

# REW Blog V2.0 Tutorial: CMS V2.0

April 2009

Real Estate Webmasters



## REW V2.0 Blog Tutorial – Get Blogging

Welcome to the Real Estate Webmasters (REW) tutorial for the V2.0 blog platform, which you have purchased for use **on your own website**. The first question all customers ask is “What are all of the features included with my V2.0 blog?” Great question. The tutorial answers this and more...

*If you are looking for help with the blogging platform found at [www.RealEstateWebmasters.com/blog/](http://www.RealEstateWebmasters.com/blog/) you will need to visit this page instead:*

[www.RealEstateWebmasters.com/blog/tutorials.html](http://www.RealEstateWebmasters.com/blog/tutorials.html)

There are some assumptions made in this tutorial. Mainly, that you are already familiar with what the CMS is and how to access it on your live, or development, web site. If you do not have this experience yet please refer to the [REW CMS 2.0 Tutorial](#) first and return to this tutorial at a later time.

Ready to get going? Turn to the next page or use the table of contents below to find answers to specific questions.

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## Introduction: What is Blogging?

Blogs (otherwise known as web logs) are like miniature web pages. They can be used as personal journals, as platforms to express your ideas, or as an innovative way to promote your real estate business. Unlike static web pages, blogs are updated on a regular basis—with posts shown in reverse chronological order. This means that the most recent (and therefore relevant) posts are displayed at the top of the page.

This notion of timeliness is one of the most appealing aspects of a blog. Readers appreciate the fact that the information they're reading is current, and not from two years ago. This is particularly true in the real estate industry, where buyers and sellers want access to the latest market information.

Another key difference between web pages and blogs is the fact that readers are able to comment on blog posts. They can share their opinions about the subject matter, ask questions, and make suggestions for future topics. A blog therefore becomes an interactive platform where readers and bloggers can communicate.

### Why Blog?

Maintaining your own real estate blog will allow you to expand your professional network, increase your site's rankings, and gain worldwide exposure to new clients. REW Blogs provides you with a substantial platform to build up your web presence, and to establish yourself as an authority in your local market.

Check out Morgan Carey's [Case Study for REW Bloggers](#) to see how blogging can positively affect your website's traffic.

### Who Can Post Entries on your REW Blog?

You, as the **Super Administrator** of the site will control the default blog account. In addition to being able to post and edit entries, the Super Administrator can also manage categories, add links to the blogroll (see below), and edit the blog's settings.

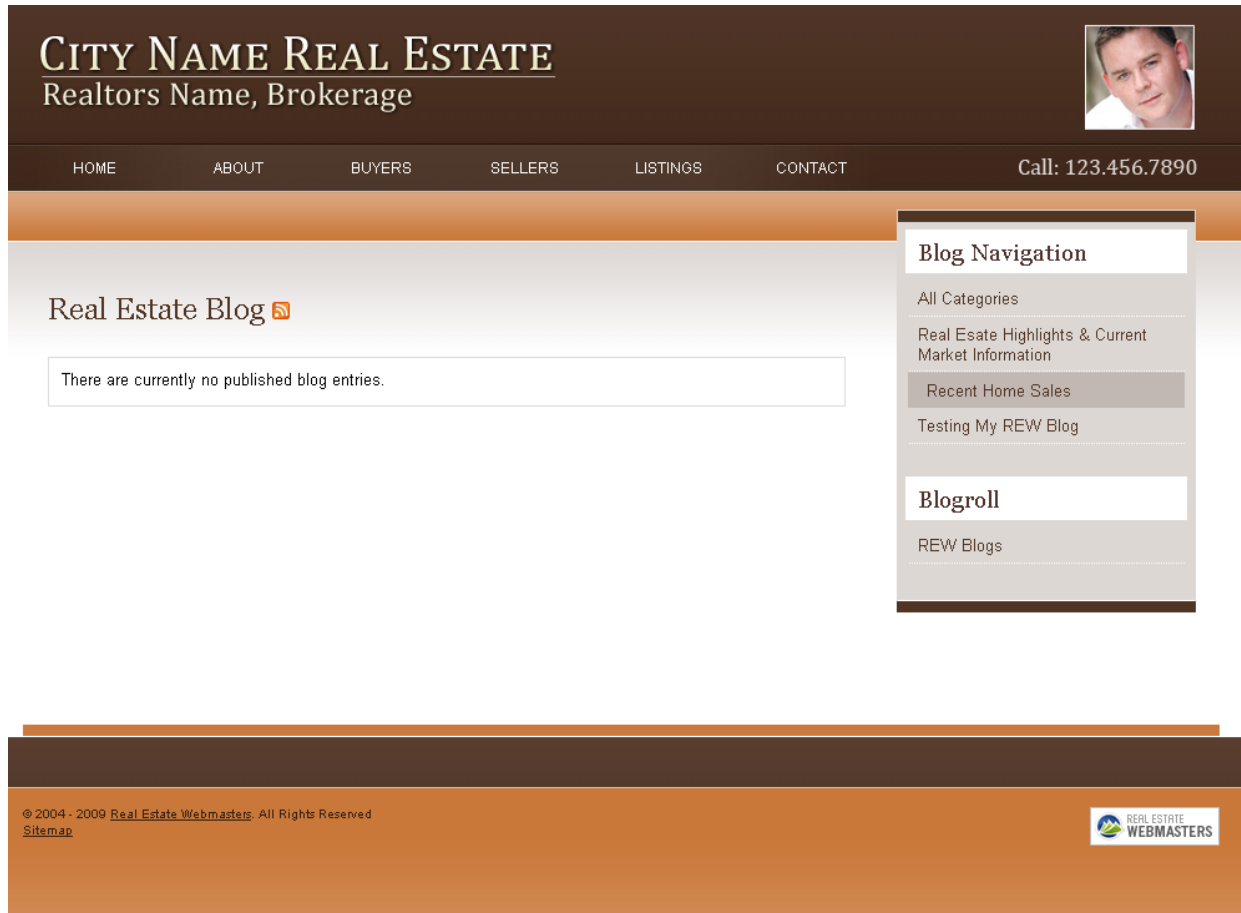
If you would like to allow other agents to post entries on your blog, you must first add them to your **Lead Management System**. When filling in their **Agent Details**, select the "**Has Blog**" button to give them their own blog account. Each time they create a blog post, it will appear on your blog page (which can be found at [www.YourDomain.com/blog/](http://www.YourDomain.com/blog/)). Please note: agents are *not* able to modify the blog's categories, links, or settings.

For more information about using the Lead Management System, please refer to our Lead Manager Tutorial.

## Getting Started

This is what your blog will look like before you've posted any entries:

**Figure (1) - Default REW V2.0 Blog View After Installation**



To start posting entries on your blog, you'll need to login to the backend (CMS) of your website. Once logged in, click the **Blog** tab on the top navigation menu. This is your top navigation menu for the Blog section:

**Figure (2) - Top Navigation Bar for Blog**



## Add a New Blog Post

To add a new blog post, hover your mouse over **Manage Entries**, and click on **Add New Entry** (see Figure 3). (Note: this link can also be accessed from the side navigation menu, as you can see in the image below.) You'll be taken to the form shown in Figure 4, where you'll write up your entry.

**Figure (3) - Using the Top Navigation to Create a New Blog Entry**

The screenshot shows the Real Estate Webmasters CMS interface. At the top, there is a navigation bar with the following items: CMS, Listings Manager, Lead Management, Blog, CMS Forum, and a Sign Out button. Below this, a secondary navigation bar contains: Manage Entries, Manage Categories, Manage Links, Comments Queue, Pingback Queue, Author Settings, and Blog Settings. The 'Manage Entries' dropdown menu is open, showing 'Add New Entry' as the selected option. Below the navigation, a yellow banner reads: 'manage blog entries: there are currently 3 blog entries. [Create new Blog Entry.](#)'

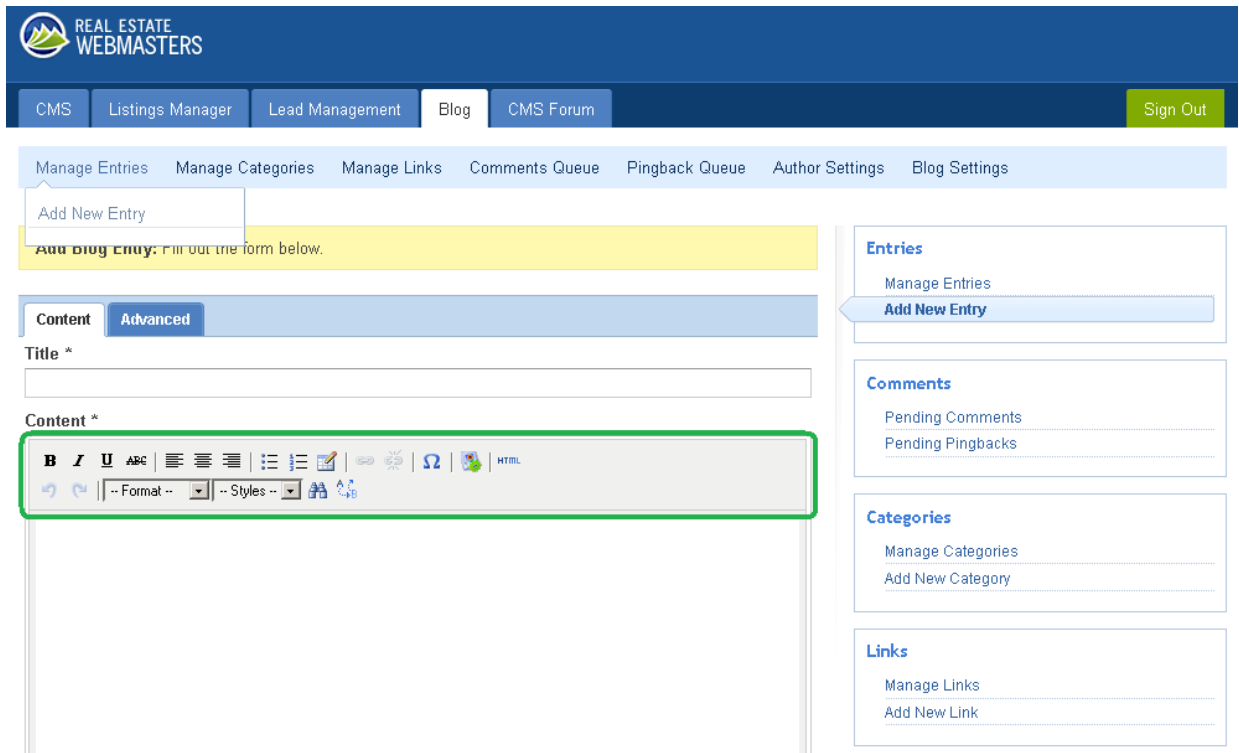
BLOG ENTRY	AUTHOR	PUBLISHED	OPTIONS
Testing With a First Blog Post	Super Admin	Publish	<a href="#">VIEW</a> <a href="#">EDIT</a> <a href="#">X</a>
Latest Market Statistics - Your Market, Your Community	Super Admin	Publish	<a href="#">VIEW</a> <a href="#">EDIT</a> <a href="#">X</a>
My First Blog Post - Welcome to the site!	Super Admin	Publish	<a href="#">VIEW</a> <a href="#">EDIT</a> <a href="#">X</a>

On the right side of the interface, there are three panels:

- Entries**: Manage Entries, Add New Entry
- Comments**: Pending Comments, Pending Pingbacks
- Categories**: Manage Categories, Add New Category

Your first task is to choose a **Title** for your post. Make it brief, but interesting. Your goal with the title is to capture the interest of your readers. Putting appropriate keywords in the title is also helpful for SEO. For example, "Home Prices Skyrocket in the Local Real Estate Market!" will get your readers' attention, and if you replace the word "local" with your area of service, you'll have yourself a search engine friendly title for your post.

**Figure (4) - Content Box/WYSIWYG Editor for Creating the Body of Your Blog Entry**



Next, you need to write your entry in the **Content** box. In the gray area (see Figure 4), there are several tools that allow you to customize the content of your entry. This is called a WYSIWYG editor (pronounced wizzywig, and stands for "what you see is what you get"). It enables you to format your text, add headings, paragraphs, pictures, and links. For more information on using the WYSIWYG, please see our CMS 2.0 Tutorial.

Click on the **Advanced** tab to optimize the meta content of your blog entry, and to add related links to your post (if appropriate).

**Figure (5) - Advanced Tab for a Blog Entry**

Add Blog Entry: Fill out the form below.

**Content** **Advanced**

**Meta Keywords** ?

**Meta Description** ?

**Blog Tags** ?

**Related Links** ?

Title	URL
<input type="text"/>	<input type="text" value="http://"/>
<input type="text"/>	<input type="text" value="http://"/>
<input type="text"/>	<input type="text" value="http://"/>

Publish

**Entries**  
Manage Entries  
**Add New Entry**

**Comments**  
Pending Comments  
Pending Pingbacks

**Categories**  
Manage Categories  
Add New Category

**Links**  
Manage Links  
Add New Link

**Settings**  
Blog Settings

When you've completed writing your entry, you'll have the option to assign your entry to a particular category (see the next section for information about **categories**), and whether or not you'd like to **Publish** the entry at this time. Publishing the post means that the entry will be displayed on your site for readers to see. If you *uncheck* the **Publish** box (circled in green within Figure 6), your entry will be saved, but will not appear on the website.

**Figure (6) - Publishing Your Blog Entry Using Add New Entry/Publish**

The screenshot shows the WordPress 'Add New Entry' form. At the top, a yellow banner reads 'Add Blog Entry: Fill out the form below.' Below this are two tabs: 'Content' (selected) and 'Advanced'. The 'Title' field contains 'Test Entry - My First Blog Post!'. The 'Content' field is a rich text editor with a toolbar and placeholder text: 'This is a sample entry. Your blog should display current, relevant content (and don't forget to be exciting)'. Below the content field is a 'Path' field. Underneath, there are 'Categories' with three options: 'Real Estate Highlights & Current Market Information' (with a sub-option 'Recent Home Sales'), and 'Testing My REW Blog'. At the bottom, there are two buttons: 'Add New Entry' and 'Publish'. The 'Publish' checkbox is checked and circled in green. On the right side of the form, there are several sidebar boxes: 'Entries' (with 'Add New Entry' highlighted), 'Comments' (with 'Pending Comments' and 'Pending Pingbacks'), 'Categories' (with 'Manage Categories' and 'Add New Category'), 'Links' (with 'Manage Links' and 'Add New Link'), and 'Settings' (with 'Blog Settings').

Once you've hit **Add New Entry**, you'll be taken to this screen:

**Figure (7) - Confirmation Screen for Successful Blog Entry Creation**

The screenshot shows a confirmation message on a WordPress page. At the top, a green banner reads 'Success'. Below the banner, the text says: 'Blog Entry has successfully been created. [Click here](#) to edit it.'

You can go back and edit your entry at any time by clicking on the **Manage Entries** tab on your top navigation.

## What to Write About

The most intimidating aspect of having a blog is the question: "What should I write about?" Potential clients, colleagues, and competitors will all be able to read your blog posts, so you want to make a good impression.

Blogs are supposed to be timely, informative and interesting. They can be humorous or controversial, personal or strictly business focused. Entries don't need to be long, but they do need to offer the reader something more than just a link to a website or article.

*Blogs are supposed to be timely, informative and interesting.*

Blogs can be written with a less formal tone than articles and static web pages, but you shouldn't throw out spelling and grammar altogether. Remember that you want to be seen as intelligent and professional, so make your posts conversational, but error-free.

For topic ideas, check out Morgan's post about [Blogalytics: Let your Traffic Guide Your Topics](#).

There are also a lot of handy ideas in this *Famous Agents* article: "[106 Content Ideas for the REALTOR who has Nothing to Write About](#)." You can also check out recent posts on the [REW Blogs](#) site for inspiration. Read what other real estate agents are writing about, and see if there are any topics that inspire you.



The **Advanced** tab allows you to add meta content (page title, keywords, and meta description) to each blog category, which will make each of your categories search engine friendly.

**Figure (9) - Advanced Tab Within Category Information**

**Content** **Advanced**

**Page Title**

Condo Listings & Rentals in the Local Real Estate Market

**Meta Keywords** ?

local condo sales, local condo rentals, local real estate

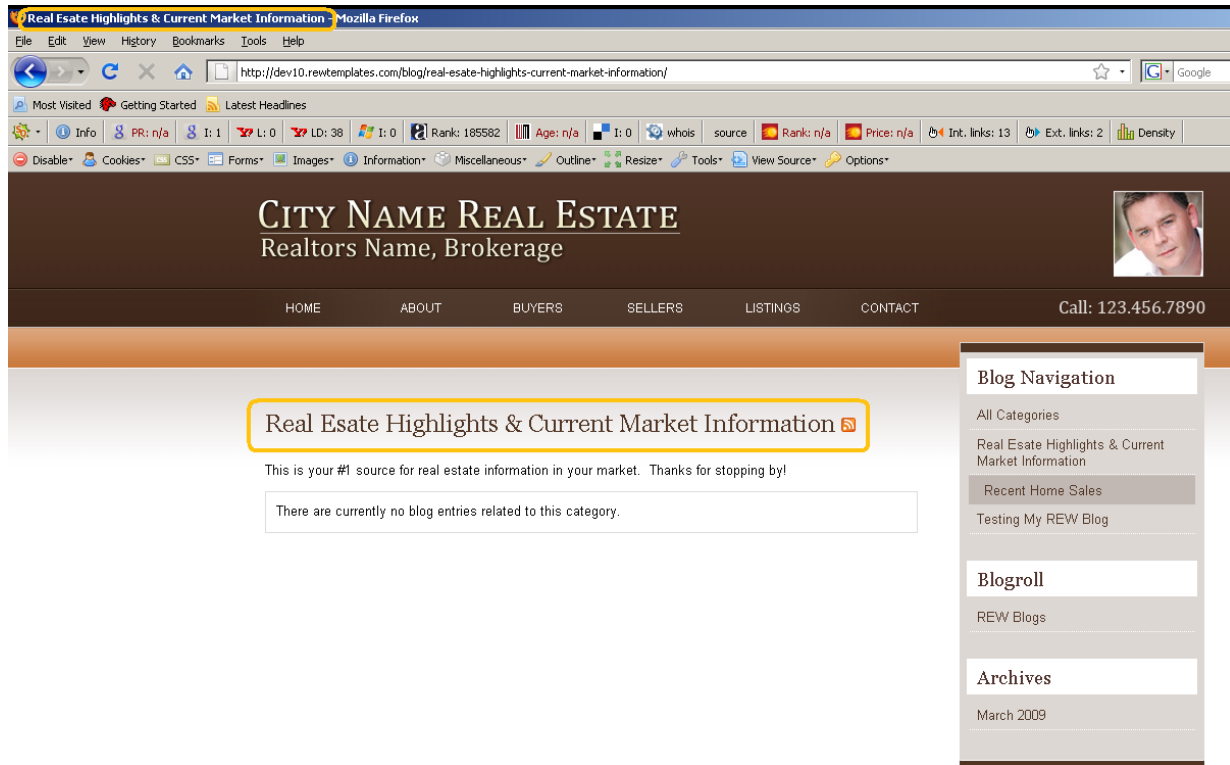
**Meta Description** ?

Find listings for condo rentals and sales in the local real estate market.

Save Category

Below is an example of what your new category will look like on the website. Your page's meta title appears in the blue bar at the top (see top yellow highlight in Figure 10), the category name is the main heading on the page, and is referred to as the H1 (see bottom yellow highlight in Figure 10). Your blog description appears just below the H1.

**Figure (10) - Screenshot Illustrating a Category Title and Meta Title**



Now when users click on a category (e.g. Condo Rentals), they will see all the blog posts that have been assigned to that category.

## Links/Blogroll

If there are websites that you think your readers would find valuable, then you may want to add a few links to your blog. Note: it's best to link only to authoritative, relevant sites, and it's never a good idea to create a link simply for a link exchange.

To add a link to your blog, hover over the **Manage Links** tab, and click **Add New Link**. Choose a title for the link, and enter the website's complete URL (web address).

**Figure (11) - Adding Links to Populate the Blogroll**

Add Blog Link: Fill out the form below.

**Link Title \***  
Real Estate Webmasters

**Link URL \***  
http://www.realestatewebmasters.com

**Link Target**  
New Browser Window

Add New Link

The **Link Target** section has a drop-down menu (see Figure 12) that gives you two options for your link. When visitors click on a link, would you prefer for the web page to open up in a new browser window? Or would you like it to open up in the current browser window? Having links open up in a new window makes it easy for readers to check out the link while still having your blog page open.

**Figure (12) - Destination for Blogroll Link - Current or New Window**

**Link Target**

New Browser Window

New Browser Window

Current Browser Window

On your blog page, all the relevant links you've added will be displayed in a section called the **Blogroll**. Usually the term "blogroll" strictly refers to a list of blogs you're recommending to your readers, but you can also link to static websites if you like.

**Figure (13) - Screenshot Illustrating your Blogroll**



## Managing Comments

One of the benefits of the blogging platform is the fact that readers are able to comment on your entries. This creates a dynamic forum for people to discuss issues and exchange information. You may also find that potential clients post on your blog, requesting your services!

For people to comment, they simply need to click on the title of the entry they want to comment on, and fill out the following form:

**Figure (14) - Example of a Completed Comment Form**

amet massa. Phasellus non risus ut felis tincidunt vehicula. Proin mattis accumsan dolor. Sed *tortor tortor*, *varius eu*, hendrerit in, vulputate eget, mauris. Mauris elit.



Be the first to comment on this blog entry!

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### Leave a Comment

Your Name *	Your Email * (private)
<input type="text" value="Test"/>	<input type="text" value="test@realestatewebmasters.com"/>
Website	
<input type="text" value="http://www.realestatewebmasters.com/"/>	
Comment *	
<input type="text" value="I found this very informative, and I am looking for a real estate Agent. You might be a great fit!"/>	
<input type="button" value="Submit Comment"/>	

Each person's comment will automatically be entered into your **Comments Queue**, which means they're pending approval (by you), and they will see this message:

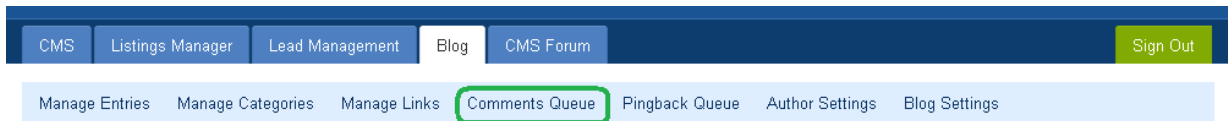
**Figure (15) - Confirmation of an Accepted Comment Awaiting Approval**



When a visitor comments on a post, you will receive email notification. This email will tell you the title of the blog that has been commented on, the commenter's name, their email address, their IP address, and a copy of the comment itself.

You will also find this information in your site's backend in the **Comments Queue** section. In the top navigation, you'll see a number in brackets next to the Comments Queue tab (circled below). This number represents how many **Pending Comments** there are in the system, awaiting your approval.

**Figure (16) - Location of the Comments Queue Page via the Top Navigation Bar**



Click on that button to see more details like the commenter's contact information, and to approve or delete the comment. To **Approve** and publish the comment, click on the pencil graphic (see Figure 17). This will make the comment visible to all readers. If you think the comment is inappropriate, click the red box to **Delete** it.

**Figure (17) - Comment Management Screen**



This is how your blog entry and its approved comments will look on the site:

**Figure (18) - Approved Comment Illustration**

## Test Entry

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*Posted by [Super Admin](#) on Friday, March 6th, 2009 at 4:16pm.*

This is a sample blog post. Your blog posts should display relevant, informative content, and definitely be longer than this ;)

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### 1 Response to "Test Entry"

**Jane Doe wrote:**

I found this entry very informative. I'm looking for a real estate agent, and think you and I would be a great fit!

*Posted on Friday, March 6th, 2009 at 4:38 PM.*

## Pingbacks

A **Pingback** is a way for bloggers to track any links that point to their blog posts. Say for example that Marge wrote a blog entry about a new condo development in her local market. Sandra read this post and loved it so much that she wrote about it on her own blog, adding a link to Marge's post. As soon as Sandra posts her entry, Marge will be notified that someone has linked to her blog post. This notification will be in her **Pingback Queue**, pending approval. Once Marge approves the pingback, it will be posted on her blog (just like a comment would), with a link to Sandra's post.

Why do pingbacks need to be approved? You want to verify that a legitimate blog is linking to your site.

When you've linked to someone else's blog that has pingback, you will receive this notice: "Pingback to [URL of the website you've linked to] succeeded."

Check out Figure 19 to see an example. This is Sandra's post. In it, she mentions Marge's blog post, and links to it within the body of the text.

### Figure (19) - Example of a Link Triggering a Pingback

## Pingbacks

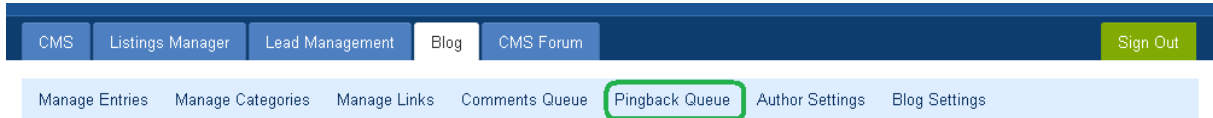
---

*Posted by [Super Admin](#) on Monday, March 9th, 2009 at 4:41pm.*

This is a test entry. When I add a link to [Marge's blog](#), if both her and I have pingbacks on our sites, then she will receive notification that I've linked to her blog. Once she's approved my pingback, it'll appear like a comment on her blog post. It will also appear with a link *back* to my post, so readers can see what I've written about her entry.

Because Sandra linked to Marge's post in her blog, Marge will be notified via email that someone has linked to her. She will also be able to access this information in the backend of her site. In Marge's backend, she will see that there is 1 pingback waiting in her Pingback Queue (see Figure 20).

**Figure (20) - Location of the Pingback Queue Page via the Top Navigation Bar**



When Marge clicks on her Pingback Queue, she can find out the URL of the site that linked to her, as well as that person's IP address (see Figure 21).

**Figure (21) - Pingback Management Screen**



Marge can choose delete the pingback (click the red box), or choose to publish it (click the pencil). Once she's approved the pingback, the pingback will appear like a comment on her entry (see Figure 22).

**Figure (22) - Approved Pingback Illustration**

## Sample

Posted by [Super Admin](#) on Monday, March 9th, 2009 at 4:37pm.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nulla eros, elementum vitae, luctus eget, tempus viverra, neque. Fusce erat velit, consequat non, bibendum a, pellentesque ut, diam. Donec fermentum vestibulum sapien. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sapien ante, pretium sit amet, fringilla gravida, imperdiet vel, lectus. Etiam ac libero sed felis adipiscing pulvinar. Integer scelerisque. Duis diam tellus, venenatis nec, faucibus in, porta vel, urna. Suspendisse vitae dui. Donec metus metus, ultrices feugiat, luctus sit amet, rhoncus tempus, orci. Donec facilisis tellus vel nibh lacinia congue. Morbi vehicula auctor dolor. Integer feugiat nulla non tellus. Quisque ullamcorper. Phasellus tincidunt posuere nulla. Fusce tellus. Nulla turpis magna, eleifend facilisis, molestie sit amet, porta quis, enim. Sed id nisl nec purus faucibus gravida. Duis gravida pellentesque urna.

 Print  Share

### 1 Response to "Sample"

**Pingbacks wrote:**

[...]is a test entry. When I add a link to another blog, if both her and I have pingbacks on our sites, then she will receive notification that I've[...]

Posted on Monday March 9th, 2009 at 4:41 PM.

## Author Settings

Along the top navigation, you'll see the **Author Settings** tab. These settings allow agents and administrators to customize their accounts and blog entries. When you're logged in, just click on **Author Settings** to upload a display photo, create a profile (which is a mini biography), and add a signature to your entries. This can be done for each individual blogger on your site.

**Figure (23) - Author Settings Page**

The screenshot shows the 'Author Settings' page. At the top, there is a dark blue navigation bar with three tabs: 'Lead Management', 'Blog' (which is active), and 'CMS Forum'. Below this is a light blue bar with four links: 'Manage Entries', 'Comments Queue', 'Pingback Queue', and 'Author Settings'. A yellow banner below the navigation bar contains the text: 'Author Settings: Update your blog settings, signature, and display picture.' Below the banner is another light blue bar with three tabs: 'Display Picture' (active), 'Profile', and 'Signature'. Under the 'Display Picture' tab, there is a label 'Display Picture' above a text input field. To the right of the input field is a 'Browse...' button. At the bottom of the page, there is a green 'Save Settings' button.

To add a **Display Picture** to your blog account, click **Browse** to search your computer for an appropriate photo (see Figure 23). Once you've chosen a picture, click **Open** to complete uploading. Be sure to also hit **Save Settings** after you're done.

Your **Display Picture** will appear next to each one of your blog posts, and makes it easy for readers to differentiate between posts made by several authors. For example, Figure 24 shows how your blog will look with two different authors posting on it:

**Figure (24) - Example of Display Pictures (a.k.a./ Avatars)**

## Real Estate Blog

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### Agent's first blog entry



[Agent No.1](#)

Wednesday, March 11th, 2009 at 12:58pm. 0 Views, 0 Comments.

This is an entry made by local real estate agent, Bob Smith. I can talk about new homes in the area, show favorite listings of mine, or simply discuss what's going on in the real estate market as a whole.

### Home Prices Skyrocket in Local Real Estate Market!



[Super Admin](#)

Wednesday, March 11th, 2009 at 12:57pm. 0 Views, 0 Comments.

The Latin text that follows is standard among web developers when they need to have sample text on their websites.

Nulla facilisi. Aliquam sagittis ante sed diam. Quisque posuere, quam ac imperdiet varius, lacus quam laoreet risus, ut dignissim eros nunc non velit. Aliquam orci turpis, adipiscing et, adipiscing eget, fermentum eget, turpis. Quisque risus augue, sodales non, consequat non, convallis non, ligula. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

When a user clicks on your user name (e.g., "Super Admin"), they will be taken to a page that contains your **Profile**, and all of your blog posts. Your profile is essentially a miniature biography. Use this space to talk about your career achievements, what markets you specialize in, or perhaps talk about your family. This is where you give readers a succinct portrait of you, the author.

**Signatures** are lines of text that appear at the bottom of every blog post you make. Having a signature is optional, and may consist of a quote you really like, a link to an internal page of your website, or something else entirely.

## Blog Settings

**Blog Settings** enable you to add meta content to your blog. You can create an SEO-friendly Page Title, add keywords to the Keywords section, and add a Description that will encourage readers to click on your blog.

**Figure (25) - Blog Settings Page**

**Blog Settings:** Update default blog settings.

**Blog Name**

  
**Page Title** ?  
**Keywords** ?  
**Description** ?  

Save Settings

## RSS Feed

Note the orange box that appears next to your Blog's H1:

Figure (26) - RSS Button Illustration -- Found at the Right End of Your Blog's H1 Heading



This orange box enables readers to subscribe to what is known as your **RSS Feed**. When a user clicks on the box, they will be taken to a page where they can **Subscribe** to your feed (see Figure 27 for Internet Explorer and Figure 28 for Firefox).

Figure (27) - RSS Feed Page Example When Using Internet Explorer Browser

The screenshot shows a web browser window displaying an RSS feed. At the top left, there is a yellow box with the text "Real Estate Blog" and a "Subscribe to this feed" button with an RSS icon. Below this, the main content area shows three blog posts. The first post is titled "My First Blog Post - Welcome to the site!" and includes a date and time, a user name "notsetup@realestatewebmasters.com (Super Admin)", and a paragraph of placeholder text. The second post is titled "Latest Market Statistics - Your Market, Your Community" and also includes a date, time, user name, and a paragraph of placeholder text. The third post is titled "Testing With a First Blog Post". On the right side of the browser window, there is a sidebar with a "Displaying 4 / 4" indicator, a search box, a "All" filter with a count of "4", and a "Sort by:" section with options for "Date", "Title", and "Author".

**Real Estate Blog**

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. [Learn more about feeds.](#)

[Subscribe to this feed](#)

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**My First Blog Post - Welcome to the site!**

March-26-09, 3:11:27 PM | notsetup@realestatewebmasters.com (Super Admin)

Great to have you here, and welcome to the new web site. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus lorem. Aliquam erat volutpat. Aliquam sit amet massa. Phasellus non risus ut felis tincidunt vehicula. Proin mattis accumsan dolor. Sed tortor tortor, varius eu, hendrerit in, vulputate eget, mauris. Mauris elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus lorem. Aliquam erat volutpat. Aliquam sit amet massa. Phasellus non risus ut felis tincidunt...

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**Latest Market Statistics - Your Market, Your Community**

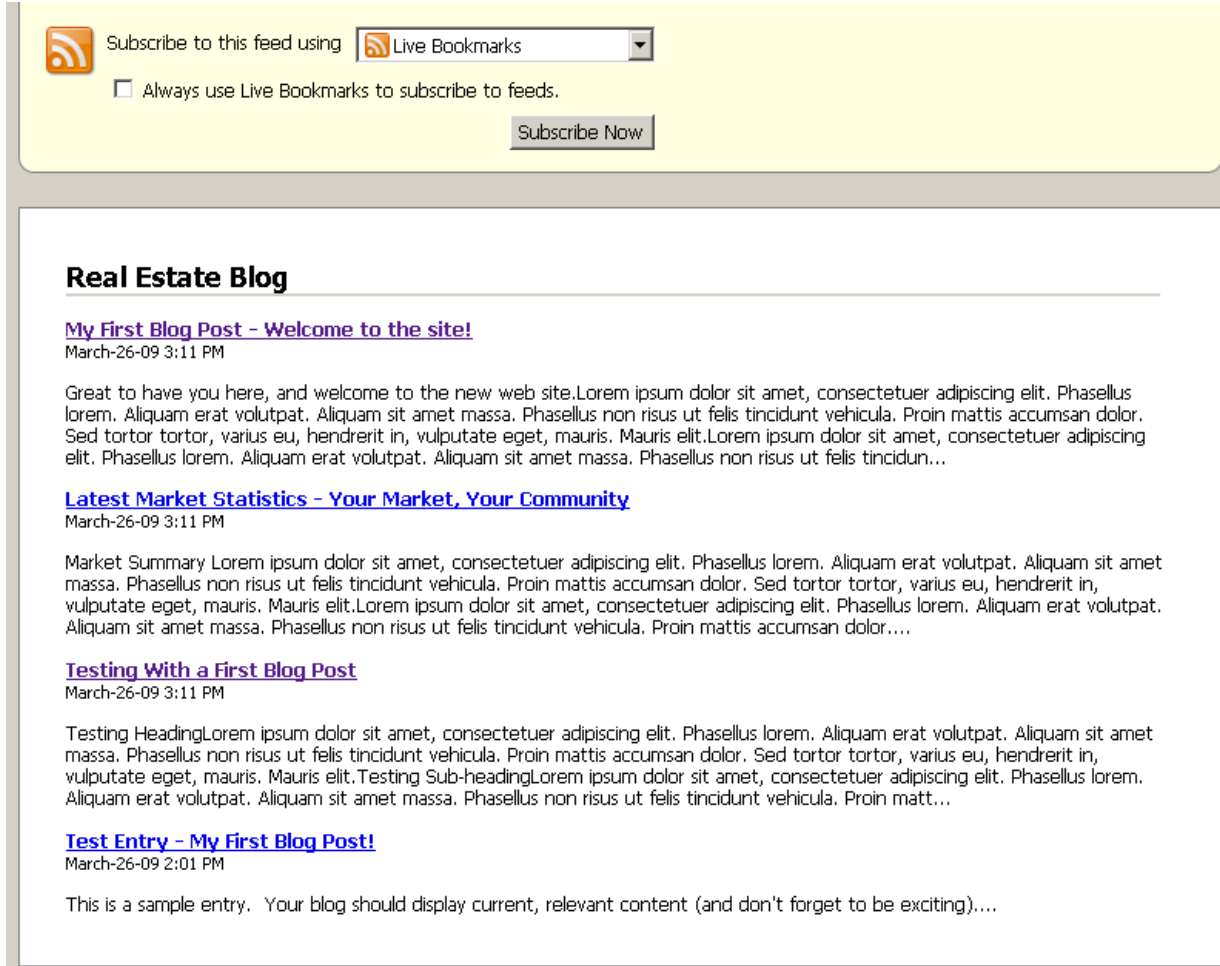
March-26-09, 3:11:26 PM | notsetup@realestatewebmasters.com (Super Admin)

Market Summary Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus lorem. Aliquam erat volutpat. Aliquam sit amet massa. Phasellus non risus ut felis tincidunt vehicula. Proin mattis accumsan dolor. Sed tortor tortor, varius eu, hendrerit in, vulputate eget, mauris. Mauris elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus lorem. Aliquam erat volutpat. Aliquam sit amet massa. Phasellus non risus ut felis tincidunt vehicula. Proin mattis accumsan dolor....

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**Testing With a First Blog Post**

**Figure (28) - RSS Feed Page Example When Using Firefox Browser**



Once a reader subscribes, they will receive email notification every time a new entry is posted on your blog. This makes it easy for readers to follow your blog and stay informed.

Thanks for taking the time to get to know your new REW Blog platform. If you need any assistance with your blog, please contact the REW Customer Support team via the [Blog Support forum](#). Alternative means of accessing Customer Support include e-mail ([support@realestatewebmasters.com](mailto:support@realestatewebmasters.com)) or by telephone at 250.753.9893.

Happy blogging!