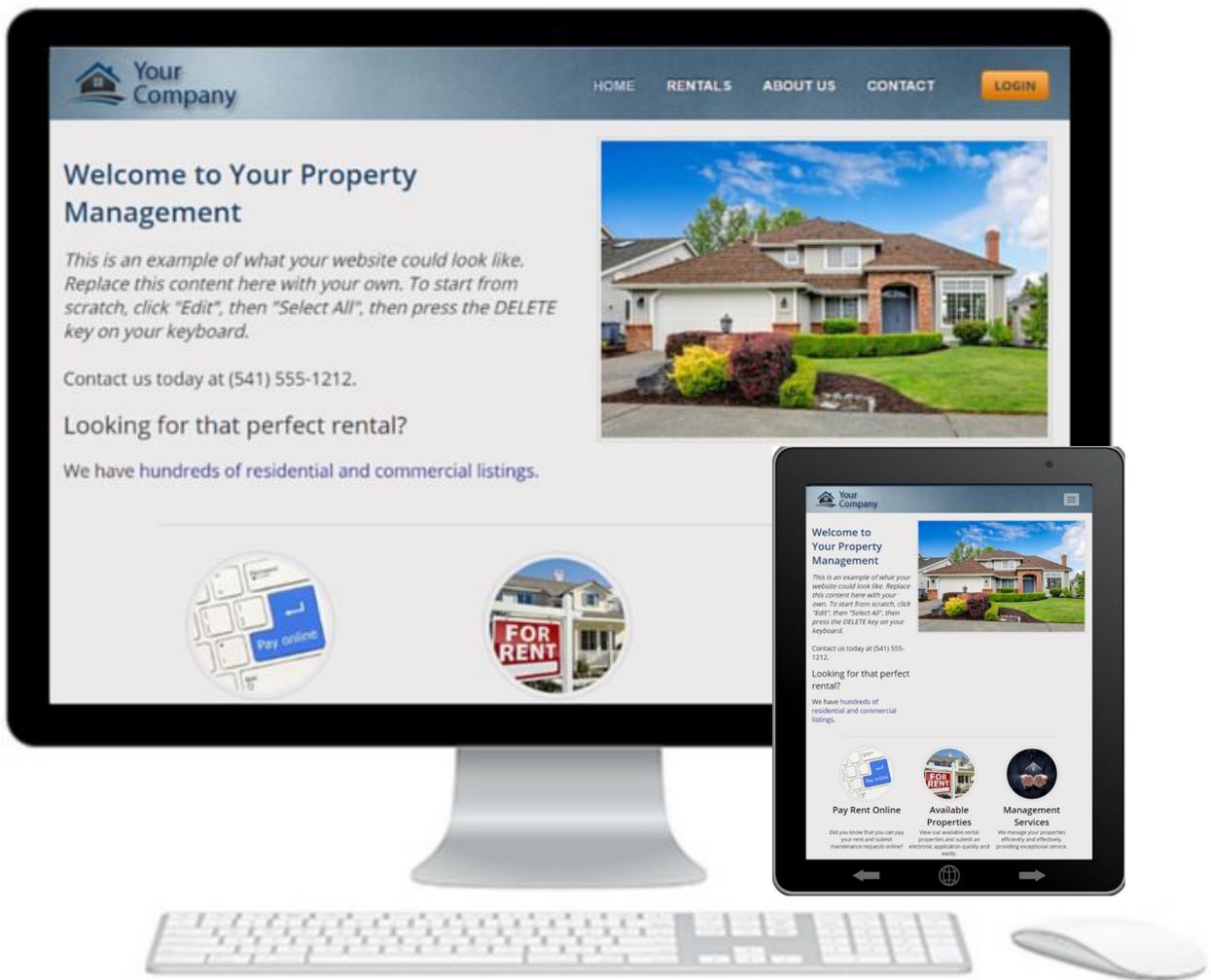


How to Build a Professional Website with Rentec Direct

Grow your business, get noticed, sign more leases, and acquire new clients.

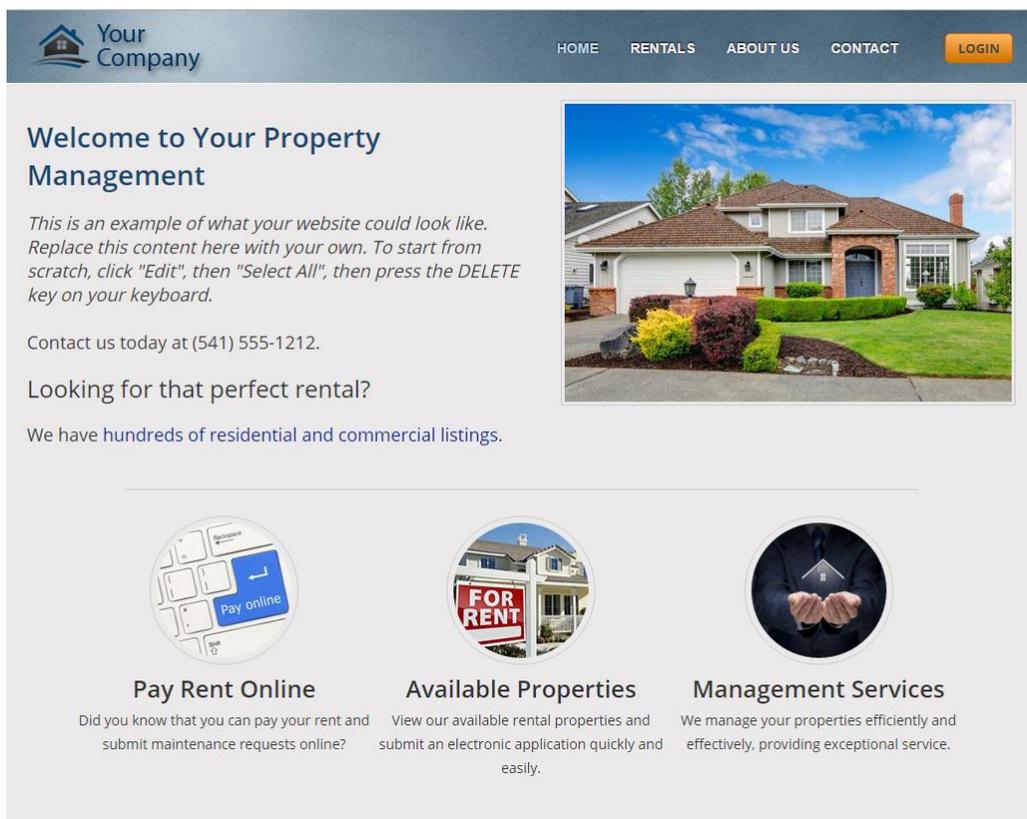


- A Publication of -

Websites for Property Managers & Landlords

A professional website is vital tool for any modern business. With over [70% of renters turning to the Internet](#) to conduct their rental search process, every property manager and landlord should include a website in their business plan.

The good news is, you have access to a free website with your Rentec Direct account. Rentec Direct gives you an easy tool to create a stunning and professional website so your tenants, clients, and contacts can easily find you online.



This how to guide will walk you through the steps for creating a professional looking website for your rental business with the free tools provided by Rentec Direct.

Websites for Property Managers & Landlords

Your free website from Rentec Direct, comes with a custom url address so your renters, clients, and contacts can easily find you online.

No expensive web designers to hire or hosting fees to pay. It's all included for free with your property management software account.

Your website includes the following features:

- Promote your brand with a custom theme and logo
- Fully customizable content for a *Home Page, About Us Page & Contact Page*.
- Vacancy listing page
- Collect rental applications online
- Capture tenant leads
- Tenant Portal access for your renters to pay rent online and submit work orders
- Owner Portal

The Website Editor tool allows you to:

- Upload your logo
- Select a theme that fits your brand
- Promote your Business with a fully customizable Home Page, Contact Page, and About Us Page
- Integrate your rental property advertisements and collect rental applications online
- Link to your Owner and Tenant Portals

Rentec Direct includes this service because we know how important an online presence is for every successful business.

How to Build a Professional Website with Rentec Direct

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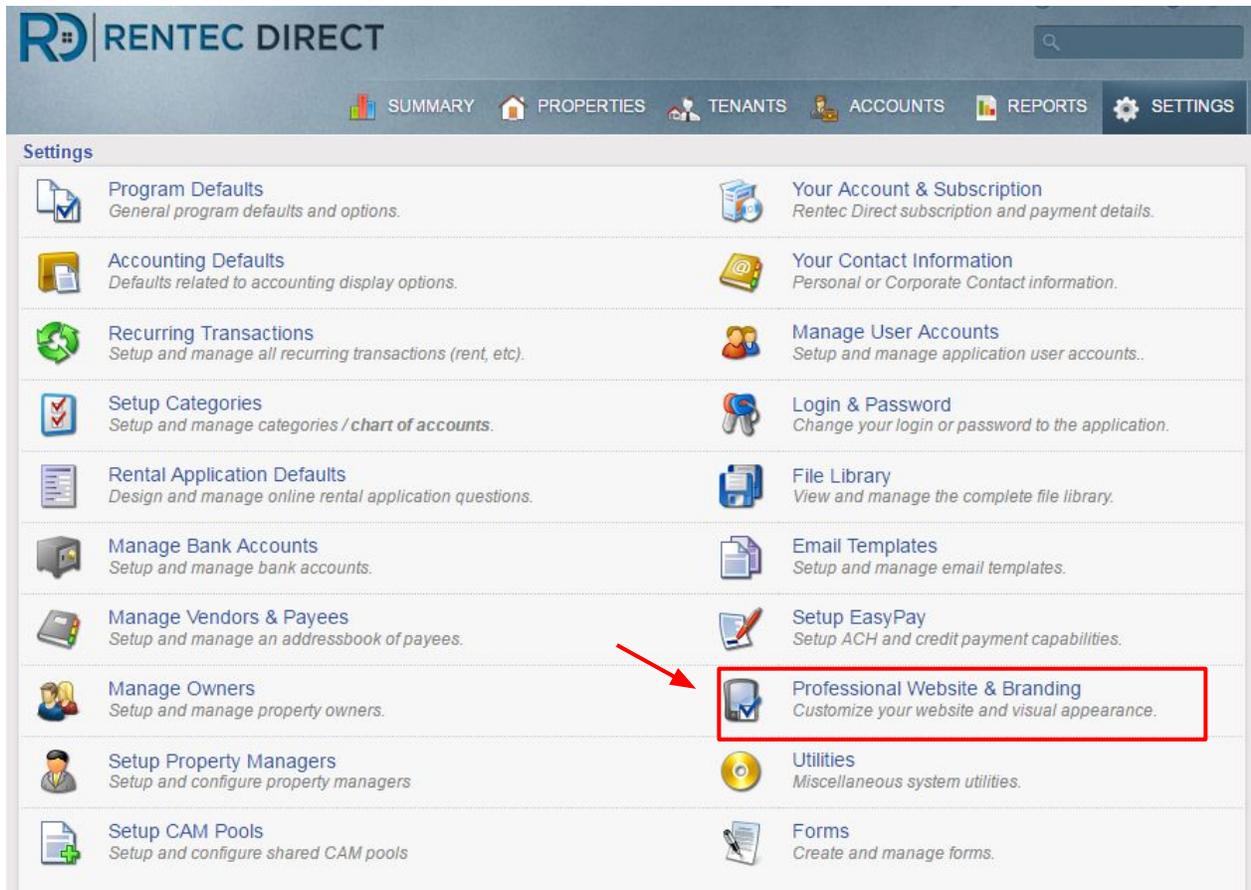
Access the Website Editor

Your website is created, edited, previewed and published with the Website Editor located in the Settings Tab of your Rentec Direct account.

1. Login into your Rentec Direct account
2. Visit the *Settings Tab*



3. Select *"Professional Website & Branding"*



Create Your Website

After selecting “Professional Website & Branding” the following page will pop up.

This is where you can find your free Website Editor tool.

RENTec DIRECT

Logged in as: Kaycee Wegener | Need Help | Logout

SUMMARY | PROPERTIES | TENANTS | ACCOUNTS | REPORTS | SETTINGS

Settings : Website

Rentec Direct provides you a custom website which you can publish free to promote your property management business. Click each of the pages below to edit their content.

[Home Page](#) This is the landing page your owners and tenants will see first.

[About Us](#) This page describes in more detail your company or processes. This is a great place to introduce your staff.

[Contact](#) This page provides your contact information to your new and existing clients.

Web Address ? .propertymanage.biz ([visit in new tab](#))

Template ?

Your Logo ?
For best results, format your logo to 186 width x 62 height with a transparent background. [[more info](#)]

No file chosen

ADVANCED OPTIONS

Domain ?

Analytics ID ?

You can:

- Edit the content for each page
- Select a custom web address
- Upload your company logo

Advanced options are available for Google analytics and registered domain names.

Register a New Domain Name

Having your own custom domain name (like www.example.com) is a great way to lend your company's online presence an added sense of professionalism and legitimacy.

Register Your Domain

If you don't already have your own domain name, don't worry! There are lots of great options for buying your own custom domain name. You may want to consider one of the reputable domain-name registrars (companies that sell domain names) from the list below:

- [Google Domains](#)
- [GoDaddy](#)
- [Namecheap](#)

Notice: Many registrars also provide hosting services. If you want to use Rentec Direct to manage your website, you don't need to also sign up for hosting from the registrar. Rentec Direct will host your website for free with your regular subscription.

Once you have your custom domain, see the next section for instructions on how to use your domain name with Rentec Direct.

Already Have a Registered Domain?

Once you have registered a domain or if you already own a registered domain (through a service like GoDaddy), you can point it to our servers and have that domain hosted for free by Rentec Direct.

Point Your Registered Domain To Your Website

To point your domain to Rentec, enter your domain name into the Advanced Options. (Be sure to enter the part of your domain after the www - do not include the www).



ADVANCED OPTIONS	
Domain ?	<input type="text" value="fourteenthousand.com"/>
Analytics ID ?	<input type="text"/>

[Need a domain?](#)

After you have entered your domain name in Rentec, you will need to edit the DNS for your domain and create a DNS CNAME that points to:
userweb.rentecdirect.com.

Caution: These are advanced settings that a professional web designer would usually configure for you. Your registrar (the company you purchased your domain name from) should also have support representatives to help you make changes to your domain's DNS records.

For more details and step-by-step instructions for pointing a registered domain name to your new Rentec Direct website visit this article:

[Using Your Own Domain For Your Website](#)

Edit Your content

Your website includes the most important pages for any business that has an online presence.

Home Page	This is the landing page your tenants, owners, and site visitors will see first. You can provide basic company information, available services, and links to your tenant and owner portal.
About Us Page	This page describes in more detail your company, services and processes. This is also a great place to introduce your staff.
Contact Page	This is one of the simplest yet most important pages. Let your renters and clients know how to reach you.

Click on one of the following buttons to pull up the Website Editor tool and start editing the desired web page for your professional website.

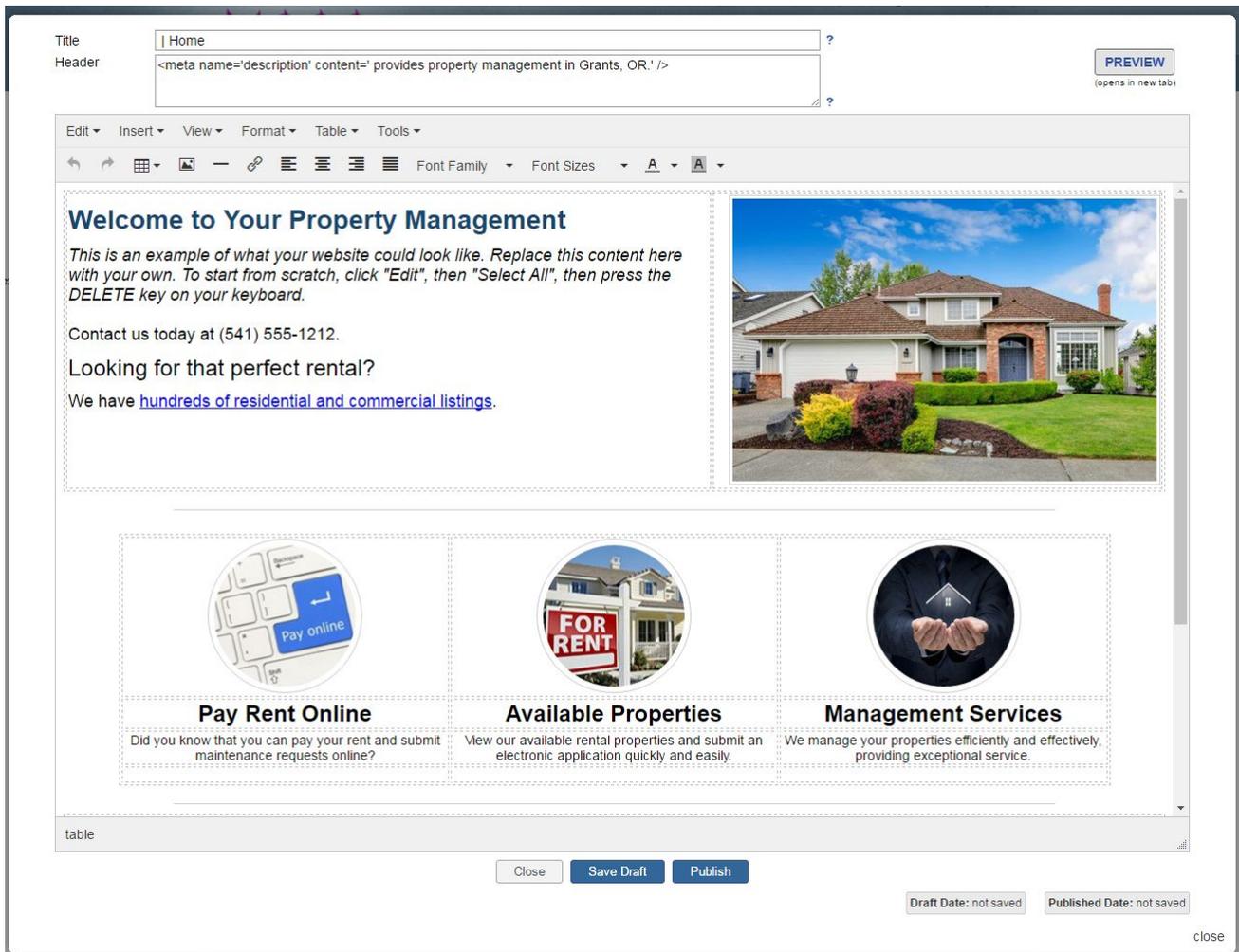
Rentec Direct provides you a custom website which you can publish free to promote your property management business. Click each of the pages below to edit their content.

Home Page	This is the landing page your owners and tenants will see first.
About Us	This page describes in more detail your company or processes. This is a great place to introduce your staff.
Contact	This page provides your contact information to your new and existing clients.

Edit a Web Page

We provide a professional template, all you have to do is provide the content about your business.

You can upload your own text and pictures in the template provided, or delete everything and start from scratch for your own format.

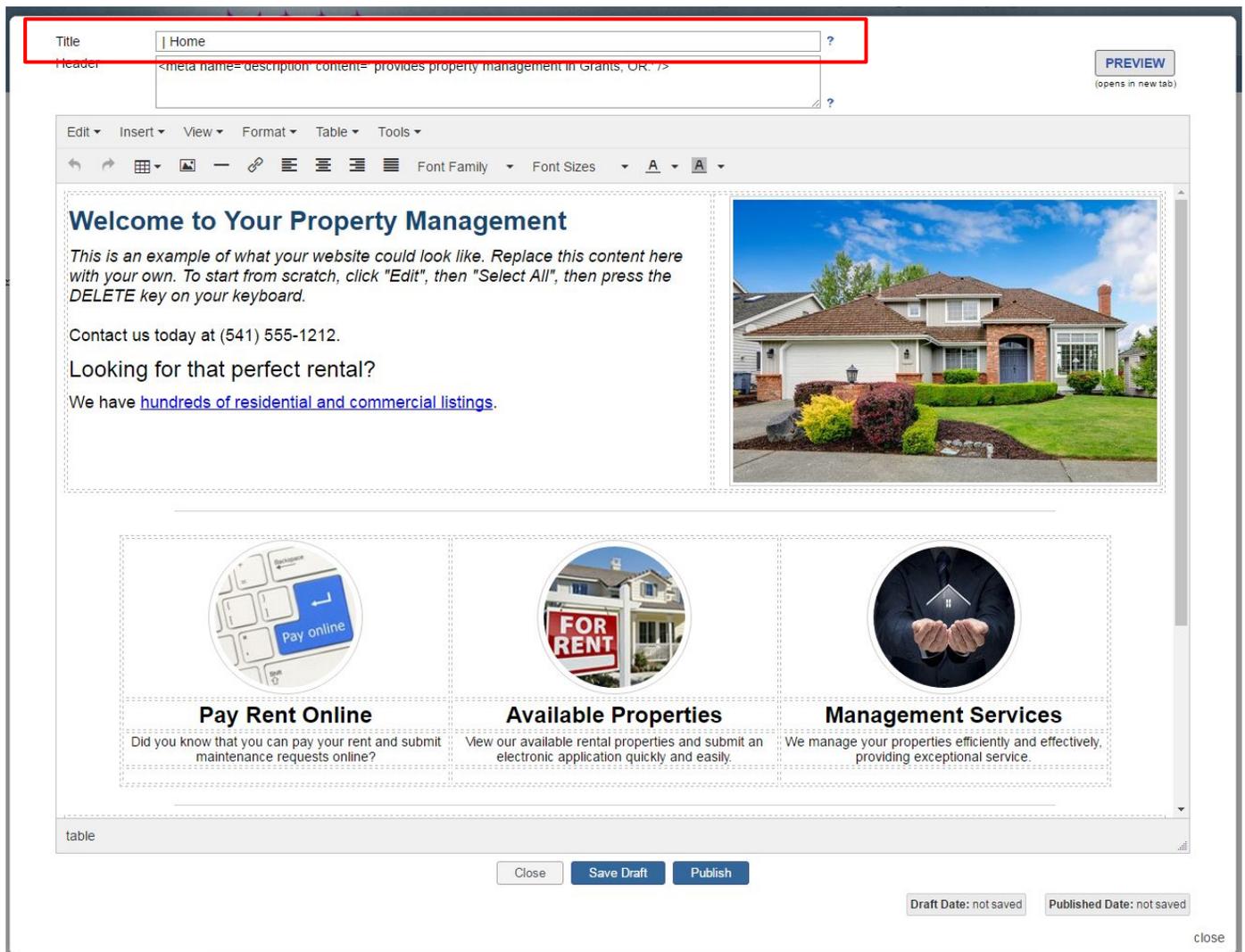


*Remember to click on the blue “?” icon for further explanation about the features as you create your website.

Edit a Web Page - Page Title

Edit the Page Title

The page title will show up in your site visitors' web browser title bar and will also show up as the title in search results. Be sure to include keywords for SEO benefits.



The screenshot shows a web page editor interface. At the top, a red box highlights the 'Title' field, which contains the text 'Home'. Below the title field is a 'Header' section with a meta description: '<meta name=

The main content area features a header with the text 'Welcome to Your Property Management' and a placeholder image of a house. Below this is a section with three columns: 'Pay Rent Online', 'Available Properties', and 'Management Services'. Each column contains an icon and a brief description of the service.

At the bottom of the editor, there are buttons for 'Close', 'Save Draft', and 'Publish'. There are also status indicators for 'Draft Date: not saved' and 'Published Date: not saved'. A 'close' button is located in the bottom right corner of the editor window.

Example Title: *Choice Property Management - Grants Pass, OR*

Edit a Web Page - Header

Edit the Page Header

This is where you can insert META tags into the header of this page. META tags have many uses, but two of the most common are “Meta Description” and meta tags for providing ownership to search engines.

The screenshot shows a web page editor interface. At the top, there are fields for 'Title' (containing 'Home') and 'Header'. The 'Header' field is highlighted with a red box and contains the following code: `<meta name='description' content=' provides property management in Grants, OR.' />`. To the right of the 'Header' field is a 'PREVIEW' button with the text '(opens in new tab)'. Below the header fields is a menu bar with options: Edit, Insert, View, Format, Table, Tools. Below the menu bar is a toolbar with various icons for text formatting, alignment, and font settings. The main content area of the editor displays a preview of the website. The preview includes a heading 'Welcome to Your Property Management', a paragraph of placeholder text, contact information '(541) 555-1212', and a link 'hundreds of residential and commercial listings'. To the right of the text is a large image of a house. Below the main content area is a table with three columns, each representing a service: 'Pay Rent Online', 'Available Properties', and 'Management Services'. Each column has an icon, a title, and a short description. At the bottom of the editor, there are buttons for 'Close', 'Save Draft', and 'Publish', along with status indicators for 'Draft Date: not saved' and 'Published Date: not saved'. A 'close' link is also visible in the bottom right corner.

Example Meta Description: `<meta name= “description” content= “Choice Property Management in Grants Pass, OR provides the best tools for owners and tenants in your area.” />`

Edit a Web Page - Edit Content

The Website Editor has common document editing tools for inserting photos, including links, text alignment, fonts styles, font sizes, text colors and inputting tables for stylistic formatting.

Title | Home

Header <meta name='description' content=' provides property management in Grants, OR.' />

PREVIEW
(opens in new tab)

Edit ▾ Insert ▾ View ▾ Format ▾ Table ▾ Tools ▾

⏪ ⏩ 📄 🖼️ 🔗 ⌵ ⌶ ⌷ ⌸ Font Family ▾ Font Sizes ▾ A ▾ A ▾

Welcome to Your Property Management

This is an example of what your website could look like. Replace this content here with your own. To start from scratch, click "Edit", then "Select All", then press the DELETE key on your keyboard.

Contact us today at (541) 555-1212.

Looking for that perfect rental?

We have [hundreds of residential and commercial listings](#).



- The “View” button in the Toolbar displays visual aids for grid lines that are displayed in the Editor but not on your public site.
- You also have the option to preview your website and edits before it is published to see exactly what your site will look like to the public.

Edit a Web Page - Edit Text

Editing Text

You can edit the text for your website by clicking in the text boxes or highlighting and deleting the content in the template.

You will find also find guidelines for how to edit content within the template of your website editor. You are welcome to keep the format provided in the template or start from scratch by deleting everything.

Page Layout

The layout of the template is created using tables from the toolbar. The gridlines that appear in the website editor display the table constraints and will be transparent once your website is published. Check it out by clicking the preview button.

Edit the content in the tables provided or delete the tables and all the included content by clicking on a table to highlight and hitting CTRL + X on your keyboard.

**Remember something is highlighted when it is blue (see example in image below).*



Why Choose Choice Property Management?

- We have three local offices.
- We know the latest laws & techniques.

Edit a Web Page - Edit Images

Editing Images

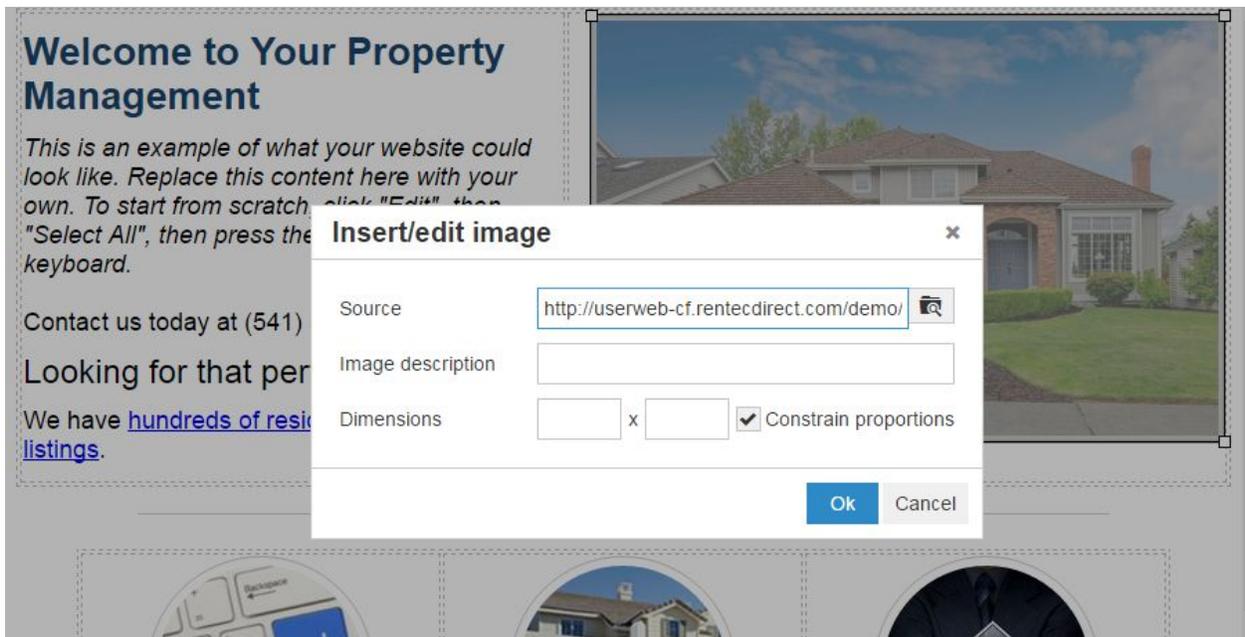
You can upload any photo wherever you would like it to appear in the content of your website.

-OR-

You can choose to replace the images already provided in the template or delete the photos from appear there at all.

To replace an image:

- Click on an image in the template. It will appear blue when selected.
- Once selected, click the "Insert/edit image" icon in the toolbar (see image icon to the right).
- A pop-up window will let you upload a new image from your computer and select the image dimensions
- If your image does not appear right away, be patient, it's simply loading.

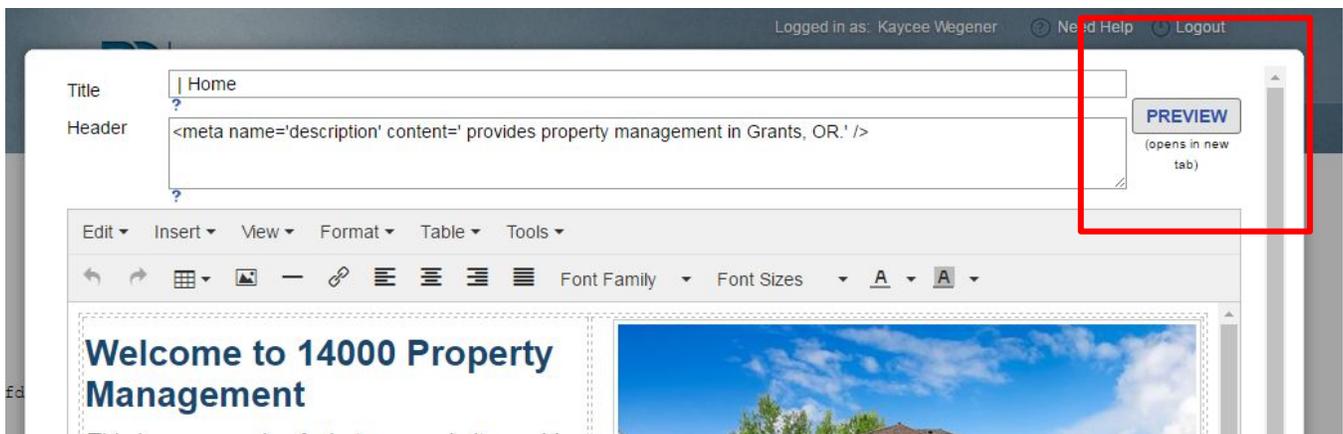


The screenshot shows a website editor interface. On the left, there is a text area with the heading "Welcome to Your Property Management" and a paragraph of placeholder text: "This is an example of what your website could look like. Replace this content here with your own. To start from scratch, click 'Edit', then 'Select All', then press the keyboard." Below this, there is a contact number "Contact us today at (541)" and a link "Looking for that perfect home? We have [hundreds of residential listings.](#)". On the right, there is a large image of a house with a blue sky and green lawn. A white dialog box titled "Insert/edit image" is overlaid on the house image. The dialog box has a close button (x) in the top right corner. It contains a "Source" field with the URL "http://userweb-cf.rentecdirect.com/demo/" and a magnifying glass icon. Below the source field is an "Image description" field. Underneath that are two empty input boxes for "Dimensions" (width and height) with an "x" between them, and a checked checkbox labeled "Constrain proportions". At the bottom of the dialog box are "Ok" and "Cancel" buttons.

Preview a Web Page

As you edit the content and format of your new website, you are able to preview any edits and changes you make by clicking "Save Draft", then select the "Preview" button located at the top of each web page editor.

A preview window will open in a new tab.



The preview function is extremely useful for seeing how different images, sizes and text appear on your website before you save and publish a final draft.

Once published, you do have the option to edit the text as often as you like and the saved updates are immediately available live to your site visitors.

Saving a Web Page

As you create and edit the content of your website be sure to click the “Save Draft” button at the bottom of your Website Editor.

Saving a draft of your website allows you to work on your website, take a break, and then come back to your work before you publish a live website to the public.

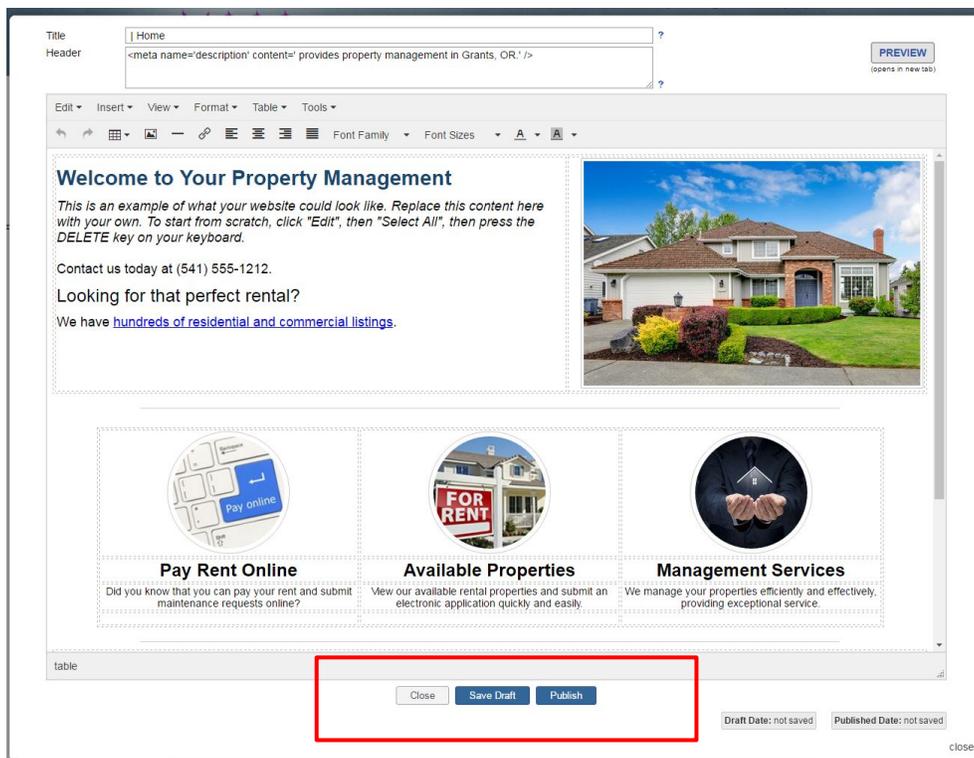
The screenshot shows a website editor interface. At the top, there is a 'Title' field containing 'Home' and a 'Header' area with the meta tag: `<meta name='description' content=' provides property management in Grants, OR.' />`. A 'PREVIEW' button is visible in the top right corner. Below the header is a main content area with a heading 'Welcome to Your Property Management' and a paragraph: 'This is an example of what your website could look like. Replace this content here with your own. To start from scratch, click "Edit", then "Select All", then press the DELETE key on your keyboard.' Below this is contact information: 'Contact us today at (541) 555-1212.', 'Looking for that perfect rental?', and 'We have [hundreds of residential and commercial listings.](#)' To the right of the text is a large image of a house. Below the main content area is a footer area with three columns. The first column has a 'Pay online' button icon and the heading 'Pay Rent Online' with the text 'Did you know that you can pay your rent and submit maintenance requests online?'. The second column has a 'FOR RENT' sign icon and the heading 'Available Properties' with the text 'View our available rental properties and submit an electronic application quickly and easily.' The third column has a hands holding a house icon and the heading 'Management Services' with the text 'We manage your properties efficiently and effectively, providing exceptional service.' At the bottom of the editor, a red box highlights the 'Close', 'Save Draft', and 'Publish' buttons, along with the 'Draft Date: not saved' and 'Published Date: not saved' status indicators.

Before you exit the website editor, you will be prompted to save any unsaved content. Once you feel like your content is ready for the world to see you are ready to publish!

Publishing a Web Page

Your website is live and available to the public once you hit the publish button.

Once published, you do have the option to edit the content as often as you like and the re-published updates are immediately available live to your site visitors.



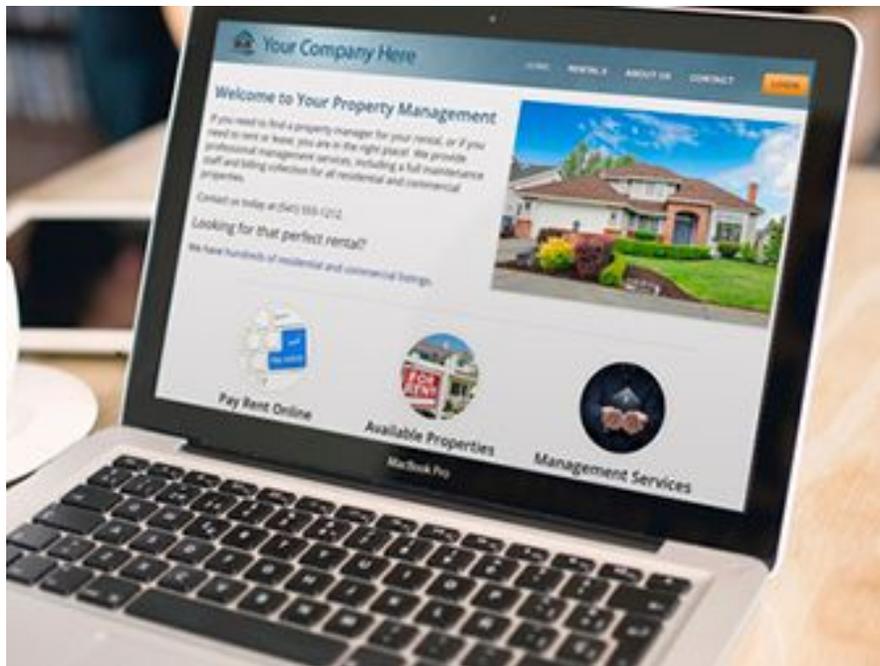
If you accidentally publish a page that you were still working on, or if you wish to deactivate a published page, simply open the Website Editor and delete the contents of the page and hit “Publish” again. The content will also be deleted from your public site.

View Your New Website

Congratulations! Your website is now live and ready to view on the Internet.

Input your web address **<yourbrand>.propertymanage.biz** into the URL window at the top of your browser and viola! Your free professional website shall appear.

In order to see your website live you will need to have updated and published new content in the Website Editor tool.



Once you hit Publish , your website content is live and viewable online.

You can now tell your tenants, clients, prospects, network, friends and family to find you online at the web address above.

Publish Vacancies on Your Website

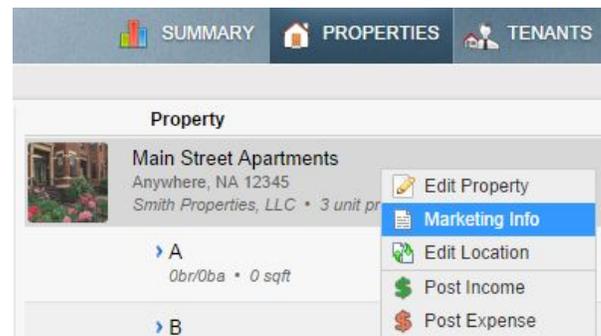
Your website includes the option to advertise your rental vacancies and collect applications online.

Prospective tenants can view your available properties and apply online by visiting the “Rentals” tab on your website.

The “Rentals” tab is NOT updated in the website editor.

Rentals are edited in the Marketing Info of each property in your Rentec Direct account.

In order to advertise vacancies on your website, you need to visit the *Properties tab* in your Rentec Direct account. From the Properties tab you can select a specific property to edit the Marketing Info.



Enter the details for the property as requested by the form.

To advertise your listing check the box next to the 'Online Listing' option. **This will post the property to your professional website** and the syndicated sites - so you'll only want to check the box if your property is vacant.

If you also want the potential tenant to be able to fill out an online rental application, check the box next to the 'Online Applications' option. Further instructions for setting up your rental applications can be found [here](#).

Rentec Direct partners with the top rental listing syndication networks so your vacancies get the most exposure. If you do not want to advertise to syndicated sites, simply check “Disable syndication”.

This feature is integrated with your software so you do not need to re-enter any property information.

Online Rental Applications & Tenant Leads

Collect Online Rental Applications & Capture Tenant Leads on your Website

Online Rental Applications

Your website comes with the option to allow tenants to apply for your available rental properties online. The rentals tab and online rental application included with our Rentec Direct account is optimized for mobile devices, the most popular rental search device among renters.

When you decide to publish a vacancy posting to your website from a property's Marketing page, you can enable "Online Applications".

If you haven't had a chance to customize your online application yet, head to your Settings tab, and select Rental Application Defaults.

Tenant Lead Management

The Lead Management feature will help you match tenant prospects to available properties. This feature goes beyond traditional tenant lead tracking systems and automatically matches a prospective tenant to your available properties based on their interests or rental preferences, so you can contact them immediately and rent out vacancies faster.

If a prospect finds you online they can fill out a tenant lead profile about their ideal rental property, referred to as a Property Search in Rentec Direct's system. Property Searches are linked to the tenant lead's email address and saved in the system. A tenant lead has the option to revisit or edit his property search by using the email address linked to the original search.

If a new property in your account becomes available, the account manager can easily send an automated email to the lead to check out the newly available properties that match their search criteria.

Tips & Tricks

Collect Online Rental Applications & Capture Tenant Leads on your Website

Tables & Image Resizing for Mobile Devices

The tables in the template provided have been optimized for mobile devices. If you choose to delete these tables and insert your own you may risk losing the mobile responsive features of the tables.

Starting Over with a Fresh Template

If you need to start over and reset the template. Delete everything and upload a new one.

Image Copyrights

Rentec Direct has purchased the rights of the images provided in the template and made them available for you to use in your property management website. If you choose to upload your own images into your website, make sure to verify you have the legal right to use them.

Additional Resources

Access more tools for optimizing your website with helpful articles and resources

SEO Tips for Your Property Management Website

As you begin to build your professional property management website a key component of your new online marketing strategy is making your website easy to find on the Internet. To do this, you need to effectively position your brand in search engine results like Google; this strategy is referred to as SEO, Search Engine Optimization, and is as important as creating your website. [Learn More >>](#)

How to Write an Awesome Website Homepage

This article gives you the key components to create an homepage for your professional property management website. Some website design companies or marketing firms will charge you thousands of dollars to create the content for your homepage, but you can do it yourself for free by following these simple steps. [Learn More >>](#)

How to Get a Personalized Business Email Address

To further stand out as a professional in your industry, you can easily obtain a personal email that corresponds to your business and domain name. [Learn More >>>](#)

Need Help?

Contact Your Support Team



You always have access to free support from your team at Rentec Direct.

To connect with your support team

Email support@rentecdirect.com or

Call **800-881-5139**

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