How To Update And Manage Your Website

Congratulations on your property website!

Each Syringa property gets its own website that is easily managed and provides a professional face to use for sharing information about the community, promotional materials, and getting traffic from search engines. You should update the content on the site to make it yours, especially the home, features, and photo pages.

Here is a short Loom video walking you through some basic items (all are also covered in this documentation):
https://www.loom.com/share/92c3b32111fc4136bd2a19b6d4bdb985?sid=02944051-c105-49d4-ab4b-e7be20a38363

Logging In

1. https://syringaproperties.com/ and click on **LOGIN** in the top right corner.

2. Enter your username (or email) and password and click Login.

   ## Lost Password / Trouble Signing In

   a. If you don't remember your password, click on the "**Lost your password**" link under the login box.
   b. Or, if you don't have an account yet, contact us at info@whitewhaleweb.com and we'll set you up. Or, you can fill out the new property website request form, located at
   https://syringaproperties.com/resident-managers-only/property-website-request/
   and linked from the RM Only information page.

3. This will log you into your Resident Manager's portal, where you have links to many important documents and resources.
4. Click on the **"My Sites"** link in the top left corner of the page and select your property from the dropdown there. You may just have 1 site but some managers may have several.
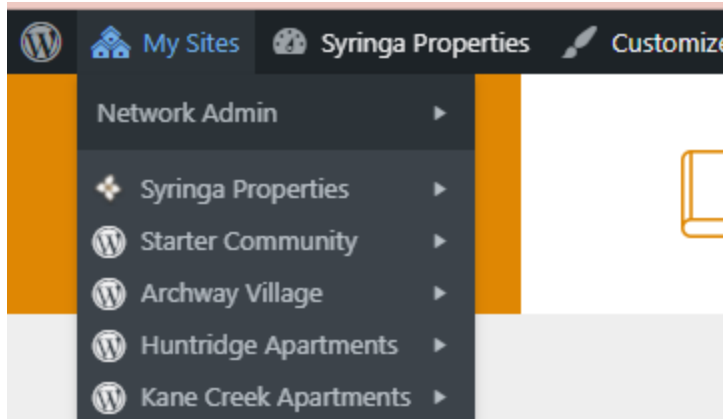
Or, you can click on the My Sites link in the 2nd paragraph that links to http://syringaproperties.com/wp-admin/my-sites.php. For each site, you can then click on **Dashboard** (to see the back-end admin view) or **Visit** / **Visit Site** (to see the front-end of the site).

5. NOTE: You can also access the admin area directly by going to https://yourwebsite.com/wp-admin/ (replace "yourwebsite" with your property's website domain name)

# Adding User Access to Your Property / Requesting a New Property

This is a new feature, and requests made to this form come straight to White Whale Web to be handled. These are items such as adding admin users to the property websites, adding new managers, adding new property websites, et al. You can find the link to this page by visiting this section of your resident managers only page: https://prnt.sc/4qlS_LouO9FU
Or by visiting this link once you are logged in:
https://syringaproperties.com/resident-managers-only/property-website-request/

Updating Community Info

Update most of your community info in one place including: contact info, logo and more. After you're logged in (and looking at the back-end admin view) click on Community Settings in the left menu.
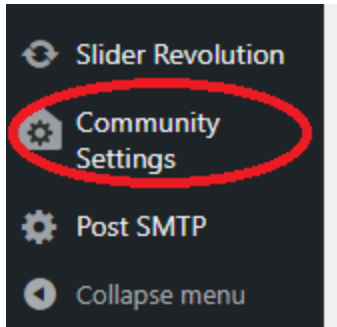
Note: Depending on your device screen size, the left-hand menu may be hidden. If you have a top menu like this, click this icon to see the full menu:
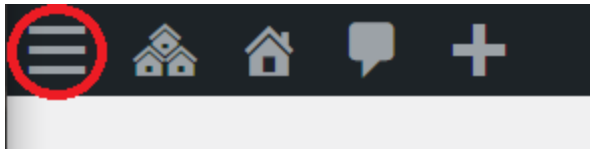

- Community Logo

  This field allows you to upload a new logo to replace the Syringa logo. An ideal size for this is 170×80. The closer to that size the better, try to use an image that isn't too tall or it may break the layout. If you need to crop or resize an image, view the free photo editors we link to on the Resident Manager page.
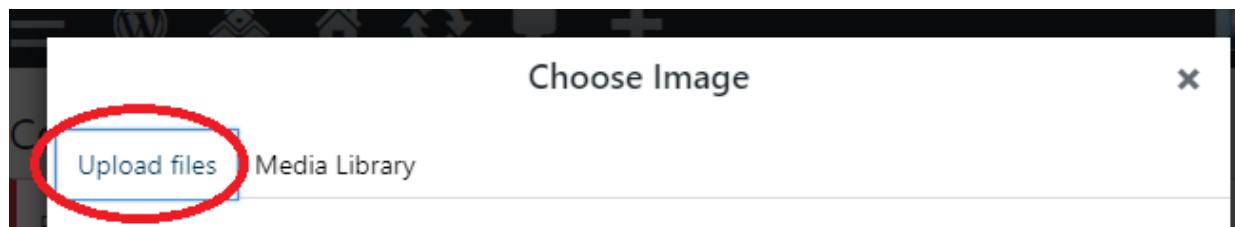 If you'd like to use the Syringa logo, paste /wp-content/themes/understrap-child/assets/images/syringa-logo-default.png back into this field.
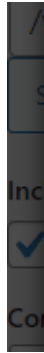
  - Click **Select / Upload Logo**
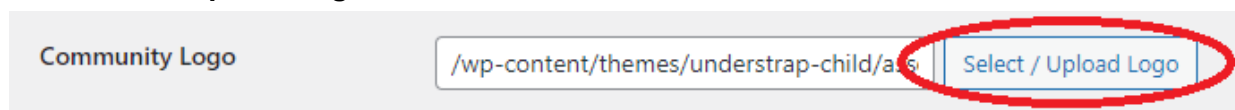
  - This will open the Add Images screen. Make sure you are on the **Upload files** tab to upload a new image. (The **Media Library** tab lets you use already uploaded images.)

  - From here, you can either **Select Files** or drag and drop your file into this area. Note the maximum upload file size.

Drop files to upload

or

Select Files

Maximum upload file size: 8 MB.

- **Enable Photo Page**

  This page is optional so if you don't have any photos to share, uncheck this. These photos will show up on the Photos page of your website (yourwebsite.com/photos/) and by default, will show stock photos. However, you should change these with images of your community. Good photos could include the interior and exterior of the units, features that you'd like to highlight, additional amenities like a community center or playground, yourself, or tenants (provided they are OK with their photo being taken).

- **Address Fields**

  Standard location fields are available including phone and fax number. These fields will show on the Contact Us page (yourwebsite.com/contact/) towards the bottom:

VISIT WEST PINE

Feel free to drive through our community. We're confident you'll be pleasantly surprised!

West Pine

343 West Pine St., #19
Shelley, Idaho 83274

P: (208) 357-2025

- **Latitude/Longitude**

  Use these fields for exact placement of the marker on the map. To look them up, use the gps-coordinates.net link, and then copy them.

- **Community Manager Email**

  This is the email account that will receive email correspondence (contact form messages, maintenance requests, etc)

- **Community Manager Name**

  Displayed in the footer on the home page, it defaults to Taylor. You should update this to let tenants know who they'll be working with!

- **Community Manager Image**

  By default, we use a stock image but you should update this to be a picture of you. Let tenants know who they'll be working with! An ideal size for this image is 255×221.
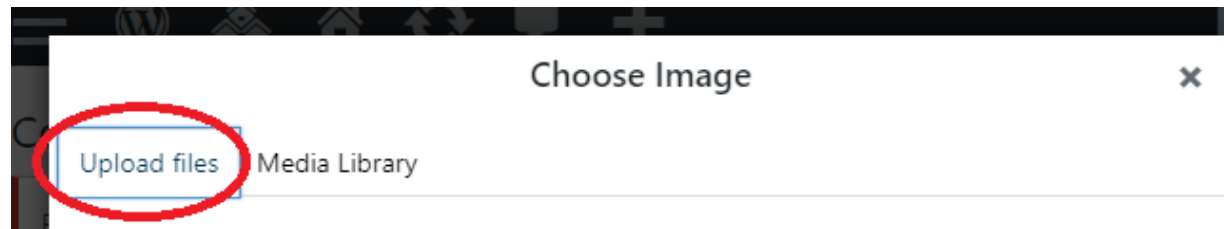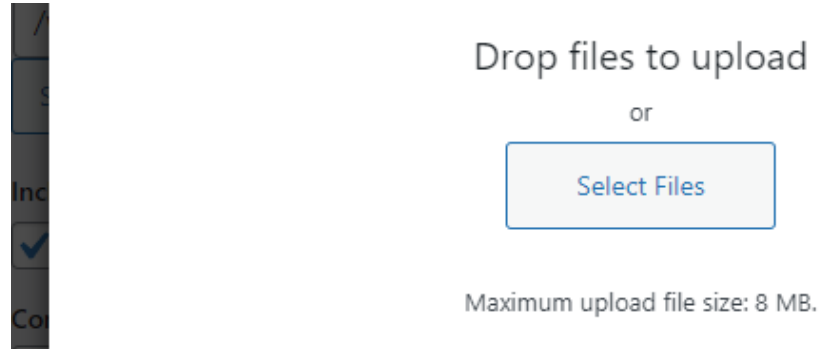
  ○ Click **Select / Upload Image**

  ○ This will open the Add Images screen. Make sure you are on the **Upload files** tab to upload a new image. (The **Media Library** tab lets you use already
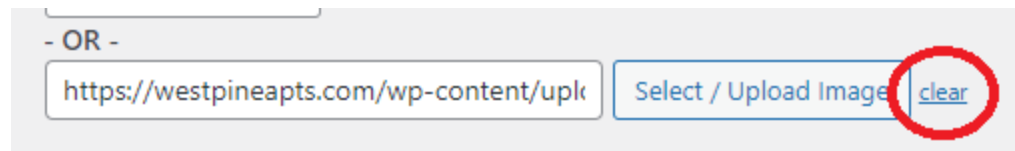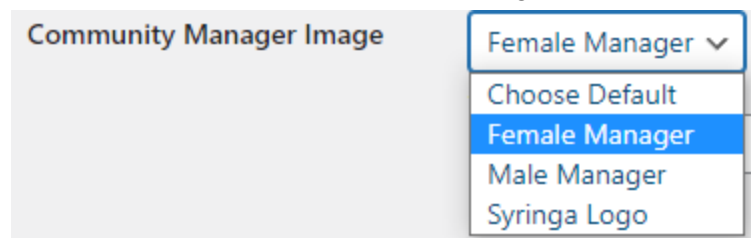
uploaded images.)

- ○ From here, you can either **Select Files** or drag and drop your file into this area. Note the maximum upload file size.

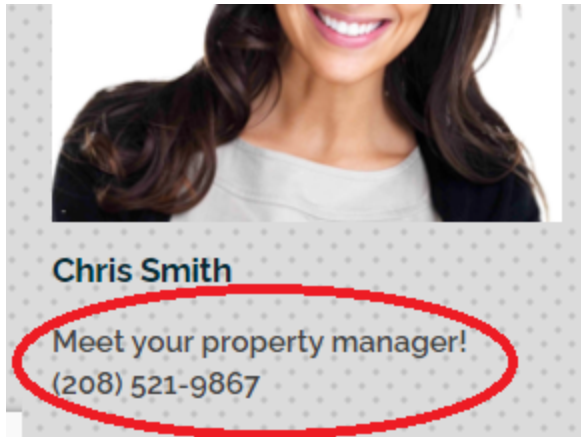- ○ Note: To remove an uploaded image, click the **clear** link:

You can also switch between stock images with the dropdown:

- ● **Community Manager Biography**

  Feel free to talk about yourself here. This will show up towards the bottom of the homepage below the property manager photo & name:

- **Social Media Accounts:** If you have any social media accounts, enter their URLs here. Otherwise, leave them blank. These accounts will show up as linked icons in the website's footer:
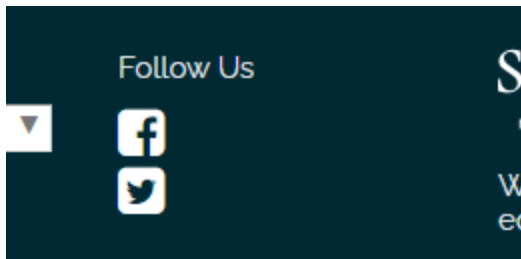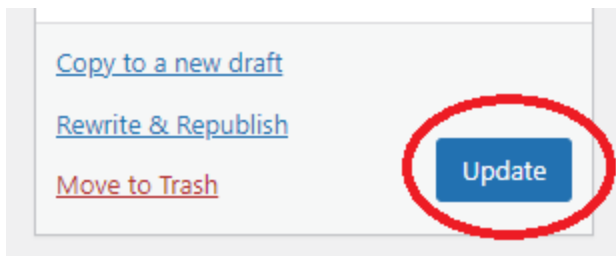

Updating Pages

You can update most of the pages. The designs are mainly locked down but you can update the content as needed. As you edit pages, you'll notice a toggle button under the title for **Classic Mode** or **Backend Editor**. You'll want to keep it on **Backend Editor** for more layout and feature options, which will look something like this:
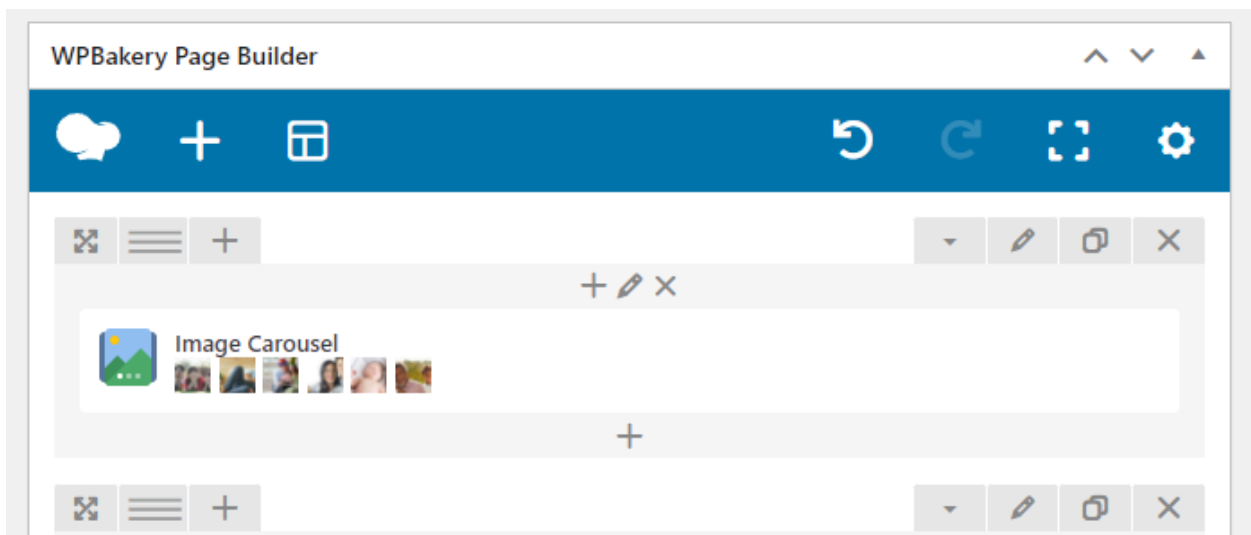
To edit a page, click on **Pages** in the left admin menu and then select the page to edit by clicking on its title (e.g. Home) or its **Edit** button.
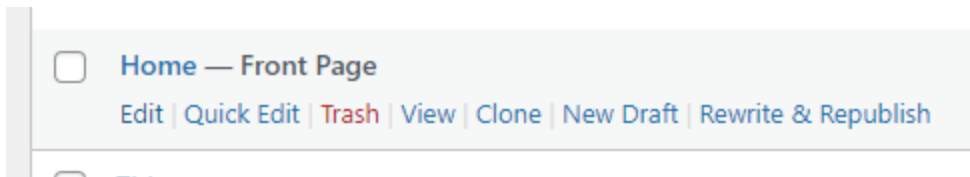
Important: After making changes to a page, to save your changes click Update under the Publish section (in the top right, usually)
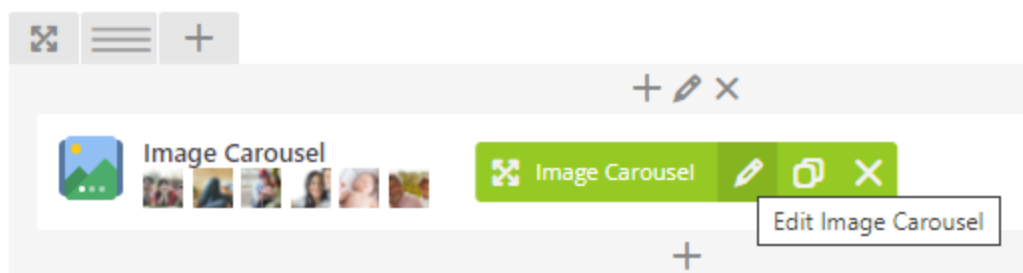

- Home

    This is the main page of your site. You can edit the image slider and the main content on this page.

    Edit Slider

    Update the homepage slider by updating the images within the Image Carousel. Hover over the Image Carousel and click on the edit (green pencil) icon:

    From here, you should see an Images section:
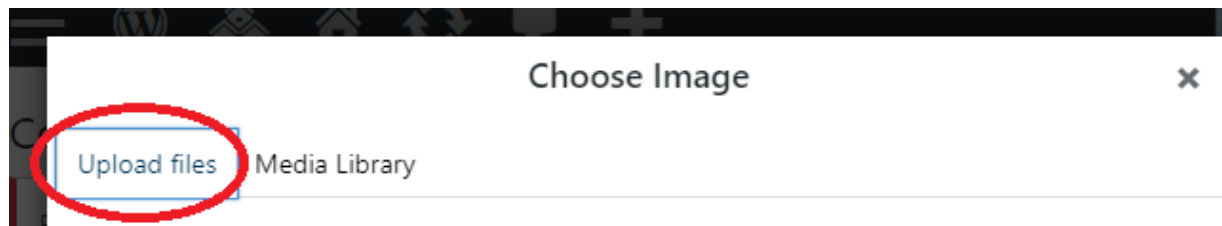
Images

Select images from media library.

Remove Images
Click the red x icon to delete images.

Add Images

Click the green + icon to add your own images. An ideal size for these images is
1540×540. If you need to crop or resize an image, view the free photo editors we link to
on the Resident Manager page.

- ○ This will open the Add Images screen. Make sure you are on the **Upload files**
  tab to upload a new image. (The **Media Library** tab lets you use already
  uploaded images.)

- ○ From here, you can either **Select Files** or drag and drop your file into this area.
 Note the maximum upload file size.
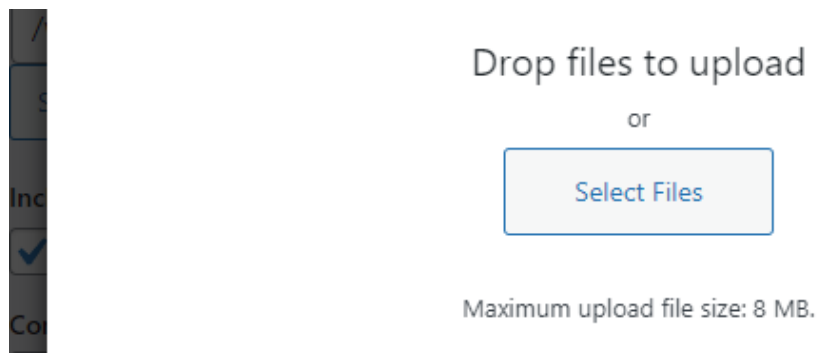
- ○ When you've uploaded / selected all your desired images, click **Add Images**.

- ○ The Images section should now contain your new images. You can click and drag them to change the order. **Save Changes** when you're done.

Edit Content

We've put in default content but you can change it as needed. Hover over the text block and click the edit (green pencil) icon:
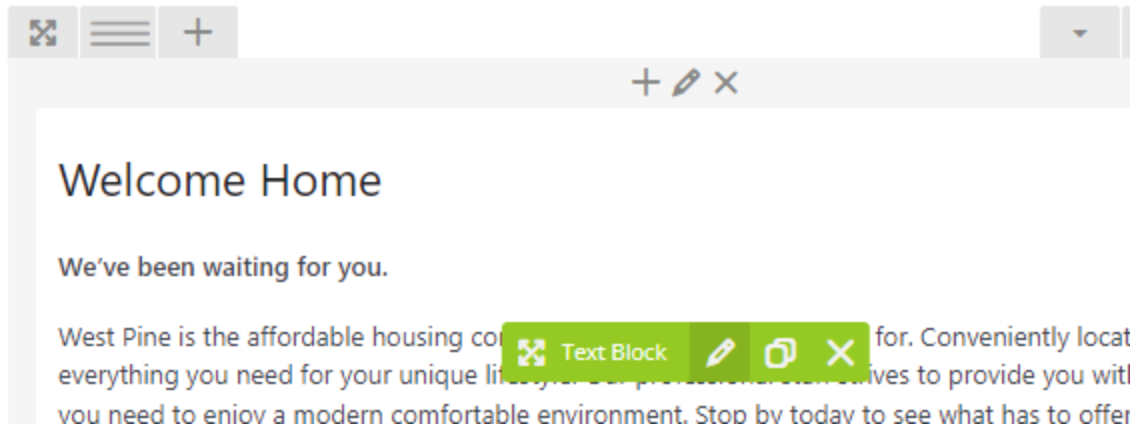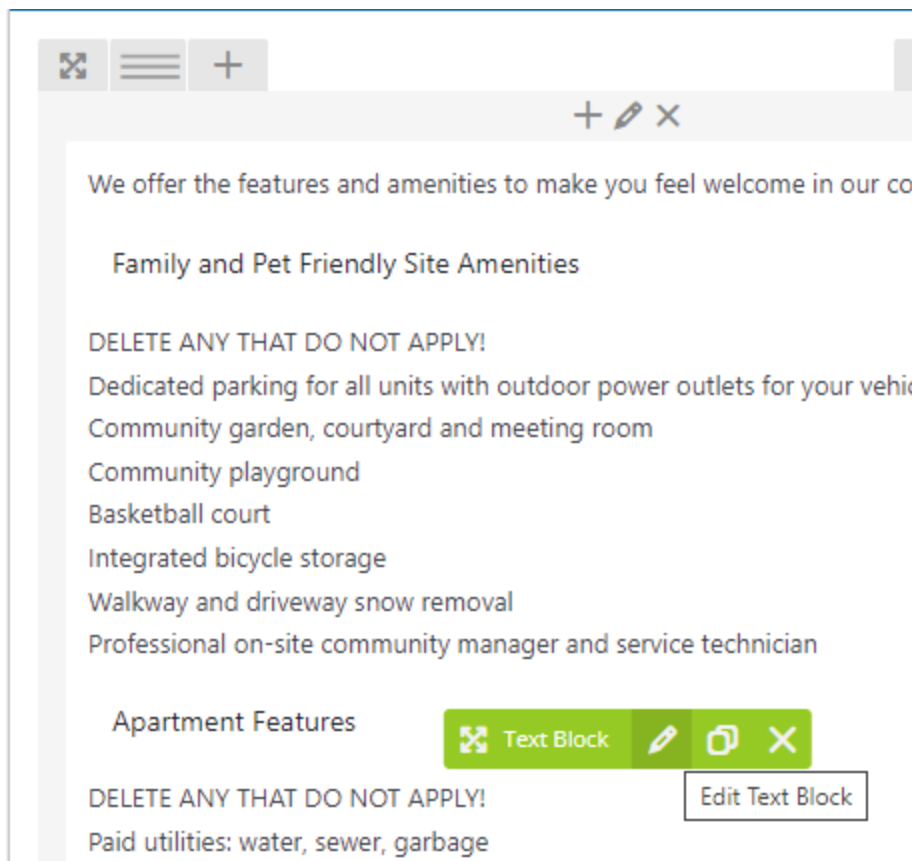

Note: the buttons (Apply Today! / Aplica Hoy!) and 3 boxes (Pay Rent Online, Request Service, & Contact Us) are locked - you can't update them:
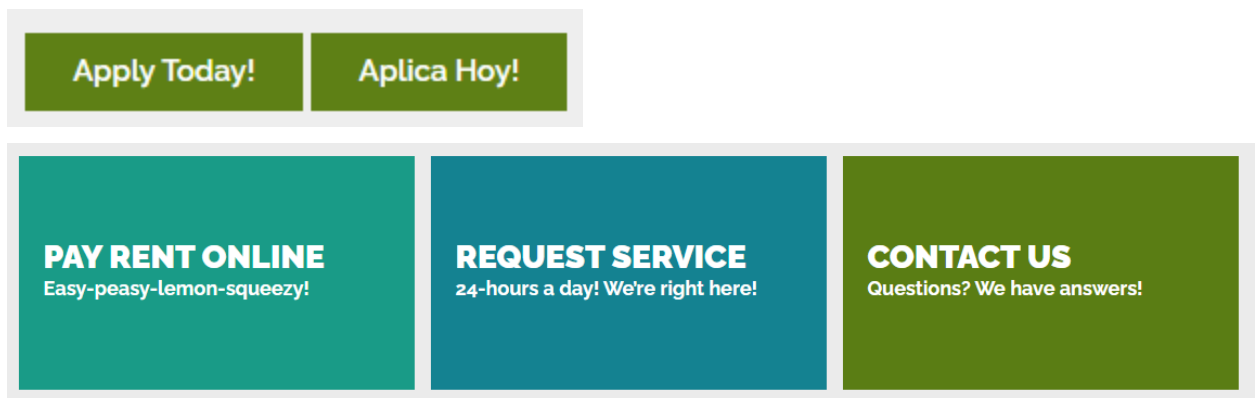
- ● Features

Talk about the features of your community and the units. By default there should be a list of amenities from which you can delete any that do not apply.

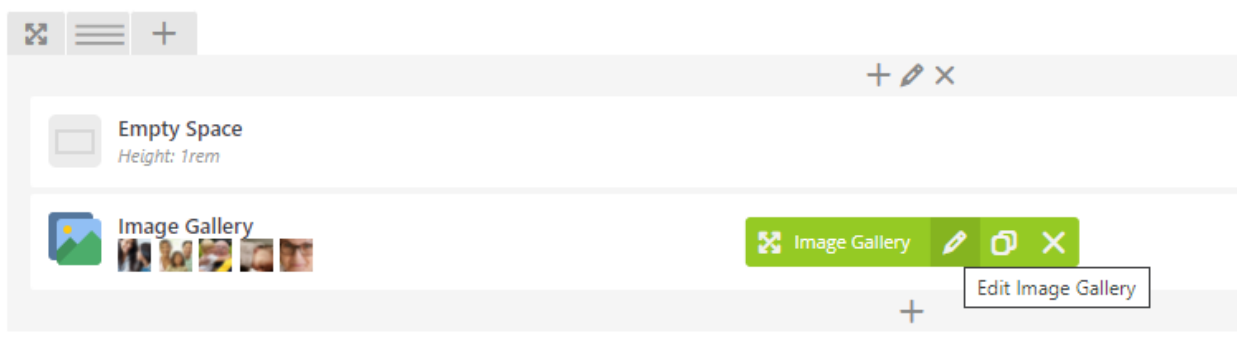To edit, hover over the text block and click the edit (green pencil) icon:

- ● Photos

Manage images through the Image Gallery section. (If the Photos page isn't displaying, make sure to check the Enable Photo Page checkbox within the Community Settings.)

Edit Image Gallery

Hover over the Image Gallery section and click the edit (pencil) icon:

This will show the Image Gallery Settings. You will likely only want to change the Images section:

Images

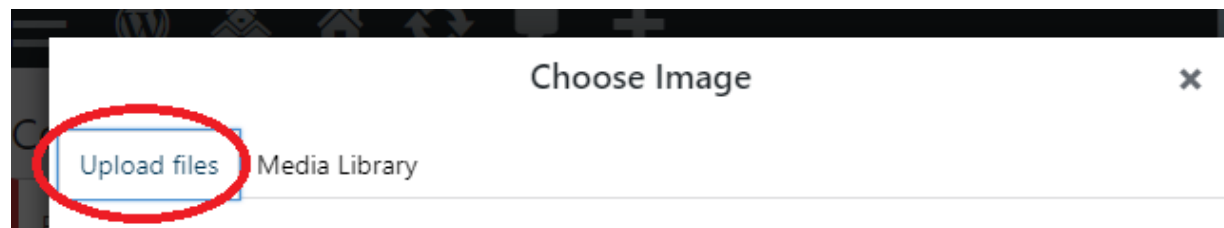Select images from media library.

Remove Images

Click the red x icon to delete images.

Add Images

Click the green + icon to add your own images. <u>An ideal size for these images is 540×540.</u>

- ○ This will open the Add Images screen. Make sure you are on the **Upload files** tab to upload a new image. (The **Media Library** tab lets you use already uploaded images.)

- ○ From here, you can either **Select Files** or drag and drop your file into this area. Note the maximum upload file size.
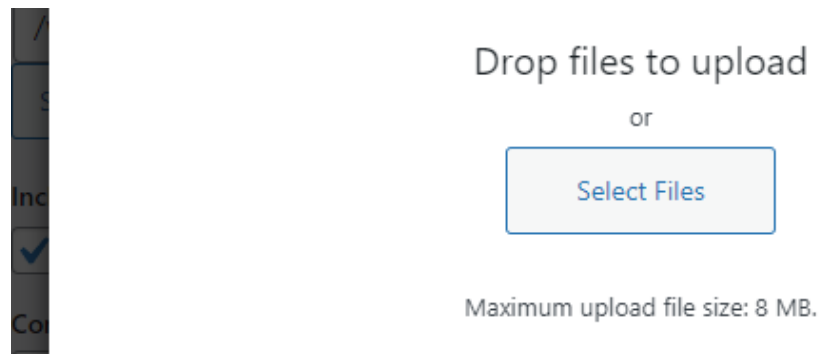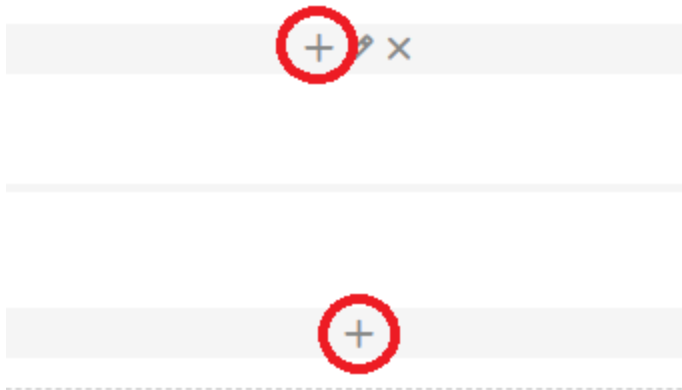

- ○ When you've uploaded / selected all your desired images, click **Add Images**.

○ The Images section should now contain your new images. You can click and drag them to change the order. **Save Changes** when you're done.
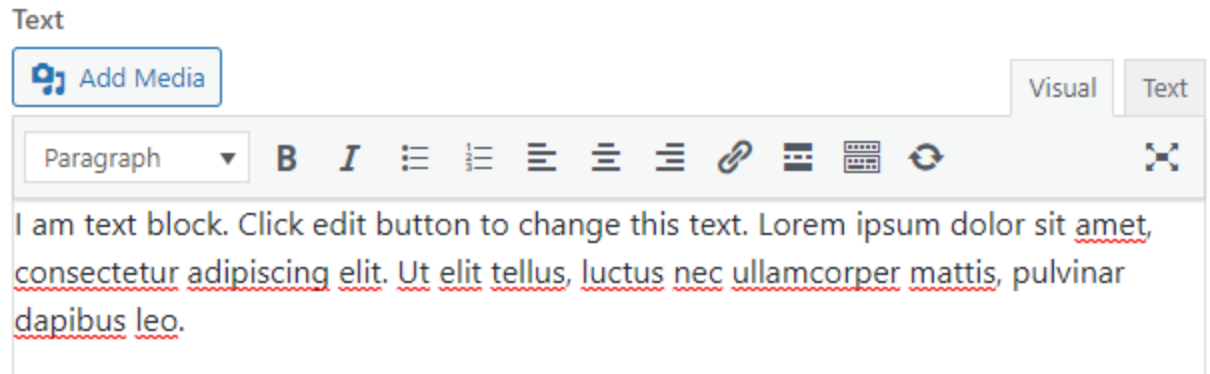
Add Text Above or Below Gallery

You can also add text above or below the photo gallery by clicking on one of the "+" icons.

This will open up the Add Element screen. Choose Text Block (should be in the first row, but you can also use the search in the top right)
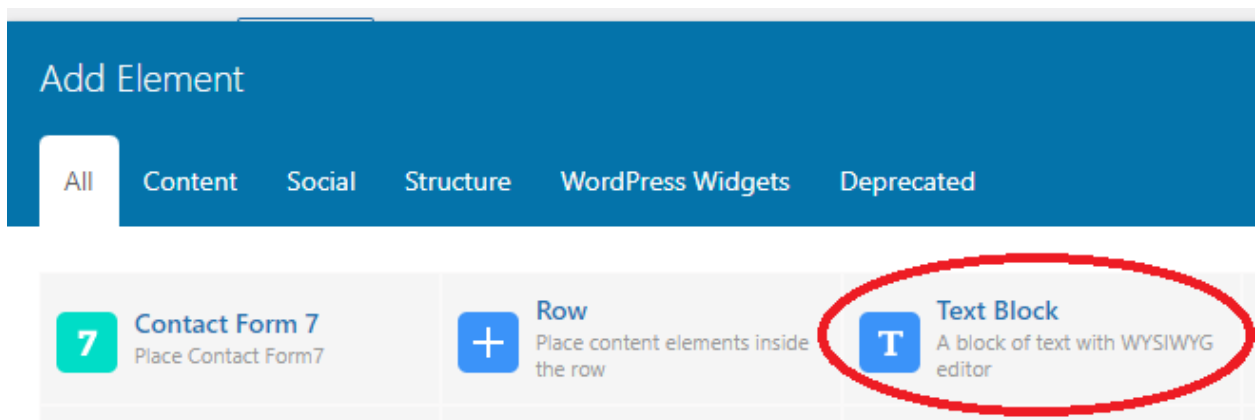
Set your desired text in the Text area and then **Save changes** when you're done

Text

You can then move that text block content block as needed; hover over the block and click and drag with the Text Block button:
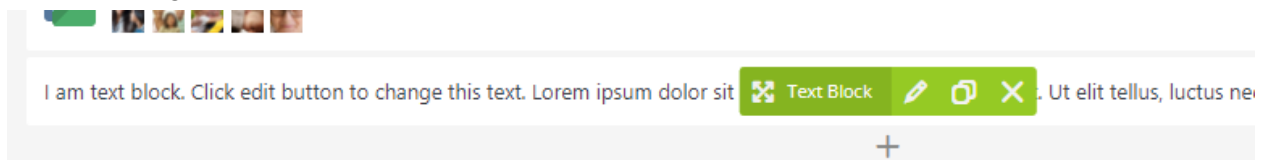
- ○ Note: you can edit (pencil icon), duplicate (two rectangles icon) or delete (x icon) the text block.

● About Area

We've researched your city and have written a little about it on this page. Update as needed. Hover over the text block and click the edit (pencil) icon to update the content:
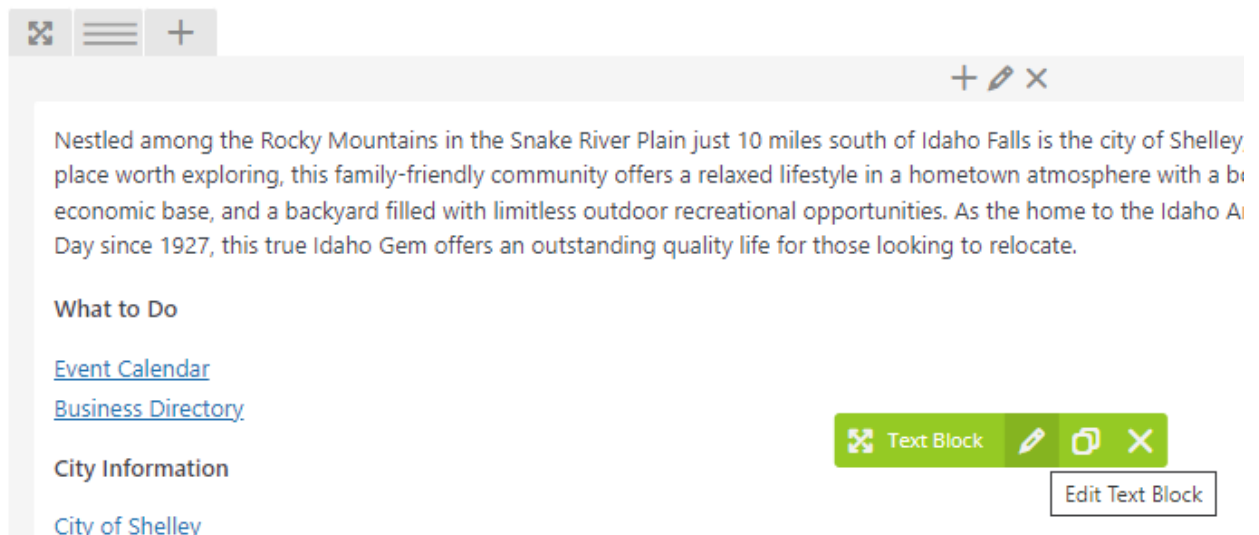

● Contact Us

We automatically build the contact form and show your contact info from what you've entered into the Community Settings. Please share your office hours and any other

information tenants would need to contact you.

- ○ Form entries will be sent to the [Community Manager Email](#).
- ○ Address, phone, and fax are set under [Address Fields](#)
- ○ To control the placement of the map marker, add [Latitude/Longitude](#)
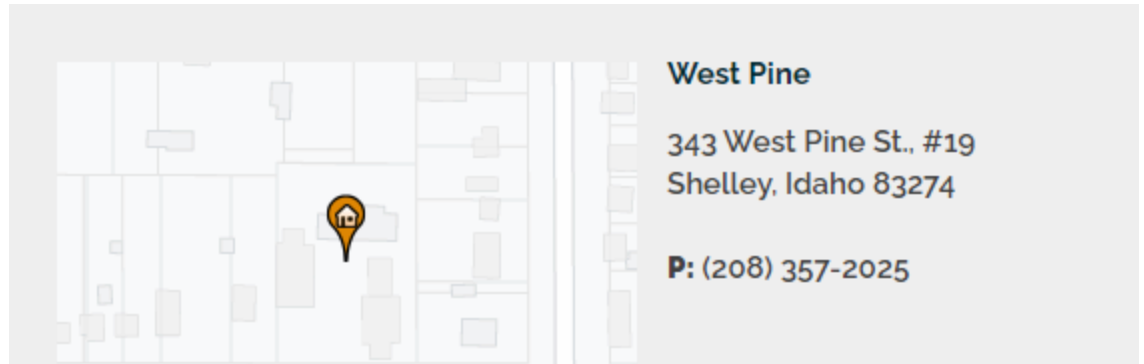
- ● Pay Rent

  This page can be ignored. Previously it was used to handle rent payment, but we now link to an external site for that.

- ● Maintenance Request

  For right now, this is a form. Entries will be sent to the [Community Manager Email](#). We are working to automate this though.

  You can edit the small snippet of text above the form (e.g. "Have a service request? Fill out the form below.") as you would edit other text blocks on the site.

Next Steps

Now that you've updated your website, what's next?

Here's just a few ideas of how to additionally promote your website now that you've updated it:
- ● Sign up on Google My Business (https://support.google.com/business/answer/6300665?hl=en) and build out your local profile. Make sure to include your website.
- ● Update your social media links - if you have a Facebook, Twitter, or other social media platform, make sure to include your website.
- ● Proudly include your website address on all your brochures and other marketing materials.

- We've included a few links on the About Area page for your area - are there other points of interest that your tenants should know about?
- Do you have additional resources or links that you'd like to share? Feel free to add them.