



NHS Partner Site & Cobrand Branding area requirements

NewHomeSource platform
Version 3.0

Builder Homesite, Inc.
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Overview

We welcome your organization as a business partner of Builder Homesite Inc (BHI). We aim to provide your website with the best new-home search capabilities – and thereby provide measurable results for you, your clients, and for the homebuying consumers who use your site.

In the sections below, we will outline some of the requirements and guidelines you should follow to help BHI prepare your site for deployment.

Please check your materials against the guidelines in this document before submitting them for development. If you have encounter issues or have questions while preparing your content, discuss them with your BHI representative.

The NHS page model

Your partner site consists of the NHS Core Content Area (below, in blue) and your Branding Area (below, in red). Depending on your site's design, three layouts are common:

<p>Layout 1 Branding Area with left-hand navigation</p>	
<p>Layout 2 Branding Area with right-hand navigation</p>	
<p>Layout 3 Branding Area with dual navigation (usually implies horizontal scrolling on 800px displays)</p>	

Your Branding Area or “shell”

You will prepare and submit HTML content for the Branding Area portion of the page. Your Branding Area, also known as the “shell” of your site, can be any size you wish.

At this writing, most users (55%) have monitors limited to 800px width. Therefore, we recommend you limit your design to a total of no more than 780px width. Including 605px for the Core Content Area, that means you have up to 175px for side navigation.

Allowing for the Core Content Area.

Width	BHI requires 600px of space for the content area, edge to edge.
Margins	If needed, your design should reserve an additional 3-5px on the left and/or right side of the content area depending on your design.
Borders	If you must include a border around the content area, be sure that you allow sufficient width + margin to keep the border from “breaking”.

To indicate where you want the Core Content Area to be placed, insert this HTML comment within your design:

```
<!-- BHI: Core Content Area goes here -->
```

e.g. for a nested HTML table, your Branding Area might include lines like:

```
<table>
  <tr>
    <td style="padding-left: 5px; padding-right: 5px">
      <!-- BHI: Core Content Area goes here -->
    </td>
  </tr>
</table>
```

Special markup adjustments. If your Branding Area contains any of the following items, please be aware that you may need to adjust your content as indicated to ensure that your site will appear and/or function as expected.

Markup	Handling / notes
Images	BHI does not copy (re-host) images within your Branding Area; these should be referenced to your web server (your site will serve them). See note about fully-qualified URLs below.
Cascading Style Sheets	<p>If possible, CSS styles should either be avoided or declared <i>in-line</i> with your HTML elements. If your Branding Area calls External stylesheet files (.css), BHI may copy these to BHI Web servers for hosting.</p> <p>Because NHS uses a default stylesheet for the Core Content Area, there is a risk of <i>class-name conflicts</i> for styles you may have defined. Therefore, BHI reserves the right to change class names within your stylesheet(s) to minimize such conflicts.</p>
Client scripts (Javascript)	<p>Javascript code is acceptable within the Branding Area. The Partner assumes responsibility for testing and supporting this code.</p> <p>There is a slight risk of <i>script-name conflicts</i>. BHI will contact you in the unlikely event this issue arises with your Branding Area.</p>
Server-side	Support server-side includes are not supported for Partner Sites.

<p>includes</p>	<p>Therefore, if your Branding Area uses server-side includes to display certain content, e.g. <pre><!--#include virtual="/content/ourfooter.shtml" --></pre> these tags will either need to be removed, or converted to static HTML content.</p>
<p>Advertising</p>	<p>You are welcome to include advertising tags within your Branding Area. BHI does not assume responsibility for third-party ad servers.</p>
<p>Framesets</p>	<p>Because the NHS platform allows for full-wrap HTML customization, there is typically no need to enclose the NHS content within an HTML frame.</p> <p>If, however, your site design requires the use of frames, specify this through your account representative.</p>
<p>DOCTYPE</p>	<p>Due to the many variations of HTML syntax and differing support for “proprietary” tags among Web browsers, at the time of this writing BHI cannot guarantee that Partner Site pages will conform to any particular W3C Doctype.</p> <p>As a result, BHI reserves the right to alter or remove DOCTYPE declarations in order to minimize issues for users.</p>

As long as it meets the requirements outlined above, BHI will attempt to adapt your Branding Area content “as is”. As a result, you are responsible for ensuring the quality of the Branding Area content.

Use fully-qualified URLs. Within your HTML you must use *fully-qualified* URLs, such as:

- ``
- `our link`

Relative or partial-path URLs should be avoided. Do not use URLs such as:

- ``
- `our link`

Validate HTML before sending. Please validate your HTML before submitting it to BHI. This will help ensure there will be no problems with “broken” tags for critical display objects such as nested tables. A free validation service is available at <http://validator.w3.org/>.

If BHI cannot successfully integrate your Branding Area content into your Partner or Cobrand Site, it may be returned to you for corrections.

Homepage and email branding

Cobrand Site note: The following features do not generally apply to NHS Cobrand sites.

Partner site homepage. This is the first page that users will see when they enter your NHS site. Its functionality is based on the NHS Basic Search (“search for homes”):

http://www.newhomesource.com/search/basic_search.aspx

By default, the *design* of this page is based on the current NHS Basic Search design. Contact your BHI representative if you need further customizations.

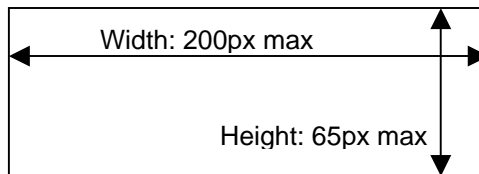
Page titles. The page title(for <title> tags) should be specified, This is usually the name of your company or site. This title text will be displayed in front of the NHS titles for each page.

Partner URL. The URL for partners will follow this convention:

<http://www.newhomesource.com/partnername>

The partner name in the URL should be intuitive. It can be anything as long as it does not have illegal characters such as spaces or periods. The URL is not case-sensitive.

Consumer email branding. A logo can be included in the headers of HTML emails and Instant Brochures sent to consumers through your Partner Site. Your logo image should meet this size requirement:



You should submit this image in GIF or JPEG format along with your Branding Area content.

Instant Brochure(PDF). The instant brochure is a PDF that will be emailed to users upon request. This brochure contains information about homes and communities. A logo is required for your partner-branded Instant Brochure. This logo requires the same specifications as the above homepage and email branding(200px wide x 65px high max). This logo should be in GIF format and should be provided to us or accessible online.

Contact information

You should specify a point of contact in the event that we have questions. Preferably, there should be a contact for design issues or a central point of contact that can direct us on such issues.

Contacts us page. This page will include contact information for both NHS and your site. You should provide an email address for a sales contact. This contact will be for interested builders or advertisers.

Lead emails. We'll need you to supply the text to be displayed in the subject and from lines for lead emails that will be going out to users.

Data feeds

If a data feed is required, we recommend that a contact for data issues be specified. Once the data feed is set up, an FTP account will be created for you and instructions regarding the data feed including the username and password will be given to you

Markets

If the site is going to be specific to market(s), we will need a list of those markets.

Site functionality

Your NHS Private Site or Cobrand site includes the feature set and functionality of the current NewHomeSource.com website. (BHI reserves the right to suppress certain content or functionality designed exclusively for NewHomeSource.com.)

By default, therefore, your Private Site will include NHS features such as:

- Basic Search (Search for homes)
- Advanced Search
- Map Search
- Search Filter
- Home and Community Results
- Home and Community Details
- Driving Directions
- View Images
- Request Brochure
- Instant Brochure (PDF brochures)
- Custom Builder / Build-On-Your-Lot Search
- Saved Homes and Communities
- New Home Guide

As functionality is enhanced or revised on NewHomeSource.com, your NHS Partner Site will automatically incorporate these enhancements.

However, BHI recognizes that you may have additional requirements, and so we offer the ability to further *customize* your NHS site. (These may require additional development time and cost.) Contact your BHI representative for details about Partner Site customization.

Further customizations. The NHS Partner Site platform is designed to provide a high level of functionality and private-label branding “out of the box”.

However, BHI recognizes that you may have additional requirements, and so we offer the ability to further *customize* your NHS site. (These may require additional development time and cost.) Contact your BHI representative for details about Partner Site customization.

Webtrends. A webtrends account will be set up for your site which will allow you to get web statistics for your site. Web access to your stats is available upon request.