



Create Individual Subdivision & Complex Webpages

Create Individual Subdivision Pages

Individual Subdivision Pages

Open the 'Subdivisions Town' txt doc. You will be creating a page for each subdivision.

On the website's left sidebar, go to Pages > Add New.

On the left-sidebar under Page Attributes. Change the Parent to: Homes in Town CO

Back at the top, click on the Purple 'Use the Divi Builder'

Enter Title Here: Use 'Page Name' on the txt doc

Under Yoast SEO Premium Section, click on Edit Snippet.

SEO Title: Copy from txt doc

Slug: Adjust to match every word in the page title. Example: home-in-pine-co

Meta Description: Copy from txt doc

Focus Keyword: Copy from txt doc

Scroll down to the purple Divi Builder and select 'Load from Library'.

Next Select 'Add from Library'

Check the box 'Replace the existing content with loaded layout'

Find 'NTT 11 Individual Subdivisions Page' and click the blue 'Load' button.

First, change the green Global Template Banner & bullet point links to match the current town.

Click on the 2nd text box and make the following changes:

- Change town & subdivision name in title. Example: Homes For Sale in **Elk Falls Ranch Pine** CO.
- Adjust the market id# to match the subdivision. This ID # is found on the txt doc.
[optima_express_toppicks id="331185" sortBy="ds" resultsPerPage="10" header="true" includeMap="true" status="active"]
- Click Save & Exit

Click on the 3rd text box and make the following changes:

- Go to Text Mode. Select all the text by typing 'control A'. Paste it onto a blank txt doc. Do a replace all to change the links from 'pine-' to 'current town-'. This action should replace 'pine-' 17 times. Next, highlight 'Pine' and replace all with the 'Current Town'. This action should replace 'Pine' 5 times. Then, highlight 'Elk Falls Ranch' and replace all with the 'Current Subdivision'. This action should replace 'Elk Falls Ranch' 6 times. Select all the text by typing 'control A'. Paste it back onto the website while on the text mode tab. Change to visual mode.
- Click on the 1st image error, then click on 'Add Media'. Search by 'Town Homes For Sale' to find the correct town image. Change alignment to: none, Link to: custom URL - Town Homes for Sale link, size: full size (400x267), then select 'Insert into Page' in blue.
- Click on the 2nd image error, then click on 'Add Media'. Search by 'Town Subdivision Map' to find the correct town image. Change alignment to: none, Link to: custom URL -



Town Neighborhood Map link, size: full size (400x267), then select 'Insert into Page' in blue.

- Click on the 3rd image error next to the paragraph, then click on 'Add Media'. Search by 'Subdivision' to find the correct image. Change alignment to: none, Link to: none, size: full size (400x267), then select 'Insert into Page' in blue.
- Copy the 'Paragraph about Subdivision' from the txt doc. Highlight the text on the web page and then select paste. Make sure to link the HOA Company if there is one and 1-2 attractions. The links should be bold & maroon.
- Under the heading 'Selling a Home in Subdivision' change the 'Instant Home Valuation Online' link to the correct House Values link for town.
- Under the heading 'Local Schools', change the school & school district names to match that subdivision and update the links. See the Town Excel Spreadsheet for this information.
 - ****When updating the school links, you might be linking to schools in different towns. If you need to link to a school in a different town that we have not yet created & you do a search for the individual school page but cannot find it, then leave that school as text only & we will link later. Add the schools without current links to our 'School Pages to Update Links' google word doc. This doc is found under Google Drive > Website > Website Check Forms > School Links to Update. This will be our running reminder on which pages to update when adding schools.**
- Under the heading 'What is Near Subdivision'. Replace the current paragraph by writing 3-4 sentences about the current towns attractions. Keep the last sentence the same. This will be the same paragraph for all subdivisions & complexes in that town, so keep it generic about the town. Link 4-5 of the attractions. The links should be bold & maroon.
- Click Save & Exit

Click on the 4th text box and make the following changes:

- Change subdivision name in title. Example: **Elk Falls Ranch** Real Estate Market Trends.
- Adjust the market id# to match the subdivision. This ID # is found on the txt doc.
[optima_express_market_report id="331163" header="true" columns="3"]
- Click Save & Exit

This page is now complete. Scroll to the very top of the web page on the right-sidebar click the blue 'Publish' button. A new 'View Page' button will appear at the top. Click it to make sure the page looks correct.

Once the page looks 100% correct, go back to the purple DIVI Builder on the web page backend. Click on 'Save to Library'. Save it as 'Town Individual Subdivision'.

When doing the other subdivisions for the town, load the DIVI content from this newly saved template which will have the correct global templates, correct town name, correct school districts, and correct What is Near Subdivision paragraph. Repeat for all subdivisions in the town.



Create Individual Condo & Townhome Pages

Individual Condo & Townhome Pages

Open the 'Condos and Townhomes Town' txt doc. You will be creating a page for each complex.

On the website's left sidebar, go to Pages > Add New.

On the left-sidebar under Page Attributes. Change the Parent to: Homes in Town CO
Back at the top, click on the Purple 'Use the Divi Builder'

Enter Title Here: Use 'Page Name' on the txt doc

Under Yoast SEO Premium Section, click on Edit Snippet.

SEO Title: Copy from txt doc

Slug: Adjust to match every word in the page title. Example: home-in-pine-co

Meta Description: Copy from txt doc

Focus Keyword: Copy from txt doc

Scroll down to the purple Divi Builder and select 'Load from Library'.

Next Select 'Add from Library'

Check the box 'Replace the existing content with loaded layout'

Find 'NTT 12 Individual Condo/Townhome Page' and click the blue 'Load' button.

First, change the green Global Template Banner & bullet point links to match the current town.

Click on the 2nd text box and make the following changes:

- Change complex type, complex name & town name in title. Example: **Condos** For Sale in **Cub Creek Lodges Evergreen** CO.
- Adjust the market id# to match the complex. This ID # is found on the txt doc.
[optima_express_toppicks id="331185" sortBy="ds" resultsPerPage="10" header="true" includeMap="true" status="active"]
- Click Save & Exit

Click on the 3rd text box and make the following changes:

- Go to Text Mode. Select all the text by typing 'control A'. Paste it onto a blank txt doc. Do a replace all to change the links from 'evergreen-' to 'current town-'. This action should replace 'evergreen-' 21 times. Next, highlight 'Evergreen' and replace all with the 'Current Town'. This action should replace 'Evergreen' 16 times. Then, highlight 'Cub Creek Lodges' and replace all with the 'Current Complex'. This action should replace 'Cub Creek Lodges' 8 times. Then, highlight 'condo' and replace all with the 'Current type of complex: condo, townhome or patio home'. This action should replace 'condo' 9 times. Select all the text by typing 'control A'. Paste it back onto the website while on the text mode tab. Change to visual mode.
- Click on the 1st image error, then click on 'Add Media'. Search by 'Town Homes For Sale' to find the correct town image. Change alignment to: none, Link to: custom URL - Town Homes for Sale link, size: full size (400x267), then select 'Insert into Page' in blue.
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- Click on the 2nd image error, then click on 'Add Media'. Search by 'Town Subdivision Map' to find the correct town image. Change alignment to: none, Link to: custom URL - Town Neighborhood Map link, size: full size (400x267), then select 'Insert into Page' in blue.
- Click on the 3rd image error next to the paragraph, then click on 'Add Media'. Search by 'Complex Name' to find the correct image. Change alignment to: none, Link to: none, size: full size (400x267), then select 'Insert into Page' in blue.
- Copy the 'Paragraph about Complex' from the txt doc. Highlight the text on the webpage and then select paste. Make sure to link the HOA Company if one exists and 1-2 attractions. The links should be bold & maroon.
- Under the heading 'Selling a condo/townhome in Complex' in the title change the complex type to a capital (Ex: Townhome). Also, change the 'Instant Home Valuation Online' link to the correct House Values link for town.
- Under the heading 'Local Schools', change the school & school district names to match that complex and update the links. See the Town Excel Spreadsheet for this information.
- Under the heading 'What is Near Subdivision'. Replace the current paragraph by writing 3-4 sentences about the current towns attractions. Copy the same paragraph you wrote for the subdivisions and paste it here. Make sure 4-5 of the attractions are linked.
- Click Save & Exit

Click on the 4th text box and make the following changes:

- Change complex name in title. Example: **Cub Creek Lodges** Real Estate Market Trends.
- Adjust the market id# to match the complex. This ID # is found on the txt doc.
[optima_express_market_report id="331163" header="true" columns="3"]
- Click Save & Exit

This page is now complete. Scroll to the very top of the web page on the right-sidebar click the blue 'Publish' button. A new 'View Page' button will appear at the top. Click it to make sure the page looks correct.

Once the page looks 100% correct, go back to the purple DIVI Builder on the web page backend. Click on 'Save to Library'. Save it as 'Town Individual Complex'.

When doing the other complexes for the town, load the DIVI content from this newly saved template which will have the correct global templates, correct town name, correct school districts, and correct What is Near Complex paragraph. Repeat for all complexes in the town.