

## 3<sup>rd</sup> Party Web Site Integration for the Keller Williams IDX Solution

The Keller Williams IDX solution powered by WolfNet is designed to integrate seamlessly into eAgentC web sites. Keller Williams agents may also use their WolfNet® IDX solution on a 3<sup>rd</sup> Party web site. This document identifies the more common integration methods and the requirements for each to ensure proper branding and clean deployment.

### WordPress Sites

Keller Williams IDX search powered by WolfNet can easily be integrated into a WordPress blog by using I-Frames. For basic instructions on adding IDX to a WordPress site, [Click Here](#) to view on Answers.KW.com.

For more details on integration options, continue reading this guide.

### The Basic Search URL

For the purposes of this instructional document, all search links start with the basic search URL:

[http://www.mlsfinder.com/ST\\_MLS/DIRECTORY/index.cfm](http://www.mlsfinder.com/ST_MLS/DIRECTORY/index.cfm)

The basic search URL is unique for each user's IDX solution. Each unique basic search URL includes the **MLS market** (state and MLS abbreviation) and a unique **Directory** name. The basic search URL in the following examples uses the MLS market of MN\_RMLS and the directory of Keller Williams Lake Minnetonka.

[http://www.mlsfinder.com/mn\\_rmls/kwprlakeminnetonka/index.cfm](http://www.mlsfinder.com/mn_rmls/kwprlakeminnetonka/index.cfm)

### URL Parameters

Additional URL parameters can be added to the basic search URL. This allows users to define how a designated search is going to function for the end user, such as linking to the page that searches by Zip Code, or creating a search within a specific a price range or property type.

This document specifically discusses URL parameters designed to aid in the integration of your IDX property search into 3<sup>rd</sup> party web sites. For more information on other kinds of URL parameters or building custom search URLs, please reference the *Custom Search Strings* How-To Guide from WolfNet Technologies.

## Free-Standing Search

A free-standing search is featured absent any of the host web site's graphics or navigation. Only a link back to the web site home page is present. It is necessary to show the Keller Williams logo in order to comply with most MLS or state branding requirements.

The KW logo will display automatically when using the URL variable **logoshow=y**. This parameter can be combined with other URL parameters, such as those in a custom search string.

- If the variable is the first URL parameter, use the syntax **?logoshow=y**
- If the variable is not the first URL parameter, use the syntax **&logoshow=y**
- There is no option for **logoshow=n**

### Example 1

**logoshow=y** is the first URL parameter:

http://www.mlsfinder.com/mn\_rmls/kwprlakeminnetonka/index.cfm?logoshow=y&action=newsearch&searchtype=zip

### Example 2

**logoshow=y** is not the first URL parameter:

http://www.mlsfinder.com/mn\_rmls/kwprlakeminnetonka/index.cfm?action=newsearch&searchtype=zip&logoshow=y

The screenshot shows the Keller Williams Lake Minnetonka search interface. At the top left is the Keller Williams logo. To the right, it says "Keller Williams Lake Minnetonka". Below the logo is a "Return to the homepage" link. A "Search Tools" bar contains links for "New Search", "Favorites", "SearchSaver<sup>SM</sup>", "Recently Viewed", "Recent Searches", and "Login". The "Search For" section has radio buttons for "active listings" (selected), "open houses", and "foreclosures". The "Search Type" section has links for "COUNTY/CITY", "ADDRESS/ZIP", "SCHOOL DISTRICT", and "BODY OF WATER". Below that is a "Quick Search by Listing Number:" field with a "Go" button. The "Location - Address/Zip" section shows "House Number or Street Name:", "State:" (MN), and "Zip Code:". A red banner indicates "46558 Matches - Narrow using search criteria below." The "Property Type" section lists: Single Family, Condo, Townhouse, Duplex, Multi Family, Residential Lease, Lots/Acreage, Farm/Hobby, and Commercial. The "Property Features" section includes: Price Range (No Minimum, No Maximum), Bedrooms (No Minimum), Bathrooms (No Minimum), Square Feet (No Minimum), Built Before, Built After, Acreage (No Min), Garage/Carport (No Min), Style (dropdown menu with options like "(SF) Four or More Levels", "(SF) Modified Two Story", "(SF) More Than Two Story", "(SF) One 1/2 Story", "(SF) One Story", "(SF) Other"), and Amenities (Fireplace, Garage, Pool, Family Room, Waterfront, Basement, Near Golf Course, Lakefront). At the bottom are buttons for "Go to Search Results", "Save this Search", and "Reset Search".

Sample of result using either Example 1 or Example 2.

## Removing the eAgentC Header and Footer

The Keller Williams IDX search powered by WolfNet (accessed via eAgentC sites) automatically calls the eAgentC header and footer (including the eAgentC web site navigation and graphics). When framing the WolfNet IDX solution into non-eAgentC site, it is recommended that the Header and Footer be removed to avoid page visibility problems during the active search session.

To automatically remove the header and footer, use the URL variable **so=none&domain=none**

- If the variable is the first URL parameter, use the syntax **?so=none&domain=none**
- If the variable is not the first URL parameter, use the syntax **&so=none&domain=none**

The search will not call the eAgentC header and footer, and can be used easily with a 3<sup>rd</sup> party web site frameset, such as in the following examples.

### Example 1

**so=none&domain=none** is the first URL parameter:

[http://www.mlsfinder.com/mn\\_rmls/kwprlakeminnetonka/index.cfm?so=none&domain=none](http://www.mlsfinder.com/mn_rmls/kwprlakeminnetonka/index.cfm?so=none&domain=none)

The screenshot displays the WolfNet search interface. At the top, there is a navigation bar with 'Search Tools' and links for 'New Search', 'Favorites', 'SearchSaver<sup>SM</sup>', 'Recently Viewed', 'Recent Searches', and 'Login'. Below this, the search criteria are set to 'active listings'. The search type is 'COUNTY/CITY', and there is a 'Quick Search by Listing Number' field with a 'Go' button. The location is set to 'MN' and 'All' counties. A list of cities is shown, including Acoma Twp, Acton Twp, Ada, Adams, Afton, Agram Twp, Aitkin, Aitkin Twp, Akeley, and Akeley Twp. There are 'ADD' and 'REMOVE' buttons for these cities. The search results show '45850 Matches'. Below the search criteria, there are sections for 'Property Type' (Single Family, Condo, Townhouse, Duplex, Multi Family, Residential Lease, Lots/Acreage, Farm/Hobby, Commercial) and 'Property Features' (Price Range, Bedrooms, Bathrooms, Square Feet, Built Before/After, Acreage, Garage/Carport, Amenities like Fireplace, Pool, Family Room, Waterfront, Near Golf Course, Lakefront, Basement). A 'Style' dropdown menu is also present. At the bottom, there are buttons for 'Go to Search Results', 'Save this Search', and 'Reset Search'.

## Example 2

**so=none&domain=none** is not the first URL parameter; in this example, the URL is defaulting to the address/zip code search page:

http://www.mlsfinder.com/mn\_rmls/kwprlakeminnetonka/index.cfm?action=newsearch&searchtype=zip&so=none&domain=none

**Search Tools** >> New Search >> Favorites >> SearchSaver<sup>SM</sup> >> Recently Viewed >> Recent Searches >> Login

Search For:  active listings  open houses  foreclosures

Search Type: [COUNTY/CITY](#) | [ADDRESS/ZIP](#) | [SCHOOL DISTRICT](#) | [BODY OF WATER](#)

Quick Search by Listing Number:

Location - Address/Zip **45850 Matches** - Narrow using search criteria below.

House Number or Street Name:  State:  and/or Zip Code:

**Property Type:**

- Single Family
- Condo
- Townhouse
- Duplex
- Multi Family
- Residential Lease
- Lots/Acreage
- Farm/Hobby
- Commercial

**Property Features**

Price Range:   Bedrooms:  Bathrooms:  Square Feet:

Built Before:  Built After:  Acreage:  Garage/Carport:

**Amenities:**

- Fireplace
- Family Room
- Near Golf Course
- Garage
- Waterfront
- Lakefront
- Pool
- Basement

**Style:**

- (SF) Four or More Lev
- (SF) Modified Two St
- (SF) More Than Two :
- (SF) One 1/2 Stories
- (SF) One Story
- (SF) Other

hold Ctrl for multiple selections

## Using I-Frames

The Keller Williams IDX powered by WolfNet can be used within a custom site using I-Frames. Special configuration is required to avoid user interface and scrolling issues. Use the following steps and I-Frame code to allow the browser to “auto scroll” to the top of the page after a user clicks on a property listing.

- 1) Log into your IDX administration area at [www.mlsfinder.com/admin](http://www.mlsfinder.com/admin) or at [www.wolfnet.com](http://www.wolfnet.com).
- 2) Navigate to the URL Search Builder near the bottom of the left menu bar. The basic search URL for your unique IDX solution appears in the Search String box (See the *Custom Search Strings* How-To Guide for details). Take note of your unique **MLS Market** and **Directory** identifiers.
- 3) Copy the following JavaScript and paste into your I-Frame page on your web site.

```
<script type="text/javascript">
var intCount = 0;
function scrolltop()
{if(parseInt(intCount) >=1)
  {window.location.hash="wolfnet_search";}
  intCount = parseInt(intCount) + 1;
}
}</script>
<a name="wolfnet_search" id="wolfnet_search"></a><iframe
src="http://www.mlsfinder.com/mn_rmls/kwprlakeminnetonka/index.cfm"
name="main" id="main" width="910" height="3000" frameborder="0"
onLoad="scrolltop()"></iframe>
```

- 4) Edit the script by changing the **MLS Market** and **Directory** identifiers to the values found in your unique basic search URL, and include any additional URL parameters (such as “so=none&domain=none”)
- 5) Create an anchor named **wolfnet\_search**.
- 6) Use the **onLoad** event in the I-Frame tag.
- 7) Configure additional settings as appropriate (URL in the I-Frame tag, width, height, etc.).

**Example** (NOTE: This example is meant to be a visual reference, and does not necessarily result from the above code or basic search URL):

