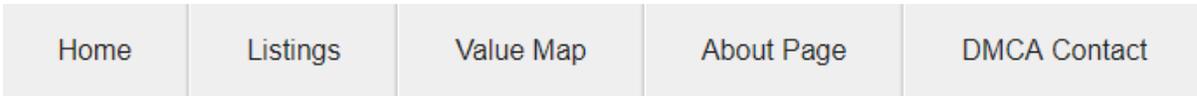


## DETAILS

The **Details** tab will allow you to easily craft your Web site to meet your needs.



The **Home** tab allows you to specify a layout and add content for your Home page, which is the first page visitors will usually see upon arriving to your site.

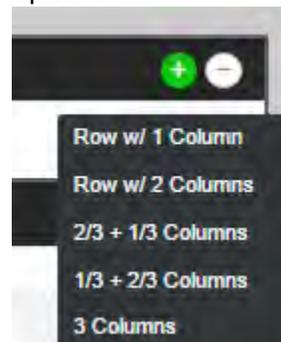


Note: If you added **Custom Pages** on the Pages tab, they will also be displayed here as well. Editing Custom Pages works the same way as editing your Home page.

We've included some default text associated to your geographic region of Long Island as well as a default layout to help you get started. You can modify everything as you see fit to meet the needs of your business.

Let's take a walkthrough of the various elements which comprise the **Details** tab.

The **Details** tab allows you to set up your site by adding or removing rows and columns which contain various components of your choosing. Click the (+) button to add a row. You'll be presented with the following list of options.



*Row w/ 1 Column* – Adds a row with 1 column extending the full page width

*Row w/ 2 Columns* – Adds a row with 2 columns each taking up half of the page width

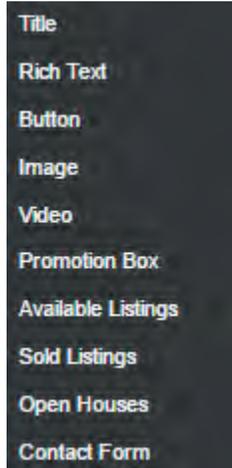
*2/3 + 1/3 Columns* – Adds a row with a two-thirds page width column and a one-third page width column

*1/3 + 2/3 Columns* – Adds a row with a one-third page width column and a two-thirds page width column

*3 Columns* – Adds a row with 3 columns each taking up a third of the page width

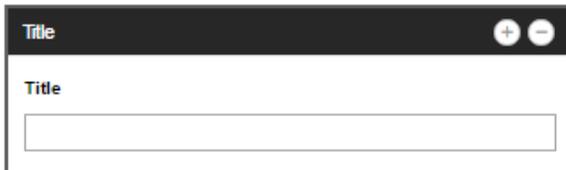
We encourage you to experiment with different row and column layouts until you find what is best for you. You can delete any rows and columns you have added by clicking the (-) button to remove them from the **Details** page. There is no “best” way to do this – it's all up to you! The **Details** page is designed for you to customize the site to best fit YOUR needs.

Once you've added a row and columns, you'll need to add components to them. **Components** contain the content to be presented to your site visitors. Click the [+ Add a Component] button. You'll be presented with the following list of options.



### Title

Use this component if you want to add a title on your page.



### Examples

Properties For Rent

Properties For Sale

### Rich Text

This component provides word processor style functionality to allow you to add text to your page. Easily create links, bulleted lists, block quotes and format the appearance of your text using its controls.

### Example



Matthew Arnold, Licensed Real Estate Broker

**Realty Web Home Real Estate**

West Babylon, NY

Welcome to *Long Island Living* at its best! The South Shore of Suffolk County is a suburban area that runs along the shoreline of the Atlantic Ocean. Homes in this area consist of primarily residential properties. This area tends to be diverse in culture and income as it varies by hamlet, village or town. Residents along the South Shore have access to many beaches, parks and recreational activities.

2002 recipient of LIBOR's Outstanding Achievement and Service Award

2008 recipient of the Realtor Spirit Award

“Count on Matt to enthusiastically help you with all of your buying and selling needs!”

## Button

Allows you to add a button on your page linking to a site of your choice.



The screenshot shows a window titled "Button" with two main sections. The first section, "Button Text", has the instruction "Enter text that will appear on the button" and a text input field. The second section, "Destination URL", has the instruction "Link button to the following location:" and a text input field containing "http://www.example.com".

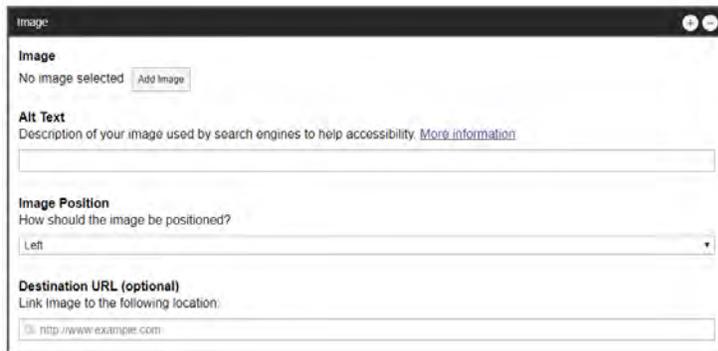
## Example



Note: If a Button URL is specified but Button Text is not provided, we will automatically title your button as "More Info."

## Image

Allows you to upload an image and place it on your site.



The screenshot shows a window titled "Image" with several sections. The "Image" section has "No image selected" and an "Add Image" button. The "Alt Text" section has the instruction "Description of your image used by search engines to help accessibility" and a link to "More information", followed by a text input field. The "Image Position" section has the instruction "How should the image be positioned?" and a dropdown menu set to "Left". The "Destination URL (optional)" section has the instruction "Link image to the following location:" and a text input field containing "http://www.example.com".

## Example



## What is Alt Text?

Adding alternative text to your image will help visitors with accessibility issues. Visually impaired users using screen readers will be able to read this text to better understand the image as shown on your site. This text will also be displayed if for some reason the image cannot be displayed. Additionally, this text will provide better information to search engines to help them to index an image properly.

## Video

This component will embed a video specified by its URL on your page.



## Example

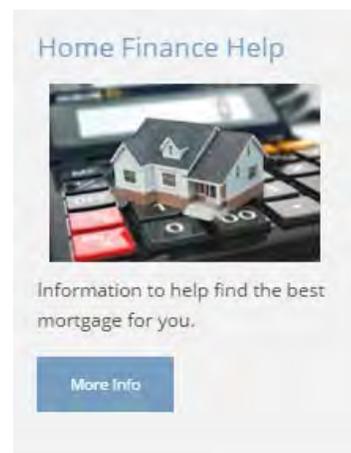


## Promotion Box

This component creates a box on your page containing a title, text, image and button of your choosing.

A screenshot of the "Promotion Box" configuration form. It has several sections: "Title" with a text input field; "Main Text" with a text input field; "Image" with a "No image selected" message and an "Add Image" button; "Image Position" with a dropdown menu set to "Left"; "Button Text" with a text input field; and "Button Destination URL" with a text input field containing "http://www.example.com".

## Example



Note: If a Button URL is specified but Button Text is not provided, we will automatically title your button as "More Info."

### Available Listings, Sold Listings, Open Houses

These components will display the prices, locations and images for corresponding properties in a scrollable box. Clicking on the currently displayed property will open its full details.

You can specify a title and how many properties you want to be displayed.

**Available Listings** + -

**Title**  
Displays above the widget

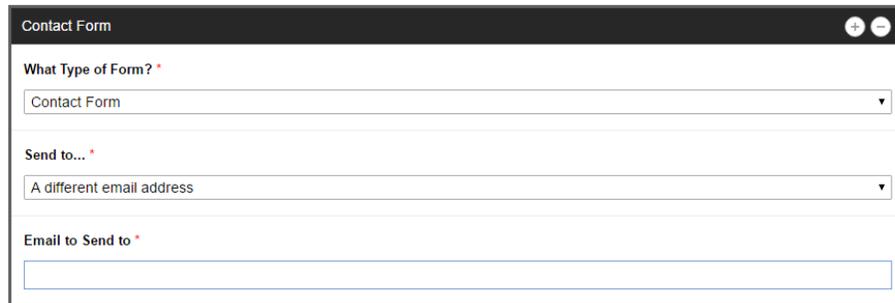
**Number to Display \***

### Example



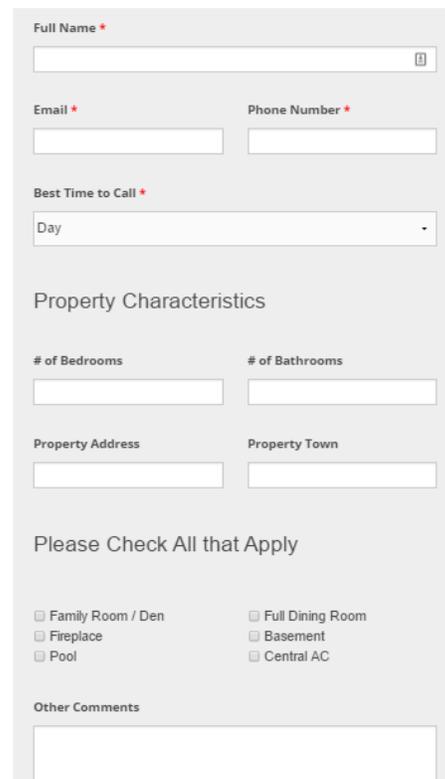
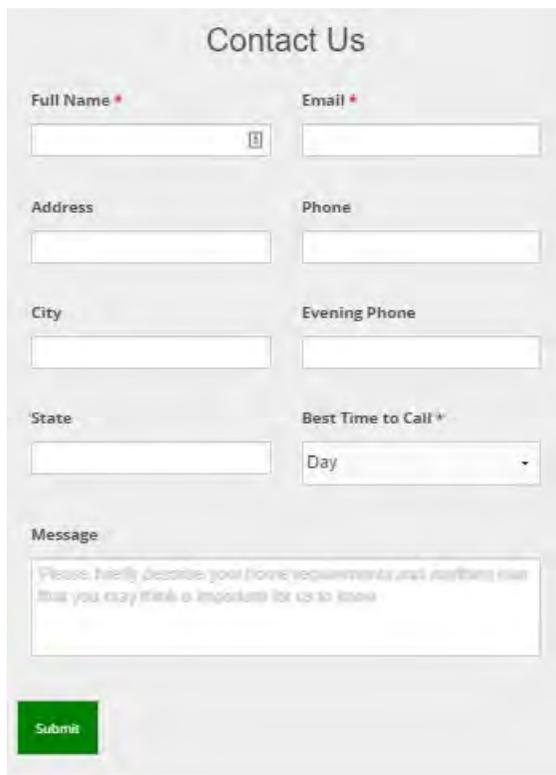
## Contact Form

This component will allow your prospects to easily contact you directly from your site. They can choose from a simple contact form or request a market analysis.

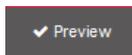


Contact Form

Market Analysis Request Form



As you can see, the components provide a wide array of choices you can use to customize your site!



**TIP:** Click the Preview button to open your site in a new tab while you are editing it. After making changes, you can reload your site in that tab to see your changes take effect immediately.

**Agent Sites:**

**Listings** allows for the display of office listings on your site in addition to your own listings. You can also show or hide your office e-mail and/or phone number on IDX listing detail pages.

Listing Pages Options

These options will apply to your Listings pages and listings shown in the footer.

Also display my office's listings.

---

IDX Listing Options

These options will apply to your IDX listing page

Hide your office's email address.

Hide your office's phone number.

**Office Sites:**

**Listings** allows you to specify the destination of e-mails sent using the Contact Realtor box on listing detail pages.

Listing Pages Options

Contact Realtor form submissions on the Listing Detail page will be sent to this email address.

Send email to:

Both Office\* and Listing Agent

\* The Office email address is specified in the Contact Email section of the About Page tab.

The **About Page** tab allows you to enter a Slogan to appear on the About page of your site. You may also specify your Social Media links and email address (Office Sites only) here.

Important: A link is also provided here for quick access to your Account Management Page where you can grant permission for your personal and social information to display on your site. The About page will not appear on your site if you do not grant this permission. The default title of the page will be "About Me" for Agent sites and "About Us" for Office sites.

About Page

About Me Page

The slogan entered here will appear on your About page.

Slogan:

Let me find your dream home!

Personal and Social Media information:

Your personal and social media information is **set to display**. To manage this setting in your account visit your [Account Management Page](#).

**Contact Email**

Contact form submissions will be sent to this email address.

Send email to:

Office registered email address

Office registered email address

A different email address

**Social Media Information:**

The information entered here will appear in the contact area of your site.

Facebook:

http://www.facebook.com/

Twitter:

http://twitter.com/

Instagram:

http://www.instagram.com/

LinkedIn:

http://www.linkedin.com/in/

Pinterest:

http://www.pinterest.com/

Contact Email and Social Media Information - Office sites only (Agent sites automatically use email address and Social Media specified in Personal Information section of IMS - [ims.mlsli.com](http://ims.mlsli.com) - and will not show these sections on the Details tab.)

The **Value Map** tab allows you to enter your license code for the Home Valuations feature if you registered for it through Stratus.

Value Map

### Home Valuations Page Options

Register for Value Map through Stratus Info Center by clicking the "Free Home Valuations" link in the Resources menu of Stratus.

Once registered, you will receive a license code.

License code:

Once the license key is entered the Home Valuations page on your site will display the Value Map.

## Home Valuations

### What's My Home *Really* Worth?

Values on this page are modeled, please work with your agent for a precise value assessment.

Enter Address and Street Name

City, State OR Zip



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The **DMCA Contact** tab allows you to specify who receives notifications of claimed copyright infringement in accordance with the Digital Millennium Copyright Act (DMCA).

Web Site Template Builder will generate a "DMCA Notice" link for you that will appear on your site in the footer with the contact information specified.

***You must first register with the US Copyright Office as explained in the on-screen instructions.***

DMCA Contact

#### DMCA Designated Agent Contact Information

You can protect yourself against claims of copyright infringement arising from the use of this Web site by following the safe harbor guidelines of the Digital Millennium Copyright Act (DMCA).

Copyright infringement occurs when a person uses the creative work of another, such as a picture or an article, without that person's permission. Anyone who wants to use the material of another in any way must seek the permission of the person who created the work.

MLSLJ strongly recommends you follow the below guidelines to protect yourself against the potentially costly litigation that can result from a copyright infringement claim.

You must register electronically with the US Copyright Office and designate an agent to receive notifications of claimed infringement. The agent can be you or anyone who agrees to be the Designated Agent. Please be aware the US Copyright Office charges a fee to register. Click the button below to begin the registration process.

[Begin DMCA Registration](#)

You must post on your Web site the required DMCA Notice and your Designated Agent's contact information. Web Site Template Builder can automatically generate this notice for you as a convenience after you supply the contact information for your DMCA Designated Agent below.

**Important: Do NOT fill out the fields below until you have registered with the US Copyright Office.**

Name:

Address:

Phone:  Fax:

Email:

Copyright infringement is a very serious and costly offense. Please immediately register with the US Copyright Office and select the box below to include the DMCA Notice on your Web site. Please be sure to follow all of its requirements.

- I have read the above information and I understand the DMCA Notice is not valid unless I have first registered with the US Copyright Office.

Selecting this box will display a "DMCA Notice" link at the bottom of all pages of my Web site. Visitors to my site will see the DMCA Notice upon selecting this link.