

Kirby's LandLordLinks.Net Handbook

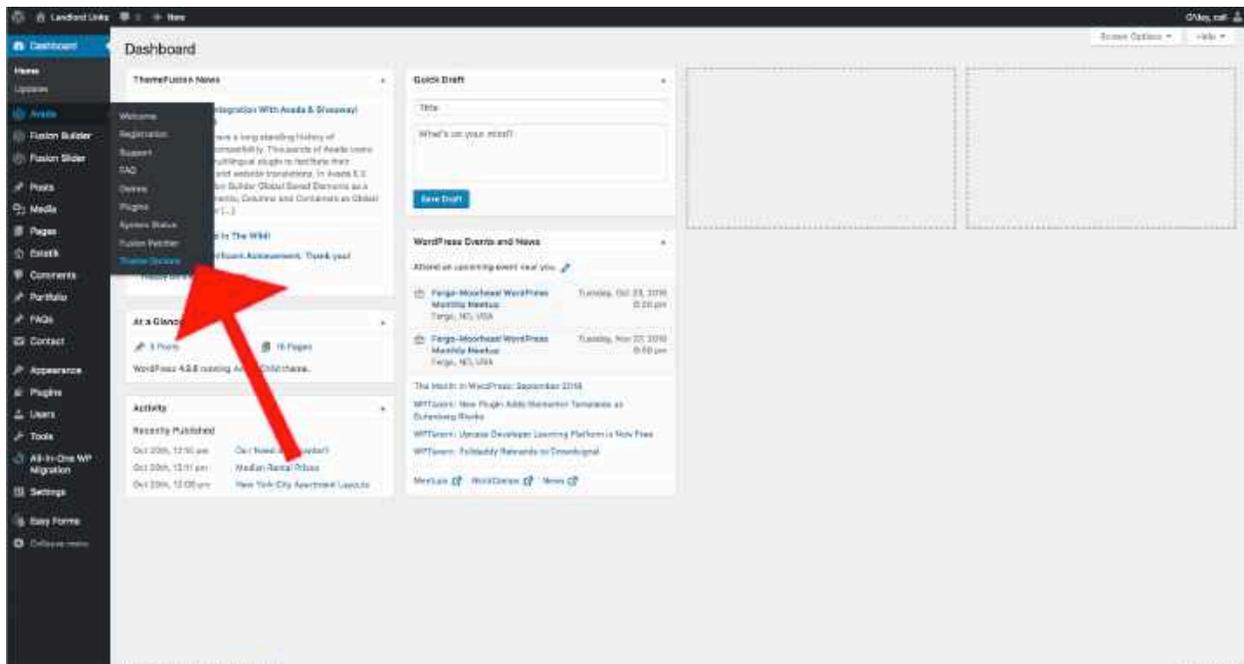
LandlordLinks.Net uses the Avada Theme. Unlike other themes, you do not use the “customizer” but instead all of the options and more to change the look and feel are in the “Theme Options” section.

- Login

Visit: LandLordLinks.Net/wp-admin and input your username and password

This will bring you to the admin page.

Theme Options is here:



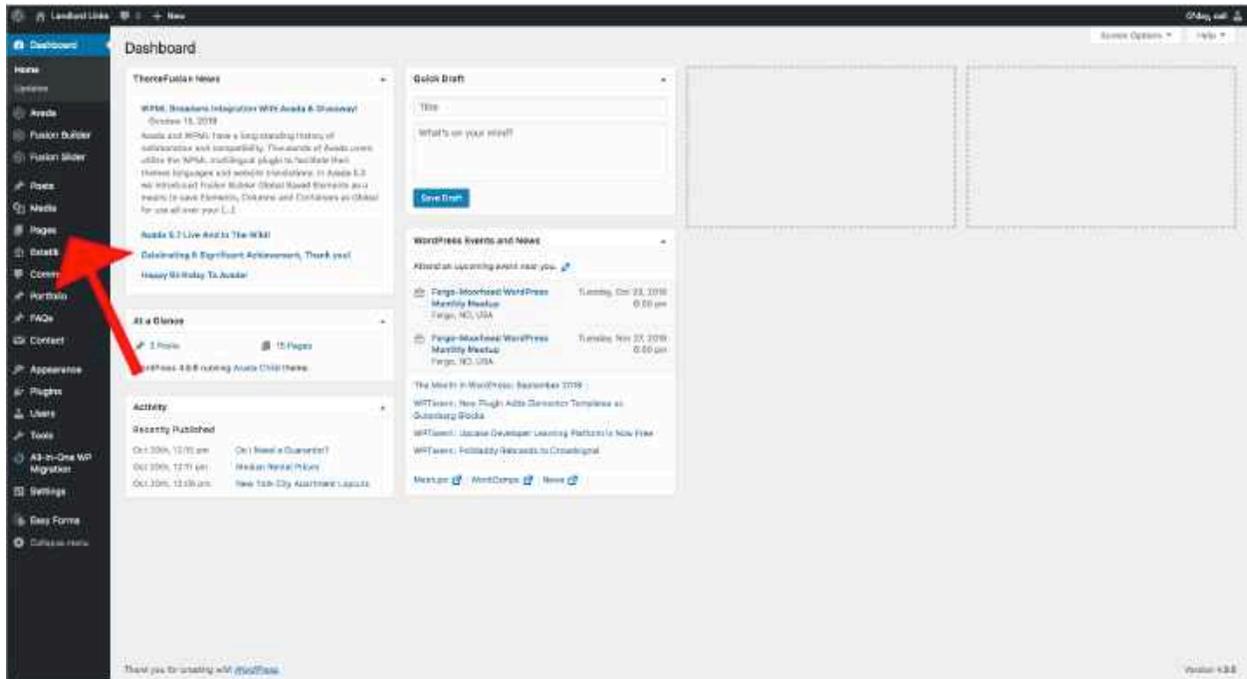
Full documentation on Theme Options is here: <https://theme-fusion.com/documentation/avada/options/fusion-theme-options/>

Adding a New Page

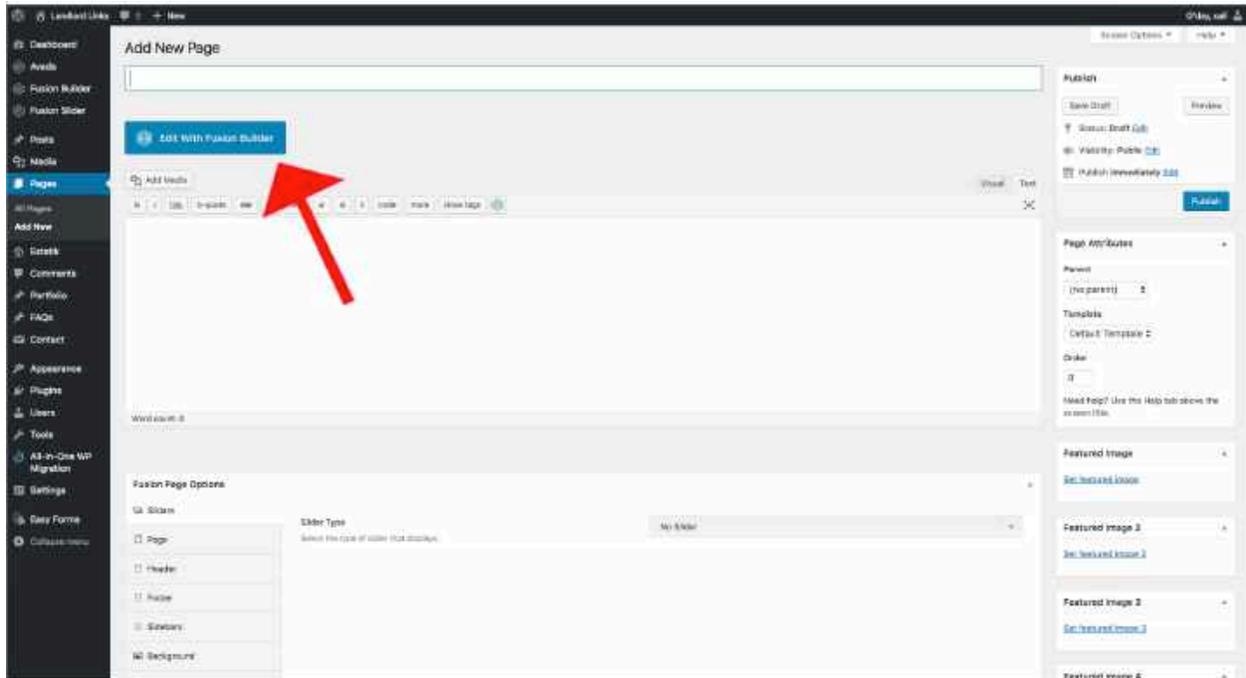
Examples of Pages: About, Neighborhoods, Contact, AptStar

If you need to add a new page do the following:

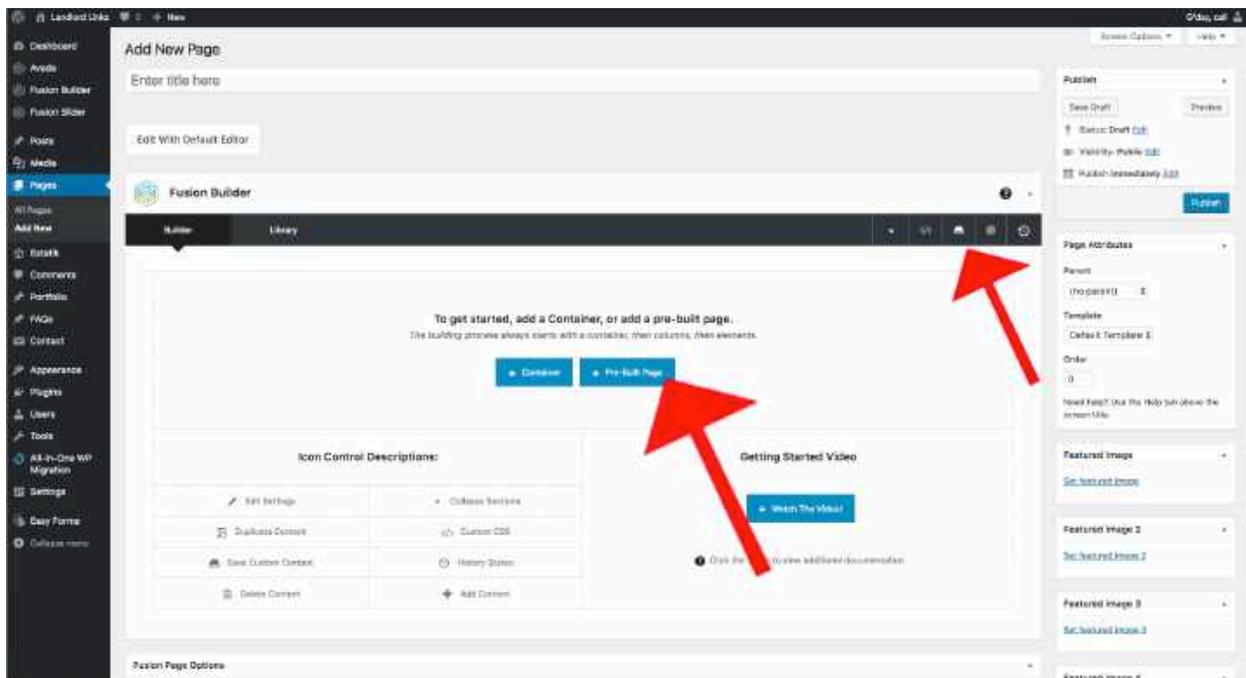
Click On Pages and “Add New”



Click on “Edit with Fusion Builder”



From here you can either import a template from any page, or start fresh. Either of the buttons the arrows are pointing to below will allow you to import a template. Just select “Load.”



If you want to edit an existing page, just click on:
 Pages>>All Pages
 and you will see the list of pages available to be edited in any way.

Landlord Links > New

Pages Add New

18 (13) | Published (15) | Trash (3)

Bulk Actions | Apply | All dates | Clear

Search Pages

12 items

<input type="checkbox"/>	Title	Author	<input type="checkbox"/>	Date
<input type="checkbox"/>	About	wp	<input type="checkbox"/>	Published 2018/10/14
<input type="checkbox"/>	Artist	wp	<input type="checkbox"/>	Published 2018/09/08
<input type="checkbox"/>	Contact	wp	<input type="checkbox"/>	Published 2018/10/21
<input type="checkbox"/>	FAQ	wp	<input type="checkbox"/>	Published 2018/10/28
<input type="checkbox"/>	Home — Front Page	wp	<input type="checkbox"/>	Published 2018/10/21
<input type="checkbox"/>	Landlord Links	wp	<input type="checkbox"/>	Published 2018/10/16
<input type="checkbox"/>	Log In	wp	<input type="checkbox"/>	Published 2018/09/28
<input type="checkbox"/>	My Profile	wp	<input type="checkbox"/>	Published 2018/09/28
<input type="checkbox"/>	Registration	wp	<input type="checkbox"/>	Published 2018/09/28
<input type="checkbox"/>	Reset password	wp	<input type="checkbox"/>	Published 2018/09/28
<input type="checkbox"/>	Resources	wp	<input type="checkbox"/>	Published 2018/10/22
<input type="checkbox"/>	Suburb Listing	wp	<input type="checkbox"/>	Published 2018/10/21
<input type="checkbox"/>	Subscribe	wp	<input type="checkbox"/>	Published 2018/10/22
<input type="checkbox"/>	Success	wp	<input type="checkbox"/>	Published 2018/09/28
<input type="checkbox"/>	New Listing	wp	<input type="checkbox"/>	Published 2018/09/28

Dashboard

Analytics

Post Editor

Customizer

Posts

Media

Pages

All Pages

Add New

Shortcode

Comments

Portfolio

Pages

Contact

Appearance

Widgets

Users

Tools

All-in-One WP Migration

Settings

Help Forms

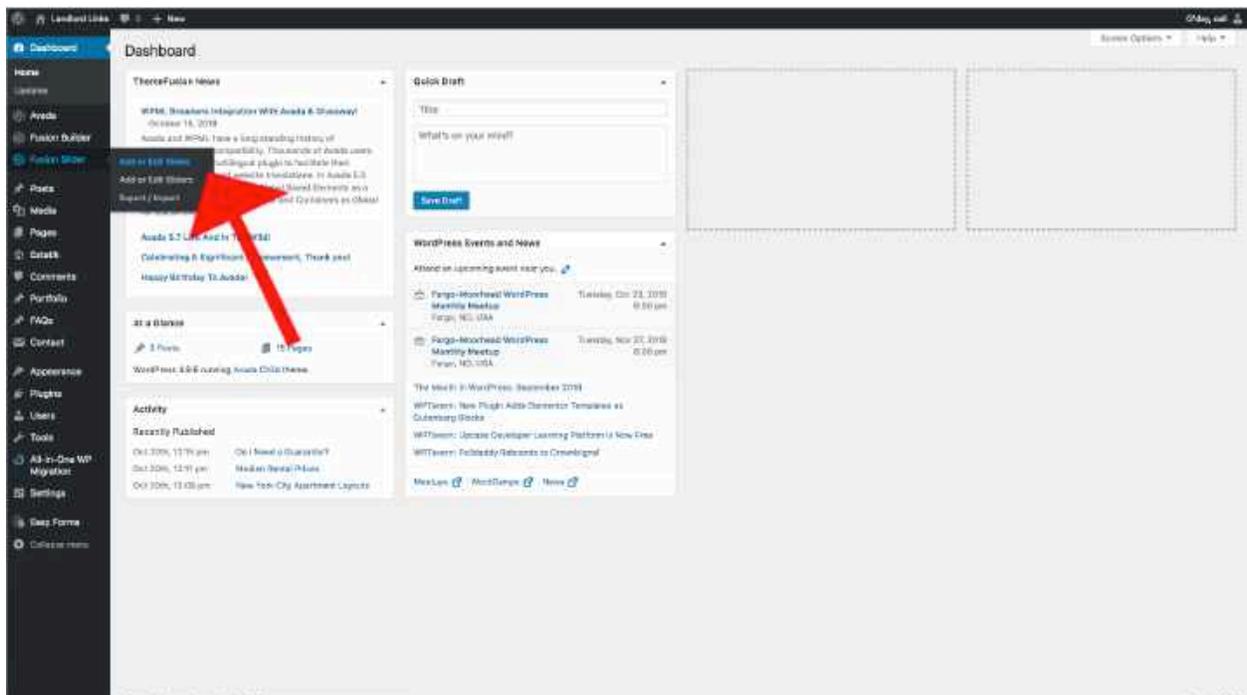
Customize menu

Headers

If you want to change any of the headers images like this:

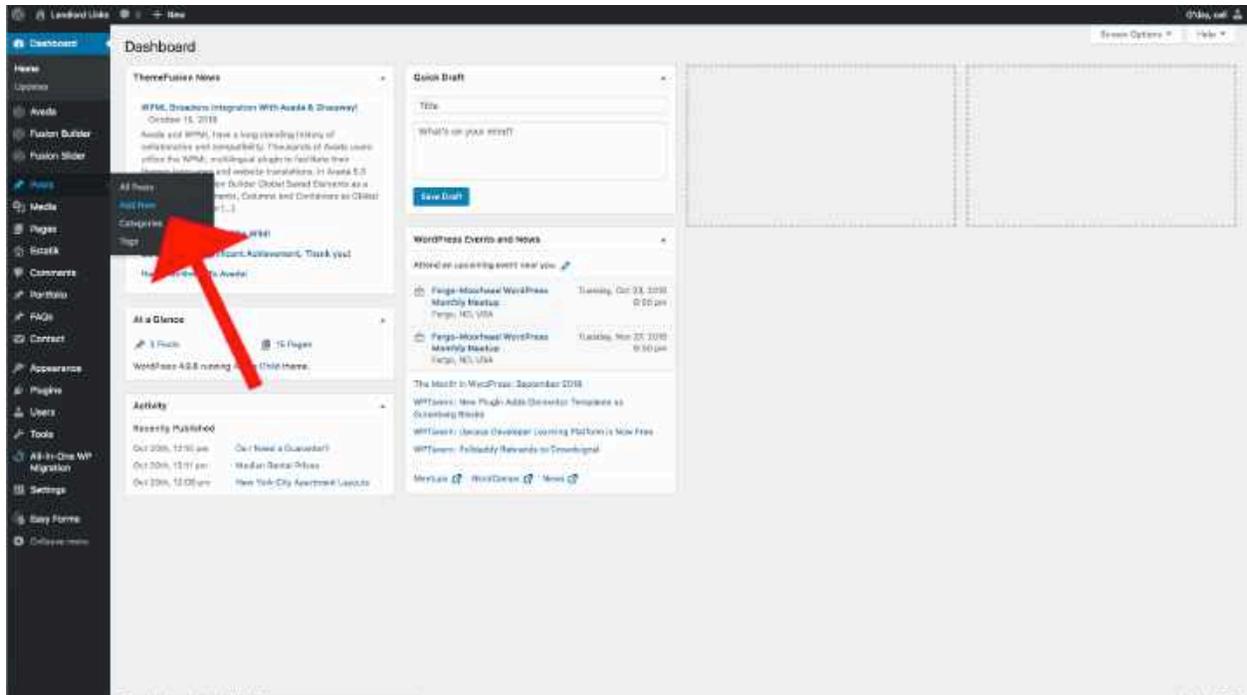


You can do so in “Fusion Sliders” >> “Add or Edit Slides” section. Just select “edit” on the one you wish to change and change any settings.

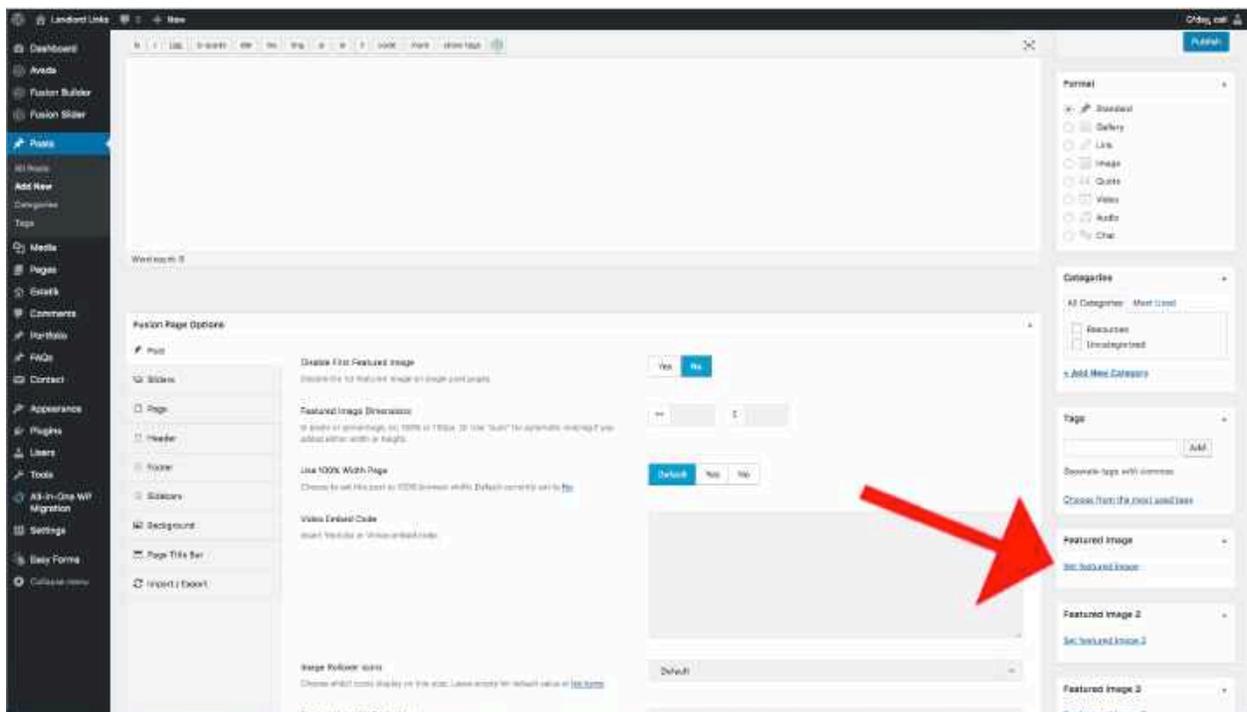


Resources

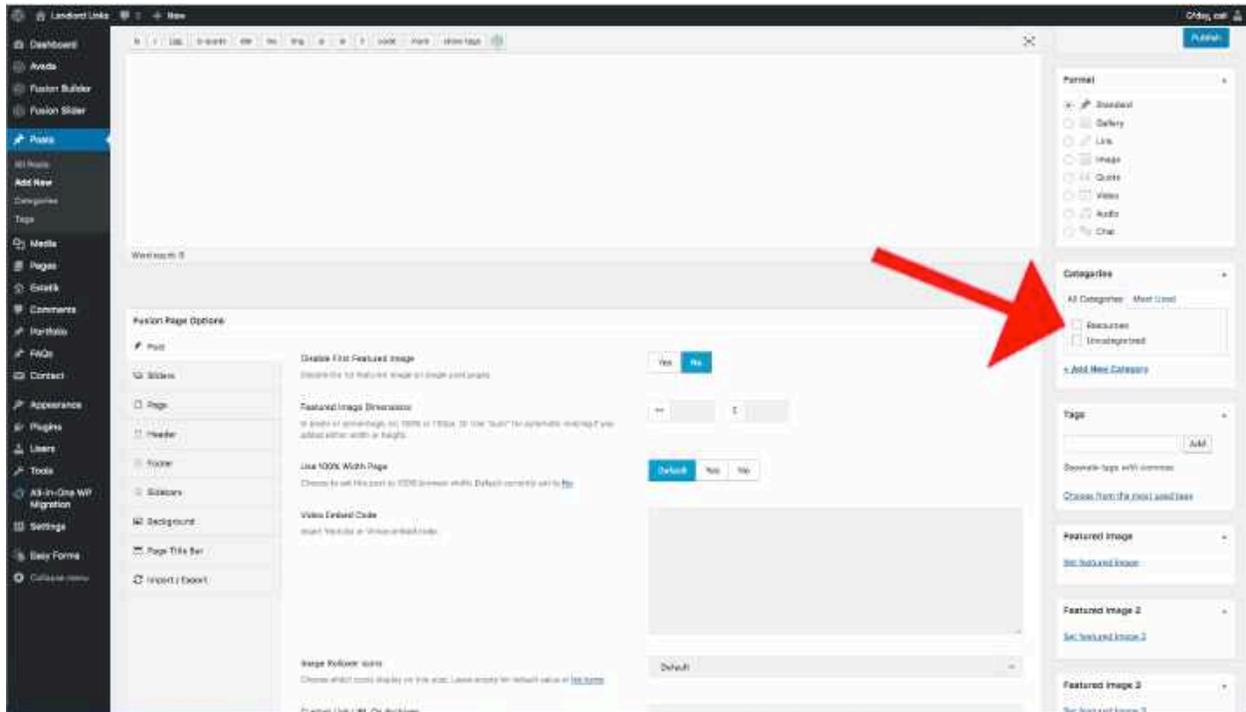
To add new resources posts, navigate to “Posts” >> “Add New”



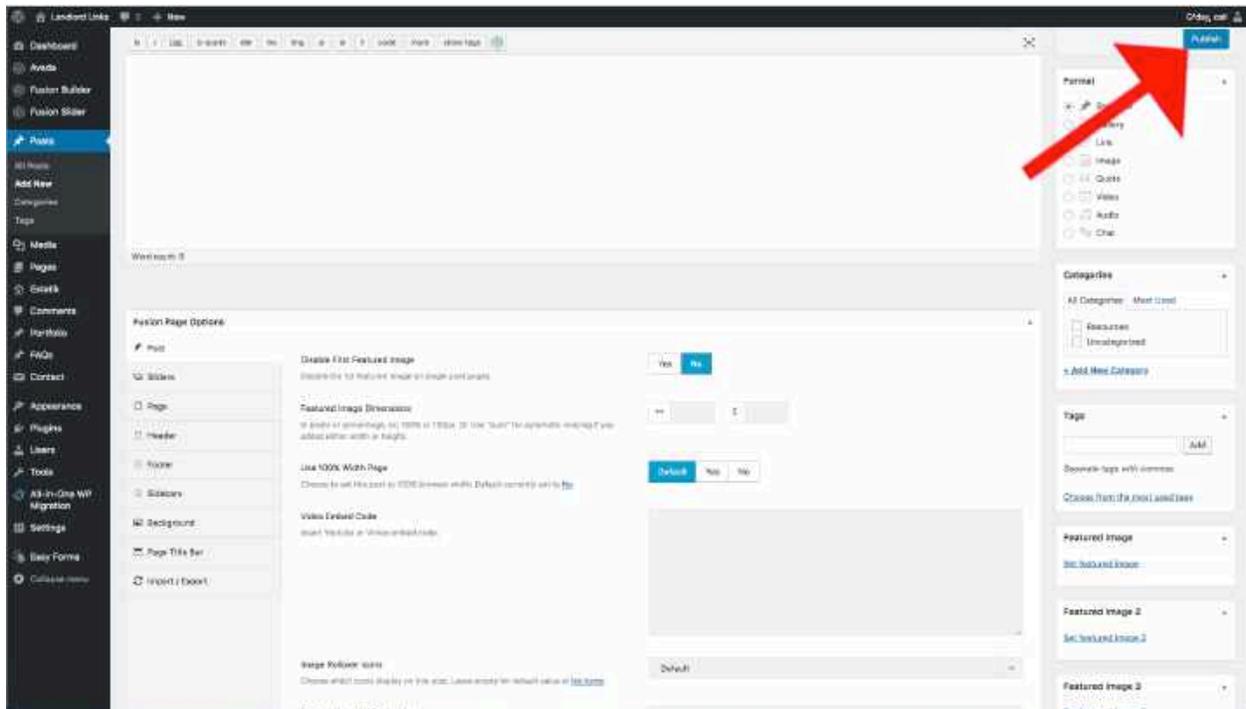
Then, Title and Write your post. When done, upload a featured image in size **2585 x 2585**. Here:



Select "Resources" in the category:

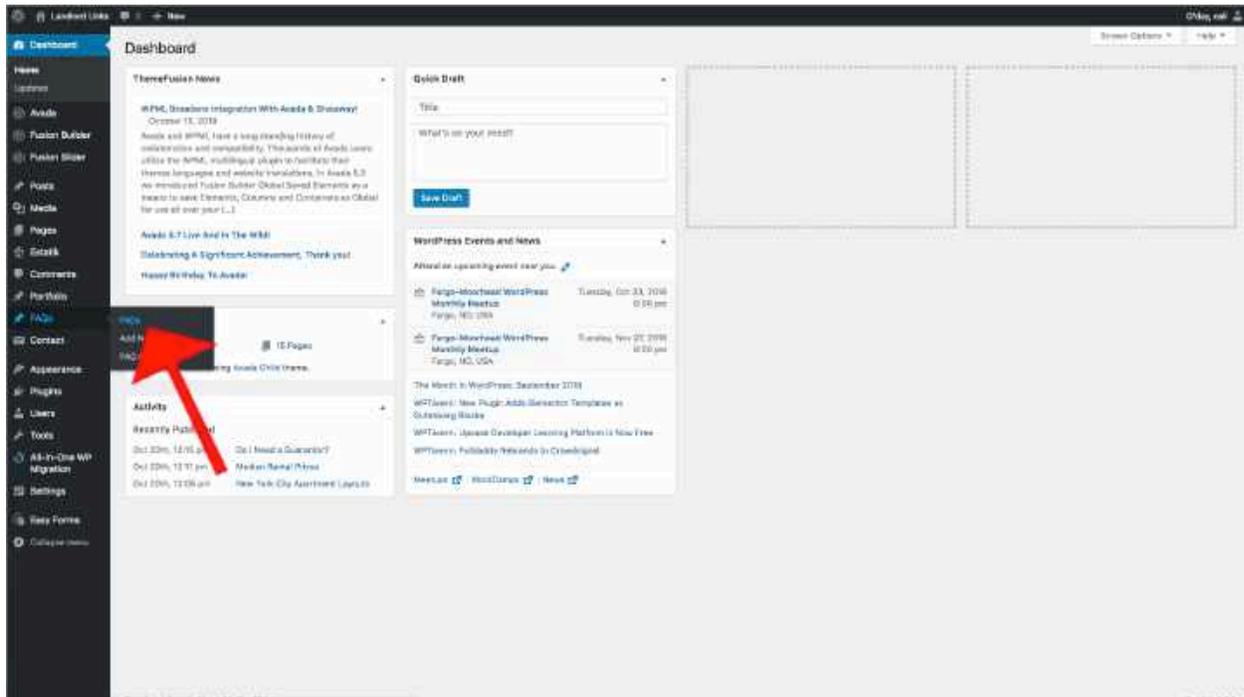


And hit "Publish." Your post will automatically appear on the Resources page chronologically.

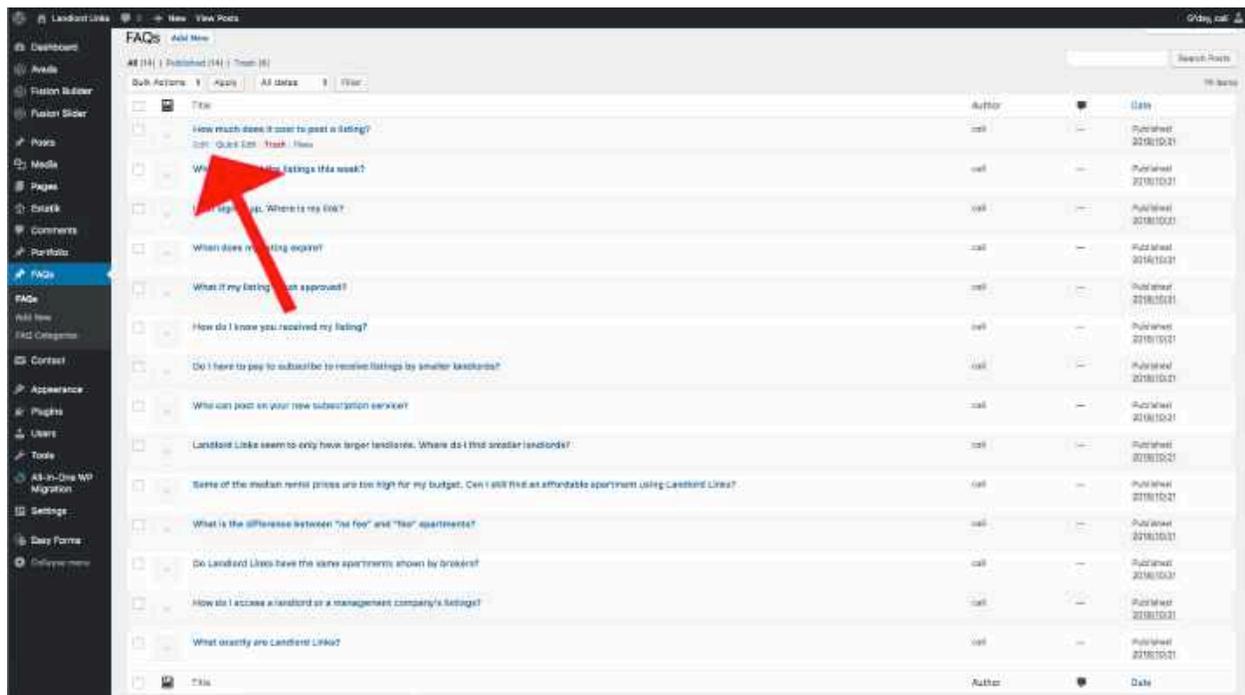


FAQ

FAQ posts appear chronologically ascending just as Resources pages, but are a custom post type that allows for text editing like a blog post would for unique styles. To edit the format or text on an already created FAQ post:



Here you can choose the FAQs you want to edit:

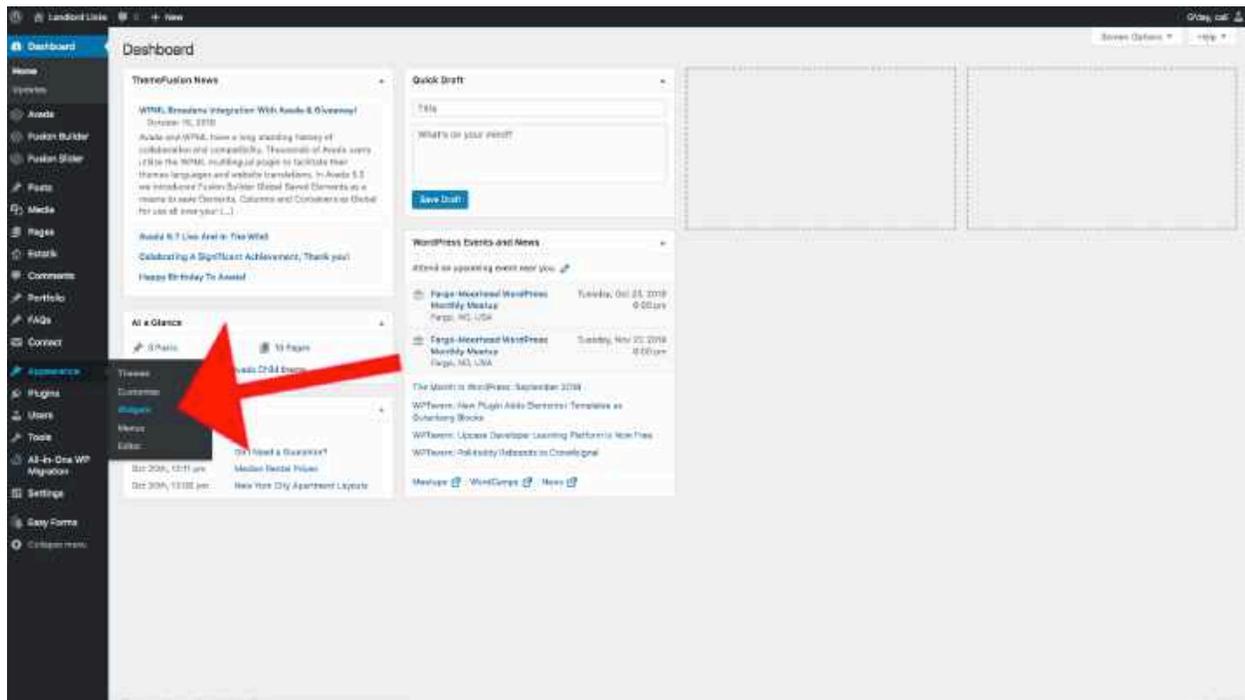


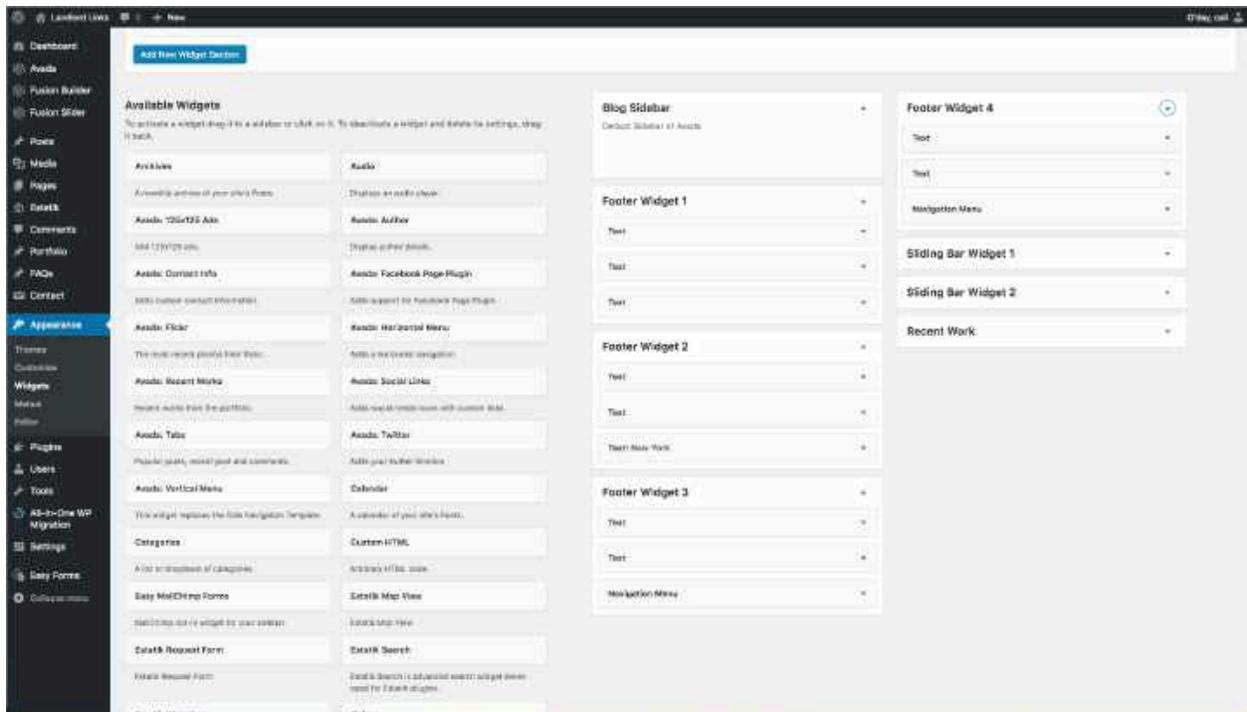
To add a new one, just click "Add New" and you can write and publish a new FAQ – it will be automatically added to the FAQ page at the bottom, after the other questions.

Footer

To edit the styling of the footer, the background image, or the copyright content, navigate to the Theme Options as shown on page one.

To edit the content on the footer, navigate to “Widgets” in “Appearance” >> “Widgets”





The footer works in columns 1-4:

Footer Widget 1:

- Text 1 = spacing for background image
- Text 2 = LandlordLinks.Net title
- Text 3 = Email information

Footer Widget 2:

- Text 1 = Spacing for background
- Text 2 = Spacing for title in column 1
- Text 3 = Address

Footer Widget 3:

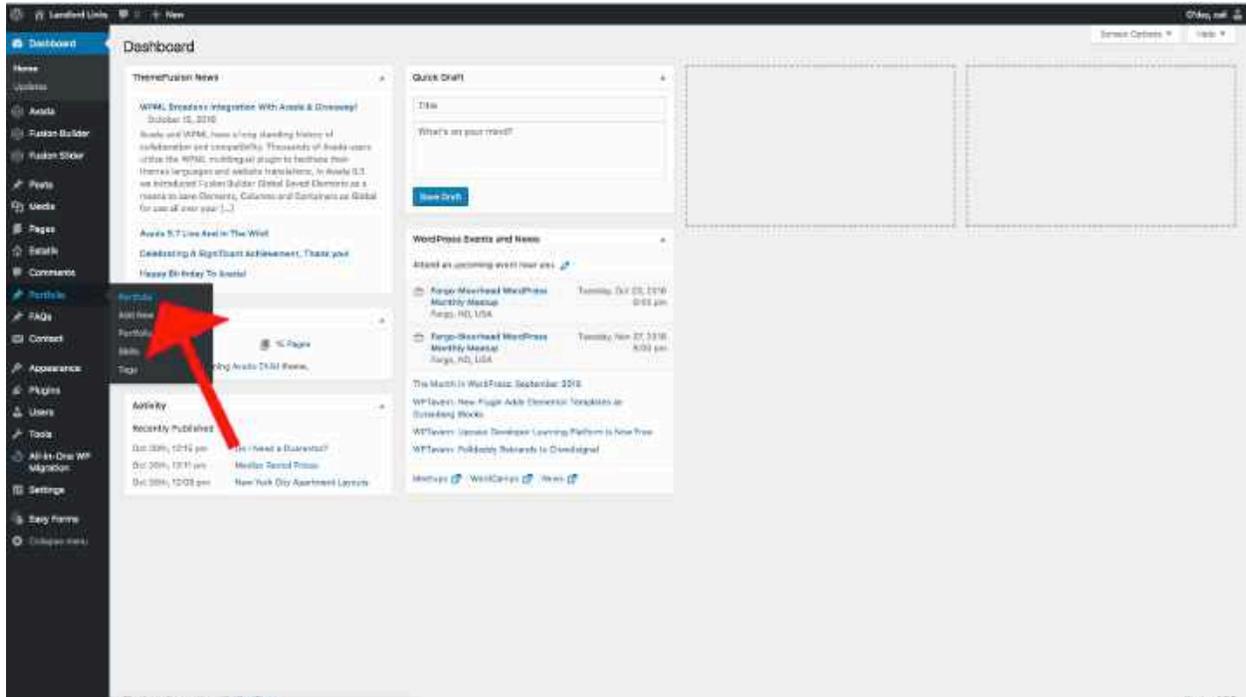
- Text 1 = Spacing for background
- Text 2 = Spacing for title in column 1
- Menu for Social Media (editable in Menus)

Footer Widget 3:

- Text 1 = Spacing for background
- Text 2 = Spacing for title in column 1
- Menu 2 for Social Media (editable in Menus)

Neighborhoods

Neighborhoods are “Portfolio” posts and can be edited one-by-one in the Portfolio section.



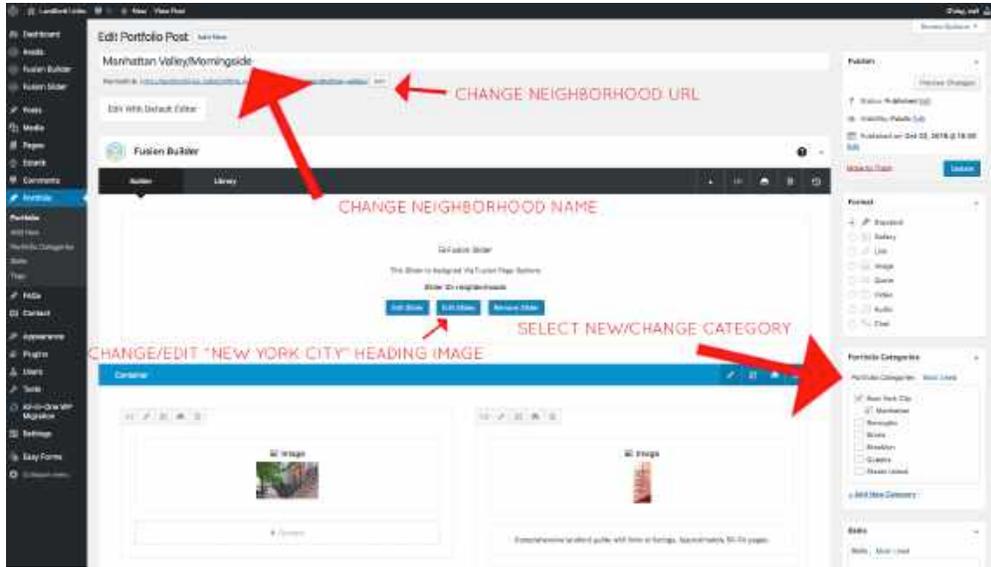
Editing an Existing Neighborhood

To edit an existing neighborhood to update the images or text, click on edit on the portfolio page.

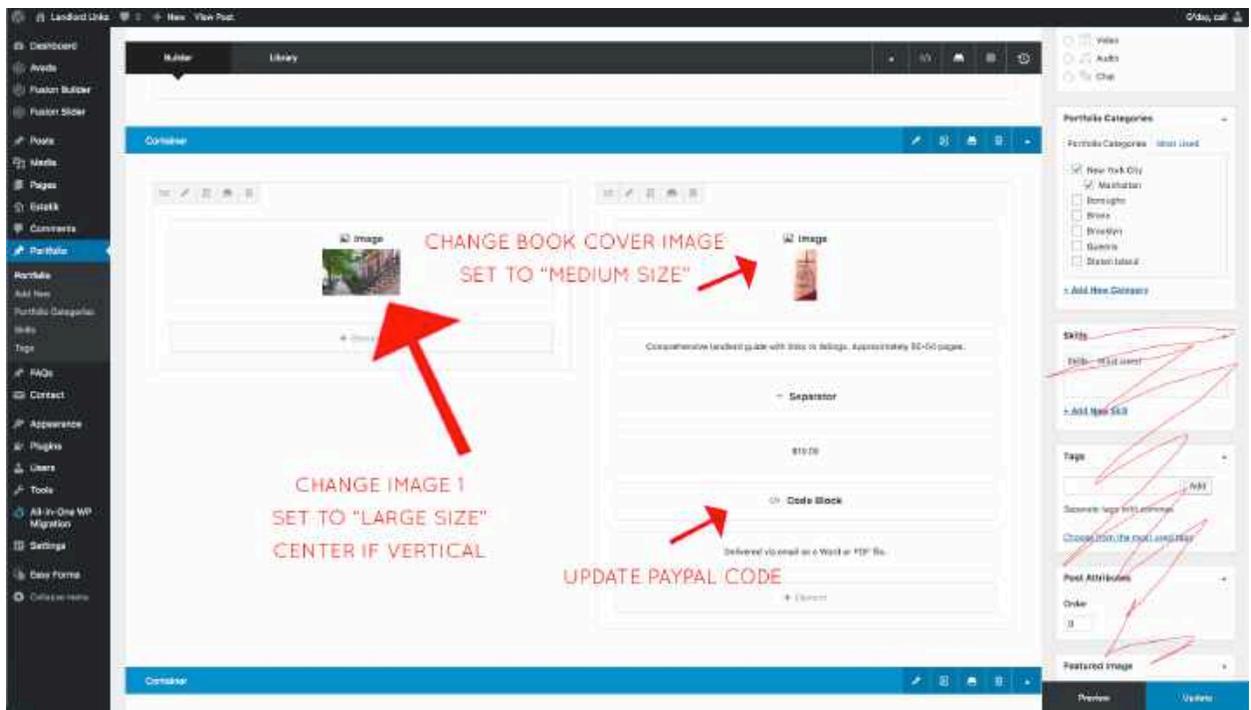


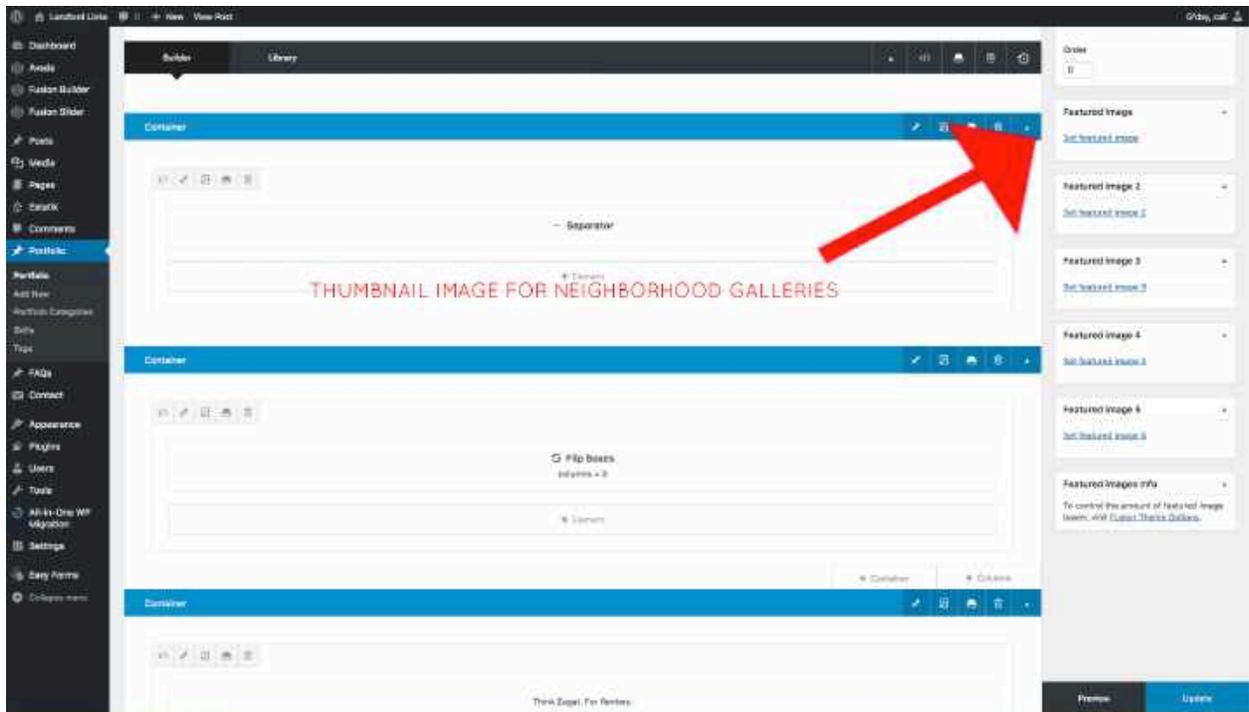
From the single neighborhood editing page you can modify the following:

- TITLE
- CATEGORY (this shows up on the home page and neighborhood-archive pages)
- URL (should match URLs in the neighborhood footer directory)
- HEADER SLIDE (use directions above)
- Template



To edit the template, there are just a few key parts to edit:





Dashboard

Appearance

Pages

Posts

Media

Comments

Portfolio

Portfolio Categories

Tools

FAQs

Contact

Appearance

Plugins

Users

Tools

All-in-One WP Migration

Settings

Easy Forms

Database Tools

Subtle Library

Container

About

Chelsea is a neighborhood on the West Side of Manhattan. The street's boundaries are 14th Street to the south, the Hudson River west, and 28th Avenue to the east, with its northern boundary to 34th Street. The New York office of Google occupies the full city block between 30th and 32nd Street in the building that was once part of the... Authority. From inventories to luxury high-rises Chelsea has apartments that will suit virtually everyone's taste. Consider who already lives in Chelsea or are considering doing so would be who is here a live look at this area. It has several amazing parks, public, and pet-friendly outdoor that offer top-tier education. The NYC Lab School, Grand St and School, and 28th St. There is also one of the best schools in the city. Chelsea also has one trendy attraction the High Line (the elevated park built on repurposed former railroad tracks), over 200 art galleries in beautiful turn of the century buildings that were once factories, and the famed Chelsea Market which is filled with upscale food purveyors, restaurants and shops. With everything from some of the city's best clubs and bars and a wealth of stores and activities the Chelsea neighborhood has everything you want in one place. If you want perfect - Chelsea has it all here.

Image

Separator

Content Boxes

Median Rent Content Box

Donor

Donor

EDIT "ABOUT" TEXT

EDIT IMAGE 2: SET TO "LARGE SIZE"

MEDIAN RENT CONTENT BOX

Google Map

Chelsea, New York, NY

Donor

GOOGLE MAP LOCATION

Preview Update

Dashboard

Appearance

Pages

Posts

Media

Comments

Portfolio

Portfolio Categories

Tools

FAQs

Contact

Appearance

Plugins

Users

Tools

All-in-One WP Migration

Settings

Easy Forms

Database Tools

Subtle Library

Container

Local Subway Stops

The Mid Next

Image

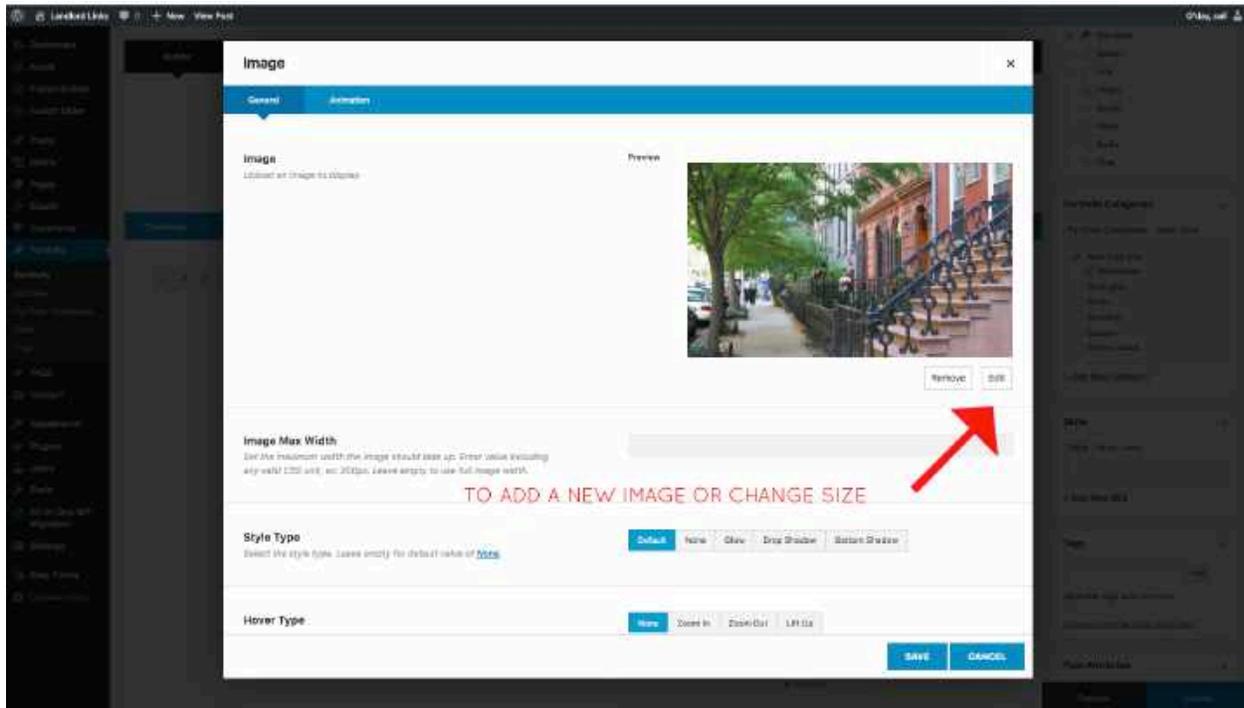
Update Subway Stop Image

UPDATE SUBWAY STOP IMAGE

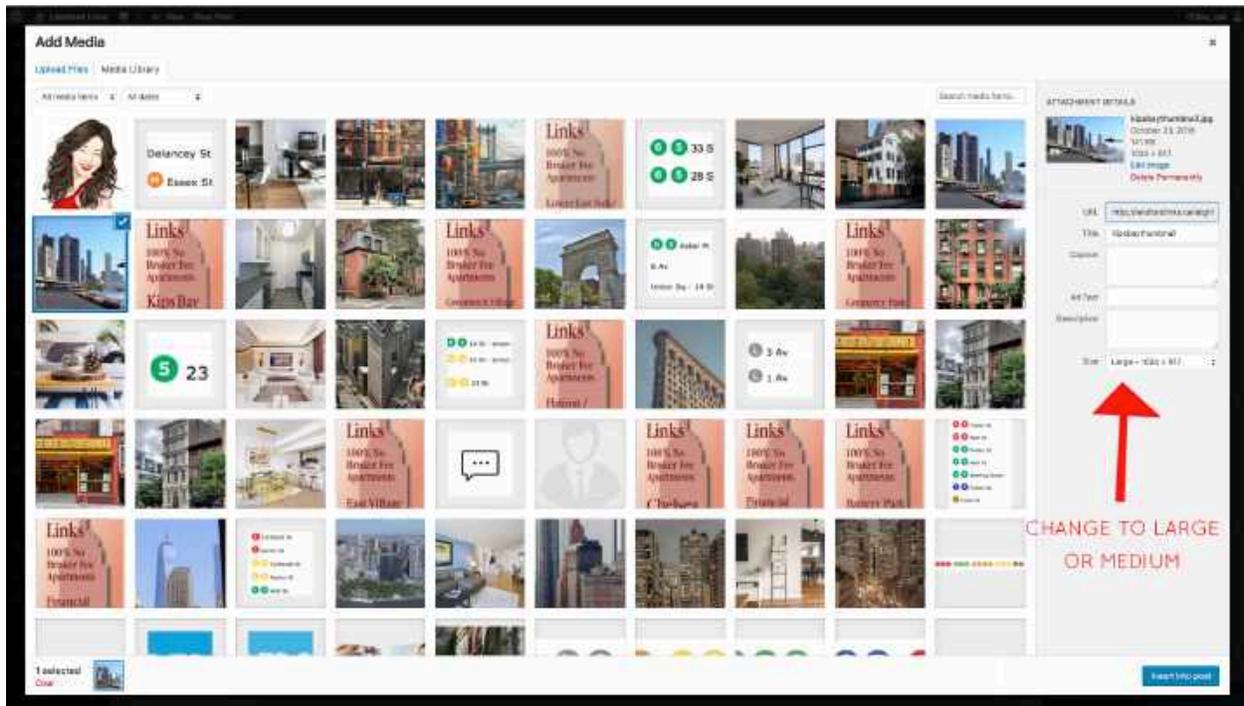
Preview Update

Changing image sizes

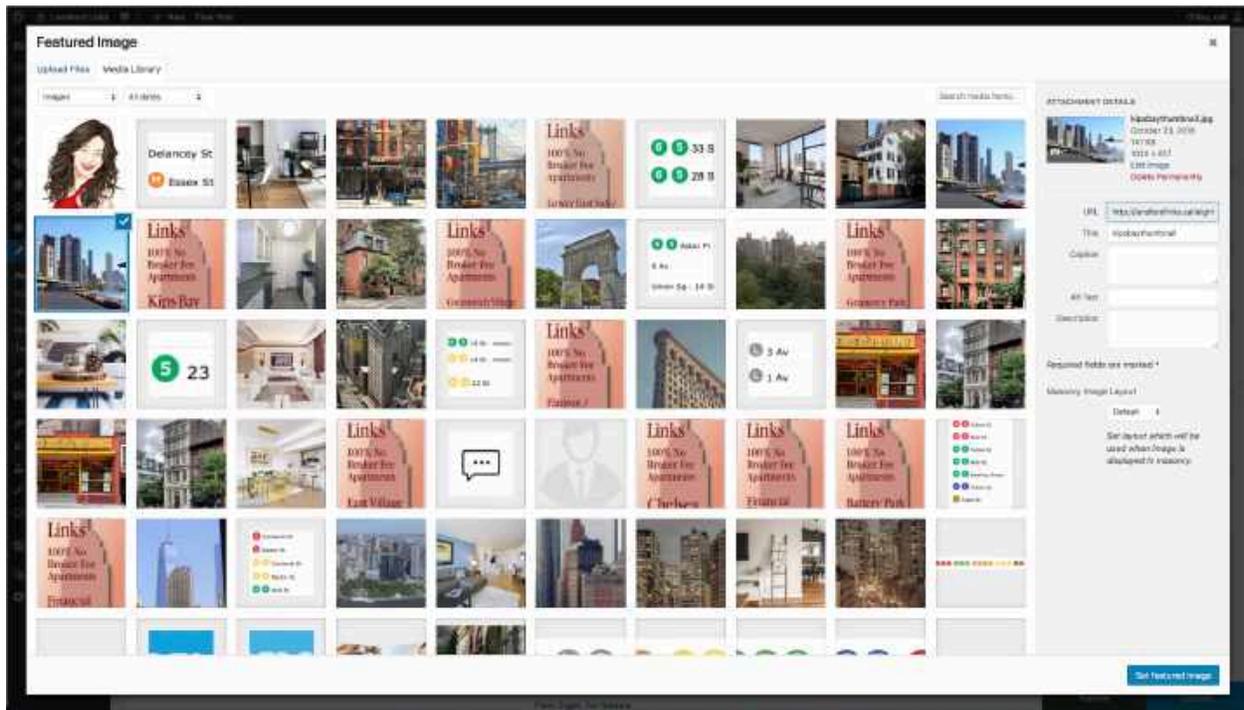
Where I say "Size Large" select edit after choosing the picture on the template page:



Then, either upload a new picture and select the size or just select a size:

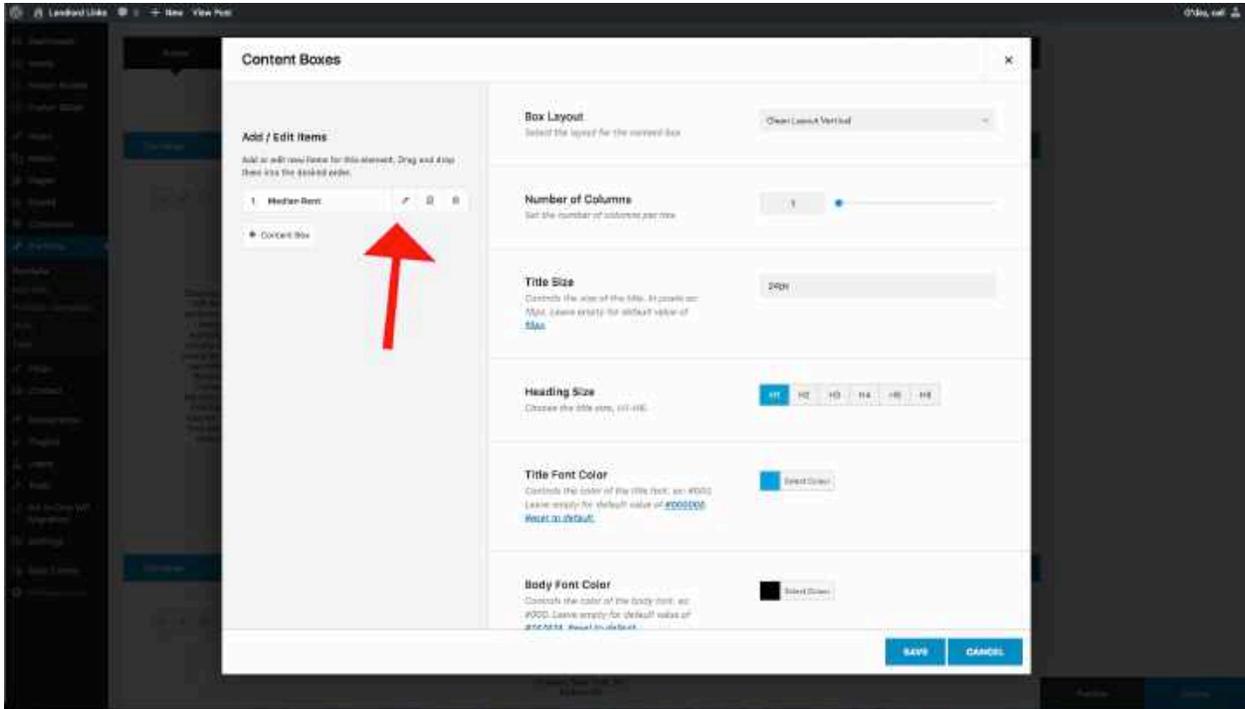


Editing Featured Images



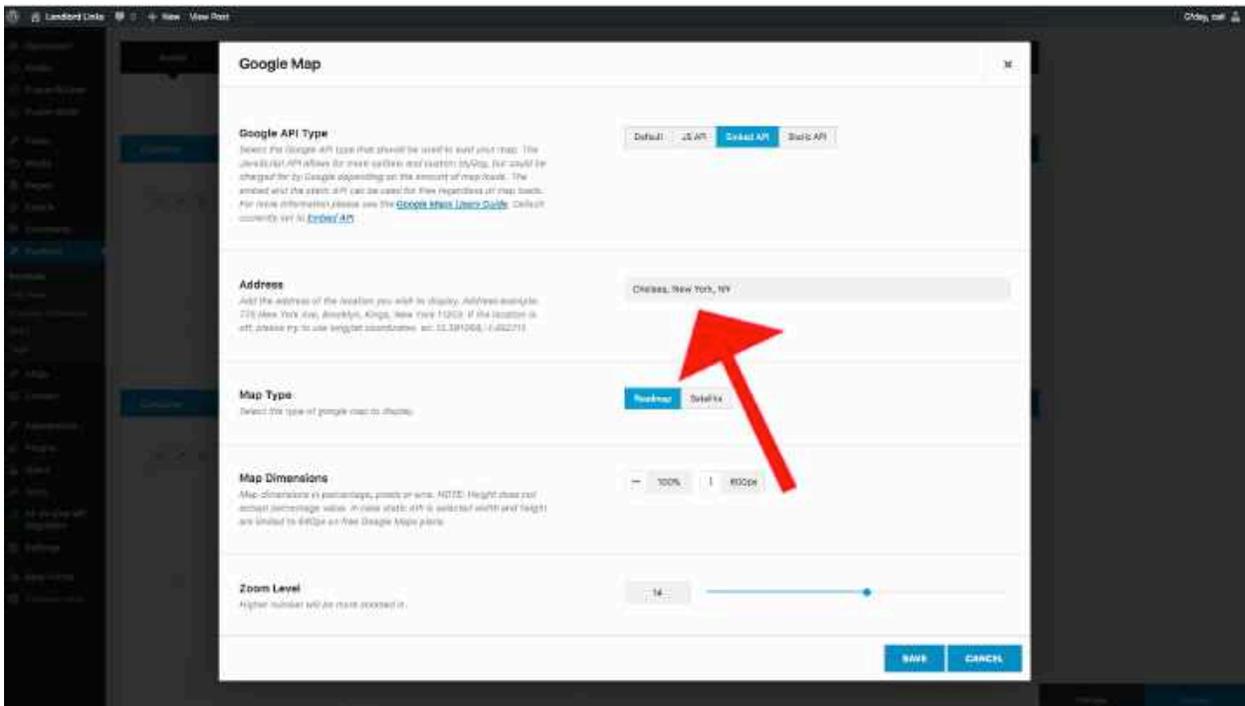
All featured images for galleries as thumbnails **MUST** be **1170 x 700** or they will break the galleries.

Editing “Median Rent” content box



After selecting the item from the template, hit the pen on the Median Rent section on the left and edit the text.

Editing Google Map location



You should not need to change anything besides the neighborhood name and Google Maps will pull up the location with Places information.

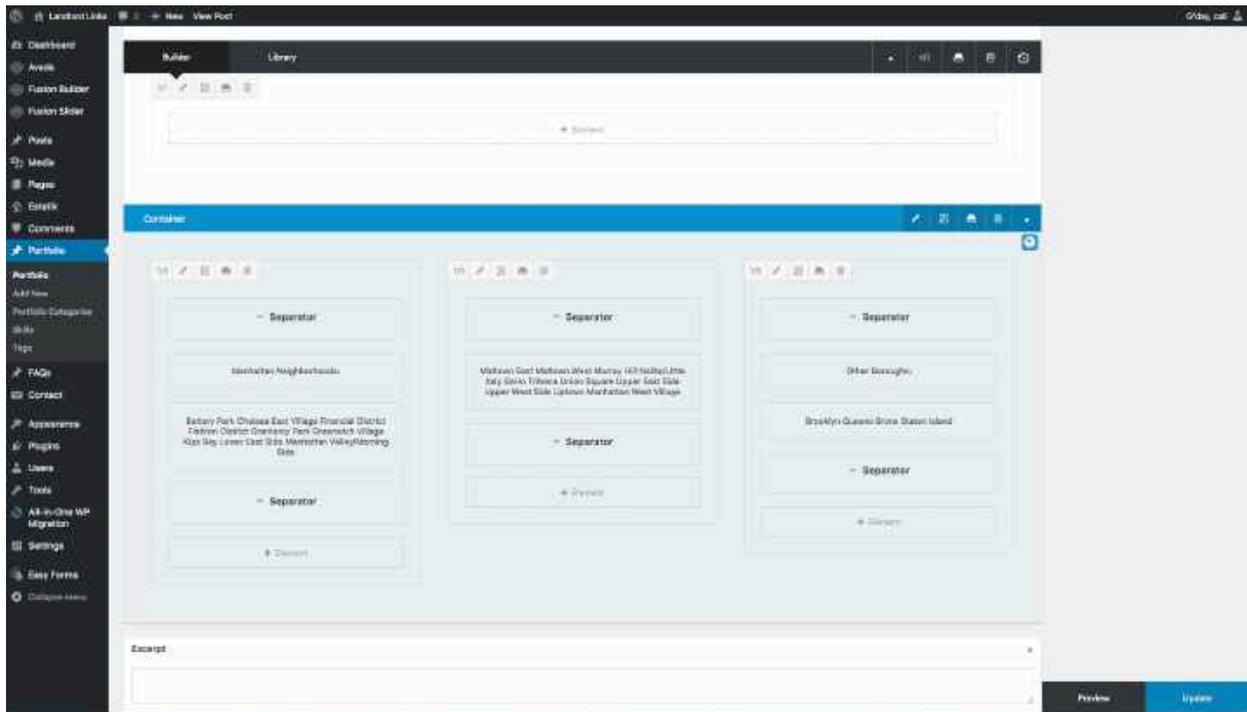
For the Subway stop images, I was screenshotting the ones on your current landlordlinks.net website but you may need to find another way.

Making a New Neighborhood

To make a new neighborhood, you will import the “Neighborhood” template the same way as shown above in the New Page section except for a new “Portfolio.”

Just make sure to choose the category, and add that URL to the footer directory where it belongs.

Everything is automated to update the galleries as long as a thumbnail picture is available.



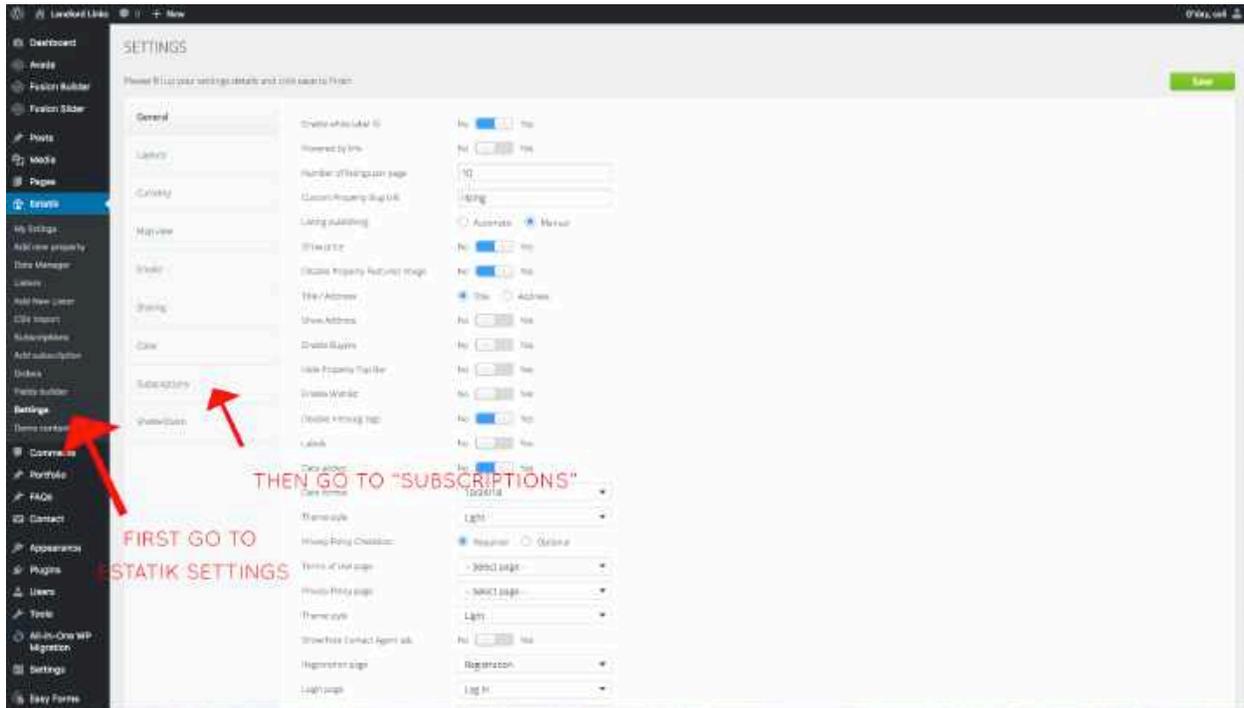
Any item in the page editor that is similarly shaded blue like this is a “Global” section that will update any page that has it imported. Click the white rectangle on a container to import any global container.

Subscription Service

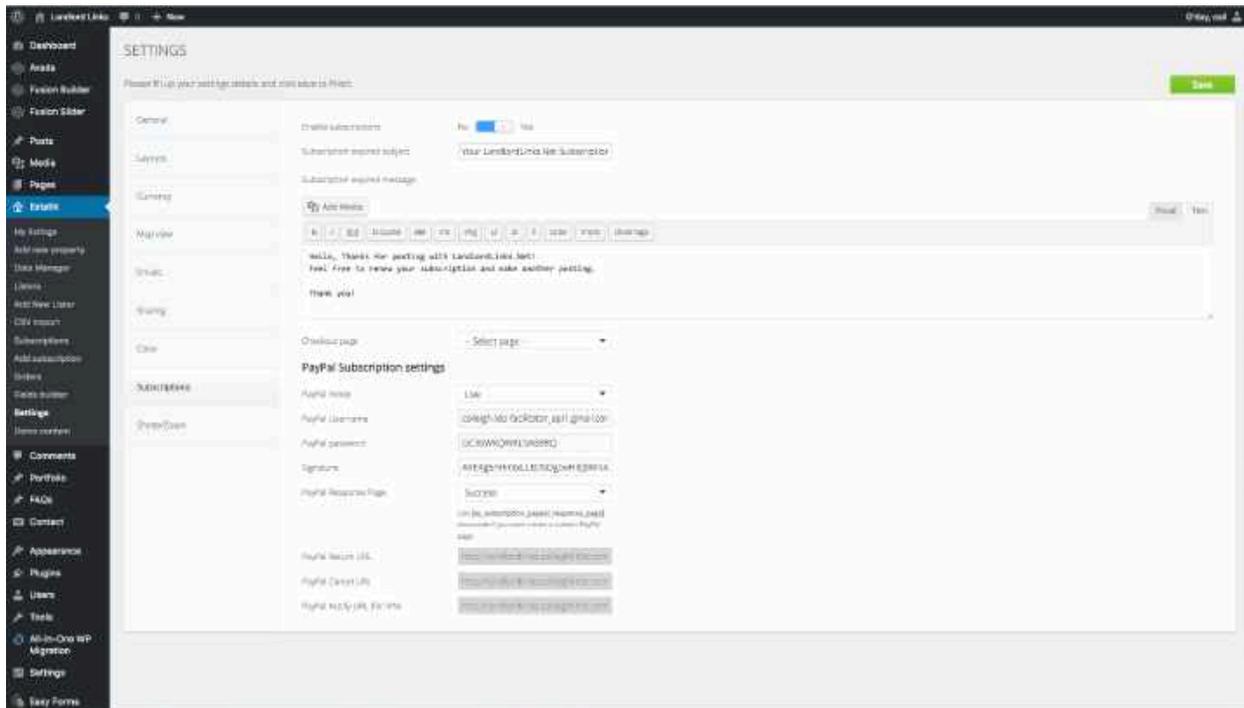
This is the order of operations for the subscription service:

- On the front-end, a site visitor clicks “Post” and is brought to a page that informs them they must login or register.
- When they register, their account is automatically approved after a confirmation email.
- They must then buy a “subscription” to make a single posting.
- After purchasing a subscription, they can then click “Post” again and submit a listing. Payments are sent to your Paypal account.
- They submit a listing and are informed to wait.
- You, the site admin, visit the listings management tool on the front-end and decide whether or not to approve or delete a post.
- Posts are approved chronologically.
- On Wednesday, you create a Blog Post with the short code below to show all of the listings for the week.
- Mailchimp automatically updates the email subscribers about the new post.
- Subscribers can follow the link and view the listings one-by-one.
- Granted that the lister included their contact information with the post, they can reach out on their own to make a connection about a listing.
- Process repeats weekly – Everything is automated on your end except approving posts and creating the new blog post with the shortcode that is sent to subscribers.

Set Up Your Paypal (so you can get paid)



Change all of the settings in Paypal Subscriptions Settings. Reach out to Paypal if you need help finding this stuff. Ensure it is set to “Live.”



You will be notified by email every time a new person registers. Paypal will notify you when they purchase the subscription to post.

Listing Management

Visit <https://landlordlinks.net/view-listings> to approve or deny listings. All admin work, except user management, can be done right on the front end:

The screenshot shows the 'View Listings' page on the LandlordLinks website. The page has a navigation bar with links for About, Neighborhoods, Renters, Post Ad, FAQ, Resources, AptStar, and Contact. Below the navigation bar, there is a search and filter section with fields for 'Floor by', 'Category', 'Type', and 'Status'. There are also input fields for 'Property ID' and 'Address', and a 'Data added' field. A 'Search' button and a 'Reset' button are present. Below the search section, there is a toolbar with options: 'Manage', 'Select / deselect all', 'Copy', 'View', 'Publish', and 'Unpublish'. The main content is a table of listings with columns: ID, Image, Title, Date added, Address, Category, Type, and Status. Red annotations are overlaid on the page: '1. SELECT LISTING TO APPROVE OR DENY' with an arrow pointing to the checkbox in the first row; '2. SELECT PUBLISH TO APPROVE' with an arrow pointing to the 'Publish' button; and '3. SELECT DELETE TO DENY' with an arrow pointing to the 'Delete' icon in the second row. A red arrow also points to the 'View/Edit/Delete' icons in the second row, with the text 'VIEW/EDIT/DELETE LISTING' below it.

ID	Image	Title	Date added	Address	Category	Type	Status
#1481		Home Trail, IL, USA 60002	2018-10-01 10:48:55	Home Trail, Crystal Lake, IL 60014, USA	New York	City	
#1290		Home Trail, IL, USA 60002 Evy	2018-10-01 10:48:00	Home Trail, Crystal Lake, IL 60014, USA	New York	Apartment for Sale	
#1485		1200 Green Ave	2018-09-25 10:50:01	1200 Green Ave, Elgin, IL 60120, USA	New York	City	
#1486		Home Trail, IL, USA 60002	2018-09-25	Home Trail, Crystal Lake, IL 60014, USA	New York	City	

To post or edit a posting:

The image shows a web form for adding a new listing. The form is titled "Enter your listing details below and click 'Save' button to finish" and includes "Add New" and "Save & Close" buttons. The form fields are annotated with red text and arrows:

- GOOGLE MAPS LOCATION:** Points to the "Neighborhood" field.
- ADD YOUR OWN PHOTOS AND/OR VIDEO:** Points to the "Media" field.
- TITLE OF LISTING:** Points to the "Title" field.
- NAME OF PERSON LISTING THE PROPERTY:** Points to the "Name" field.
- E.G. "1ST MONTH FREE", ETC:** Points to the "Features" field.
- PER MONTH/YEAR/ETC:** Points to the "Rent period" field.

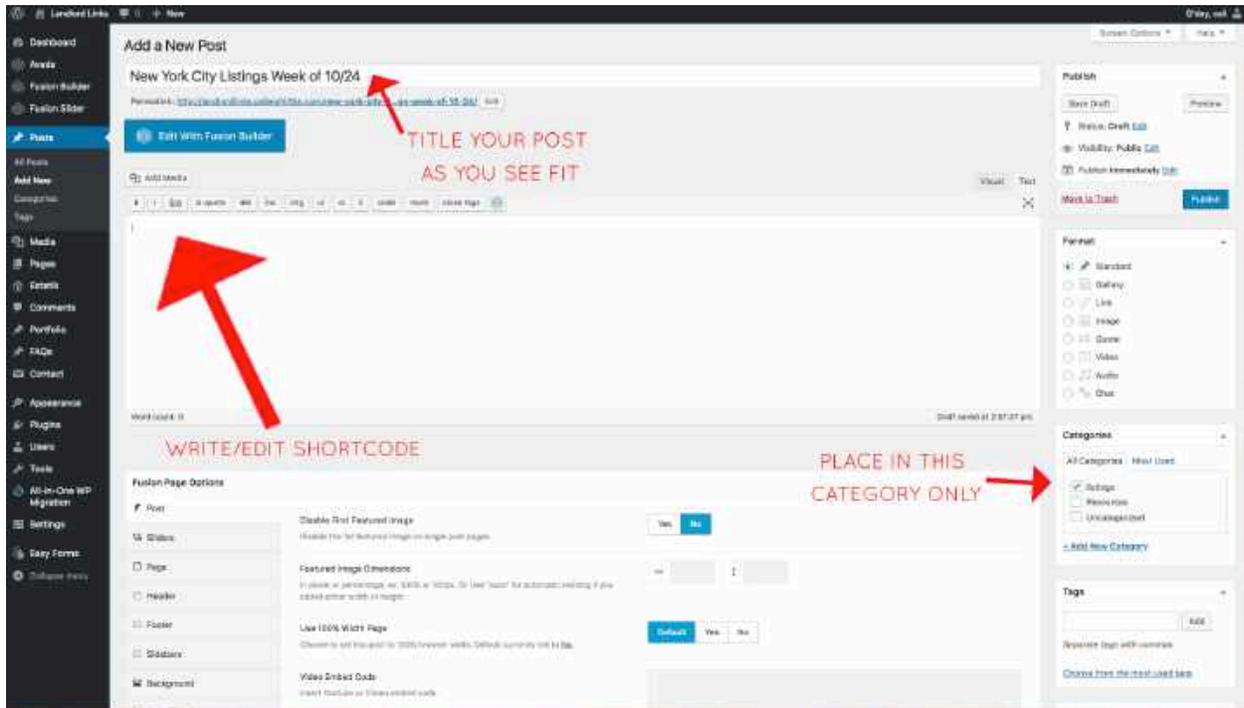
The form fields include: Name, Title, Price, Call for price, Bedrooms, Category, Rent period, Type, Description, and a list of features (e.g., "1st month free", "1st month free", "1st month free"). There are also "Add new field" buttons for the "Media" and "Description" sections.

Select "Save and Close" to publish the listing. "Add New" will refresh the page.

Publishing Listings for Subscribers

Every week you will be creating a blog post with the newest listings. This blog post will automatically ping Mailchimp on Wednesdays and send out the email you design (notes below).

To create the post, navigate to “Posts” >> “Add New” like you did with the Resources tutorial above. Don’t forget to add a featured image so the sent emails look nice.



YOU MUST WRITE THIS SHORTCODE FOR IT TO WORK.

```
[DEV category="New-York-City" date_start="26-09-2018" date_end="24-10-2018"]
```

You may edit this in a few ways:

Category: If you have more categories in the future – use the Estatik Category Slug.

Type: You can filter the posts to only include certain “types” of listings (apartment for rent/sale home for rent, etc). Just add “type=“TYPE” (with TYPE being the slug of the Estatik type.”

Date start = day you want to begin pulling posts from

Date end = day you want to end pulling posts from

This is all managed from my custom plugin that edits the Estatik plugin titled The Estatik One.

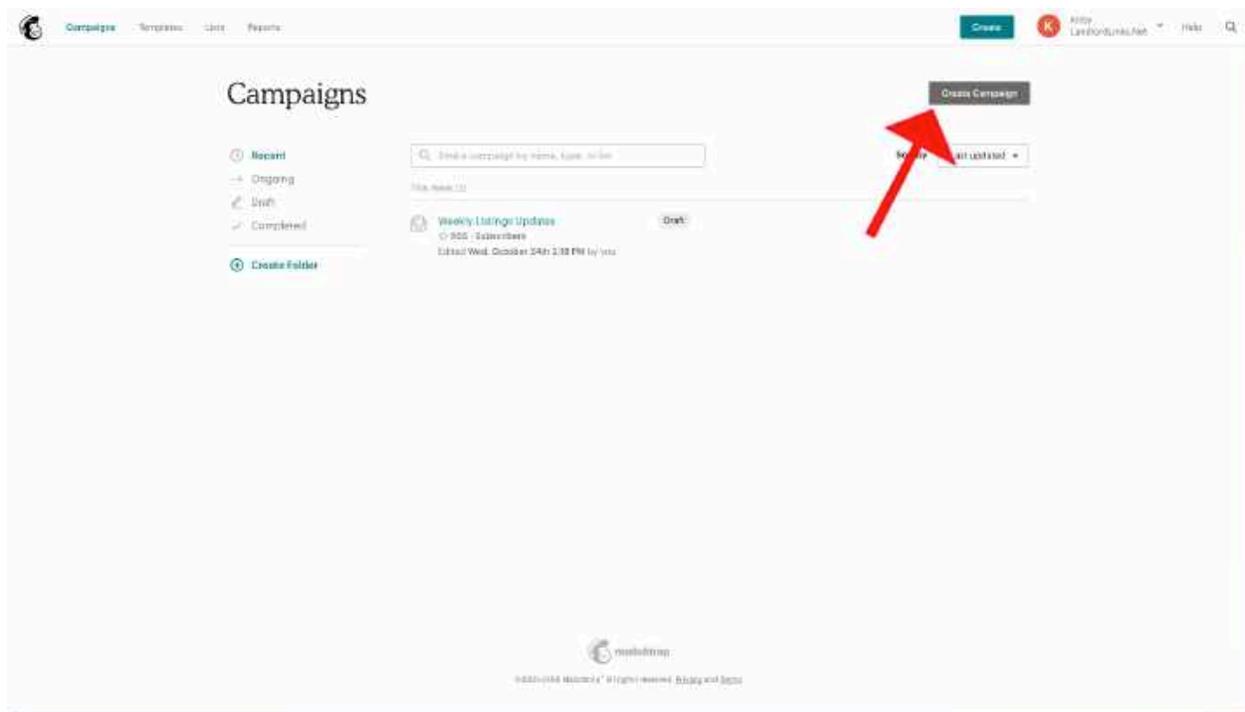
Mailchimp

Mailchimp is connected via API to your site's backend. New users can sign up at <https://landlordlinks.net/subscribe> and they will be automatically added to the list, and when you make/design your emails, they will automatically receive them.

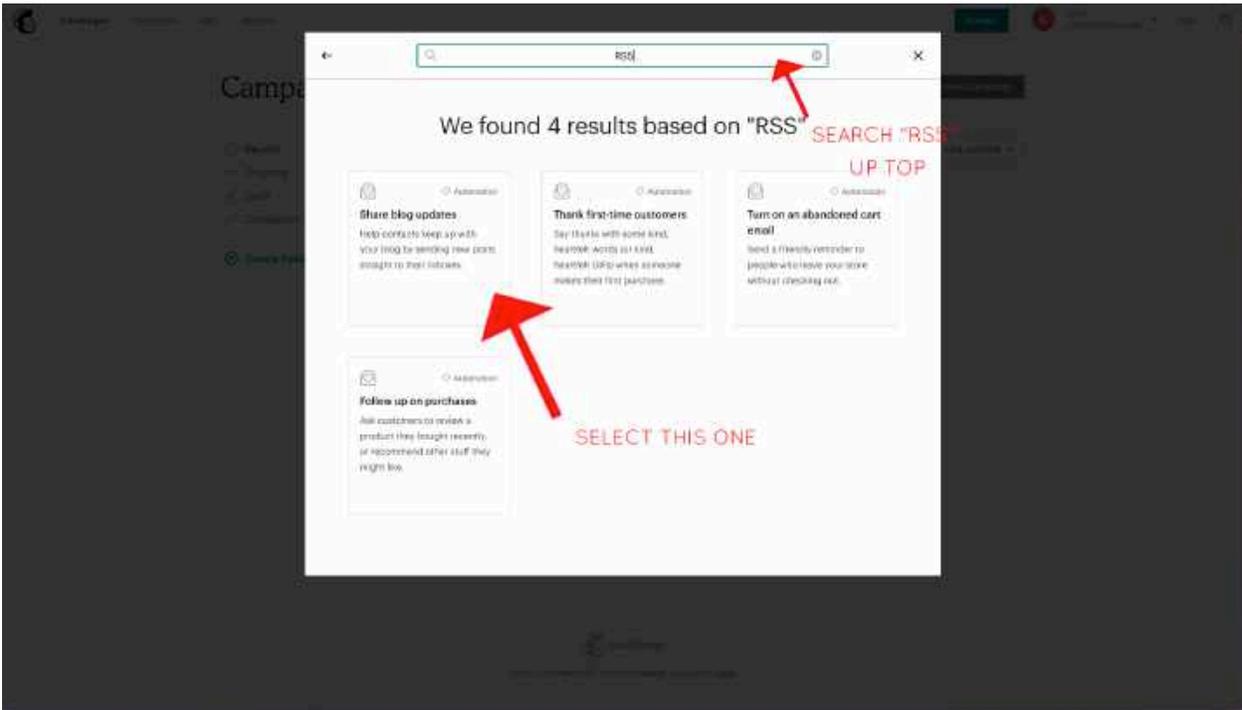
I would recommend getting acquainted with Mailchimp on your own. Start by using their tutorials to create a Welcome email for when they subscribe to receive listings.

When you are done with that – create an automated RSS email. Here's how:

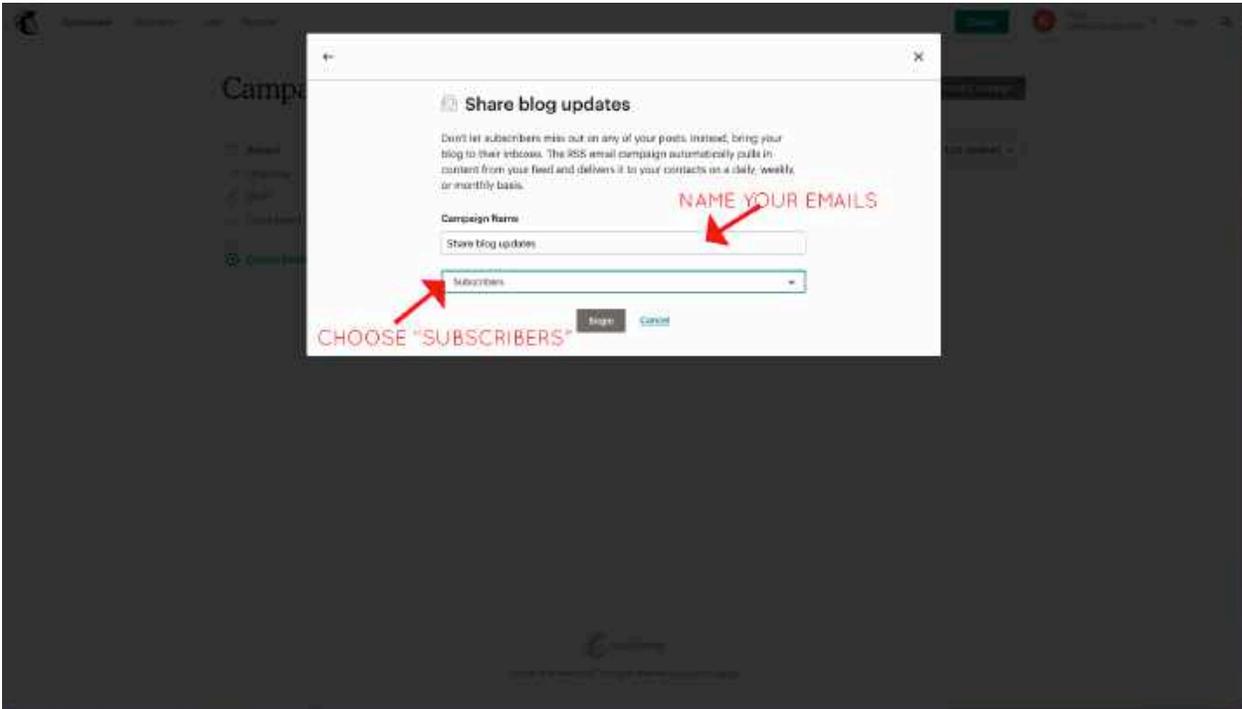
After clicking on "Campaigns" from your Mailchimp dashboard, click "Create Campaign"



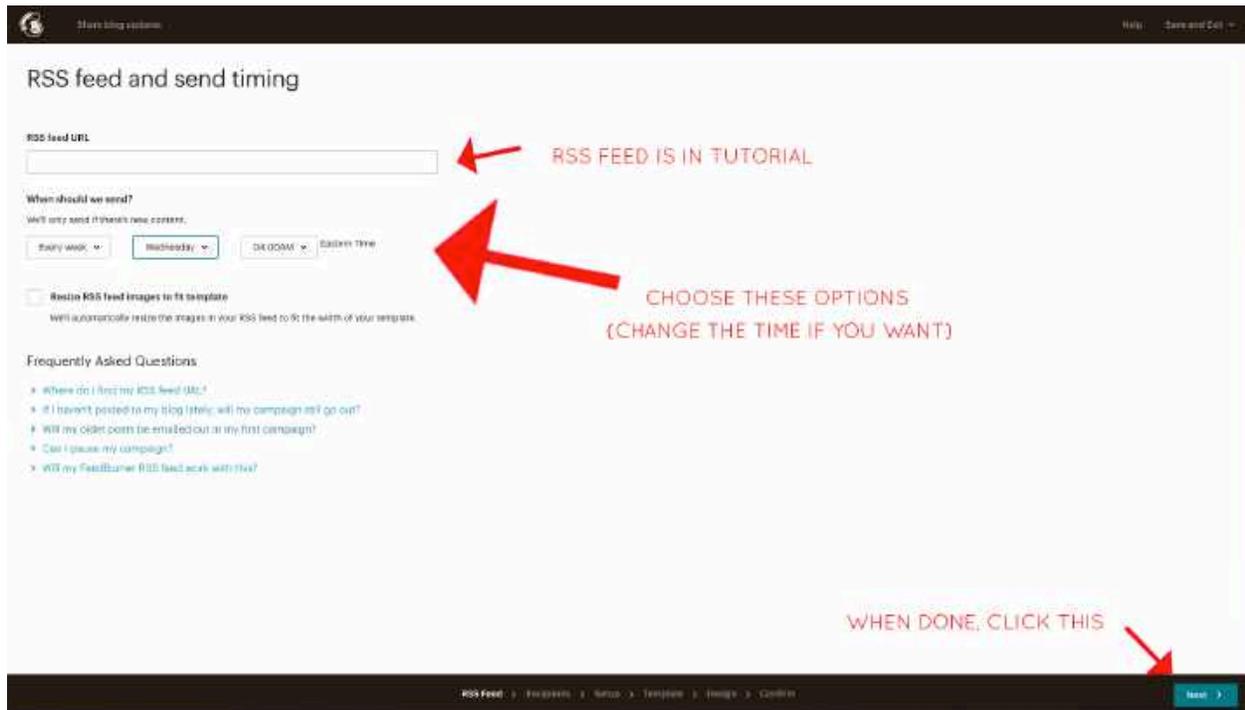
Search "RSS" in the bar at the top of the pop-up and choose "Share blog updates"



Choose these options:



Next, you have to input your RSS feed so it can automate.



YOUR RSS FEED URL IS:

[HTTPS://LANDLORDLINKS.NET/CATEGORY/LISTINGS/FEED](https://landlordlinks.net/category/listings/feed)

If there is an error when you hit “Next”, you need to reach out to Register.com support and have them whitelist Mailchimp’s IP addresses to access the feed. They will know what to do. These are the IP addresses to Whitelist:

35.237.96.166
35.196.171.91
35.237.227.69

After that, follow Mailchimp’s steps and design a pretty email. For more information on making an automated RSS feed email, see this:

<https://mailchimp.com/help/share-your-blog-posts-with-mailchimp/>