



The following is a guide we have put together for your reference on where and how to collect online traffic information for all your listings.

If you have any questions or need additional help, please see one of your friendly admin staff members!

- Thank you

Your Home's Online *Traffic Report*



Currently Windermere feeds its listing information to top Real Estate websites like Google Base, Trulia, and Zillow. Using ePropertySites.com, The “#1 Provider of Property Websties”, I also keep your home posted consistently on Craigslist. Your home listing is presented in a beautiful ad with its own complete unique property website. We also partner with REALTOR.com, one of the most widely searched real estate sites in the country, to make sure your listing is receiving exposure at a national level.

Listed below are this weeks traffic stats from these websites:

Property Address:

Hits for the week of:

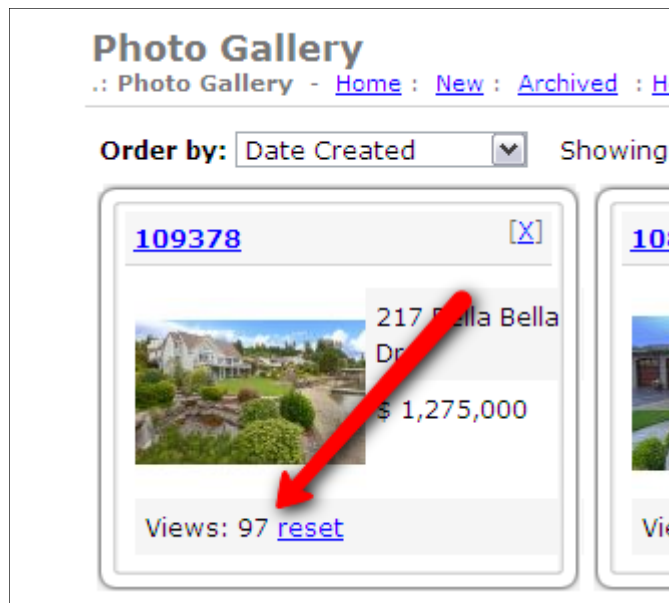


This Form can be filled in and either printed or emailed directly to your client. If you need a blank copy emailed to you, please see an admin staff member. Thank you!

How to collect traffic information from:



1. Log into Windermere.com
2. Click on Photo Gallery
3. See the number of cumulative views for each photo gallery:

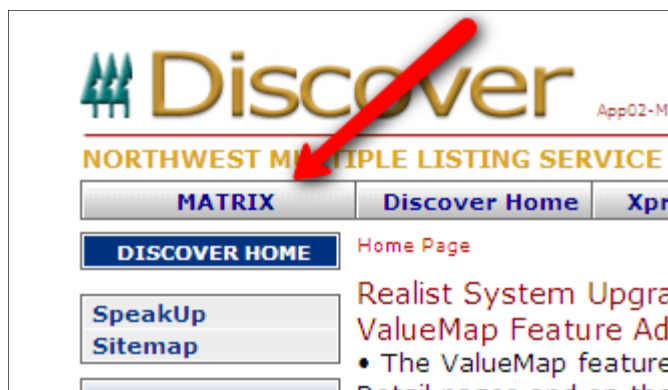


4. You can reset the counter as often as you like but it is recommended to keep track of past traffic numbers before you reset them.

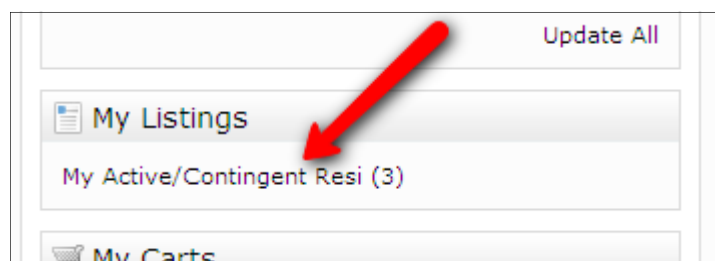
How to collect traffic information from:



1. Log into NWMLS by going to www.nwmls.com
2. Click on Matrix:



3. Click on My Listings:



4. Click My Hit Counters:

My Hit Counters

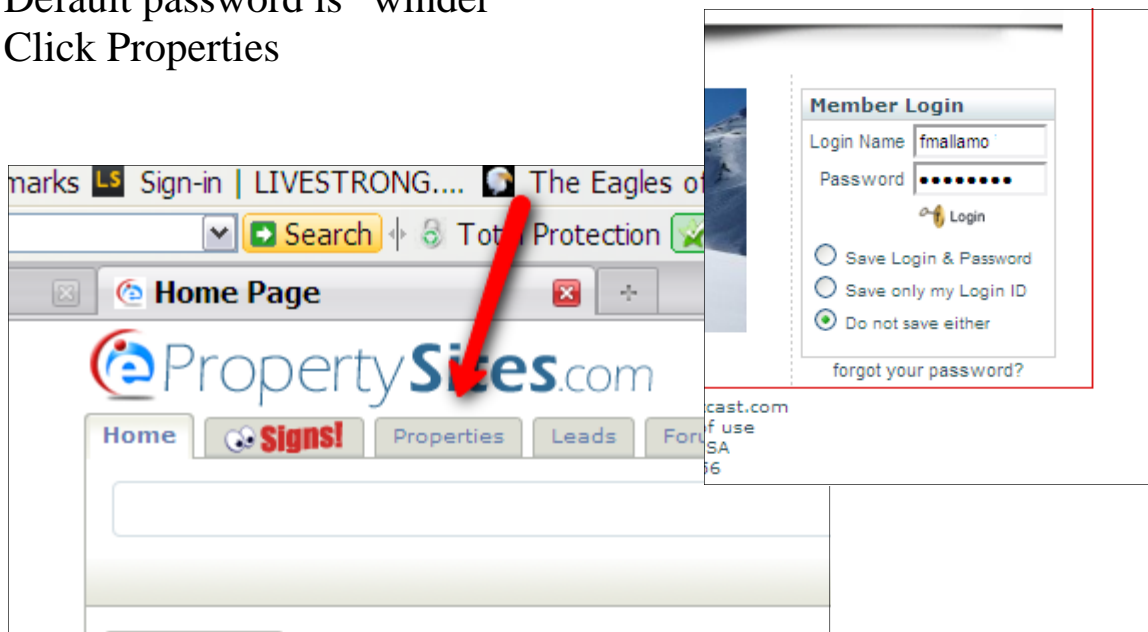
Client Inquiries	Client Possibilities	Auto Emails	Agent Published	Agent Rejected
0	0	4	0	1
0	1	12	7	5
2	0	27	21	2

A screenshot of the "My Hit Counters" section in the NWMLS interface. It features a table with five columns: "Client Inquiries", "Client Possibilities", "Auto Emails", "Agent Published", and "Agent Rejected". The table contains three rows of data. A red arrow points to the "My Hit Counters" button above the table.

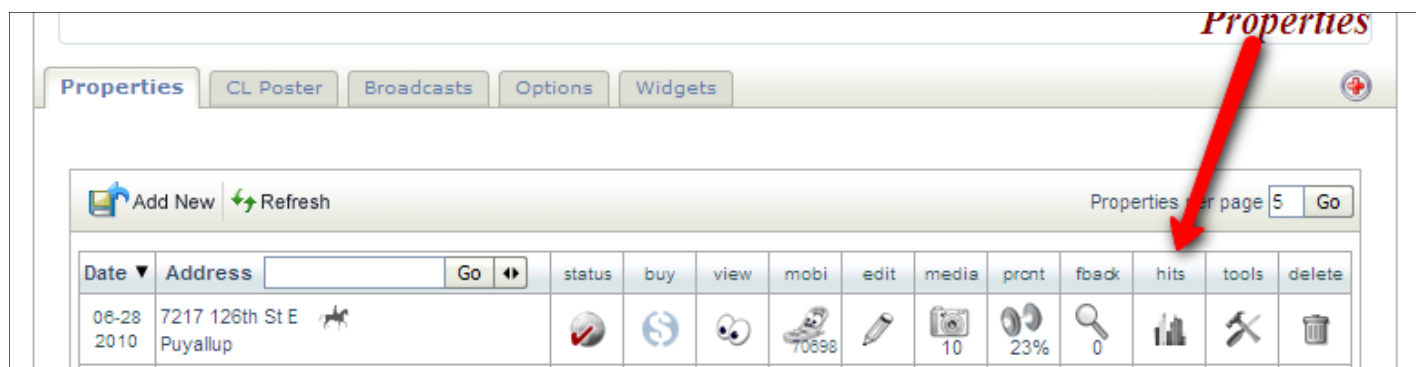
How to collect traffic information from:



1. Go to www.epropertiesites.com
2. Log in using first initial and last name as your username. (Team log-ins may differ, see your front desk staff for help)
3. Default password is “winder”
4. Click Properties



5. Click Hits



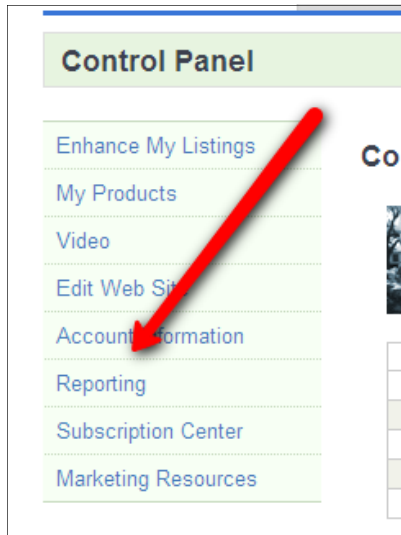
6. Choose Address, Click All Reports and filter date range



How to collect traffic information from:



1. Go to: www.solutioncenter.realtor.com
2. Log in with the following information:
 - Account type: Agent
 - MLS: Seattle
 - MLS ID: YOUR LAG#
 - Password: (first time log in your password will be your lag#) See office staff if you forget what you changed it to.
3. Click Reporting



Solution Center Home

Control Panel
Sign In | Sign Up

Account Type
Agent

MLS
Seattle

MLS ID
28894

Password [Forgot Password](#)
•••••

Billing Code (optional)

Remember Me

Sign In

4. Click Listing Traffic: See Details

Reporting MLS: Seattle

View Stats for: All Agents and Office

[Listings Traffic: See Details](#)

	Last Week	Aug 2010	Jul 2010	Jun 2010	May 2010
Total Pageviews	45,268	61,197	449,452	348,276	302,294
Average Pageviews Per Listing	152	191	1,023	855	759
Active Listings	297	320	439	407	398

How to collect traffic information from:
CONTINUED.....



5. Click MLS number of desired property:

Select from List: or Enter Name:

Property Selection Click on a header to sort by any column.

Agent	MLS ID	Status	City, State	Last Listed Price	Total Property Views
Amy Lowry	29151829	Active	Tacoma, WA	\$39,950	800
Amy Lowry	29151870	Active	Tacoma, WA	\$39,950	776
Amy Lowry	31098	Active	Fircrest, WA	\$209,000	2,048
Amy Lowry	63372	Active	Puyallup, WA	\$275,000	856
Amy Lowry	85844	Active	University Place, WA	\$279,000	760

6. View graph and weekly stats:

Total Property Views for: **516 E 70Th St Tacoma, WA**

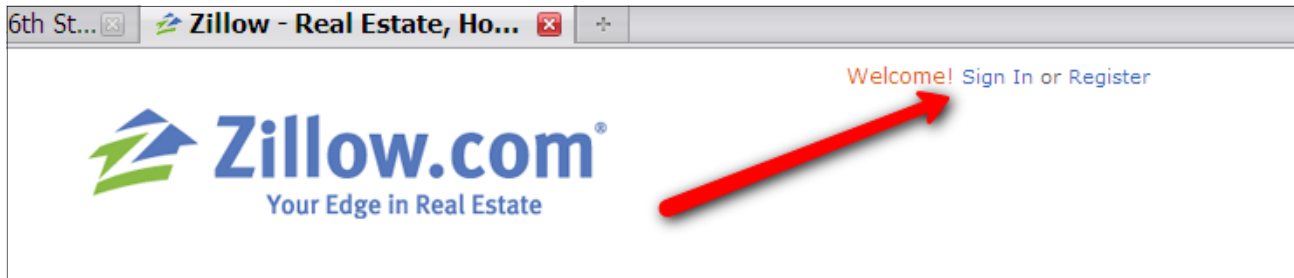
Week Ending	Property Views	Featured Tours	Featured Homes	Totals
08/08/2010	25	N/A	N/A	25
08/01/2010	36	N/A	N/A	36
07/25/2010	20	N/A	N/A	20
07/18/2010	18	N/A	N/A	18
07/11/2010	22	N/A	N/A	22
07/04/2010	31	N/A	N/A	31
06/27/2010	21	N/A	N/A	21
06/20/2010	8	N/A	N/A	8
05/23/2010	3	N/A	N/A	3
05/16/2010	15	N/A	N/A	15

Month	Property Views
Aug 2010	38
Jul 2010	103
Jun 2010	40
May 2010	31
Apr 2010	78
Mar 2010	92
Feb 2010	97
Jan 2010	124
Dec 2009	115
Nov 2009	82

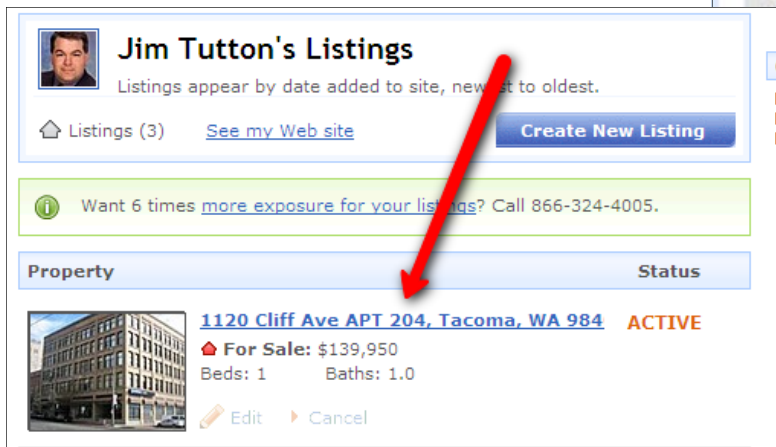
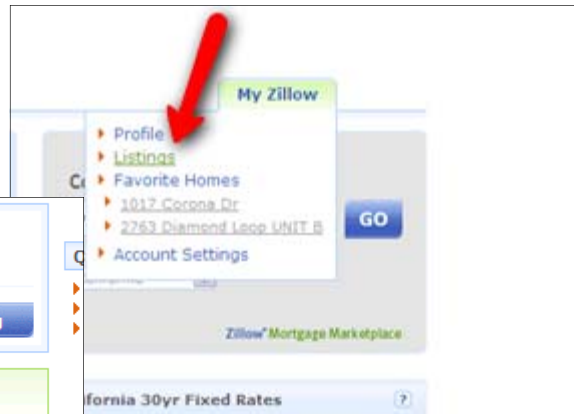
How to collect traffic information from:



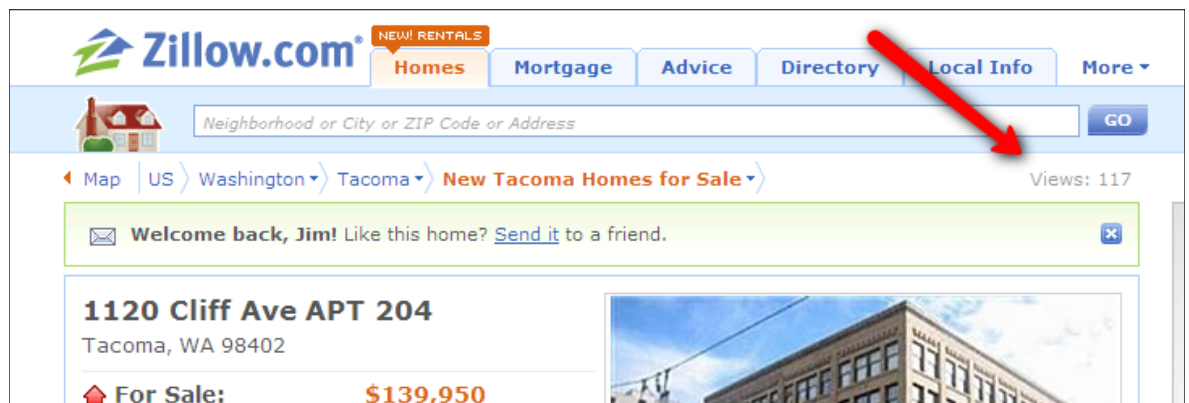
1. Go to www.Zillow.com
2. Click **Sign in and Log in with email and password** (click forgot password if you do not know what it is and they will email it to you, we do not have record of these passwords. You **MUST** sign in with the email address you use on your Windermere.com profile to correctly link your listings)



3. Click My Zillow and then Listings
4. Click on property address you are looking up traffic for:



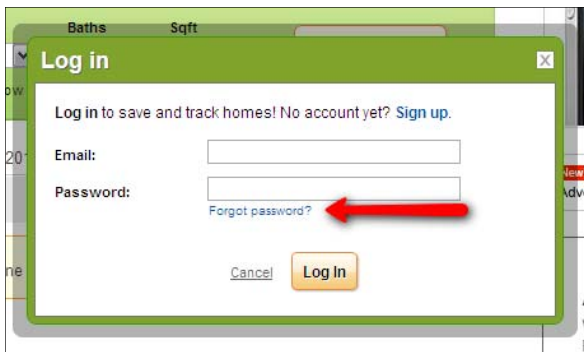
5. Look for cumulative view count above property picture:



How to collect traffic information from:



1. Go to www.trulia.com
2. Click Sign in:
3. Sign in with email address and password (click forgot password if you do not know what it is and they will email it to you, we do not have record of these passwords. You MUST sign in with the email address you use on your Windermere.com profile to correctly link your listings)



4. Mouse over your name in the upper Right Hand corner and click My Listings:
5. Review your weekly summary:




Weekly Summary (7/25/10 - 7/31/10) [About these stats](#)

LISTINGS	TRAFFIC
Live on Trulia: 12	Results page views on Trulia: 206
Not live on Trulia: 1	Details page views on Trulia: 14
Total Listings: 13	Clicks to listing source: 0

[Reach local buyers and sellers.](#)
[Get Local Ads >>](#)

For Sale **For Rent** Sort by: Date Added

All listings (13) Live (12) Expired on Trulia (0) Processing (0) Sold (0) Not Live (1) x Deleted

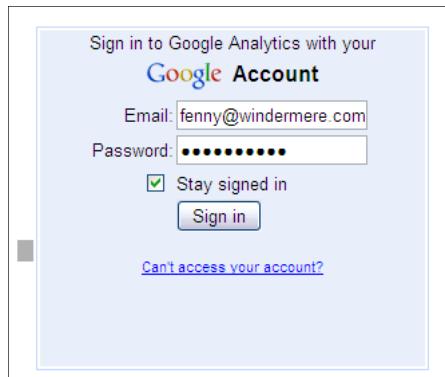
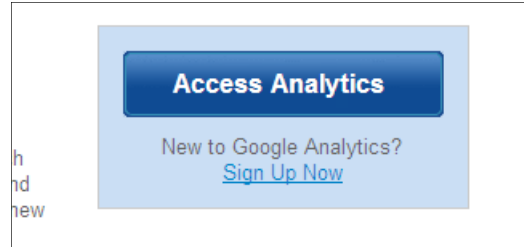
Listing details	Views wk 7/31/10	Total views to date
217 Bella Bella Drive Fi, Fox Island...		
 \$1,275,000 4 br 4¼ ba 5,745 sqft Single-Family Home Windermere	Search results pg: 3 Listing details pg: 0 Source website clicks: 0	505 24 6

For Sale [Edit listing details](#) [Feature this listing](#) [Delete](#)

How to collect traffic information from:



1. Go to www.google.com/analytics
2. Click Access Analytics
3. Sign in with email address and password (see front office staff for login info if you forgot your password)



4. Click the link to your photo gallery tracking codes:

Overview: all accounts Jul 6, 2010 - Aug 5, 2010
Comparing to: Jun 5, 2010 - Jul 5, 2010

Day Week Month Year

Accounts							+ Add new account
Name↑	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
Fenny	23	00:00:30	30.43%	0	↑ 53.33%	Edit	
Fenny's Photo Galleries	22	00:00:02	77.27%	0	↑ 214.29%	Edit	
Windermere Professional Partners	704	00:05:12	36.51%	0	↑ 13.55%	Edit	

Find account: Show rows: 10 1 of 1

5. click view report next to the reports you want to set up:

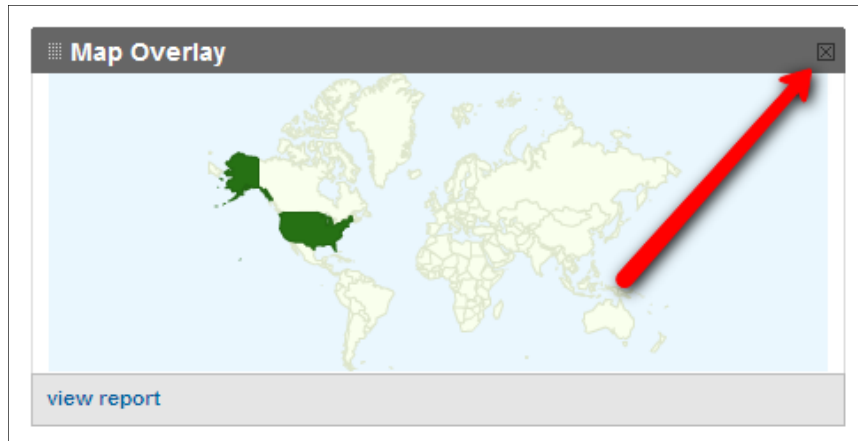
http://2018n30thst8.isnowoffered.com UA-7780835-4							+ Add new profile	
☆ 2018n30thst8.IsNowOffered.com	View report	✓	15	00:00:04	93.33%	0	↑ 114.29%	Edit Delete

How to collect traffic information from: CONTINUED....

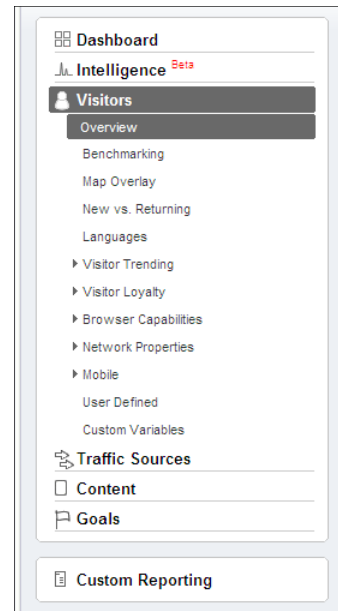
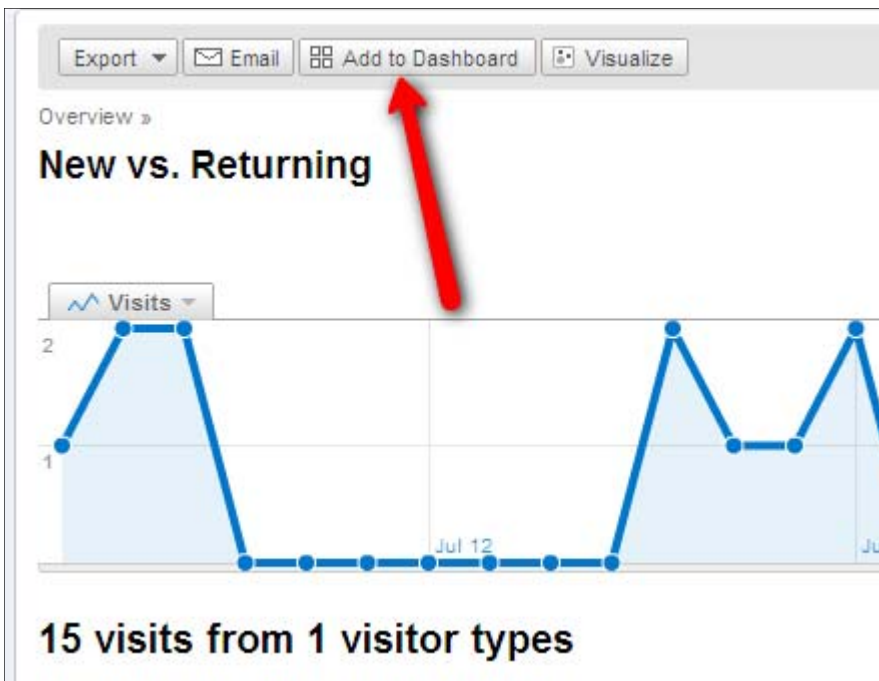


6. You can add or remove reports from your “Dashboard” to create the weekly email.

- To remove a report click the x in the gray report header bar:



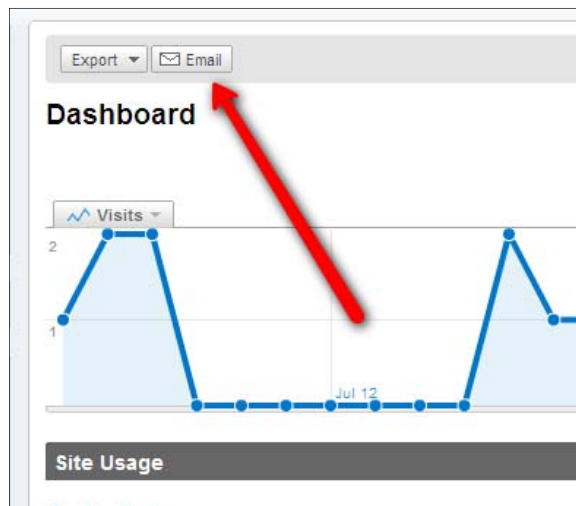
- To add a report click on the report category on the Left Hand side of the screen and click on the desired report. Then at the top of the report click on Add to Dashboard:



How to collect traffic information from: CONTINUED....



7. Once you have your Dashboard set up with all the reports you want emailed on a regular basis you can create your email schedule by clicking on the Email button at the top of your Dashboard:



Next click the Schedule tab and fill in your email information and then click the schedule button:

HINT: you do not have to set up an email schedule to view your reports. You can log into Google Analytics at any time and get up-to-date information and even change the date range for a wider or more defined scope!

The screenshot shows the 'Set Up Email: Dashboard' configuration page. At the top, there are two tabs: 'Send Now' and 'Schedule'. The 'Schedule' tab is selected. Below the tabs, there are several fields and options:

- Send to others:** A text input field for email addresses, with a red arrow pointing to the 'Send to me' checkbox below it.
- Subject:** A text input field.
- Description:** A text input field.
- Format:** Radio buttons for PDF, XML, CSV, and CSV for Excel. A red arrow points to the 'Schedule' button at the bottom right of this section.
- Date Range/Schedule:** A dropdown menu set to 'Weekly (sent each Monday)'. A red arrow points to this dropdown.
- Include date comparison:** A checkbox that is currently unchecked. A red arrow points to this checkbox.

A 'Schedule' button is located at the bottom right of the form.