



SANDBRIDGE.NET

CHARLIE KELLY · SIEBERT REALTY

Website Owner Handbook

A complete guide to the public website, private portal, review system, inquiry workflow, research, maintenance and handoff.



Prepared for
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Sandbridge real estate
Virginia Beach, Virginia

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Website at a glance

Sandbridge.net is Charlie's public-facing real-estate website and the central destination for prospective Sandbridge buyers, sellers and owners.

Public website https://sandbridge.net - the live homepage, Charlie's local expertise, services, reviews and contact form.	Complete Reviews page https://sandbridge.net/reviews/ - every published review, plus options to leave a Google review or submit a website review.
Private owner portal https://sandbridge.net/portal/ - inquiries, reviews, site controls, content, photos, links and handoff files.	Primary contact 757-355-2233 · charlie@siebert-realty.com · Siebert Realty Sales, 601 Sandbridge Road.

The website was designed to feel established, local and personal rather than like a generic real-estate template. Its navy, coastal blue and warm neutral palette reflects Sandbridge while keeping Charlie's experience and calls to action prominent.

The responsive layout was reviewed for both desktop and mobile use. On smaller screens, navigation simplifies and persistent Call and Text actions keep contact convenient.

What visitors can do

The public website helps a visitor quickly understand who Charlie is, why his Sandbridge experience matters and how to take the next step.

For sellers Understand Charlie’s local perspective, market familiarity and owner-focused guidance.	For buyers and investors Explore Sandbridge opportunities and move directly to the current home-search destination.
Learn about Charlie See his experience as a longtime Sandbridge resident, property owner and local sales leader.	Read social proof View three featured reviews on the homepage or open the full Reviews page.
Contact immediately Call, text, email or submit the inquiry form. The form asks what the visitor is considering and captures useful details.	Return from a phone Use the polished home-screen icon on Apple and Android devices for quick access.

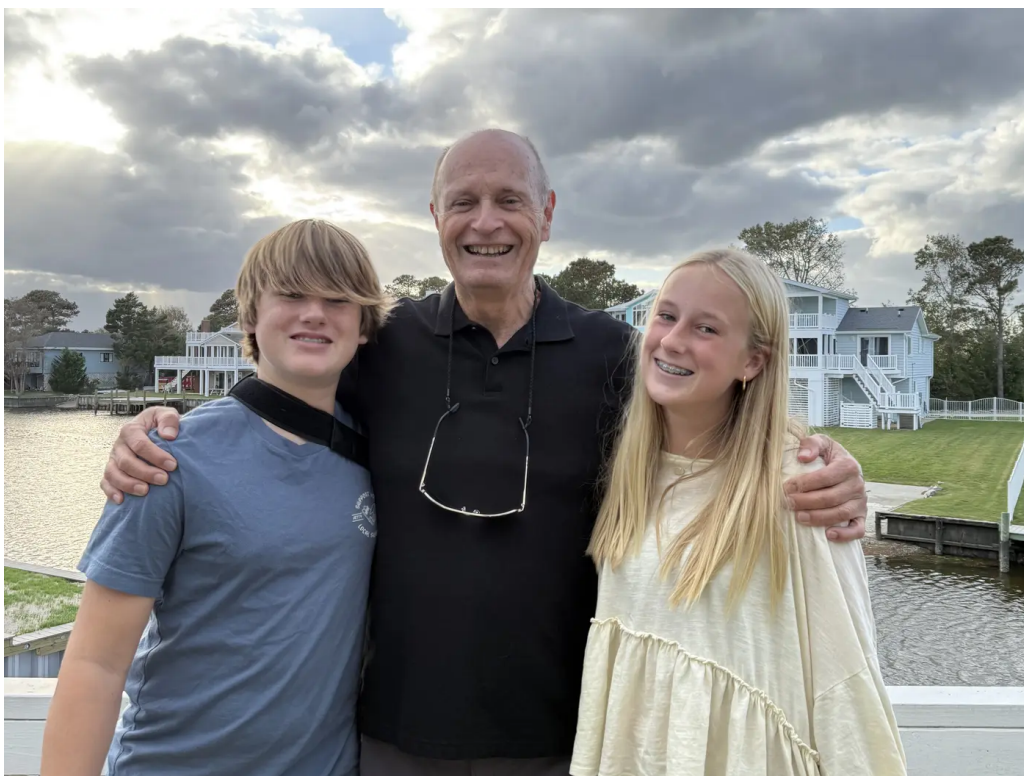
The homepage intentionally limits featured reviews to three so credibility is visible without crowding the main sales story.

Work completed for the website

The project included more than visual design. Public information, Charlie's business details and reputation sources were reviewed and organized before being presented on the website.

- Reviewed Charlie's existing public presence and Sandbridge-focused real-estate positioning.
- Organized messaging around owners, buyers and sellers while preserving a personal, local voice.
- Verified the phone number, work email, brokerage profile and Sandbridge home-search destinations used by the website.
- Prepared responsive image crops, descriptive alternative text and a consistent coastal visual system.
- Reviewed Google, Zillow and LinkedIn during the review-research phase; only review text that could be confidently connected to Charlie's real-estate business was used.
- Removed duplicate or uncertain material rather than inflating the review count.

The research phase took additional time because accuracy and source labeling were treated as requirements - not assumptions.



Charlie's long-standing Sandbridge connection is central to the website's story and visual identity.

The review system

Thirteen legitimate reviews from Google and Zillow were organized and imported. LinkedIn was researched, but no unverified LinkedIn text was added merely to increase the total.

Three homepage features Three strong representative reviews were selected initially. Charlie can replace them at any time.	All published reviews The dedicated Reviews page contains every review whose status is Published.
Accurate source labels Google, Zillow, Website or another legitimate source can be identified clearly.	No public dates Review dates are intentionally not shown anywhere on the public site.
Pending website submissions A visitor can submit a name, five-star default rating and review, but it never publishes automatically.	Direct Google option The approved Google review URL is available before and after a website review submission, regardless of rating.

Publishing and featuring are separate controls. A review can remain published on the full page without being one of the three homepage features.

How website inquiries work

The inquiry workflow was deliberately built with multiple records so a message does not depend on a single inbox.

1 · Owner portal Every valid inquiry appears in the protected Inquiries area and can be marked read or archived.	2 · Netlify record Netlify Forms keeps an independent retained submission in the hosting account.
3 · Work-email alert A notification is sent only to charlie@siebert-realty.com for each new sandbridge-inquiry submission.	Visitor confirmation The visitor sees Message received plus immediate Call Charlie and Text Charlie options.

This final notification setup respects Charlie's preference: his personal email and Jake's temporary monitoring email are not notification recipients.

Recommended response practice: open the inquiry, contact the person promptly, mark the item read, and archive it only after the follow-up is complete.

Inside the owner portal

The portal is intentionally organized as a small set of clear sections that work on both desktop and mobile.

Overview Quick status and shortcuts for the most common owner tasks.	Site controls Temporary announcement and site-availability controls, used only when necessary.
Call & text Manage the schedule and visibility of direct-contact actions.	Inquiries Review new messages, mark them read and archive completed conversations.
Reviews Approve or reject website submissions, publish or hide reviews, add verified reviews and choose up to three homepage features.	Website content Update approved editable copy without rebuilding the site.
Photos Replace current website images and restore a previous version if needed.	Links & contact Maintain the phone, work email, search destination and Siebert Realty profile link.
Files & handoff Open this guide, download the owner handbook, review launch notes and retrieve source or photo archives.	Publish protection Changes require confirmation; the previous state is retained so the latest website update can be reversed when supported.

Simple step-by-step instructions

Most routine work should take only a few minutes. Always verify the public page after publishing.

Approve a submitted review

- Open Reviews and locate the Pending submission.
- Read the name, rating and review text for authenticity and appropriateness.
- Choose Approve to make it eligible for publication, or Reject to keep it off the site.
- Confirm Published is enabled if it should appear on the full Reviews page.
- Enable Featured only if fewer than three reviews are already featured.

Change the three homepage reviews

- Unfeature one existing review if all three positions are occupied.
- Feature another published review.
- Publish and verify the homepage. The unfeatured review remains on the full Reviews page.

Update a photo or contact detail

- Open Photos or Links & contact.
- Make the change and review the value carefully.
- Confirm the publish action, then inspect the live desktop and mobile presentation.

Managing visual assets

The handoff includes website-ready copies of the three approved Charlie images currently used on the site.



- Use only images Charlie has approved and has permission to publish.
- Choose clear JPG, PNG or WebP files with adequate resolution.
- Keep Charlie's face and other important content away from the extreme crop edges.
- Use descriptive alternative text so the image remains meaningful if it does not load and for visitors using assistive technology.
- Download the photo-library ZIP from Files & handoff before replacing multiple images.

The home-screen icon is supplied in Apple- and Android-friendly sizes so saved shortcuts use the Sandbridge SB mark instead of a generic letter.

Domain, hosting and safe transfer

Sandbridge.net is the public domain. GoDaddy manages the domain/DNS, while the existing Netlify project sandbridge-with-charlie hosts the site and form records.

Protect the live website

- Do not delete the Netlify project or change DNS records during ordinary content updates.
- Do not email passwords, account-confirmation links, tokens or recovery codes.
- If another professional needs access, invite that person through the service rather than sharing a password.

Before any future transfer

- Download the source and photo archives, then export important form submissions and review data.
- Keep the current site active until a replacement is fully tested at the final domain.
- After a domain or hosting change, verify HTTPS, homepage images, Reviews, portal sign-in and inquiry delivery.

ABOUT THE SOURCE ARCHIVE

The source package excludes dependency folders, private credentials and version-control history. It is a clean continuity archive intended for an authorized future professional.

What was tested

The final website and workflows were checked as a connected system - not only as isolated pages.

Desktop and mobile Responsive navigation, review cards, custom selects, contact layout, owner portal and touch-friendly actions.	Image delivery Website-ready local assets and home-screen icons for modern browsers and mobile shortcuts.
Inquiry submission Successful public form submission, retained Netlify record, owner-portal display and work-email notification.	Inquiry administration New/read/archive status and the protected portal presentation.
Review presentation Three featured homepage reviews, full published review page, source labels, ratings and no public dates.	Review administration Pending approval, approve/reject, publish/hide, manual add and maximum-three featuring behavior.
Portal access Authorized sign-in flow, account confirmation messaging and password visibility control.	Final polish Select-field consistency, footer cleanup, home-screen identity and mobile spacing refinements.

A practical schedule

The site does not require constant attention, but a short recurring check protects leads, credibility and account continuity.

Weekly

- Review new inquiries and pending website reviews.
- Confirm important inquiries received a response.

Monthly

- Open the homepage and Reviews page on a phone and computer.
- Check the phone, work email, home-search link and Siebert profile link.
- Review featured reviews and replace them when a stronger or more current review is available.

Quarterly

- Confirm domain and hosting billing remain current.
- Download refreshed source and photo archives after material changes.
- Remove access for anyone who no longer needs it.

Whenever a major update is published

- Verify the live page immediately.
- Submit a controlled test inquiry if form or notification settings changed.
- Keep a note of what changed and when.

What Charlie now owns and controls

The completed system gives Charlie a polished public presence, a private management area, durable inquiry records and a documented path for future maintenance or transfer.

- Live public website at Sandbridge.net.
- Dedicated complete Reviews page and direct Google review invitation.
- Private owner portal with review, inquiry, content, photo and contact controls.
- Thirteen verified imported Google and Zillow reviews, with three initial homepage features.
- Pending approval workflow for all website-submitted reviews.
- Three-layer inquiry record with work-email notification only.
- Apple and Android home-screen identity.
- Online owner guide, printable owner handbook, domain/launch notes, source archive and photo archive.

Keep this PDF with the website records. The latest downloadable files are also available inside the portal under Files & handoff.

PUBLIC WEBSITE

<https://sandbridge.net>

OWNER PORTAL

<https://sandbridge.net/portal/>

WORK EMAIL

charlie@siebert-realty.com