Introduction

TraderAds provides a number of options for displaying your inventory on your own website.

Dealer Site

Your own standalone hosted website that exclusively displays your inventory and contact details. If you are a TraderAds Customer you get your own dealer site out of the box at no extra charge.
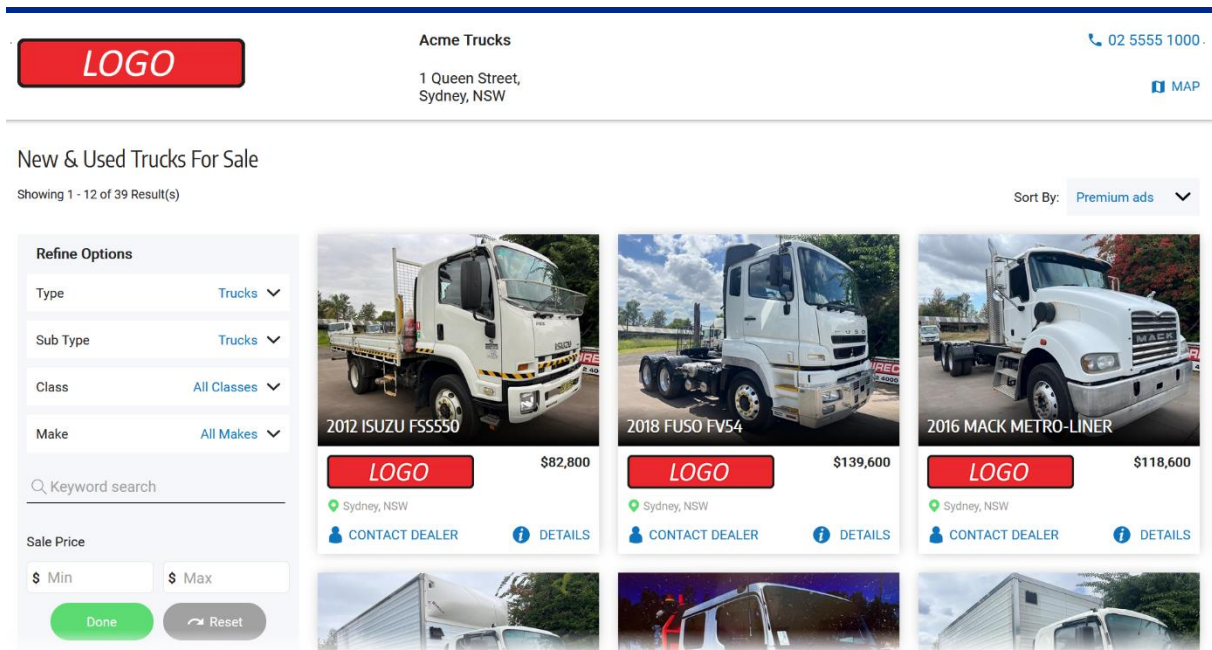
Embeddable Components

Web pages designed to be embedded on your existing website that enable searching, viewing, and enquiries across your entire inventory. This is the simplest option if you already have your own website but don't want to manage your inventory in multiple places.

Syndication Feed

An up to date feed of your TraderAds inventory in a format consumable by third party systems (development capability required). Manage your inventory once in TraderAds and have the updates flow through to your website, giving you complete control over the display of your inventory.

Dealer Site

With a Dealer Site you have your own web presence where customers can search and view your inventory, make enquiries, find their way to your dealership, and much more. All of this provided and hosted on Prime servers at no extra charge. With a Dealer Site you get:

- Your own unique website URL that can be put on a business card or linked on the web.
- Your logo and contact details (including map) always visible no matter where the customer is on your site. At an additional cost, a link to your own website can be displayed.
- The same advanced search functionality used on the TraderAds Network sites across your inventory exclusively.
- A page for each one of your inventory items where your customers can see all of the item details, images, and video.
- Multiple ways for your customers to contact you whether by phone, through email that's been vetted by TraderAds for reduced spam/scam emails, or through walk-ins who've located you via your map or address details.
- Your customers can compare multiple related items to find the one best suited to their needs.
- A version of your site enhanced for mobile visitors.

To take advantage of these TraderAds services, contact your sales representative today.

Embeddable Inventory Search and Display

The embeddable search and display pages represent the best parts of our dealer sites simplified so that they can be easily embedded within your existing website using an iframe. Embeddable dealer pages offer:

- A simplified design allowing the pages to be embedded without clashing with the look and feel of your existing website.
- Advanced search and display across your entire inventory.
- Create unlimited views of your inventory that you can iframe from your site, for e.g. a page that shows only shows a certain make, model, or category of your inventory.
- Control the sorting and number of items shown on each page of your search results.
- TraderAds vetting of your email enquiries to reduce spam/scam emails.

Syndication Feed

A Syndication Feed provides an up-to-date list of your entire TraderAds inventory that can be consumed by your website. Syndication feeds give you the benefit of a single point of online inventory management and complete control over the display of the inventory on your website.

How Syndication Works

TraderAds will provide a secure, web accessible list of all your inventory items in the XML format, which is an industry standard format for allowing data exchange.

Any other websites or systems that want to use your adverts will need to programmatically consume the syndication feed to transfer your adverts across to that system.

Once this link has been setup inventory updates in TraderAds can flow through to your website where you now have complete control over the display of your inventory.

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