



# USERS GUIDE

**CLASSIFIED AD**

**REAL ESTATE**

For Questions, Suggestions, or Updates Contact  
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SEARCH THE NECK

Go



## Your Account

Welcome to the www.northernneck.com Extranet. We hope to provide you with simple access to all of your info.. if you would like to see something added here, feel free to [contact us](#) direct. Please select your destination from the menu below:

- [Edit your Account Information](#)
- [Real Estate Property Listings Manager](#)
- [Classified Ads Manager](#)
- ["In The News" Articles Manager](#)
- [Northern Neck Events Manager](#)
- [Private Calendar Manager](#)
- [Banner Ads & Stats Manager](#)
- [Personal/Company Website \(BLOG\) Manager](#)
- [View current and past orders](#)
- [Create Gift Registry](#)
- [Talk to Priority Support](#)

Click here to [Logout](#)



SEARCH THE NECK

Go

## Your Account

Properties:

No Properties found. Click [here](#) to add some.



Return to [Extranet](#)..

This is a sample of what your ad will look like.

1. The first is the Thumbnail version of the ad.
2. When viewer clicks on READ MORE the full story is displayed

1



### 15354 Northumberland Highway

Excellent commercial investment [\[Read more\]...](#)

**Posted:** 9/29/2006 7:32:19 PM

**Price:** \$395,000

**Ad runs until:** 6/1/2007

2

✓ Ad Details

« [Back to Listings..?](#)



### 15354 Northumberland Highway

Excellent commercial investment

Clean Turnkey restaurant & lounge or perfect location on busy Rt 360 for a new business or multiple businesses. Over 4,637 sq ft and everythings conveys ! Restaurant & bar equipment alone are very valuable. Almost 5 acres allows for future development. Great price since 2004 appraisal stated \$395K. Owners business records show

very profitable restaurant- only selling due to health issues. A great opportunity & investment to own in this growing Northern Neck town.

Your Name, Realtor 804-555-1212

Your Company, Inc. 804-555-0000

Your email address

With the Classified Ad manager you free reign to describe your property in as much detail as you want along with additional images, links, text, etc.. The next pages will show you how.

# This is the Classified Ad Content Editor.

SEARCH THE NECK

## Your Account

### Property Listings

\*Listing Title  - Example: Carter's Creek Irvington

\*Thumbnail Image

\*Category

Brief Description

Full Description  (HTML tags OK!)

[Advanced Content Editor](#)

\*Closing Date  - Example: 03/25/2006

\*Price  - Example: \$1,000.00

« Click here to [CANCEL](#) and return home.

\* Required Field!

[Return to Extranet..](#)

NOTE that items with an asterisk are REQUIRED ENTRIES

1. REQUIRED ENTRY: Give your Ad a unique title
2. REQUIRED ENTRY: Include a .jpg image of your property listing
3. REQUIRED ENTRY: Enter a Real Estate category for your listing [Commercial, Rental, Inland, Water]
4. OPTIONAL ENTRY: Provide a Brief Description – this is the text for the Thumbnail view
5. OPTIONAL ENTRY: Provide a Full Description – this is the full text page description the viewer sees when then select READ MORE
6. REQUIRED ENTRY: Enter a closing date for this ad
7. REQUIRED ENTRY: Enter the offering price for the property
8. MANDATORY ENTRY: If you want to publish your listing, you MUST select ADD THIS CLASSIFIED button
9. If you change your mind and do not want to publish this ad, then you can CANCEL your work here and return to the previous page
10. EXTRANET will take you back to your account menu page

The next pages will look at each feature in detail

# This is the Classified Ad Content Editor.

The screenshot shows the Classified Ad Content Editor interface. At the top, there is a search bar with the text "SEARCH THE NECK" and a "Go" button. Below this is the "Your Account" section. The main area is titled "Property Listings" and contains several form fields: "\*Listing Title" (with an example: "Carter's Creek Irvington"), "\*Thumbnail Image" (with a "Browse..." button), and "\*Category" (with a dropdown menu). A "Brief Description" section is also visible. A "Choose file" dialog box is overlaid on the "Browse..." button, showing a folder named "FSB0-070128" containing several image files with IDs like P1000118, P1000119, P1000140, P1000141, P1000142, and P1000157. The dialog box has "Open" and "Cancel" buttons. A "Full Description" section is also visible, with a note "(HTML tags OK!)". At the bottom, there are fields for "\*Closing Date" and "\*Price". A link "Return to Extranet.." is also present.

1

2

3

2a

3a

« Click here to [CANCEL](#) and return home.

\* Required Field!

Return to [Extranet..](#)

- 1. TITLE (REQUIRED ENTRY):** Give your ad a unique Title. This is not like a newspaper ad where you have to skimp on words, but every word you use is important. Internet search engines read this stuff and make an evaluation as to the probability that the words will satisfy the query being handled. Consequently, you want the words in your **TITLE** to match exactly with words in both the image **ALT TEXT** and in your **BRIEF** and **FULL DESCRIPTIONS**. For example, you were to say "Water Front on the Chesapeake Bay" in the title, make sure you use those same words in the image Alt Text, and Brief and the Full Descriptions.
- 2. IMAGE (REQUIRED ENTRY):** Include a .jpg image of your property listing. Select the BROWSE button to find an image on your computer that you would like to upload as representative of your property. The program's built-in image manager will automatically re-size the JPG to fit the thumbnail image in the Brief Description and display it full size for the Full Description. The best size for internet display are images about 350KB in file size. This size is a quick load for most user, has good resolution, and sufficiently large for viewing. You can use larger images, but the larger the file size the slower the image loads. Later I am going to show how to put multiple images of your property on a page, so size matters.
- 3. CATEGORY (REQUIRED ENTRY):** Enter a Real Estate category for your listing [Commercial, Rental, Inland, Water].

# This is the Classified Ad Content Editor.



15354 Northumberland Highway

Excellent commercial investment [\[Read more\]...](#)

Posted: 9/29/2006 7:32:19 PM

Price: \$395,000

Ad runs until: 6/1/2007

Go

**Property Listings**

\*Listing Title  - Example: Carter's Creek Irvington

\*Thumbnail Image

\*Category

Enter brief description here

**Brief Description**

Enter full description here

**Full Description**  
(HTML tags OK!)  
**Advanced Content Editor**

\*Closing Date  - Example: 03/25/2006

\*Price  - Example: \$1,000.00

- Add This Classified! -

« Click here to [CANCEL](#) and return home.

\* Required Field!

Return to [Extranet..](#)

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4. **BRIEF DESCRIPTION:** This is the “Brief Description. (It doesn’t have to be as brief as this example.) Brief is a relative term in relation to the Full Description.

Brief Description really means you have a capability limited here to text to describe the property.

[In the Full Description section you can include images, links, maps, documents, etc. with your description.] What is important here is that you include the words used in your title to help describe the property. Don’t just repeat the title, but include the title in a sentence and put 3 or 4 more sentence with it to give the viewer a reason to continue with the “READ MORE” link. Your goal with the Brief Discussion is to get the viewer to move to your Full Discussion. There are two primary reasons you want that to happen.

a. First, the viewer moves up a level in the “qualified” ranks. Many people will visit a first level display but are not really potential buyers or sellers. The deeper a viewer goes into the hierarchy, the more likely they are a real potential customer.

b. Secondly, it’s the Full Description where you have opportunity to provide exceptional detail not only about the listing, but also about you and how to contact you

# Editor.

Ad Details

« Back to Listings..?



15354 Northumberland Highway

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Your Name, Realtor 804-555-1212

Your Company, Inc. 804-555-0000

Your email address

5

Enter full description here

Full Description  
(HTML tags OK!)

Advanced Content Editor

\*Closing Date

\*Price

- Add This

« Click here to [CANCEL](#) and return home

http://www.northernneck.com/?frmField=description - W...

Style Paragraph Font Name Size T X [Icons]

Enter full description here

HTML BR

Check Spelling Save Save & Close Window

« Click here to [CANCEL](#) and return home.

- 5. **FULL DESCRIPTION:** Provide a Full Description – this is the content for the Full Discussion view. For starters, your Image and Brief Description entries are displayed here at the top of the screen. You can add additional text in the text block provided to include the use of HTML tags.

However the real power of this section is the **ADVANCE CONTENT EDITOR**. When you select this link, you are presented with a full featured authoring tool that will allow you to create an entire web page for your property that may include additional image views, links, maps, documents, tables, etc.

With the **ADVANCED CONTENT EDITOR** you are limited only by your imagination in developing the **FULL DETAIL** for your property. The tool bar buttons work similar to most windows applications.



- Upload, size & insert Images
- Add links to your page
- Add documents to your page
- Add a Table to your page

We have a **USERS GUIDE** available for the **ADVANCE CONTENT EDITOR**

This is the same authoring tool that is used to create the content for all the NorthernNeck.Com website pages

# This is the Classified Ad Content Editor.

SEARCH THE NECK

## Your Account

### Property Listings

\*Listing Title  -Example: Carter's Creek Irvington

\*Thumbnail Image

\*Category

Brief Description

Full Description  (HTML tags OK!) [Advanced Content Editor](#)

\*Closing Date  -Example: 03/25/2006

\*Price  -Example: \$1,000.00

[Click here to CANCEL and return home.](#)

\* Required Field!

[Return to Extranet..](#)

6 points to Closing Date field

7 points to Price field

8 points to Add This Classified! button

9 points to Cancel link

10 points to Return to Extranet.. link

- CLOSING DATE:** Enter the date you want the ad to be automatically pulled / expired. Usually this is set at 6 months. You can come back at any time to update your property description to include extending the expiration date if necessary. The format for the date is MM/DD/YYYY. (NOTE: If you put today's date as the closing date, your ad will not display because it will have expired. So if you are putting up a test or practice ad, you must use at least tomorrow's date to get the ad to appear.)
- PRICE:** Enter the selling/asking price for the property. This can be changed at anytime.
- ADD THIS CLASSIFIED.** Use this to add your classified ad to the listings. The ad appears in order by expiration date, so if you put the Closing Date 6 months out, your ad will probably appear on the 2 or subsequent pages of the Real Estate Classified.

[NOTE: I recommend you use this feature frequently while working on your ad, as the server will time you out if it thinks you are away and idle causing your work to be lost. Just working in the Editor is not sufficient for the server to sense your activity. Its looking for things like UPDATES, PAGE HOPPING, ETC. – things it can do. I find the best way to work on the Full Description is to develop the text in Word and the cut and paste into the Editor, leaving me just the Images and Links to do on line.]

- CANCEL:** You can cancel your work at anytime and work done since the last SAVE will not be applied. This is handy if you think you have done something that you did not want to do such as delete text or images or links and want to start over with the effort. Cancel will take you back to where you last saved and give you a fresh start.