ADDING TESTIMONIALS/REVIEWS TO YOUR WEBSITE

Adding Testimonials to BoldTrail Website

Add a Manual Testimonial

1. **Log in** to your remax.net MaxCenter. Click Platform MaxTech Powered by Bold Trail.

2. On the left menu, click **Website** → **Testimonials** or at **SEARCH Type Website Testimonials.**

3. Click **SITE CONTENT**

4. Select **Add Testimonial**.

5. Fill in the fields:

   o **Client Name**

   o **Testimonial / Review Text**

6. Click **Save** → The testimonial will now display on your BoldTrail site's testimonial section.

◆ **Add a Zillow Testimonial (Import from Zillow)**

1. Go to **Website** → **Testimonials** in your BoldTrail dashboard.

2. Click **Import from Zillow**.

3. Enter your **Zillow Screen Name** (how to find is below) OR **Email**.

4. Select which reviews you want to display → **Save**.

Steps to Find Your Zillow Screen Name

1. **Log in to Zillow**

   - Go to www.zillow.com.

   - Click **Sign In** in the upper right corner.

   - Log in with the email and password associated with your agent account.

2. **Access Your Profile**

   - Once logged in, click on your **profile icon** (top right corner).

   - From the dropdown menu, select **"Profile"** or **"Account Settings."**

3. **Go to Profile Settings**

   - On your profile page, look for **"Profile"** or **"Profile Information."**

   - This is where your display information is managed.

4. **Locate Your Screen Name**

   - Your **Zillow Screen Name** will usually appear at the top of your profile page.

   - It may be shown under your photo or in the "Public Profile" section.

   - This is the name the public sees when you respond to leads, post reviews, or contribute in Zillow forums.

🔷 **Can Other Reviews Be Added?**

✅ **Yes.**

- BoldTrail supports **manual entry** for reviews from other platforms (Google, Facebook, Realtor.com, Yelp, etc.).

- Simply copy the text of the review and **add it manually** through the **Add Testimonial** option.

- You can also note the source in the "Client Name" field (e.g., *John D. – Google Review*).

ADDING RATE MY AGENT TO YOUR REVIEWS

📌 **Steps to Show RateMyAgent Testimonials on Your BoldTrail Website**

1. Log in to BoldTrail (kvCORE)

- Go to your **BoldTrail dashboard**.

- From the left-hand menu, click on **Web & IDX**.

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2. Open Site Settings

- Inside **Web & IDX**, click **Site Content → Testimonials**.

- This is where all reviews/testimonials (manual + integrations like RateMyAgent) are managed.

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3. Confirm RateMyAgent Feed

- Once you've connected RateMyAgent (via the API token integration I outlined earlier), the system will **pull in your reviews automatically**.

- In the **Testimonials** section, you should see:

  - **Manual testimonials** you've added.

  - **Auto-imported reviews** from RateMyAgent.

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4. Choose Display Location

- Still under **Web & IDX → Site Settings**, go to **Testimonials Settings**.

- Options typically include:

  - **Dedicated Testimonials Page** (auto-created by BoldTrail).

  - **Homepage Testimonials Widget** (adds a rotating/review carousel section on your homepage).

  - **Custom Page Block** (if you want to embed testimonials on a Buyer/Seller info page, Neighborhood page, etc.).

✅ To add to homepage → toggle on **"Show Testimonials on Homepage"**.
✅ To add to another page → use the **Page Editor → Add Content Block →** choose **Testimonials**.

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5. Customize Display

- Reviews pull in **randomly (up to 20 at a time)** from your RateMyAgent feed.

- You can reorder or "pin" specific testimonials manually if you want them to always appear first.

- Some BoldTrail sites also let you adjust:

  - **Number of testimonials per page**.

  - **Carousel vs. list view**.

  - **Show agent photo / star rating** toggle.

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6. Publish & Check

- Click **Save Settings**.

- Visit your live site → confirm that your RateMyAgent testimonials are showing.

- If you enabled homepage display, you should see them in a slider or card format.

If you need any additional help please reach out to Karen or Gina.