

group**two**

Snyder Homes



FIND YOUR HOME PROCESS GALLERY ABOUT CONTACT US



QUESTION?
We're here to help!
802-985-5722 x 142

Beautiful Homes. Great Towns.

BUILDING QUALITY HOMES FOR OVER 40 YEARS

[Find Your Home](#)

Welcome to your new website from Group Two!

grouptwo

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Builders Hub

Builders Hub Part 1

The screenshot shows the WordPress dashboard for the Snyder Homes website. The left sidebar has a yellow-highlighted 'Dashboard' tab under 'WP Engine'. Other tabs include Home, Updates (with a red '5' badge), Posts, Sales Agent, Media, Communities, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red '2' badge), Builders Hub, Smush, and a 'Collapse menu' button.

The main content area is titled 'Builders Hub' and contains several sections:

- Builders Hub Overview:** Shows 1 Communities, 6 Floorplans, and 1 Available home.
- Site Health Status:** Shows a yellow warning icon and the message "Should be improved". It states: "Your site has a critical issue that should be addressed as soon as possible to improve its performance and security." It also says "Take a look at the 3 items on the [Site Health screen](#)".
- At a Glance:** Shows 1 Post and 16 Pages. It notes "WordPress 6.0.2 running [Snyder_Homes_by_Grouptwo](#) theme".
- Activity:** Shows "Recently Published" posts from Aug 8th, 4:07 pm, titled "Things to Do in Vermont".
- Yoast SEO Posts Overview:** (partially visible)
- Welcome to Builders Hub Aj Jardiah Jr:** A welcome message for the user Aj Jardiah Jr, with instructions on how to use the dashboard, feed listing, service request, and site health.
- Quick Draft:** A form for creating a new post, with fields for Title and Content, and a "Save Draft" button.
- WordPress Events and News:** A section for attending upcoming events near the user's location.

Using Your Builder's Hub:

Once you log in to your website, this is your dashboard. You can find a summary of your communities, floorplans, and available homes in the "Builders Hub Overview" with links to those sections of your backend (the non-public facing part of your website where you can control all your content).

Builder's Hub Part 2

The screenshot shows the WordPress dashboard with the 'grouptwo' theme. On the left, a slide-out menu is open, showing various plugin links. The 'Builders Hub' link is highlighted with a blue background. A red arrow points from this link to the 'Feed Listing' summary in the main content area. The main content area displays the 'Builders Hub Overview', 'Site Health Status' (warning: 'Should be improved'), 'At a Glance' (1 Post, 16 Pages), and 'Recently Published' (Aug 8th, 4:07 pm, Things to Do in Vermont). To the right, there is a 'Welcome to Builders Hub' sidebar and a 'Quick Draft' editor.

Using Your Builder's Hub:

To access your Builders Hub, navigate down the left-hand side of your screen and select the “Builders Hub” link - or, when the slide-out menu appears, choose “Dashboard” (both options will lead you to the same screen, though if you want to quickly navigate to your Feed Listing summary or Service Request form, you can choose both of those from the slide-out menu).

Builder's Hub Part 3

The screenshot shows the 'Setting Manager' section of the Builders Hub Manager. The left sidebar includes links for WP Engine, Dashboard, Posts, Sales Agent, Media, Communities, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO, and Builders Hub. The main area displays company information fields: Builder's Name (Snyder Homes), Phone (802-985-5722), Email (info@snyderhomes.com), Street 1 (4076 Shelburne Road), Street 2 (Suite 6), City (Shelburne), State (VT), Portal Code (05482). It also lists social media links: Facebook (https://www.facebook.com/SnyderHomes/), Instagram (https://www.instagram.com/snyderhomes/), Twitter (Enter Twitter URL), and YouTube (https://www.youtube.com/channel/UCBRtB2BULzLif8hPgulloA/). Below these are sections for Google Header Tags and Google Body Tags, each containing a large block of script code. A 'Save Changes' button is at the bottom.

Using Your Builder's Hub:

On the dashboard of your Builders Hub, you will find fields to provide your company information. This includes your company Name, phone number, email address, business address, social media links, your Google Maps API and your tags for Google Tag Manager. If you ever need to change this information, this is where you would do that.

Builder's Hub Part 4

The screenshot shows the WordPress dashboard for 'grouptwo' with the title 'Builders Feed Dashboard'. A note says: 'If enabled, the feed format presented below will allow your organization to share new construction listings with Zillow.' A table lists three entries:

ID	Name	Location	Price Range	Status	Updated
1203	Kwiniska Ridge Edit	5531 Spear St Shelburne VT, 05482		Active	September 20, 2022
1222	Shaker Edit		\$710,500	Active	September 16, 2022
1224	Thompson Edit		\$763,500	Active	September 8, 2022

The left sidebar includes links for WP Engine, Dashboard, Posts, Sales Agent, Media, Communities, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with 2 notifications), and Builders Hub (which is active). It also has Smush and a 'Collapse menu' option.

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Using Your Builder's Hub:

On the Feed Listing section of your Builders Hub, you will find a summary of the information currently being sent to Zillow. It will show your communities, floorplans, and QMIs. Choosing the edit link will take you directly to that record so you can correct or verify any information as needed.

Builder's Hub

Part 5

The screenshot shows a web browser window with the following details:

- Title Bar:** Shows "Snyder Homes" and "grouptwo". There are tabs for "New" and "WP Engine Quick Links". A red notification badge with the number "2" is visible.
- Header:** "Welcome Aj Jardah ir" and a profile icon.
- Left Sidebar (Builder's Hub):**
 - WP Engine
 - Dashboard
 - Posts
 - Sales Agent
 - Media
 - Communities
 - Floorplans
 - Available Homes
 - Pages
 - Modula
 - Contact
 - Yeast SEO (with a red badge)
 - Builders Hub** (highlighted in yellow)
 - Dashboard
 - Feed Listing
 - Service Request

Below the sidebar:
 - Smush
 - Collapse menu
- Content Area:**

Website Service Request

Please fill out the form and press "Send" at the bottom of the form.

Company Name
Company's Name

Email
Email

Phone
Phone Number

Website
Website URL

Priority: Low

Page(s) Impacted

URL to page being impacted

Message
- Page Footer:**

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Using Your Builder's Hub:

On the Service Request tab, you will find a form that you can submit if you ever need help with your website. Please be sure to include detailed information here, such as what page you need assistance with as well as full and complete description of what is happening.

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Communities

Communities Part 1

The screenshot shows the WordPress dashboard for the 'Snyder Homes' website, utilizing the 'grouptwo' theme. The left sidebar features a blue navigation bar with various links: WP Engine, Dashboard, Home, Updates (with 5 notifications), Posts, Sales Agent, Media, Communities (selected), Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with 2 notifications), Builders Hub, Smush, and a Collapse menu. The main content area is titled 'Builders Hub Overview'. It includes a 'Site Health Status' section with a warning message: 'Your site has a critical issue that should be addressed as soon as possible to improve its performance and security.' Below this is the 'At a Glance' section, which displays 1 Post and 16 Pages. The 'Activity' section shows a recent publication on August 8th at 4:07 pm titled 'Things to Do in Vermont'. To the right, there's a 'GROUPTWO - PODCAST FOR HOMEBUILDERS' section with links to episodes like 'S3 EP15 | Top Marketing Solutions for 2022' and a 'Welcome to Builders Hub Aj Jardiah Jr' section with general information. At the bottom, there's a 'Quick Draft' area with fields for Title and Content.

Adding and Editing Communities:

To add or edit your communities, find the Communities tab on the left-hand menu and choose “All Communities” from the slide-out menu. You may also choose the Communities link from your Builders Hub Overview widget on your dashboard. If you are adding a new community, you may also choose “Add Community” from the slide-out menu.

grouptwo

Communities Part 2

The screenshot shows the GroupTwo WordPress dashboard with the 'Communities' page selected. The left sidebar includes links for WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is highlighted), All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. The main content area displays a table of communities. The first row shows 'Kwiniska Ridge' with details: Community ID 1203, Min Sqft 1,924, Min Price \$710,000, and available homes including Cabot at Kwiniska Ridge, Shaker at Kwiniska Ridge, Thompson at Kwiniska Ridge, and 125 Elmore Street. The second row is partially visible. At the bottom left of the search/filter bar, there is a red box around the 'Apply' button. The top right corner shows a welcome message for 'Aj Jardiah Jr'.

Title	Community ID	Min Sqft	Min Price	Floorplans	Available Homes
Kwiniska Ridge	1203	1,924	\$710,000	Cabot at Kwiniska Ridge, Shaker at Kwiniska Ridge, Thompson at Kwiniska Ridge, 125 Elmore Street.	● 0 ● 0 0 0

Adding and Editing Communities:

Choose the community that you wish to edit from the displayed list by selecting its name. You may also add a new community here by using the “Add Community” button at the top of the screen. If you have many communities, you may need to use the search box in the upper right hand corner to search by name, or turn to the next page using the arrows at the bottom of the displayed list.

Communities Part 3

The screenshot shows the 'Edit Community' page for 'Kwiniaska Ridge'. The left sidebar has a yellow 'Communities' section selected. The main area shows 'Community Information' with a 'Community Type' dropdown set to 'Town Homes'. A red arrow points to this dropdown. The right sidebar shows 'Publish' settings with 'Status: Published' and 'Visibility: Public'. It also shows 'Market Areas' with 'North Western Vermont' and 'Shelburne, VT' selected as primary.

Adding and Editing Communities:

You should now see the chose Community's details. At the top of the page is the title of your community - this is the name your community will appear under on your webpage and on your syndicate services. Below that is the unique URL (web address) for this community, which has already been optimized for your best results on Google and we do not recommend changing it.

Communities Part 4

The screenshot shows the 'grouptwo' WordPress plugin interface for managing communities. On the left, a sidebar lists various community-related sections such as All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO, Builders Hub, and Smush. The main content area is titled 'Community Information' and contains several tabs: Community Information, Photos, Community Map, Video, Schools, Floorplans, Available Homes, Sales Agent, Amenities, and Custom Fields. The 'Community Type' tab is currently selected, showing 'Townhomes' as the value. Other tabs include 'Community Active Status' (set to 'Active'), 'SqFt' (with 'Edit SqFt' button), 'Price' (with 'Edit Pricing' button), and 'Featured Community' (with a toggle switch set to 'No'). The 'Custom Fields' tab contains two rich text editor boxes. The first box describes Kwiniska Ridge's location and amenities, mentioning Spear Street, Lake Champlain, and the Green Mountains. The second box describes the rolling landscape and year-round activities, including golfing at Kwiniska Golf Course and walking/biking along the Shelburne path. The right sidebar displays publishing information: Status (Published), Visibility (Public), Published on (Aug 2, 2022 at 14:27), Duplicate This, SEO (Not available), Readability (Not available), Move to Trash, and Update. It also shows the 'Market Areas' section with 'North Western Vermont' checked and 'Shelburne, VT' selected as the primary market area.

Adding and Editing Communities:

Below the title and link for your community, you will find the Community Information section which has several different tabs. The top-most tab is the Community Information tab. Here, you can enter information for your Community Type, Community Active Status, Minimum and Maximum Square Feet, the Minimum and Maximum pricing, and Your Featured Community Toggle. You will also find a place for a Headline and Description.

Communities Part 5

The screenshot shows the WordPress admin dashboard for a community listing. The left sidebar has a yellow-highlighted 'Communities' section. A red arrow points to the 'Location' tab in this section. The main content area is titled 'Community Information' and contains tabs for 'Community Information', 'Location', 'Photo', 'Community Map', 'Video', 'Schools', 'Floorplans', 'Available Homes', 'Sales Agent', 'Amenities', and 'Custom Fields'. The 'Location' tab is active, displaying fields for Address (5531 Spear St), City (Sheilburne), County (Chittenden), State (VT), Postal Code (05482), Phone Number, and Phone. Below these are sections for Geolocation (Latitude 44.393622, Longitude -73.204067) and Driving Directions (with a 'Get Driving Directions' button). On the right side, there's a 'Publish' bar with 'Preview Changes' and status indicators (Published on Aug 2, 2022 at 14:27). Below it is a 'Market Areas' section with a 'Primary' dropdown set to 'North Western Vermont' (Shelburne, VT selected). Other market areas listed are Burlington, VT and an unselected 'Add New Area'.

Adding and Editing Communities:

The next tab in Community Information is the Location tab. Here, you can enter the community address, phone number, and Geolocation (this is used on your embedded map). You can also enter driving instruction to help buyers find your community and can also indicate if there is a separate sales office outside the community. Choosing this toggle will open a new section - please see the next page.

Communities Part 5 Cont

The screenshot shows a software interface for managing real estate communities. On the left, a sidebar menu includes options like WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is selected and highlighted in yellow), Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification badge), Builders Hub, Smush, and Collapse menu. The main content area has tabs at the top for New, WP Engine Quick Links, View Community, and a user profile for Aj Jardiah Jr. Below these are coordinates (44.595622, -73.204067) and a "Get Driving Directions" button. A radio button labeled "Out of Subdivision?" is set to "Yes". The main form area is titled "Out of Community Sales Office" and contains fields for Street Address, City, County, State, Postal Code, Phone Number, and Latitude/Longitude (89.009, -98.003). A "Community Feed" section is visible below the main form, and a "General Information" tab is selected at the bottom.

Adding and Editing Communities:

This is the Out of Subdivision Sales office information section revealed when you toggle the “Out of Subdivision” button to “yes” (see previous page). In this section, you can enter the Sales Office address, phone number, and geolocation. Please only fill this out if your sales office is not located inside your community.

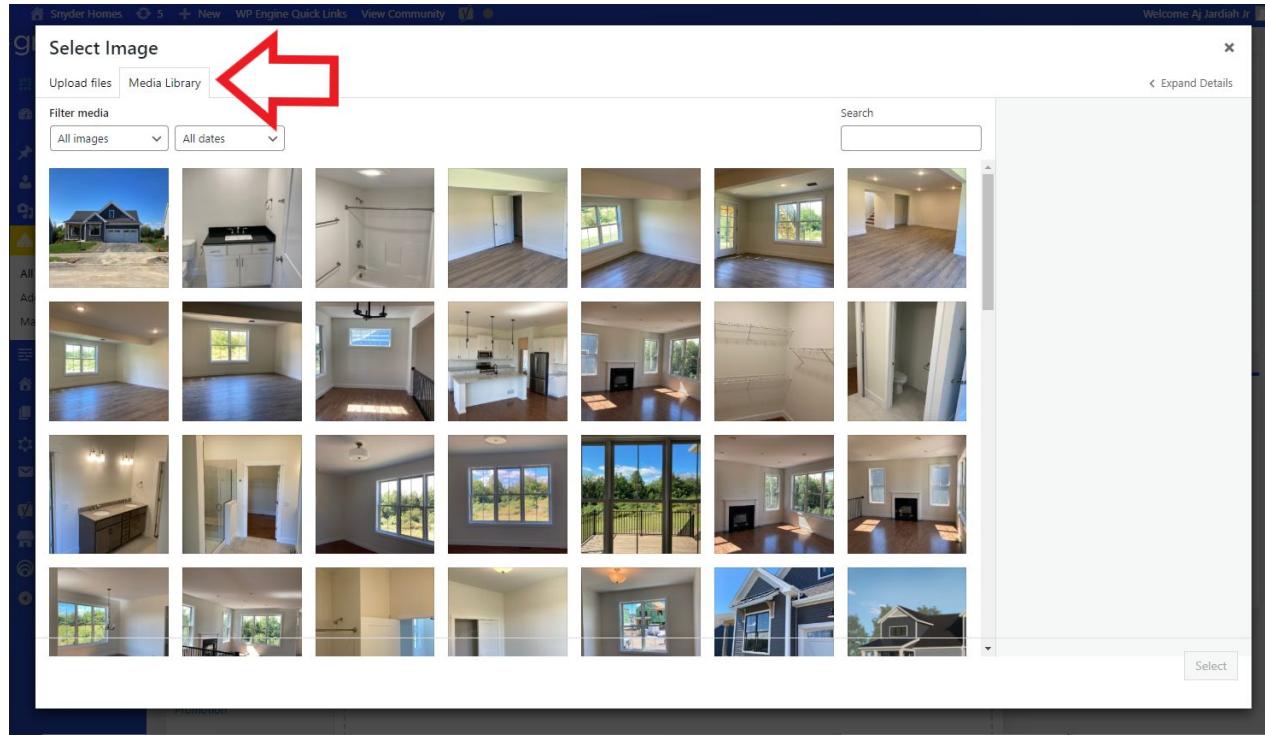
Communities Part 6

The screenshot shows the WordPress admin dashboard for a community named "grouptwo". The left sidebar has a blue header "grouptwo" and a list of menu items: WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is highlighted in yellow), All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. A red arrow points to the "Communities" tab. The main content area has a "Community Information" section with tabs for Location, Photos, Community Map, Video, School, and Floorplans. The "Photos" tab is active, displaying a grid of ten images. Below the grid are buttons for "Add to gallery" and "Bulk actions". To the right is a sidebar titled "Market Areas" with tabs for All Areas and Most Used. It lists "North Western Vermont" (checked), "Shelburne, VT" (selected and marked as primary), and "Burlington, VT". There are buttons for "Move to Trash" and "Update". At the top of the page, there are tabs for New, WP Engine Quick Links, View Community, and Publish. The Publish tab is currently selected. The URL in the address bar is <https://snyderhome3dev.wpengine.com/wp-admin/post.php?post=1203&action=edit>.

Adding and Editing Communities:

After the Location tab, there is the Photos tab, and this is where you can connect images to your Community. There is no limit on the number of images you can upload (your Community has a gallery section to display these) and you can change their display order by simply dragging and dropping the images into your preferred order. For instructions on how to upload your images, please turn to the next page.

Communities Part 6a



Adding and Editing Communities:

To access the image selector, please choose the "Add Image" button.. It has two tabs, the Media Library, which allows selection of any previously uploaded images, and the Upload Files tab, where you can upload new images. Permitted image file types include: GIF, PNG, JPG, SVG, and PDF. When uploading images, please be sure that the size of the image is at least 2000 pixels long on the longest side and at least 1125 pixels long on the shorter side.

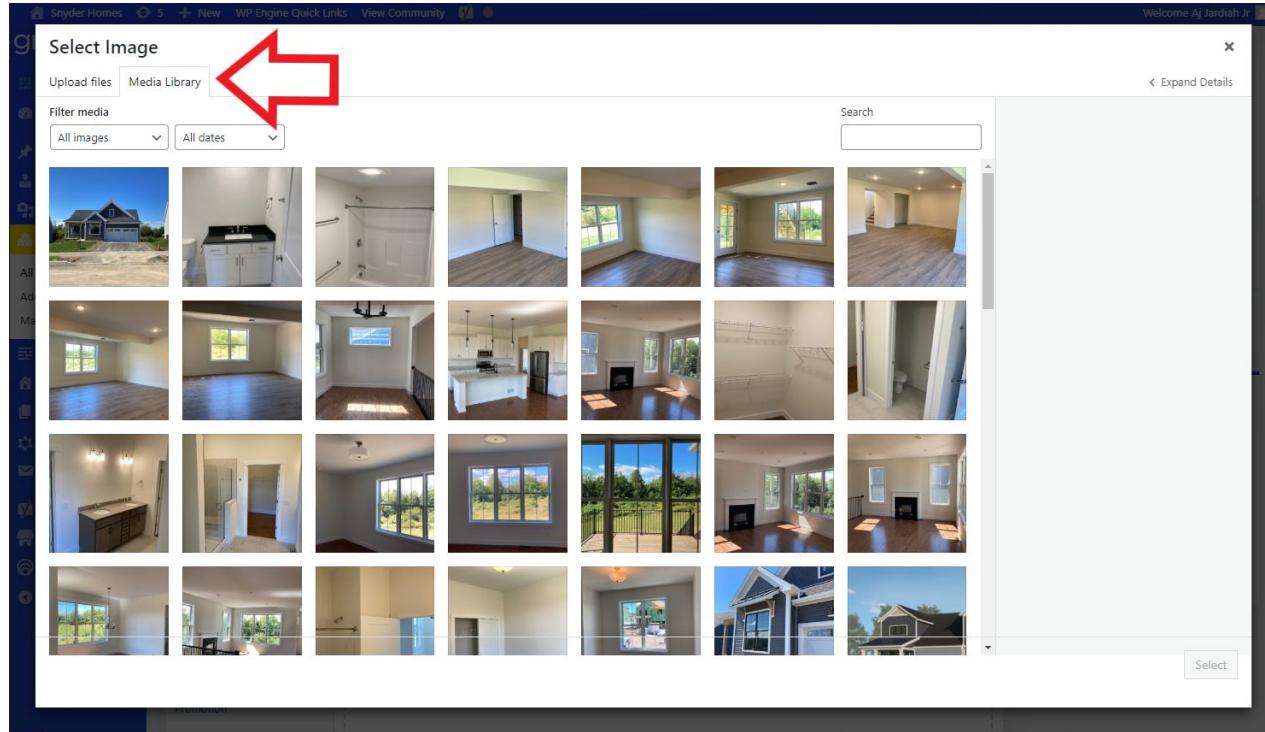
Communities Part 7

The screenshot shows the grouptwo WordPress dashboard. The left sidebar has a yellow-highlighted 'Communities' tab. The main area shows the 'Community Information' tab. A red arrow points to the 'Community Map' section, which includes a 'Community Static Map' area with an 'Add Image' button and a 'Community Map Url' field containing a link. To the right, a sidebar shows publishing status (Published), visibility (Public), and market areas (North Western Vermont, Shelburne, VT, Burlington, VT). The 'Primary' checkbox is checked for Shelburne, VT.

Adding and Editing Communities:

The next tab is the Community Map tab. Here, you can add an image file of your Community Map. If you have an interactive map, too, you can include that link in the field below labelled "Community Map Url." Filling in this field will generate a button below your static map that users can click to visit your interactive map in a new tab. Please refer to the next page for upload instructions.

Communities Part 7a



Adding and Editing Communities:

To access the image selector, please choose the "Add Image" button.. It has two tabs, the Media Library, which allows selection of any previously uploaded images, and the Upload Files tab, where you can upload new images. Permitted image file types include: GIF, PNG, JPG, SVG, and PDF. When uploading images, please be sure that the size of the image is at least 2000 pixels long on the longest side and at least 1125 pixels long on the shorter side.

Communities Part 8

The screenshot shows the WordPress admin dashboard for a community page titled "Kwiniska Ridge". The left sidebar has a yellow-highlighted "Communities" menu item. A red arrow points to the "Schools" section in the sidebar under the "Community Information" tab. The main content area shows a "Community Video" field containing a YouTube URL. The right sidebar displays publishing status, visibility, and market areas.

Permalink: <https://snyderhome3dev.wpengine.com/communities/nw-vermont/shelburne-vt/kwiniska-ridge/> Permalink Manager

Community Information

Community Video
https://www.youtube.com

Location
Photos
Community Map

Video

Schools

Floorplans

Available Homes

Sales Agent

Amenities

Custom Fields

Community Feed

General Information Welcome

Services The feed format presented below will allow your organization to share new construction listings with Zillow.

Amenities

Promotion Community Logo

Preview Changes

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Aug 2, 2022 at 14:27 [Edit](#)

Duplicate This

SEO: Not available

Readability: Not available

[Move to Trash](#) [Update](#)

Market Areas

All Areas Most Used

North Western Vermont [Make primary](#)
Shelburne, VT Primary
Burlington, VT

+ Add New Area

Adding and Editing Communities:

To include a video on your community page, navigate to the “Video” tab. Here, you can insert the URL for your video into the “Community Video” field. This field accepts URLs from both YouTube and Vimeo.

Communities Part 9

The screenshot shows the WordPress admin dashboard for a community named "nw-vermont/shelburne-vt/kwiniaska-ridge". The left sidebar has a yellow-highlighted "Communities" section. A red arrow points to the "Schools" tab in the sidebar. The main content area shows the "Community Information" tab with fields for Location (School District: Champlain Valley School District), Video (Elementary School: Elementary School), Schools (Middle School: Middle School, High School: High School), and Custom Fields. The right sidebar shows "Market Areas" with "North Western Vermont" selected as Primary. The URL in the address bar is <https://snyderhome3dev.wpengine.com/wp-admin/post.php?post=1203&action=edit>.

Adding and Editing Communities:

Below the Video tab, you will find the Schools tab. On this tab, there are 4 text fields: School District, Elementary School, Middle School, and High School. Simply type the name of the district or school in the text fields.

Communities Part 10

The screenshot shows the WordPress admin dashboard for a 'grouptwo' site. The left sidebar has a 'Communities' section with several sub-options: All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. A red arrow points to the 'Floorplans' option. The main content area is titled 'Community Information'. On the left, there's a sidebar with tabs: Community Information, Location, Photos, Community Map, Video, Schools, Floorplans (which is active and highlighted in yellow), Available Homes, Sales Agent, Amenities, and Custom Fields. The right side shows a 'Floorplans' section with a search bar and an 'Add New' button. It lists floorplans: Cabot, Cabot at Kwiaska Ridge, Shaker at Kwiaska Ridge, Flemming (draft), Henderson (draft), Prentis (draft), and Shaker. To the right of the floorplans is a 'Market Areas' section with a table showing checked items: North Western Vermont (Primary), Shelburne, VT (Make primary), and Burlington, VT. There are also buttons for 'Move to Trash' and 'Update'.

Adding and Editing Communities:

Below the Schools tab is the Floorplans tab. Here you will find a list of previously created floorplans in the left-side box and a list of already-connected floorplans in the right-side box. Simply click the name of a floorplan from the left to add it to the box on the right. Choosing a floorplan on the right will remove it from that list. Above these two boxes is also a search field so you can type the name or first few letters of your floorplan name, and the left-side list will be filtered accordingly.

Communities Part 10a

The screenshot shows the 'Community Information' page for the 'Cabot at Kwińska Ridge' community. The left sidebar includes links for WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is highlighted), All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with 2 notifications), Builders Hub, Smush, and Collapse menu. The main content area has tabs for 'Community Information' and 'Floorplans'. Under 'Floorplans', there is a search bar and an 'Add New' button. A list of floorplans includes 'Cabot at Kwińska Ridge', 'Shaker at Kwińska Ridge', 'Flemming (draft)', 'Henderson (draft)', 'Prentis (draft)', and 'Shaker'. To the right, a sidebar shows 'Status: Published' (Edit), 'Visibility: Public' (Edit), 'Published on: Aug 2, 2022 at 14:27' (Edit), 'Duplicate This', 'SEO: Not available', 'Readability: Not available', 'Move to Trash', and an 'Update' button. Below this is a 'Market Areas' section with 'All Areas' and 'Most Used' tabs, showing 'North Western Vermont' (checked), 'Shelburne, VT' (selected and marked 'Primary'), and 'Burlington, VT'. At the bottom, there is a 'Community Feed' section with tabs for General Information, Services, Amenities, and Promotion, and a 'Community Logo' section.

Adding and Editing Communities:

In addition, if you need to create a new floorplan, you can choose the “Add New” button that will immediately open the new floorplan page as part of this page (see next page for example). You will not lose your work by doing so. You can also navigate to a floorplan on the right-side and choose the pencil icon if you need to edit it. You can also select the minus icon to remove that floorplan from the right-side list. We will cover floorplans later in this tutorial.

Communities Part 10b

The screenshot shows the 'Edit Floorplan' interface. On the left, there's a sidebar with various icons and a list of communities. The main content area is titled 'Cabot at Kwiniska Ridge'. It includes a 'Permalink' section with a link and a 'Permalink Manager' button. The form itself has sections for 'Plan information', 'Photos' (with a 'No' checkbox), 'Elevations', 'Virtual Tour', 'Video Tour', 'Community' (set to 'Kwiniska Ridge'), 'Plans' (with a dropdown menu), 'Available Homes', 'Features' (set to 'CABOT'), and 'Custom Fields' (showing base sqft, price, and bathroom details). A right-hand sidebar shows publishing status: 'Status: Published', 'Visibility: Public', and a 'Publish' button.

Adding and Editing Communities:

This is the window insert that opens up when you choose to edit or add a floorplan. You are able to fill out and edit the entirety of the floorplan information from this screen. Please see the floorplans section of this document for more detailed information.

Communities Part 11

The screenshot shows the grouptwo WordPress dashboard. On the left, there's a sidebar with various menu items: WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is currently selected), All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. A large red arrow points upwards from the 'Available Homes' tab in the sidebar towards the main content area.

The main content area has a header with 'grouptwo' and 'Snyder Homes'. It shows a 'Community Information' section with tabs for 'Community Information' (selected) and 'Available Homes'. Under 'Community Information', there are sections for Location, Photos, Community Map, Video, Schools, and Floorplans. Under 'Available Homes', there are sections for Sales Agents, Apartments, and Custom Fields. The 'Available Homes' tab is highlighted with a yellow background. The right side of the screen shows a 'Publisher' panel with a 'Preview Changes' button, and a 'Market Areas' panel where 'North Western Vermont' is selected as the primary market area.

Adding and Editing Communities:

The “Available Homes” tab is below the “Floorplans” tab. Here, you can connect Available Homes to your community listing. Previously added homes are listed in the left-side box while connected homes are listed in the right-side box. To add a home from the left to the right, simply select the home from the list.

Communities Part 11a

The screenshot shows the 'Community Information' tab in the 'Available Homes' section. On the left, there's a sidebar with various community-related options like 'Community Map', 'Video', 'Schools', 'Floorplans', and 'Sales Agent'. The main area shows a list of 'Available Homes' with one item, '125 Elmore Street', selected. A red arrow points to the 'Add New' button at the top right of the list, and another red arrow points to the edit icon (pencil) next to the selected home entry.

Adding and Editing Communities:

Similar to the floorplans tab, you can add a new Available Home by choosing the "Add New" button. You can also edit an existing Available Home by choosing the pencil icon when selecting the home from the right-side list. You can also choose the minus icon to remove that Available Home from this community. Please see the next page for how this feature works.

Communities Part 11b

The screenshot shows the 'Available Homes' section of a WordPress dashboard. A modal window titled 'Publish' is open, containing options to 'Preview Changes' or 'Update'. The main form displays various details about a home, such as its location ('Kwiniska Ridge'), name ('Henderson'), status ('Available'), price ('\$884000'), and other specifications like 'Stories' (1), 'Beds' (3), and 'Garages' (2). The modal also shows the current status as 'Published' and the publish date as 'Sep 16, 2022 at 19:24'.

Adding and Editing Communities:

This is the window insert that opens up when you choose to edit or add an Available Home. You are able to fill out and edit the entirety of the available home information from this screen. Please see the available home section of this document for more detailed information.

Communities Part 12

The screenshot shows the grouptwo WordPress dashboard. The left sidebar has a yellow-highlighted 'Communities' tab. The main area shows 'Community Information' with a 'Sales Agent' section containing a search bar and a list of agents. A red arrow points to the 'Custom Fields' section. On the right, there's a 'Market Areas' sidebar with a 'Primary' dropdown set to 'North Western Vermont'.

Permalink: <https://snyderhome3dev.wpengine.com/communities/nw-vermont/shelburne-vt/kwiniska-ridge/> Permalink Manager

Community Information

Sales Agent

Location

Photos

Community Map

Video

Schools

Floorplans

Available Homes

Sales Agent

Amenities

Custom Fields

Community Feed

General Information

Welcome

Services

Amenities

Promotion

Community Logo

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Aug 2, 2022 at 14:27 [Edit](#)

[Duplicate This](#)

[SEO: Not available](#)

[Readability: Not available](#)

[Move to Trash](#) [Update](#)

Market Areas

All Areas Most Used

North Western Vermont

Shelburne, VT [Make primary](#)

Burlington, VT

+ Add New Area

Adding and Editing Communities:

The next tab is the “Sales Agent” tab. Here, you can connect a Sales Agent to your community. This person’s contact information will appear at the bottom of your community detail page. Previously entered sales agents will appear on the left-side of the field and already connected sales agents will appear on the right side.

Communities Part 12a

The screenshot shows the WordPress admin dashboard for a community named "nw-vermont/shelburne-vt/kwiniska-ridge". The left sidebar has a "Communities" menu item selected. The main content area shows "Community Information" with a "Sales Agent" section. The "Sales Agent" section contains a search bar, an "Add New" button (highlighted with a red arrow), and a list of agents. One agent, "Ron Montalbano", is listed with a pencil icon next to his name (also highlighted with a red arrow). To the right, there's a "Publish" panel with "Preview Changes" and status information like "Published on: Aug 2, 2022 at 14:27". Below it is a "Market Areas" section with a list of areas: "North Western Vermont" (selected), "Shelburne, VT" (with a "Make primary" link), and "Burlington, VT".

Adding and Editing Communities:

You can add a new Sales Agent by choosing the “Add New” button. You can also edit an existing Sales Agent by choosing the pencil icon when selecting the Sales Agent from the right-side list. You can also choose the minus icon to remove that Sales Agent from this community. Please see the next page for how this feature works.

Communities Part 12b

The screenshot shows a web-based application for managing sales agents. On the left, there's a sidebar with various icons and a search bar. The main area has a title "Sales Agent" and a subtitle "Edit Agent". A button "Add New" is visible. Below this, the name "Ron Montalbano" is displayed. The main content area is titled "Sales Agent" and contains a "General Information" section. This section includes fields for "Title" (set to "Sales Associate"), "Website" (with a link to "http://example.com"), "Email" (set to "rmontalbano@snyderhomesvt.com"), and "Phone Number" (set to "8029855722"). There's also a "Bio" field which is currently empty. At the bottom of this section is an "Agent Image" field containing a small thumbnail of a person. To the right of the main content area is a vertical sidebar with a "Publish" section. It shows the status as "Published", visibility as "Public", and a publish date of "Jun 30, 2022 at 10:33". Buttons for "Preview Changes", "Duplicate This", "Move to Trash", and "Update" are available. The "Update" button is highlighted in blue.

Adding and Editing Communities:

This is the window insert that opens up when you choose to edit or add a Sales Agent. You are able to fill out and edit the entirety of the sales agent information from this screen. Please see the sales agent section of this document for more detailed information.

Communities Part 13

The screenshot shows the 'grouptwo' WordPress dashboard under the 'Communities' tab. On the left sidebar, there's a red arrow pointing upwards from the 'Custom Fields' section towards the 'Amenities' tab. The main content area is titled 'Community Information' and shows the 'Amenities' tab selected. There are five numbered sections for adding amenities:

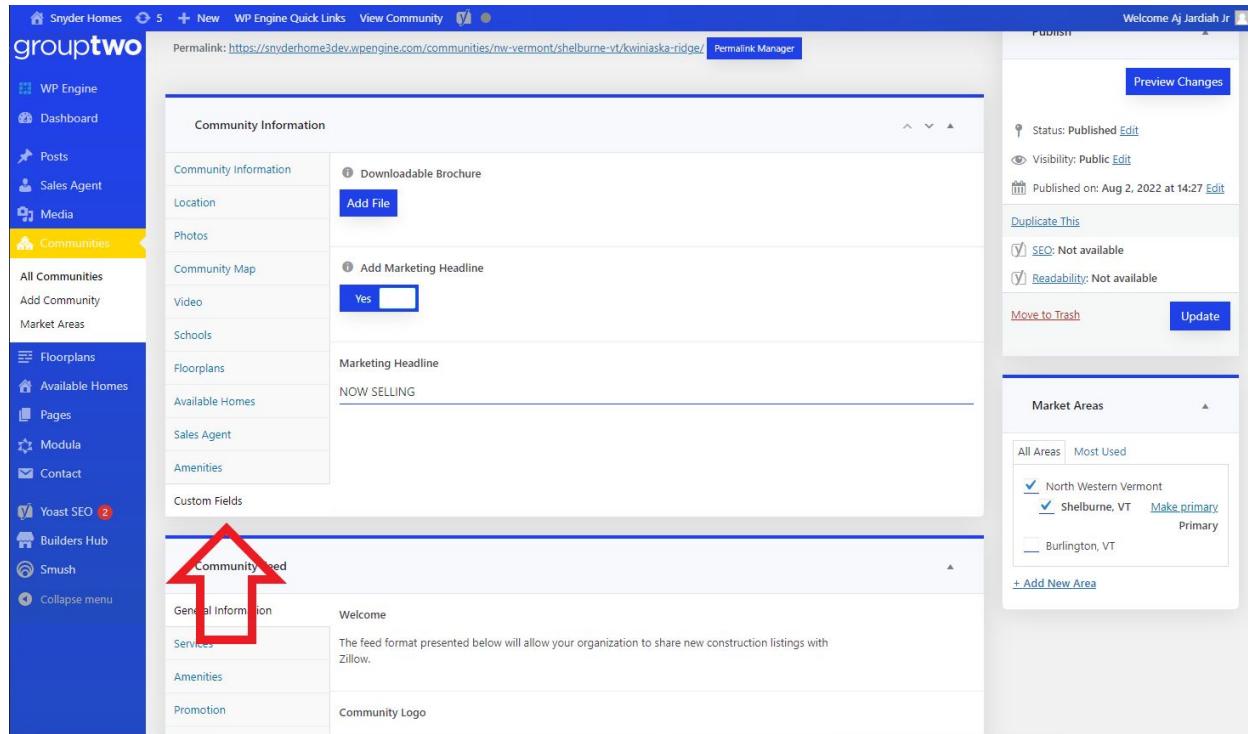
- 1. Amenity Name: NOW SELLING PHASE 2 TOWNHOMES
- 2. Amenity Name: Three brand new floorplans: Cabot, Shaker, Thompson
- 3. Amenity Name: Two (2) master down plans
- 4. Amenity Name: All include a den and a loft
- 5. Amenity Name: Outdoor living space

At the bottom of the list, there's a 'Add Amenity' button. To the right, there's a 'Market Areas' sidebar with a 'Primary' status for 'Shelburne, VT'. A blue 'Update' button is located at the top right of the main content area.

Adding and Editing Communities:

The next tab is the “Amenities” tab - this is where you can add and organize the amenities available at this community. To add a new amenity, choose the “Add Amenity” box at the bottom of your list of amenities and simply type the information for the amenity in the resulting text field. To organize this list, hover over the number to the left of your amenity field and when your cursor changes to a crosshair, you can drag and drop this amenity to the correct place. To remove an amenity, choose the minus icon to the right of the amenity information.

Communities Part 14



The screenshot shows the WordPress dashboard for 'Snyder Homes' with the 'grouptwo' theme active. The left sidebar has a yellow-highlighted 'Communities' section. The main content area shows the 'Community Information' page. A red arrow points to the 'Custom Fields' tab. The right sidebar shows publishing and market area settings.

Community Information

Community Information

- Location: Add File
- Photos: Add Marketing Headline
- Community Map: Yes
- Video: Marketing Headline
- Schools: NOW SELLING
- Floorplans: Marketing Headline
- Available Homes: Marketing Headline
- Sales Agent: Marketing Headline
- Amenities: Marketing Headline

Custom Fields

Community Headline

General Information

Welcome

Services

The feed format presented below will allow your organization to share new construction listings with Zillow.

Amenities

Promotion

Community Logo

Custom Fields

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Aug 2, 2022 at 14:27 [Edit](#)

[Duplicate This](#)

SEO: Not available

Readability: Not available

[Move to Trash](#) [Update](#)

Market Areas

All Areas Most Used

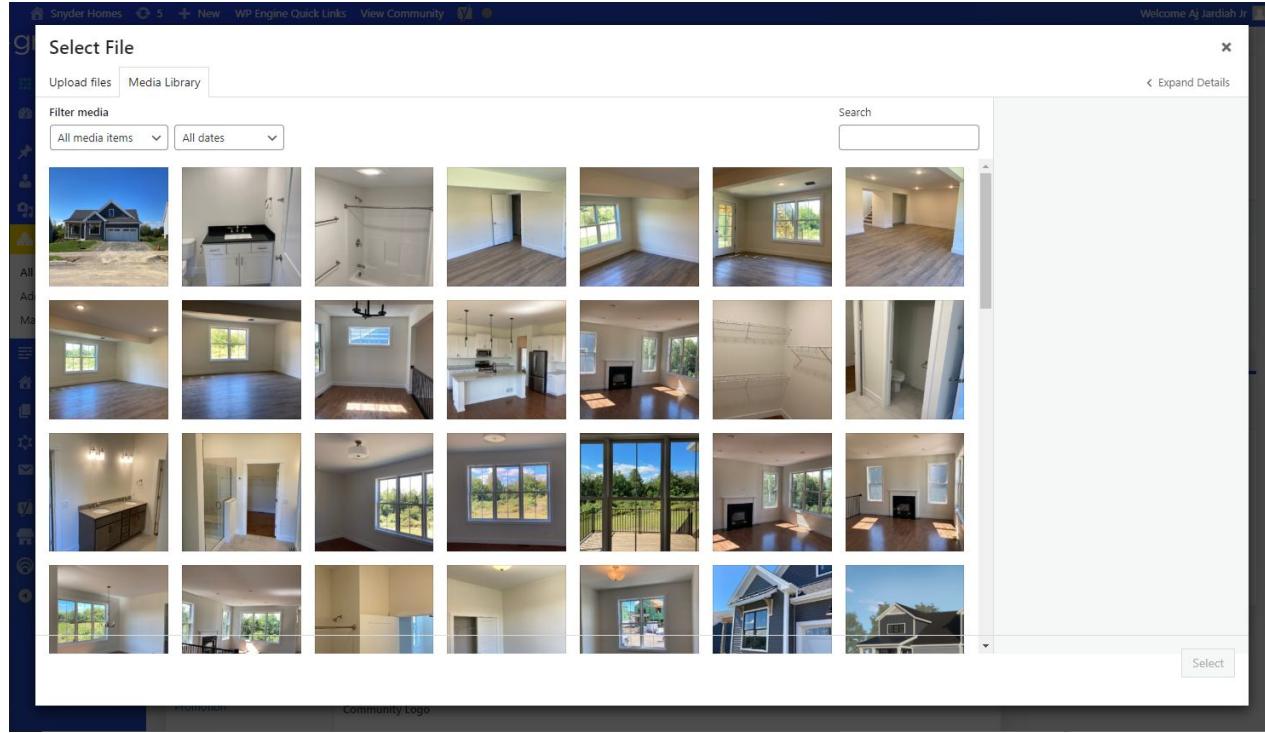
- North Western Vermont [Make primary](#) Primary
- Shelburne, VT
- Burlington, VT

+ Add New Area

Adding and Editing Communities:

The last tab in the Community Information section is the Custom Fields tab. Here, you can add a downloadable brochure or pamphlet (see next page). You can also include a Marketing Headline that will appear on your community search page as well as the community detail page. Choose the “Add Marketing Headline” toggle to enable the Marketing Headline.

Communities Part 14a



Adding and Editing Communities:

To access the document selector, please choose the “Add Brochure” button. It has two tabs, the Media Library, which allows selection of any previously uploaded images, and the Upload Files tab, where you can upload new images. Permitted file types include: GIF, PNG, JPG, SVG, and PDF. When uploading documents, please be sure that the size of the image is at least 2000 pixels long on the longest side and at least 1125 pixels long on the shorter side.

Communities Part 15

The screenshot shows the WordPress dashboard for 'grouptwo'. The left sidebar has a yellow-highlighted 'Communities' section. A red arrow points to the 'Services' tab in this section. The main content area is titled 'Community Feed' and contains tabs for 'General Information', 'Welcome', 'Community Logo', and 'Services'. Under 'Services', there are sub-options: 'Available Homes', 'Promotion', and 'Hours of Operations'. Below these tabs, there's a large logo for 'KWINIASKA RIDGE'. The 'General Information' tab is active, showing fields for 'Listing Status' (set to 'YES'), 'Website', 'Lot Number', 'Lot Name', and 'Sub Description'. At the bottom, there's a 'Yoast SEO' bar.

Adding and Editing Communities:

If you scroll down past the Community Information section, you will find the Community Feed section. This section is for additional information requested by Zillow. The first tab at the top is the General Information tab. Here you can include a community logo, indicate whether or not to include it in your feed (the Listing Status toggle), the community website, a lot number, a lot name, and the shorter description for Zillow.

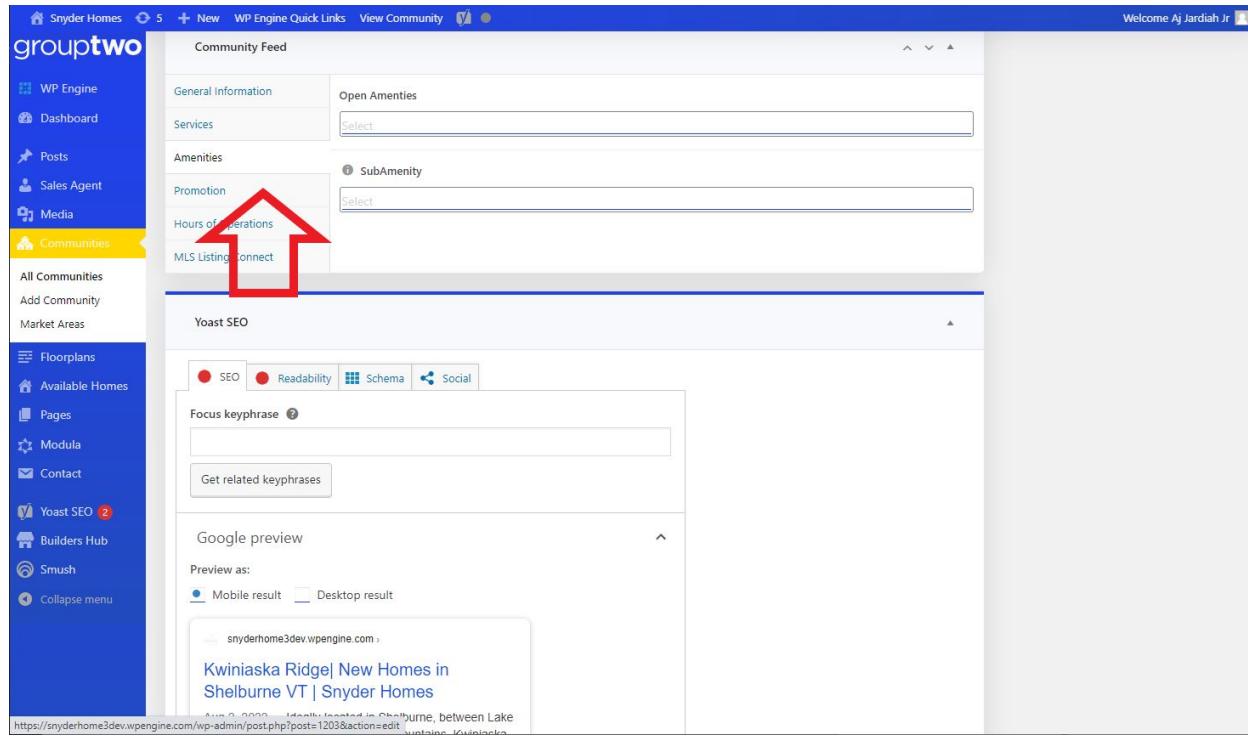
Communities Part 16

The screenshot shows the Snyder Homes WordPress dashboard. The left sidebar has a yellow-highlighted 'Communities' section containing 'All Communities', 'Add Community', and 'Market Areas'. Below that are sections for 'Floorplans', 'Available Homes', 'Pages', 'Modula', 'Contact', 'Yoast SEO (2)', 'Builders Hub', and 'Smush'. A 'Collapse menu' button is at the bottom. The main content area has a blue header bar with 'grouptwo' and 'Burlington, VT'. The 'Community Feed' section is open, showing 'General Information' and 'Services'. Under 'Services', there's a 'Amenities' section with 'Powerwash' and 'Hours of Operations' listed. A red arrow points from the text 'On the next tab, "Service" you can add any services you would like listed for your community.' to the 'Amenities' section. The 'Services' section also includes 'MLS Listing Connect' and an 'Add Service' button. At the bottom, there's a 'Yoast SEO' section with tabs for SEO, Readability, Schema, and Social, and a 'Focus keyphrase' input field.

Adding and Editing Communities:

On the next tab, “Service” you can add any services you would like listed for your community. Choose the “Add Service” button to add a new service and choose the appropriate selection from the drop down box. To organize this list, hover over the number to the left of your Service and when your cursor changes to a crosshair, you can drag and drop this amenity to the correct place. To remove a Service, choose the minus icon to the right of the Service information.

Communities Part 17



The screenshot shows the WordPress admin dashboard for 'Snyder Homes'. The left sidebar has a yellow-highlighted 'Communities' section. The main content area is titled 'Community Feed' and contains several tabs: 'General Information', 'Services', 'Amenities', 'Promotion', 'Hours of operations', and 'MLS Listing Connect'. A red arrow points to the 'Hours of operations' dropdown menu. Below this is the 'Yoast SEO' section, which includes tabs for SEO, Readability, Schema, and Social. It features a 'Focus keyphrase' input field and a 'Get related keyphrases' button. Under 'Google preview', it shows a preview as 'Mobile result' for the URL snyderhome3dev.wpengine.com, displaying the title 'Kwiniaska Ridge| New Homes in Shelburne VT | Snyder Homes'. At the bottom, there's a link to the post edit page: <https://snyderhome3dev.wpengine.com/wp-admin/post.php?post=123&action=edit>.

Adding and Editing Communities:

This tab is the Amenities tab. Here you can list Amenities that are available as defined by Zillow. The Open Amenities box and Sub Amenities box are both drop down selectors. To add an amenity, choose it from the drop down list. You can do this as many time as appropriate or you can hold the control key on your keyboard and choose multiple amenities at once. To remove an amenity, select the 'X' icon next to its name.

Communities Part 18

The screenshot shows the WordPress admin dashboard for a 'grouptwo' site. The left sidebar has a yellow highlight on the 'Communities' section. A red arrow points from the text 'Adding and Editing Communities:' to this highlighted area. The main content area shows the 'Community Feed' tab selected, displaying fields for General Information, Services, Amenities, Promotion, Hours of Operations, MLS Listing Connect, and Yoast SEO. The Yoast SEO section includes tabs for SEO, Readability, Schema, and Social, with a 'Focus keyphrase' input field.

Adding and Editing Communities:

On the next tab, you can include any promotions you'd like to advertise on Zillow. Only promotions with the Promo Type of Consumer will be accepted by Zillow. The Promo Headline, Promo Description, Start Date, and End Date fields can also be found here.

Communities Part 19

The screenshot shows the WordPress admin dashboard for a community named "grouptwo". The left sidebar has a yellow-highlighted "Communities" menu item. The main content area is titled "Community Feed" and contains several tabs: "General Information", "Services", "Amenities", "Promotion", "Hours of Operations", and "MLS Listing Connect". The "Hours of Operations" tab is active. A red arrow points to the "Add Row" button in this section. Below it, the "Yeast SEO" plugin is active, with tabs for "SEO", "Readability", "Schema", and "Social". The "SEO" tab is selected. The "Focus keyphrase" field is empty, and there is a "Get related keyphrases" button. Under "Google preview", the "Preview as:" dropdown is set to "Mobile result", showing a preview for "snyderhome3dev.wpeengine.com". The URL in the address bar is "https://snyderhome3dev.wpeengine.com/wp-admin/post.php?post=1203&action=edit".

Adding and Editing Communities:

The next tab allows you to publish your Hours of Operations. You will also find a “By Appointment” toggle here if you do not have regular hours of operations. By choosing the “Add Row” button, you can add new rows to describe your hours - please refer to the next page for more detail.

Communities Part 19a

The screenshot shows the Snyder Homes WordPress dashboard with the 'grouptwo' theme selected. The left sidebar contains a navigation menu with items like WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is highlighted), All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. The main content area is titled 'Community Feed' and includes sections for General Information, Services, Amenities, Promotion, Hours of Operations, and MLS Listing Connect. The 'Hours of Operations' section is currently active, displaying a table with a single row for 'Monday'. The row shows 'Day of Week' as 'Monday', 'Start Time' as '8:00 AM', and 'End Time' as '5:00 PM'. At the bottom of this section, there is a blue 'Add Row' button.

Adding and Editing Communities:

To add hours of operations, choose the "Add Row" button at the bottom of the section. A new row will be added to the table with a Day of the Week dropdown selector, Start Time Selector, and End Time Selector. To organize this list, hover over the number to the left of your Hours and when your cursor changes to a crosshair, you can drag and drop this time to the correct place. To remove a day, choose the minus icon to the right of the hours information.

Communities Part 20

The screenshot shows the WordPress admin dashboard for a community post. The left sidebar has a blue theme with various menu items like WP Engine, Dashboard, Posts, Sales Agent, Media, Communities, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. The main content area is titled 'Community Feed' and contains tabs for General Information, Services, Amenities, Promotion, Hours of Operations, MLS Listing Connect, and Yoast SEO. The 'MLS Listing Connect' tab is highlighted with a red arrow. In the 'MLS Listing Connect' section, there's a 'MLS Identifier' field with a placeholder 'MLS Listing IDs' and a 'Add Listing ID' button. Below this, the 'Yoast SEO' tab is selected, showing fields for Focus keyphrase, Get related keyphrases, Google preview, and a preview selector for Mobile result (which is checked) and Desktop result. At the bottom, the URL https://snyderhome3dev.wpengine.com/wp-admin/post.php?post=1203&action=edit is visible.

Adding and Editing Communities:

The last tab in the Community Feed section is the MLS Listing Connect tab. If you have also listed this community on an MLS service, you can put the MLS identifier in the MLS identifier field and add the MLS IDs by choosing the Add Listing ID button. This will allow Zillow to connect your MLS listings they receive to your company so any leads will come to you.

Communities Part 21

The screenshot shows the WordPress dashboard with the 'grouptwo' theme selected. On the left, a sidebar menu includes 'WP Engine', 'Dashboard', 'Posts', 'Sales Agent', 'Media', 'Communities' (which is highlighted in yellow), 'All Communities', 'Add Community', 'Market Areas', 'Floorplans', 'Available Homes', 'Pages', 'Modula', 'Contact', 'Yoast SEO 2', 'Builders Hub', 'Smush', and a 'Collapse menu' option. The main content area is titled 'Edit Community' and shows 'Kwiniaska Ridge'. It includes sections for 'Community Information' (Location: Townhomes, Active: Yes), 'Photos' (SqFt, Price, Featured Community: No), 'Video', 'Schools', 'Floorplans' (Headline: 'About Kwiniaska Ridge'), 'Available Homes', 'Sales Agent', 'Amenities', and 'Custom Fields'. A rich text editor is present in the 'Custom Fields' section. To the right, a 'Publish' sidebar shows 'Status: Published', 'Visibility: Public', 'Published on: Aug 2, 2022 at 14:27', and a 'Market Areas' section. The 'Market Areas' section lists 'All Areas' and 'Most Used' areas: 'North Western Vermont' (checked), 'Shelburne, VT' (with a 'Make primary' link and a 'Primary' indicator), and 'Burlington, VT'. A red arrow points to the 'Primary' checkbox next to 'Shelburne, VT'.

Adding and Editing Communities:

On the right side of the screen, you will find the Market Areas box. Here, you can check which Market Areas this community should be listed in. You can choose as many Market Areas as you like here, just remember to be mindful of which area is marked as the “Primary” area.

Communities Part 22

The screenshot shows the 'Edit Community' page for 'Kwiniaska Ridge' in the grouptwo WordPress theme. The left sidebar contains various menu items like WP Engine, Dashboard, Posts, Sales Agent, Media, Communities (which is selected), All Communities, Add Community, Market Areas, Floorplans, Available Homes, Pages, Modula, Contact, Yoast SEO (with a red notification dot), Builders Hub, Smush, and Collapse menu. The main content area displays 'Community Information' with fields for Location (Townhomes), Community Type (SqFt), Community Active Status (Active), and a 'Featured Community' checkbox (unchecked). Below this are sections for Photos, Community Map, Video, Schools, Headline (About Kwiniaska Ridge), Floorplans, Available Homes, Sales Agent, Amenities, and Custom Fields. The right sidebar shows 'Publish' settings (Status: Published, Visibility: Public, Published on: Aug 2, 2022 at 14:27, Duplicate This, SEO: Not available, B:ailability: Not available) and a 'Move to Trash' button. Another sidebar on the right lists 'Market Areas' with 'North Western Vermont' checked, 'Shelburne, VT' marked as primary, and 'Burlington, VT' listed. A red arrow points from the 'Move to Trash' button to the 'Market Areas' sidebar.

Adding and Editing Communities:

Remember to save your work! This button will say "Update" or "Publish" depending on whether or not you are adding a new community or editing an existing one. For a new community, you will also have a "Save as Draft" button available if you aren't ready to publish it yet. Some fields are required to be filled in order to save your record. They are marked with a red asterisk and include: Address, City, State, Postal Code, Latitude and Longitude, and at least one Photo. You will receive an error message if these fields are not filled in. Congratulations! You have added/edited a community!

group**two**

Floorplans

THANK YOU!

If you have any trouble at all, please reach out to
Group Two for further guidance.