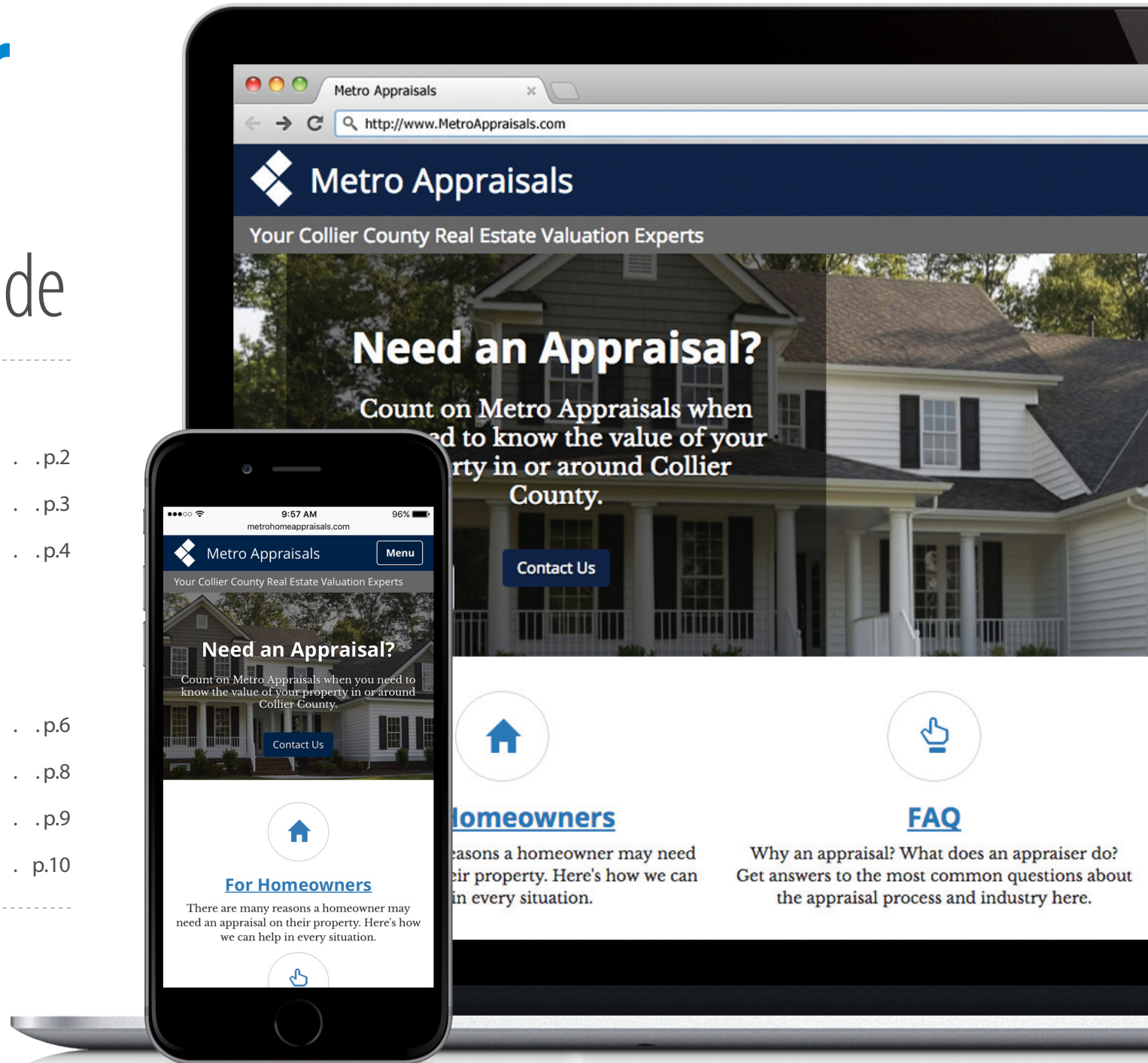


Appraiser XSites

QuickStart Guide

TABLE OF CONTENTS

Logging in.	p.2
User management	p.3
XSite wizard	p.4
Design choices	
Business information	
Editing page content	
Admin options	
Useful tools	p.6
XSellerate	p.8
Search engine optimization (SEO)	p.9
Additional resources.	p.10



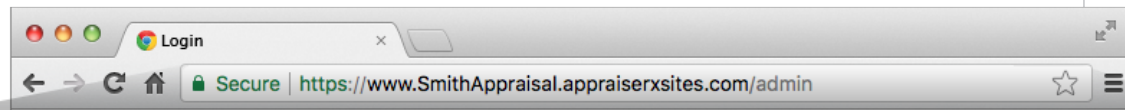
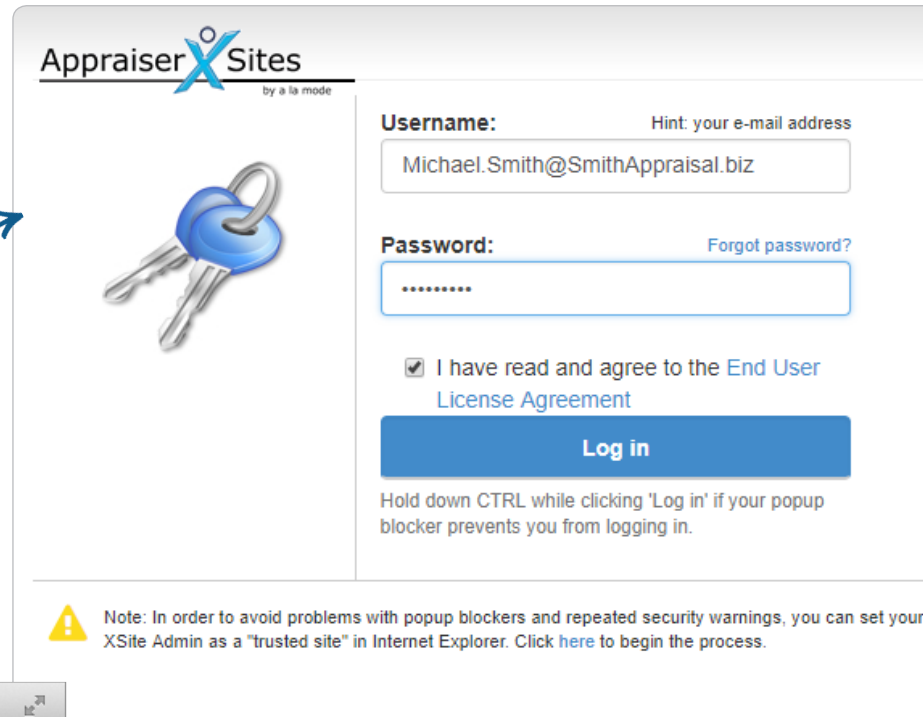
Logging in

Use the "Forgot password?" link if you forget your password and need to reset it.

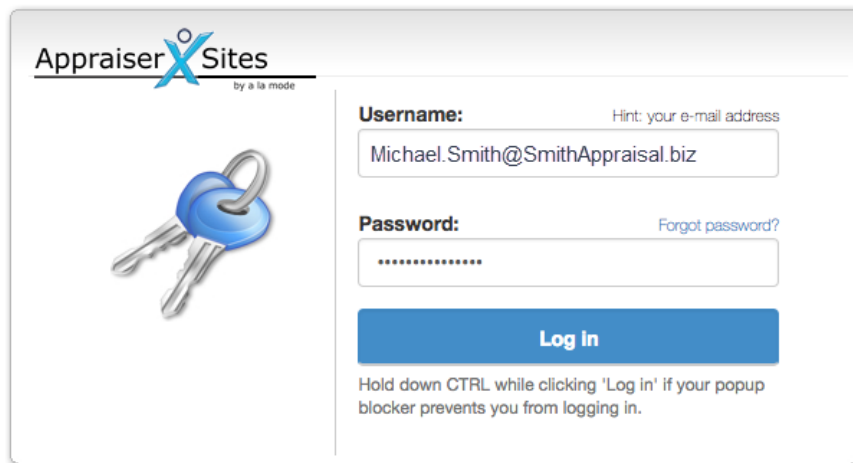
FIRST-TIME SETUP

We send you an email with a temporary login link when you first purchase your XSite.

Enter your a la mode **Username** and **Password**, check the box to indicate you agree to the End User License Agreement, and click **Log In**.



Secure | https://www.SmithAppraisal.appraiserxsites.com/admin



REGULAR LOGIN

Your initial XSite URL will be **companyname.appraiserxsites.com**.

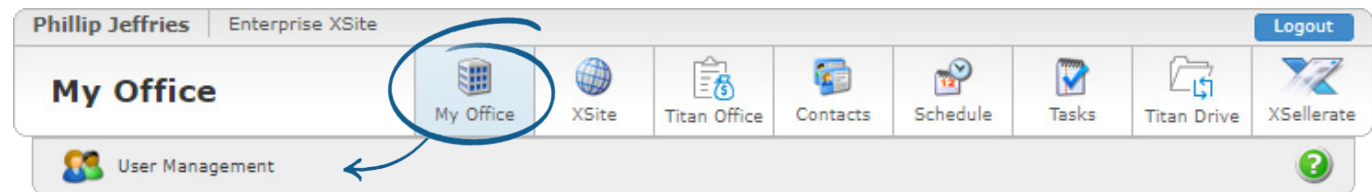
To log in after you've done the first-time setup, open a web browser and type your XSite's URL, followed by **/admin**.

(For example, if your URL is SmithAppraisal.appraiserxsites.com, you'd type SmithAppraisal.appraiserxsites.com/admin.)

User management

Before you dive in to the advanced features of your site, take a moment to set up your XSite user(s) in the **Users and Accounts** section of Titan Office.

Log in to your XSite, hover your cursor over the **My Office** button on the top toolbar, and click **User Management**. Or, simply log in to www.TitanAppraisal.com, hover over the **User Settings** menu on the upper right, and select **Users and Accounts**.



Here you can edit your contact email address and other personal preferences. You can also create additional users, such as a trainee or assistant, with their own login credentials and settings.

On the left navigation menu, click **Add User** to create a new user account. Or, select an existing user from the **All Users** pane where you can:

- Change the login email address and/or password
- Edit the name, address, and contact information
- Toggle user privileges, such as Order Management, Online Ordering, and XSite Wizard access
- And more!

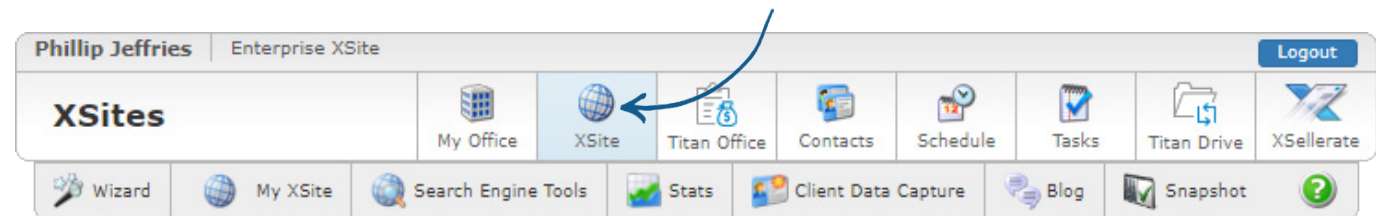
All Users						Add User
Name	Remote License	Titan Drive	Titan Office	Titan Reports		
Henshaw, David						
Shera, Steven						
Smith, Michael		✓	✓		📄	
Smith, Jessicka						
Wood, Rick						

XSite wizard

As you use the Wizard, you can click the **Save** button at any time to publish your changes for that step. Click **Next** to advance to the next section.

Online Order notifications are sent to the email address you entered in User Management (p.3) if XSite notifications are on.

When you're ready to create your website, the XSite Wizard has 9 easy steps to help you create form and function for your site. Click **XSite** on the top toolbar to start.



STEPS 1 AND 2 — DESIGN CHOICES

Step 1: My Theme lets you choose a theme. Our mobile-friendly themes look excellent no matter what device you're using. [Click here](#) to view an example theme, or [click here](#) for more about step 1.

Step 2: Theme Prefs allow you to customize the elements of your theme (your header image, company logo, and even your color scheme). [Click here](#) for more about step 2.

STEPS 3 AND 4 — BUSINESS INFORMATION

Step 3: Company Info houses your company contact information. Just make sure it's accurate. [Click here](#) for more about step 3.

Step 4: Online Ordering is where you select the counties you cover, choose the services you provide, and enable online ordering. This lets people know where you work and improves your searchability. Click the **Select Counties** button to mark which types of appraisal services you offer, enhancing your XSites Network search profile. [Click here](#) for more about step 4.

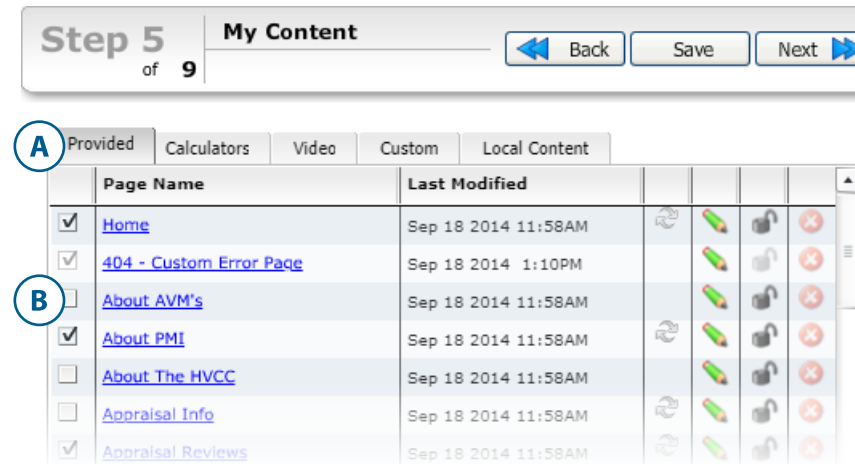
XSite wizard



The Custom tab lets you create new, totally customized pages, or create links to existing custom pages.

Don't use GhostWriter for any pages you've customized. It's intended for our default content.

STEPS 5, 6, AND 7 — EDITING PAGE CONTENT

Step 5: My Content is your main hub for editing the pages on your website. The tabs at the top (Provided, Calculators, etc.) switch between the various types of pages you can add **(A)**. Check the box to the left of a page name to enable it, and un-check the box to remove it from your site **(B)**.



Click the name of a page or the pencil () icon to open the **Content Editor** for that page. Click the silver arrow () icon to configure **GhostWriter**, which rewrites your pages to keep content fresh and increase optimization for search engines like Google. [Click here](#) for more about step 5.

Step 6: Organize Content lets you drag and drop pages to rearrange them. This changes the order in which they appear in your navigation menus. [Click here](#) for more about step 6.

Step 7: Site Footer is where you customize the text that appears at the bottom of each page on your site. [Click here](#) for more about step 7.

XSite wizard

Registering domain names usually takes 24-48 hours. If you have questions about your domain, simply email us at domains@alamode.com.

Useful tools

STEPS 8 AND 9 — ADMIN OPTIONS

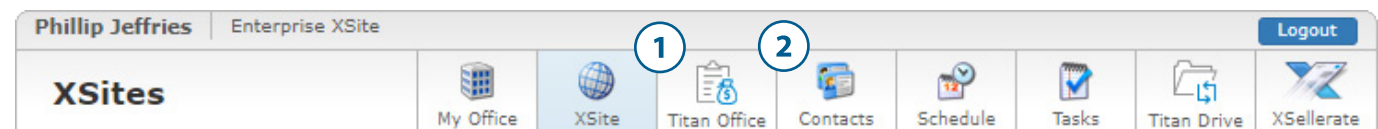
Step 8: Manage Domains lets you assign a domain name to your site, like a **.com** address. Register a new domain name (your first domain name is free!), or use one you already own. Using a domain on your site is an excellent way to highlight your company brand! A catchy URL helps potential clients remember you, and you'll stand out better in search engines.

Step 9: Site Summary shows you the main URL and editing URL for your site. Click the **Launch My XSite** button to open your website in a new window.

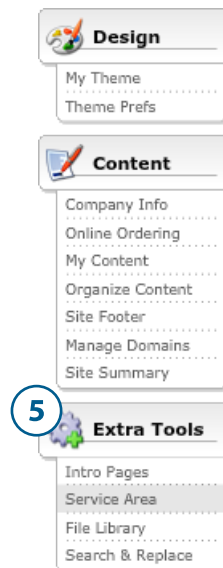
WANT MORE?

We know you're busy. To help you get up and running, we offer a free webinar called *Jumpstart your appraiser XSite*. It's packed with expert tips, and we take your questions live! [Check out our schedule and sign up.](#)

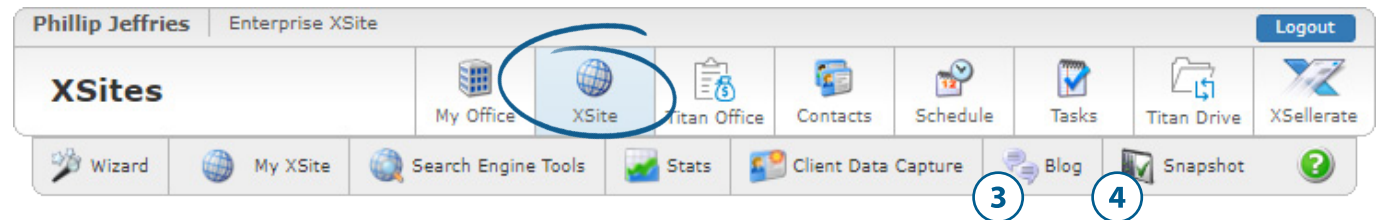
- 1. Titan Office:** Your business management tools are now managed through Titan Office where you can enable credit card payments, keep track of orders, and create invoices. [Click here](#) for more about Titan Office.
- 2. Contacts:** Import, export, and manage your contacts for XSellerate ads, online ordering, and more. [Click here](#) for more about Contacts.



Useful tools



- 3. Blog:** Writing blog posts keeps your customer base informed. Use this tool to create new posts, moderate comments, and more. Make sure to enable the **My Blog** page on Step 5 once you're ready to go live. [Click here](#) for more about Blogging.
- 4. Snapshot:** The XSites Snapshot tool creates backup copies of your site. If you make a mistake and need to undo it, this tool is a lifesaver. Snapshots don't have a limit, so keep as many as you like. [Click here](#) for more about Snapshots.



- 5. Extra Tools:** Don't miss the helpful features in this section! If nothing else, check out the **Service Area** section to make sure you've got the correct states and counties marked.

XSellerate

We have ready-made campaigns to use, so you don't have to build your own.

For a detailed breakdown of XSellerate campaigns, check out our comprehensive [User's Guide](#).

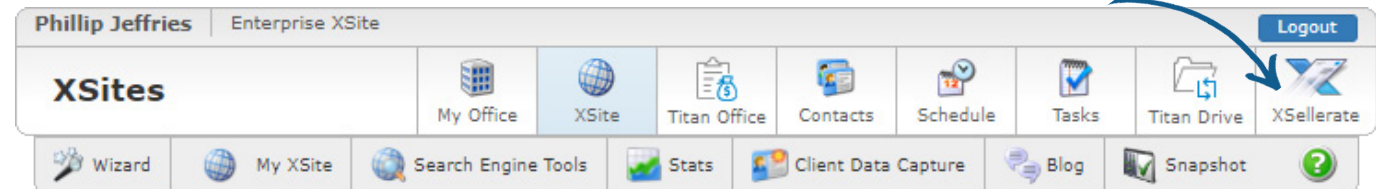
WHAT IS XSELLERATE?

XSellerate is a communications tool that automates marketing campaigns for you, making it easy to keep up with your clients on a regular basis.

- Create new contacts, or use the integrated XSites Contacts list.
- Generate email and print ads.
- Send campaigns out just once, or on a schedule.

TO GET STARTED:

Log in to your XSite and click the **XSellerate** button on the top toolbar.



Click **Create new campaign** or **Create new printed mailing**.



There are only 3 steps to set up your campaign: select your recipients, choose your content, and send. It's that easy!

Search engine optimization

Want more? We have an SEO guide, Doc 7031, available [here](#).

SEO is an extensive topic — you could house a library of books on the subject! Still, anyone can tackle the basics of improving their searchability, and your XSite makes it easy.

WHAT DOES MY XSITE DO FOR ME AUTOMATICALLY?






- Your webpage has a built-in sitemap which corresponds to the pages you select on Step 5 of the XSite Wizard. This lets search engines know which pages on your site are important.
- If you use the [GhostWriter](#) on Step 5, your pages rewrite themselves automatically with fresh content. This keeps your site interesting to search engine indexes. (GhostWriter is intended for provided pages, like your Home page — not content you've customized.)

WHAT CAN I DO TO IMPROVE MY SEO?

- Limit the keywords on your home page to terms that define your entire business, and limit the keywords on sub-pages to what that specific page covers.
- Take a look at which sub-pages on your site are being viewed the most — you can see this in the [Stats](#) section of your XSite. This helps you determine which pages might need new or updated content.
- [Write blog posts!](#) While your posts should generally be industry-related, you don't have to limit yourself to writing about appraisals. One helpful tip: optimize SEO based on your location. So, if you write about hobbies or events, stick to those in your local area.
- Social media like Facebook and Twitter are great outlets for SEO. [You can link to them on your XSite](#), and visitors to your site can share it on their own social media pages. We recommend keeping your personal and business accounts separate for maximum visibility.

Additional resources

Getting started with your XSite is faster than ever with easy-to-access resources. Our goal is to get your site up and running as quickly as possible.

-  User's Guide: [Appraiser XSites](#)
-  Support Docs: [Appraiser XSites](#)
-  Free, live webinar: [Jumpstart your Apprasier XSite](#)
-  Blogs: [XSites](#)
-  Video library: [XSites](#)

QUESTIONS? GIVE US A CALL!

800-211-4514