



AutoEdit Stock Paging

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Stock Paging Notes

Examples of stock pages demonstrating various deployments:

<http://users.autoexposure.co.uk/demo1/>

<http://users.autoexposure.co.uk/demo2/>

<http://users.autoexposure.co.uk/demo3/>

Page Includes

Website showrooms can be customised using page includes. A number of different options are available enabling different content to be displayed for different pages. Some includes are shared and others are specific to a particular page. The order of precedence is detailed below.

A couple of special includes are available for particular situations

> htmlheader.cfm

Is pulled in between <head> tags and should not be used to try and display any page content. It is of particular use to define a page onload using:

```
<cfset variables.OnLoad="">
```

> finalfooter.cfm

Is pulled in before the closing </body> tag. It is of particular use for websites with side navigation, e.g:

```
</div>
```

Page Backgrounds

> bg.gif

> bg.jpg

Stock Pages

> stockheader.cfm

> pureheader.cfm

> topnav.cfm

> header.cfm

> stockbody.cfm

> showroombody.cfm

> body.cfm

The stock pages also allow Category[Category Name].cfm and Make[Make Name].cfm headers which take precedence if present and the user is searching that particular criteria. For example, if a customer has a "Special Offers" category and a CategorySpecial Offers.cfm page is placed in their folder, it will display when this category is queried.

Vehicle Detail Drilldowns - (Full page vehicle drilldown)

> drilldownheader.cfm

> pureheader.cfm

> topnav.cfm

> header.cfm

- > drilldownbody.cfm
- > showroombody.cfm
- > body.cfm

Finance Drilldowns (Full page options)

- > financeheader.cfm
- > pureheader.cfm
 - > topnav.cfm
- > header.cfm

- > financebody.cfm
- > body.cfm

Trade Login

- > tradeloginheader.cfm
- > pureheader.cfm
 - > topnav.cfm
- > header.cfm

- > tradeloginbody.cfm
- > body.cfm

User Login Pages

- > mydetailsheader.cfm
- > pureheader.cfm
 - > topnav.cfm
- > header.cfm

- > mydetailsbody.cfm
- > body.cfm

Privacy Policy

- > privacypolicyheader.cfm
- > pureheader.cfm
 - > topnav.cfm
- > header.cfm

- > privacypolicybody.cfm
- > body.cfm

3rd Party Pages (External Vehicle Detail Pages)

- > 3rdpartyheader.cfm
- > pureheader.cfm
 - > topnav.cfm
- > header.cfm

- > 3rdpartybody.cfm
- > body.cfm

Stock Page Colours and Styling

Colours are pulled from the BackOffice database and defined within **Showroom Setup > Showroom Colours**.

Background = page background

Border = border colour, (see Border Width for definition of a border)

Header Bg & Header = defines the heading colours where a block style

Description Bg and Text = defines the main content colours of the dynamic pages

Additional 1 Bg & Text = defines main stock page additional colour and tab backgrounds

Additional 2 Bg & Text = defines secondary stock page additional and photo number, price box colouring

Link Colour = defines hyperlink colours and other highlighting including special offers

Border Width = Defines the width of search form and all but modern stock page styles. A border greater than 1 pixel adds a border around the vehicle details and other non-stock page pages. This is to maintain backwards compatibility where a lot of the older sites use the border to define the body of the page.

Important Note: All system page styling is explicitly defined in attempt to avoid conflict with other webpage styling. It is important to note that additional style sheets can adversely affect the stock page styling. Some of the style sheets of the migrating Autorespond websites are quite loosely defined and intrusive. Care should be taken to check styling throughout the site and make modifications where necessary.

Page Ids

Each of the appropriate pages has an ID defined in the page body tag. These page IDs can be used to control navigation styling as with some Autorespond sites.

Stockpage = stock

Vehicle Drilldown = stock

Trade stock and pages = trade

Contract Hire = contracthire

Finance pages = finance

Login and My details pages = mydetails

Page Ids can be modified by defining a BodyId in the query string. This can be used to control page navigation style sheets. This can be used to control the styling of pages with custom querying, e.g. Specials Offers. See <http://users.autoexposure.co.uk/demo2/> for example.

Query Strings

The stock pages support a wide variety of query strings enabling the site designer to override default settings or display specific vehicles. E.g. "Special Offers" or "Contract Hire":

search.cfm?SpecialOffers=1&Category=New Stock&ShowroomStyle=4&SearchMode=0

This link demonstrates "Special Offers" in an advert style (different to the main showroom style) and with the search form disabled.



String	Description	Default
Mode	0 = Display Results 1 = Display Search Mode	System
SearchMode	0 = No Search 1 = Make, Model and Category Search 2 = Mini Search 3 = Full Search 4 = Category Hyperlinks 5 = Make Hyperlinks 6 = Category & Make Hyperlinks	System
BodyId		Page / query specific
AlwaysDisplaySearchResults	0 = No 1 = Yes	System
SaleType	Retail Trade Contract_Hire	Retail
ShowroomStyle	1 = AutoExposure Modern (open design) 2 = AutoExposure Classic (grid) 3 = Bullet 4 = Ad	System
NextN	10 - 100	System
FinanceForm	0 = Off 1 = On	System
Location	Account IDs, multiple locations can be included by comma separation	System
Category	Category Text, multiple categories can be included by comma separation	All
CategoryExclusion	To exclude a particular category from search, multiple categories can be included by comma separation	None
Make		Any
Model		Any
MaxAge		Any
MinPrice		Any
MaxPrice		Any
BodyStyle	Include multiple styles by comma separation	Any
Colour		Any
Fuel	Petrol Diesel Bi-Fuel Gas Electric Hybrid	Any
Trans	Manual Auto Any	Any
New	0 = Used cars 1 = New cars Any = Any	Any
SpecialOffer	0 = Non-special cars 1 = Special Offers Any = Any	Any
ExDemo	0 = Non-ex demo 1 = Ex demo Any = Any	Any
FranchiseApproved	0 = Non-franchise approved 1 = Franchise approved Any = Any	Any
Video	0 = Vehicles without videos 1 = Vehicles with videos Any = Any	Any
PriceReduction	0 = Vehicles without a Was Price 1 = Vehicles with a Was Price Any = Any	Any

Search Customisation

The search interface of the stock page can be customised with the following options:

No Search

Make, Model, Category Search

Mini Search - (Location), Category, Make, Model, Min and Max Price, Age

Full Search - (Location), Category, Make, Model, Min and Max Price, Age, Max Mileage, Colour, Fuel Type, Transmission

Category Hyperlinks

Make Hyperlinks

Category And Make Hyperlinks

Always Display Search Results

Controls the vehicle listing behaviour on page entry. Disabling this option or placing

Mode=1&AlwaysDisplaySearchResults=0 in the query string results in just the search being displayed without any vehicles.

Parameter Passing Behaviour

When a search form is present it will only perform a query based on fields visible in the actual form. When a custom query is performed via the query string, those parameters are not carried forward when a form is submitted, unless they are part of the visible form.

For this reason, and to keep the page generally clean and purposeful, it is recommended that the search form is switched off for the majority of special pages by placing **SearchMode=0** in the query string.

Group Searches

Vehicles can be pulled into a stock page from any account from within the **Showroom Setup > Search Setup** part of the BackOffice.

Important Note: Vehicle categories and priorities must be consistent between accounts participating in a group search inclusion. Failing to do this can result in the categories getting jumbled up. An alternative is to set categorisation by Make, in which case the category priorities become irrelevant.

Result Categorisation

Categorisation can be modified between "By Category" and "By Make" from within the **Showroom Setup > Search Setup** part of the BackOffice. Categorisation disappears once the data becomes query based.

Search Ordering

The order of results can be modified with the following options:

- Price, Year (Desc), Make, Model
- Price, Year (Asc), Make, Model
- Year, Price (Desc), Make, Model
- Year, Price (Asc), Make, Model,
- Make, Model, Year, Price
- Make, Model, Price, Year

It is important to note that no stock page style has the ability to allow the records to be reorder by the user. This is because the stock paging system is category based, so does not lend itself well to this feature.

NextN (Number of vehicles per page)

The number of vehicles displayed per page can be modified from within the **Showroom Setup > Search Setup** part of the BackOffice. It is recommended that the number is set to all for customers with only a few vehicles, and 20 or 25 for larger dealers.

Important Note: If an account is subscribed to either the Finance or Insurance services the number is automatically restricted to 25, and 10 when using the Ad showroom style.

Display Styles

The system has 5 showroom and vehicle detail styles configurable from within the **Showroom Setup > Display Styles** part of the BackOffice.

Showroom Styles

AutoExposure Modern - An open design particularly suited to left aligned websites with side navigation

<http://users.autoexposure.co.uk/demo1/search.cfm?showroomstyle=1>

AutoExposure Classic - A grid based design particularly suited to centre aligned websites with top navigation

<http://users.autoexposure.co.uk/demo1/search.cfm?showroomstyle=2>

Bullet - Suited where the user wants to display detailed information at stock page level and data is well defined

<http://users.autoexposure.co.uk/demo1/search.cfm?showroomstyle=3>

Ad - Suited to featured listings a few to a page, e.g. Special Offers. The Ad style is limited to 10 vehicles per page

<http://users.autoexposure.co.uk/demo1/search.cfm?showroomstyle=4>

Gallery - Gallery style takes the emphasis off vehicle data, focussing on the photos or video. Designed to complement AutoVid showrooms or special video pages

<http://users.autoexposure.co.uk/demo1/search.cfm?showroomstyle=5>

Drilldown Styles

AutoExposure Modern - Popup window design recommended where the master images uploaded are smaller than the recommended 640x480 size or the dealership wants a different look and feel from most other sites

AutoExposure Classic - All full page design particularly suited where the dealership wants to display large photos

Ad (Slideshow) - A full page design which displays smaller but slideshow photos. More web portal in style, with a greater emphasis in vehicle location. Particularly suited to multi-site dealerships

AutoVid - Video oriented display designed to scale gracefully where there is a lack of regular data. Recommended where customers are subscribed to a video only AutoVid service

Minimalist - Photo click through to large photos in a Popup window. Particularly suited where a dealership wants a minimalist look and feel website. Classic design is used for more detail drill downs

Always Display Video Result

Controls the behaviour of links in cases where there is not an individual video link. This includes search page ads and gallery links. Strongly recommended when subscribed to a video only service and using gallery showroom. This rule automatically applies to the gallery showroom in the case of a video query (video=1)

Showroom Ads

Showroom ads can be enabled at the top of the stock page from within **ShowroomSetup > Showroom Ads**.

Always Display Ads

This option controls the behaviour between page searches. Enabling this option will cause the ads to persist. Disabling this option will cause the ads to disappear. The ideal mode depends on individual circumstance and preference. If many ads are displayed it could be better to disable so as to not detract from the search results. If fewer, the pages may look more consistent by setting the ads to persist.

At the time of writing ads include;

Intelligent Links

Enabling this option will include All Vehicles, All Videos, All Special Offers, and All Price Reductions, links depending on availability. E.g. the video link won't display if the account does not have any videos. This option provides an easy way of making a site more navigable without custom changes needing to be changed. Links can also be controlled by placing **AdLinks=1** in the query string.

Virtual Photo Wall

Enabling this option will place a Go Virtual link to a downloadable program that provides a sort of virtual photo wall.

Rotator and Static Ads

These options place a YouTube style flash based and static version feature at the top of the stock page.

The ads can also be controlled by placing **AdRotator=ModeNumber** and **AdStatic=ModeNumber** in the query string. The options available are;

- 0 = None
- 1 = Special Offers
- 2 = Price Reductions
- 3 = Latest Arrivals
- 4 = Latest Videos

These options are particularly useful to make a feature of videos, or highlight special offers.

Website Embedding Of Flash Ad Rotator

The flash based ad rotator can be placed on any page by embedding the following code.

Between the pages <head> tags;

```
<script type="text/javascript"
src="http://users.autoexposure.co.uk/swfobject.js"></script>
```

```
<script type="text/javascript">
<!-- Copyright(c)2007, Galnet Internet Services, all rights reserved -->
swfobject.embedSWF("http://users.autoexposure.co.uk/recentplayer.swf?x=rotatorxml.cfm?A
ccount=id&t=Your Title Text", "aeAdRotator", "650", "140", "8.0.0",null,null,
{bgcolor:"#FFFFFF"});
</script>
```

And where you want the flash to be positioned;

```
<div type="autoAdRotator"></div>
```

If you wish to display a message if the users browser does not have an appropriate flash player installed, place this within the div tags.

The Ad query will display the data set on the BackOffice and default to Latest Videos if unset. To override place `_ModeNumber` after the account id, e.g. `rotatorxml.cfm?Account=id_3` displays latest arrivals.

Awaiting Photo Images

Depending on page the default "Awaiting Photo" can be overridden by uploading the following images to the user's folder:

```
awaitingphotosmall.gif
awaitingphotomedium.gif
awaitingphoto.gif
```

Special Offer

A vehicle can be marked "Special Offer" from within the extended fields tab of the Vehicle Management. The special offers flag can also be used to customise search results by placing **SpecialOffer=1** in the query string.

Was Price

A was price can be defined within the **Extended Fields** tab of the Vehicle Management to display a "Was" and "Saving" on stock and vehicle detail pages. A search can also be customised to only include vehicles with a saving by placing **PriceReduction=1** in the query string.

Trade Pages

Trade prices and details can be defined within the **Trade & Exports** tab of the vehicle management. To take advantage of trade prices on a dealer's website a trade access password must be defined within the **Users** part of the system and a link provided to the page, e.g.

<http://users.autoexposure.co.uk/demo2/search.cfm?SaleType=Trade>

It is recommended that in rare cases where a dealer does not want password protected access, an html / JavaScript form is created to automate the login.

Contract Hire

Contact Hire listings can be defined within the **Trade & Exports** tab of the vehicle management. A suitable link must be provided. E.g.

http://users.autoexposure.co.uk/demo3/search.cfm?SaleType=Contract_Hire&ShowroomStyle=4

The Ad stock page style details contract hire listings in the most detail.

Special Listing Pages

Any number of special listing pages can be created using the search query options available. Typically, there should be no need to set up separate showrooms for different pages. The Bullet and Ad style stock pages are particularly suited to providing special listings. The CategoryExclusion, New, Special Offer and Franchise Approved query options can be used to exclude certain vehicles from the main stock listing.

Google Maps

A dynamic Google Map including map, satellite, hybrid and direction options, can be activated via the BackOffice. Street details, postcode, co-ordinates, etc can be easily customised.

Links are automatically placed on the vehicle details pages, and can be manually referenced for inclusion in navigation, homepage, etc using <http://users.autoexposure.co.uk/googlemap.cfm?Account=Id>. In cases where the location is part of a group site **account=id&location=id** can be used where account is the id of the pages formatting and location the id of the actual location being queried. This can be useful in the situations where there are multiple locations, but the header and graphical work does not exist for each account.

Privacy Policy Page

A link to a custom privacy policy page can automatically be generated at the bottom of every dynamic page by uploading a `privacypolicy.cfm` page to the user's folder. The page should only contain the text. A header and footer consistent with the other pages are automatically pulled in.

Live Finance Quotes

Stock pages now support live finance calculation services provided by Codeweavers / Jigsaw Finance.

A dealer typically sets the desired APR rate or commission amount, (which can be customised per vehicle) and repayment details are calculated in real time based on a number of properties including; vehicle model, vehicle age, customers annual mileage, repayment period, deposit.

HP, PCP monthly repayments are displayed on the stock page. These values drill down to display detailed repayment terms, option customisation, and to apply for finance.

When finance is enabled the stock page style is automatically converted to a finance version based on our classic grid based design. The finance page is only applicable to retail queries and Ad and Gallery styles are automatically excluded. This enables special query pages to be constructed for purpose of video searches, new car offers, etc, without finance.

Live Insurance Quotes

Stock pages now support live insurance quotes which are also provided by Codeweavers. Insurance showrooms use the same style as the finance.

Client Tracking

Many of the dynamic pages now feature logging in order to facilitate a future development of activity stats and data mining.

A page refresh or immediate return to a page is not logged. If the user browses a different model and returns to the previous, this is counted and is reflected in the trends.

User Login

Dynamic pages now feature a user login for the following purposes:

- To improve consistency of client tracking (above)
- To facilitate future showroom page features, newsletters, saved vehicles, etc

The login system is designed to be as transparent and least intrusive possible. The login appears on sites which either have a search form or finance features turned on.

Dealers can request and have it removed by the design department by placing **<cfset URL.SuppressLogin=1>** in a dynamic header pulled a particular page. `htmlheader.cfm` is the best page for this because it is always included by every dynamic page.

Image and Dynamic Page Watermarking

"autoexposure.co.uk" stock page and photo watermarking can be removed from within the **Showroom Setup > Display Options** part of the BackOffice.

Large sized photos can be branded with the dealers own graphical watermark from within the vehicle management.

Silent Salesman Brochures

Silent salesman brochures can be accessed for each vehicle from most stock page styles and all vehicle detail pages. The style is shared with the dealers default style set within their AutoEdit login. Customers subscribing to detailed Standard Fit or Technical Spec CAP data, additionally have links to Detailed PDF's, if the style is not already defined as default.

Instant Messaging Features

Stock pages, vehicle details and enquiry forms support presence aware Instant Messaging services provided by third parties. We currently support Contact At Once www.contactatonce.com. Enquiries should be made to Jim Monks jmonks@contactatonce.com 01372-373969 / 07802-751700 and activation made through the BackOffice.

The service can be placed on any static page by embedding the following code where ProviderId is the customers specific CAO id, PlacementId is correlates to the desired graphic id set within CAO web admin and Enquiry can be set to whatever description you like.

```
<a
onclick="javascript:window.open('http://applications.contactatonce.com/caoclientcontain
er.aspx?ProviderId=256&MerchantId=AETA&PlacementId=4&Enquiry=General&OriginationUrl='+e
ncodeURIComponent(location.href),'','resizable=yes,toolbar=no,menubar=no,location=no,sc
rollbars=no,status=no,height=400,width=600');return false;"
href="#"></a>
```

Style Overriding

Id's have been added to enable the styling of many page elements to be overridden. Id's try and follow a descriptive **aeContentItem** that avoids potential clashing with other css. Restyling and definition of ids is currently under development and progress will largely depended on uptake and feedback. Viewing the page source is the best way of learning the definitions.