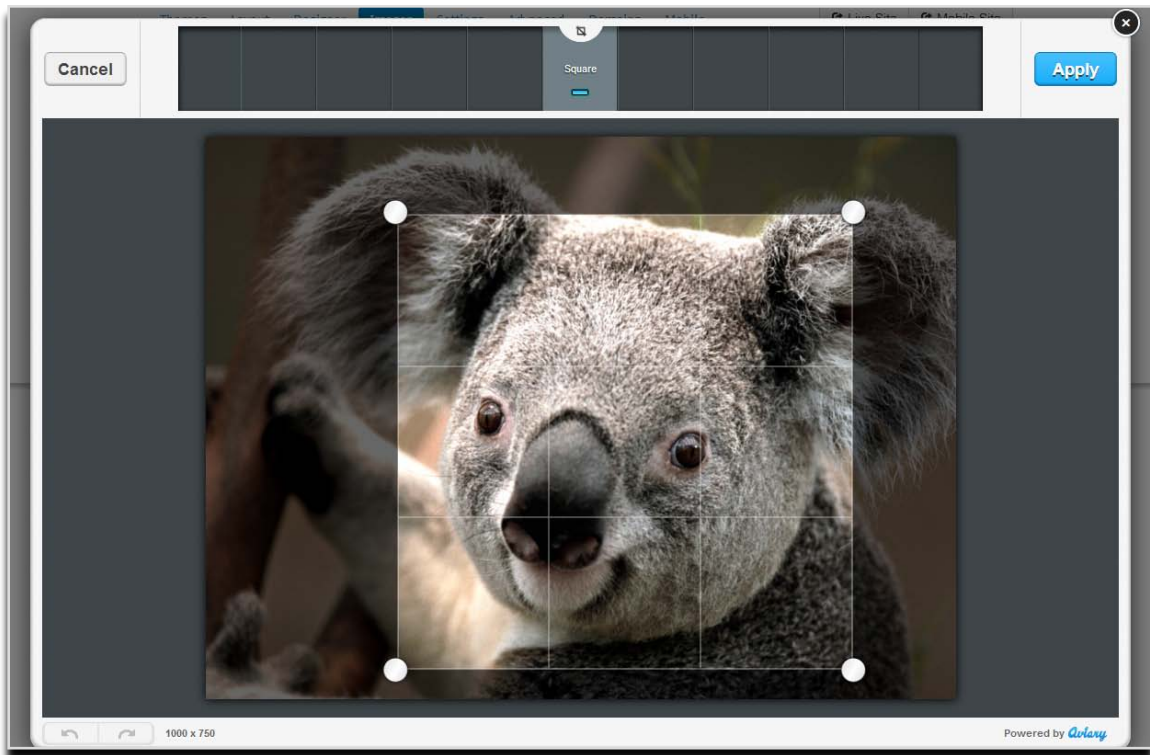   **Edit** window will populate

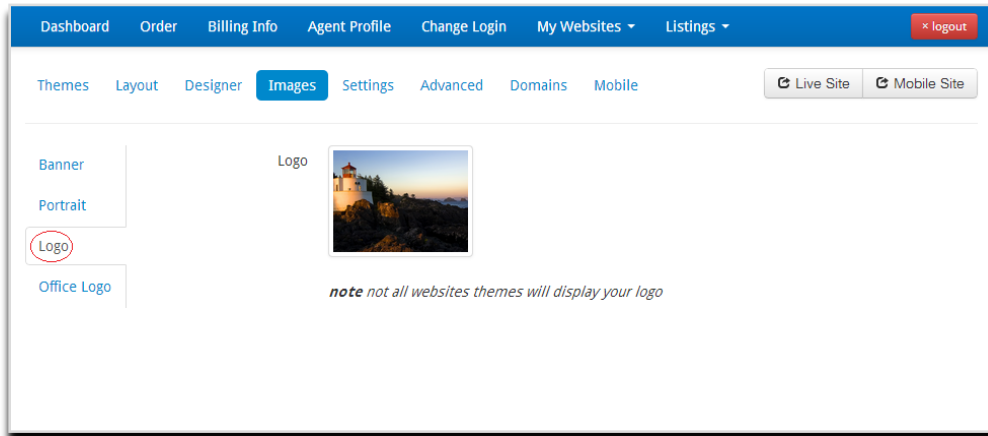Click on crop Icon top (left) button and now adjust anchors to crop photos by clicking.

Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Images – **Logo**

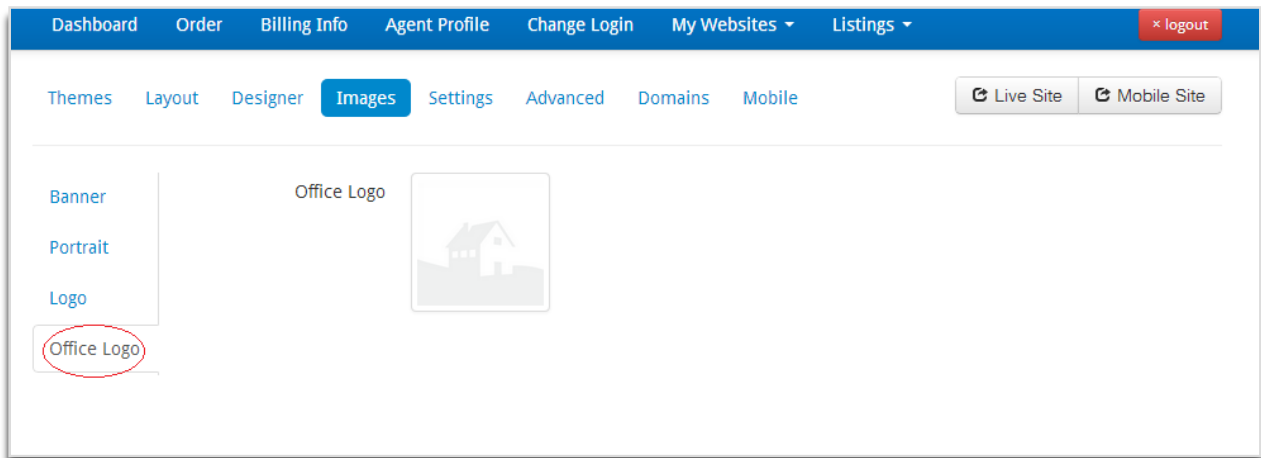34. In Images menu, click on left hand menu, option **Logo**. (Circled in **red** –example only)

35. Continue same upload process for images.

Edit Website (Starter) – Navigate Images – **Office Logo**

36. In Images menu, click on left hand menu, option **Office Logo**. (Circled in **red** –example only)
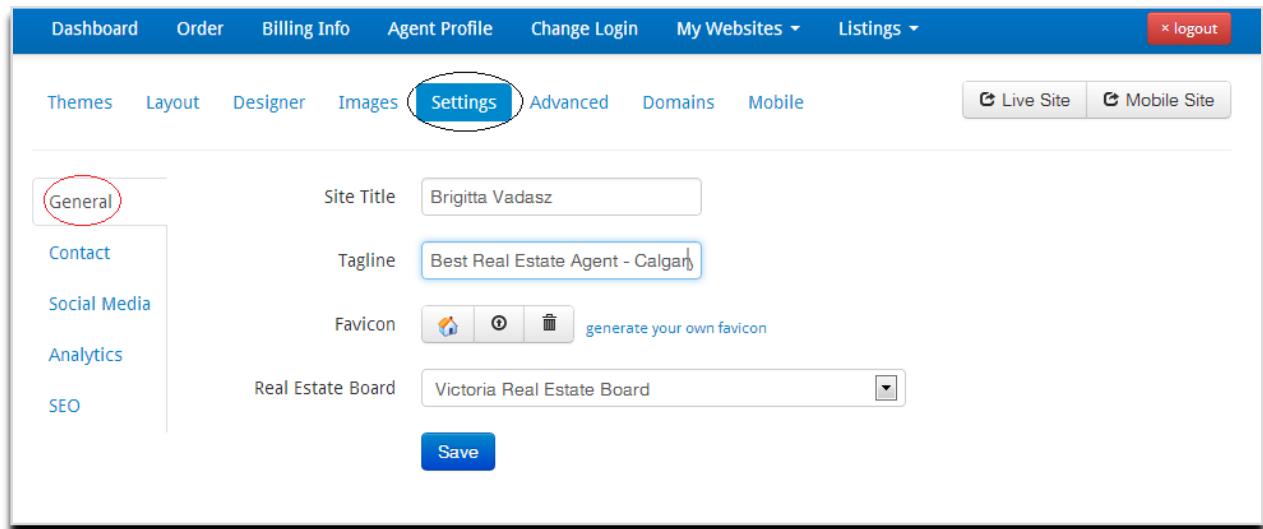

37. Continue same upload process for images.

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate **Settings**

38. In *design menu bar*, navigate to Images by clicking on **Settings** tab. (Circled in **black –** example only)

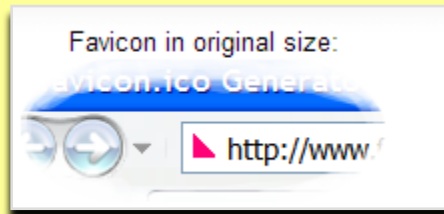In **Settings**, click on left hand menu, option **General**. (Circled in **red** –example only)

Edit Website (Starter and Premium) – Navigate Settings **- General**

39. Next to **Site Title** field, right-click and fill in the necessary information. i.e. "Bob Smith"
40. Next to **Tagline** field, right-click and fill in the necessary information. I.e." *Best Real Estate Agent Motto.*"
41. Next to Favicon, click on any of the 3 buttons or 1 option (to create your own Favicon) for your Pixilink Site.

Note: **Favicon** is a tiny image that displays next to your sites URL

42. Specify **Real Estate Board** by clicking on the drop down next to menu.

43. Click **Save** button.

Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Settings – **Contact**

44. In **Settings**, click on left hand menu, option **Contact**. (Circled in red –example only)

45. Fill out the following five contact areas by right-clicking on the empty slots:
    a.   Email
        ▪ Type in email address. I.e. *Bobsmith@gmail.com*
    b.   Email Cc
        ▪ Type in secondary email address.
    c.   Phone Number.
        ▪ Type in primary contact number.
    d.   Office Number for clients to call.
        ▪ Type in business contact number.
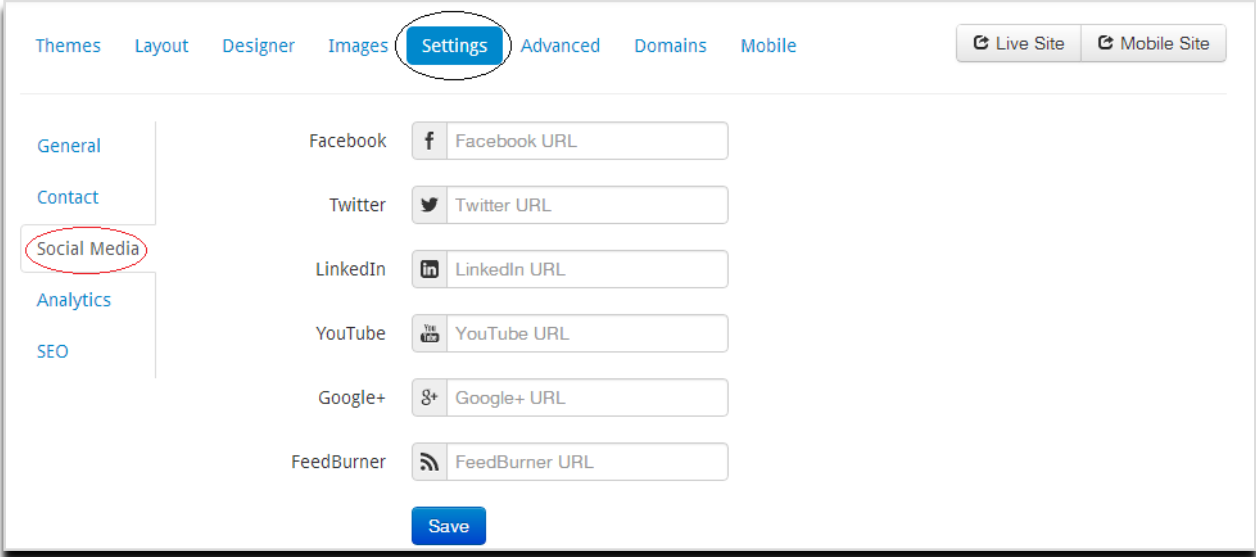

46. Click **Save** button.

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Settings –**Social Media**

47. In **Settings**, click on left hand menu, option **Social Media**. (Circled in **red** –example only)

48. Fill out the following 6 social media personal site URL's by right-clicking on the empty slots:
   a. Facebook;
        ▪ Type in Facebook URL.
   b. Twitter;
        ▪ Type in Twitter URL.
   c. LinkedIn;
        ▪ Type in LinkedIn URL
   d. YouTube;
        ▪ Type in YouTube URL (your personal channel for clients).
   e. Google+
        ▪ Type in Google+ URL.
   f. FeedBurner
        ▪ Type in FeedBurner URL.

49. Click **Save** button.
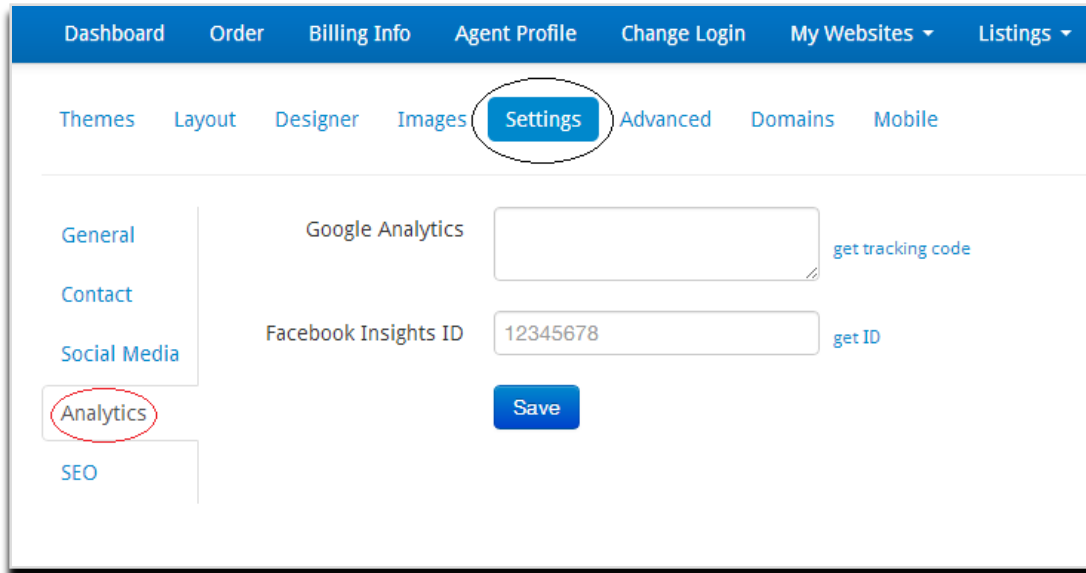
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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Settings – **Analytics**

50. In **Settings**, click on left hand menu, option **Analytics**. (Circled in red –example only)

51. Get tracking code or ID from Google or Facebook Insights.
    Click **Save** button.

Note: These tools assist the content owner by providing the necessary information in who is viewing your site right now, the client's location and what content they are viewing. This can give you an idea as to which pages are the most popular

* I.T. Remember – keep **unique data on your site.** Google prioritizes your information now using unique data information and not "common search words." So update your blog and keep your site away from general content. Generated Reciprocity or listings in the blog do **not** count.
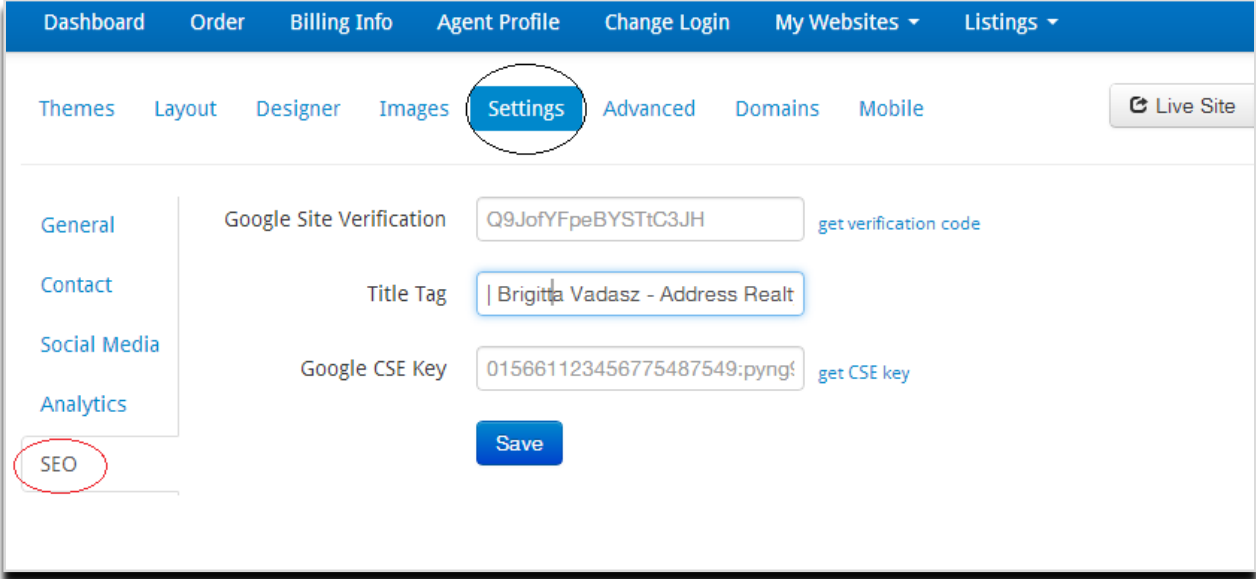
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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Settings – **SEO**
(Search Engine Optimization)   (More information*)

52. In **Settings**, click on left hand menu, option **SEO**. (Circled in **red** –example only)

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate **Advanced**

53. In *design menu bar*, navigate to Images by clicking on **Advanced** tab. (Circled in **black** – example only below).

54. Fill out items. Click **Save** button.

Edit Website (Starter and Premium) – **Navigate Domains**

55. In *design menu bar*, navigate to Domains by clicking on **Domains** tab. (Circled in **black** – example only below).

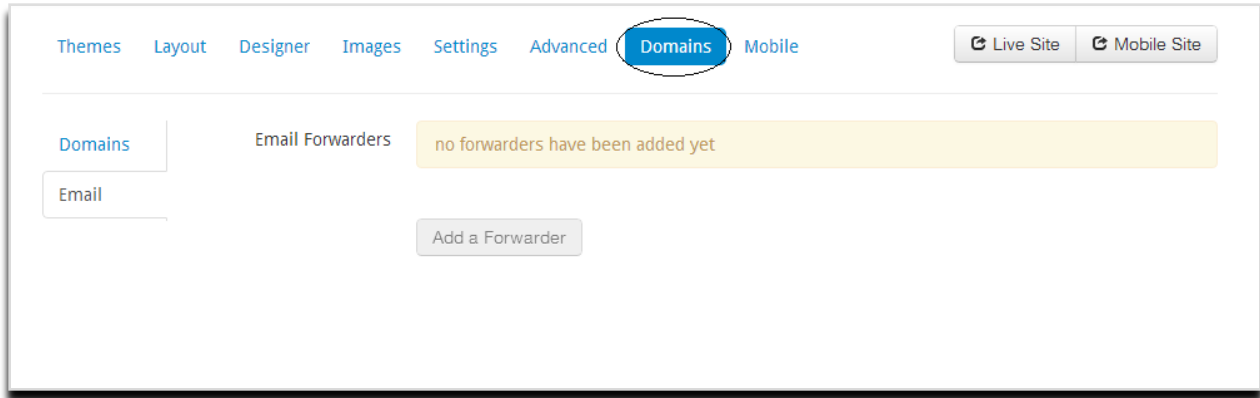56. In **Domains**, click on left hand menu, option **Domains**. (Circled in **red** –example only)

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Edit Website (Starter) – Continued

Edit Website (Starter and Premium) – Navigate Domains – **Email**

57. In **Domains**, click on the left hand menu, options **Email** (Circled in red – example only)

58. Click **Add a Forwarder** button. Enter in *email address* of the agent who will review your emails while you are on an absence or leave. This will automatically save on your features.