



The logo features a stylized eye icon with radiating lines above the word "sitesfor...". The word "sites" is in black, "for" is in red, and "..." is in black. Below this, the word "DEALERS" is written in black, all-caps.

**sitesfor...
DEALERS**

User Manual

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First Things First

People Your Website Will Serve

Getting Exposure for your Website

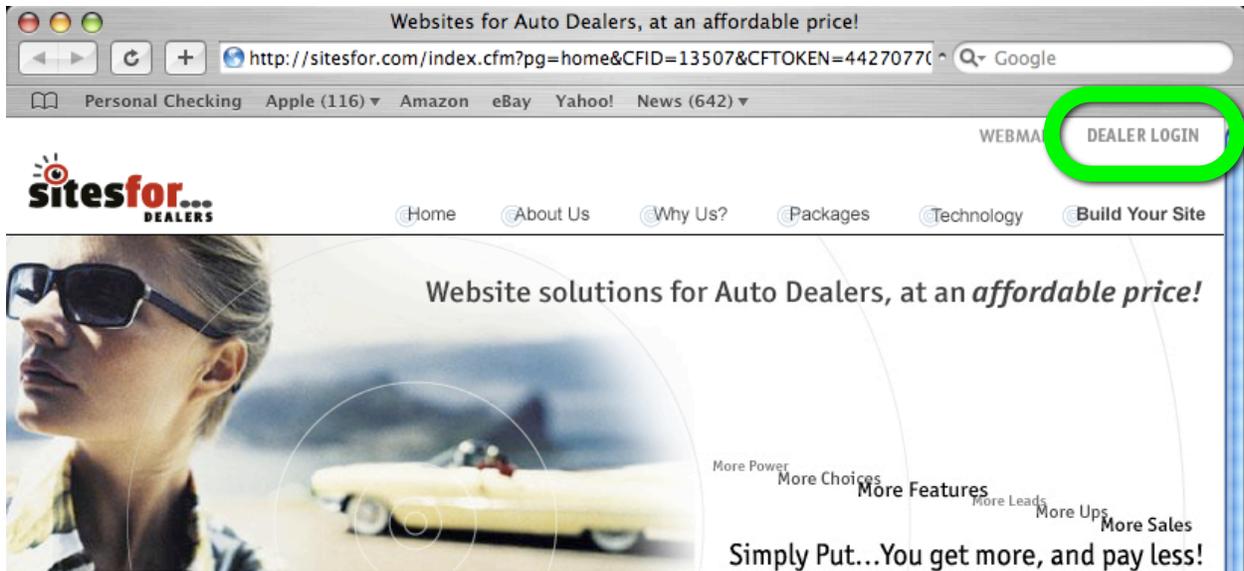
Accessing The Dealer Control Panel

The Dealer Control Panel is where you can edit the content that shows on your site.

To log on to your Dealer Control Panel:

1. Go to www.sitesfor.com

2. Click "Dealer Login: on the top right corner



3. Enter your ID and Password and Login to Your Dealer Control Panel

A login form with a red header bar. It contains two input fields: 'dealer id:' and 'password:'. Below the fields is a 'login' button.

(write your ID and Password here for reference)

dealer id: _____

password: _____

The Dealer Control Panel

[ADMIN Main](#) | [Homepage Edit](#) | [About Us Edit](#) | [Inventory Edit](#) | [Dealer/Contact Info Edit](#) | [CONTROLS](#)

Admin Page  **Select a page to edit below**

 Homepage <ul style="list-style-type: none">• Edit Homepage Information• Edit Meta Tag	 About Us <ul style="list-style-type: none">• Edit About Us Information
 Inventory <ul style="list-style-type: none">• Add Inventory• Edit Inventory• Delete Inventory• Edit Items	 Dealer/Contact Info <ul style="list-style-type: none">• Edit Dealer/Contact Information• Edit Your Links
 CONTROLS <ul style="list-style-type: none">• Check Stats• D2D - Dealer-to-Dealer Edit• Password/User ID Edit• Third Party• eNotifier Edit• Truth In Lending	NOW AVAILABLE!  Multiple Vehicle Photos \$15 a month or: \$150 a year <i>when you pay in full</i> Learn More >

[Send us Feedback!](#)

Navigating the Dealer Control Panel.

The first page of the Dealer Control Panel is the “Admin Page”. This is the main page where you can see all of your settings at a glance.

The Top Bar, has quick links to different control pages. This bar is visible from any page in the Dealer Control Panel.

Initial Site Setup

When your website is first created, it must be set up with some initial information. Once these fields are set, they do not need any further attention, unless you want to edit them later.

When these initial steps have been completed, check this box

Initial Setup Complete

1. “Edit Homepage Information”

This information is the first thing your customers will see when they go to your site.

-Find this option in the Admin Page.

-If there is no existing picture, click “Choose File” or “Browse” (depending on your computer), and Select a Picture of your Dealership.

Tip: Make sure this photo shows off your business from a street side view so customers can better identify it.

-Edit your Homepage Text. What does your business offer?

-Click Submit Changes

Note: You can return to the Admin Page by clicking “Admin MAIN” in the top bar

[ADMIN Main](#) | [Homepage Edit](#) | [About Us Edit](#) | [Inventory Edit](#) | [Dealer/Contact Info Edit](#) | [CONTROLS](#)

2. “Edit Meta Tag”

This is the data that Search Engines like Google will see when they scan your site

-Find this option in the Admin Page

[Yahoo!](#)

Welcome to **Yahoo!**, the world's most visited home page. Quickly find what you're searching for, get in touch with friends and stay in-the-know with the ... [+ Stock quote for YHOO](#)
[www.yahoo.com/](#) - 73k - Jun 7, 2007 - [Cached](#) - [Similar pages](#)

-Edit your Title Text

This is the name of your business. (in example: Yahoo!)

-Edit your Meta Text Description.

This is a short description that will appear below your name in a search engine result. Keep it brief (<30 words) or your description will be cut off. (in example: Welcome to Yahoo!, the..

-Edit your Meta Text Keywords.

These are the keywords people enter into a search bar (in example: Cars). Separate keywords with commas (,) but without spaces ().

-Click "Submit Changes"

3. "Edit About Us Information"

This is the information people will see on your "About Us" page.

-Find this option in the Admin Page

-If no photo already exists, click "Choose File" or "Browse" and select an image

Tip: Early photos of your dealership, photos of your dealership's interior, or a group photo with you and your employees work well here.

-Edit your About Us Text.

Much like the front page, include details of what your business offers for customers.

-Click "Submit Changes"

4. "Edit Dealer/Contact Info"

This is the information that people will see on your "Contact" page.

-Find this option in the Admin Page

-Type in your Dealer Name, Address, City, State and Zip

-Type in your Hours of Operation

-Include any other information in the text box below "Contact Us"

-Type in a Contact Name and Phone Number

-Type in a Fax Number (optional)

-Main Email

For security reasons, this setting cannot be modified.

-Type in a Forward Email Address (optional)

To insure data security, you must use your dealer webmail to check your dealership's email. For convenience, you can have "Check Your Email" Alerts sent to another email address. This

-Add/Edit/Delete Links

If your business has more than one website, or if you would like to link to another website, you set that up here.

-Click "Submit Changes"

Your Initial Setup is Complete!

Remember to Check the Box at the beginning of this section

Managing Your Inventory

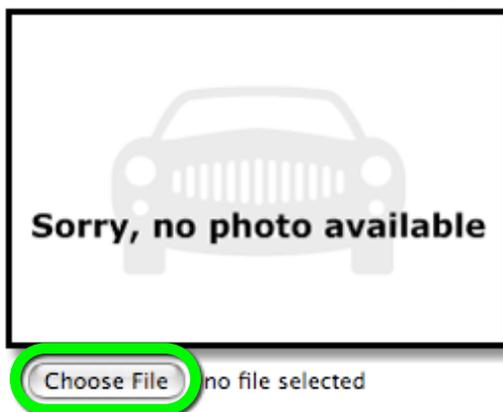
Adding Inventory

1. Go to your Dealer Control Panel
2. Click "Add Inventory"

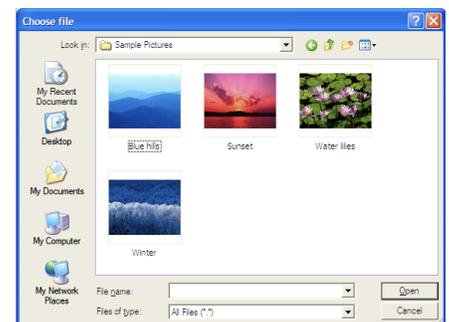
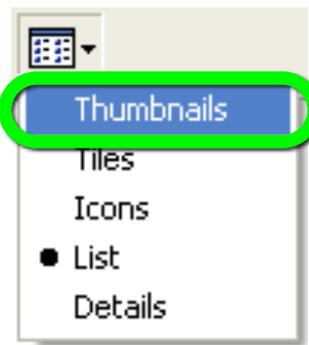
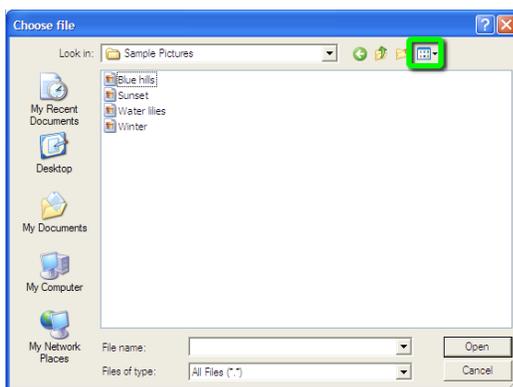
Note: Alternatively, you can click "Add New" on the right corner of the Inventory Management System.



3. Click "Choose File" or "Browse" (depending on your computer) and select a photo of the car.



Tip: If you're using Windows XP, put your "Browse" window in Thumbnail mode to easily find your photo.



3. Fill out the rest of the form and click "Submit"

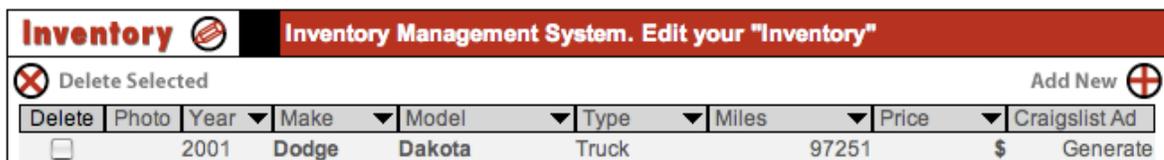
Note: Uploading Photos - When you select a new photo on a form and click submit, your computer will be sending (uploading) that photo to the server. This may take some time depending on the size of the photo, and the speed of your connection. See Photo Tips for more information.

Editing Inventory

1. Go to your Dealer Control Panel
2. Click "Edit Inventory"



Clicking this link brings you to the Inventory Management System



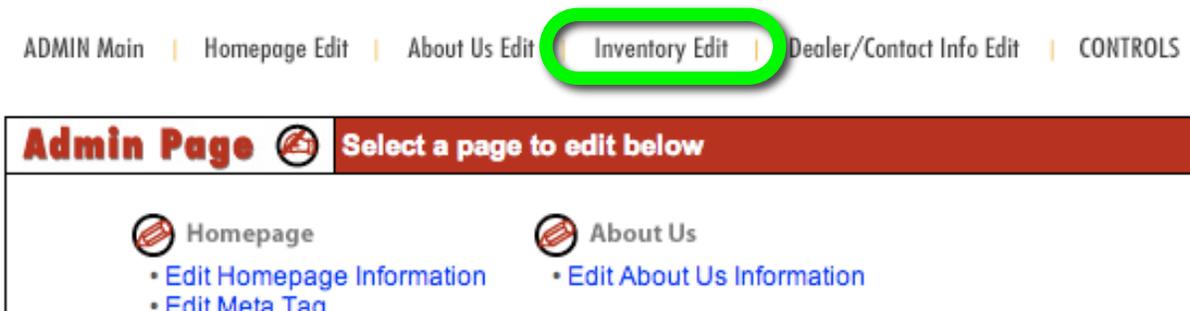
3. Select the vehicle you wish to edit
4. Edit the data in the form

Note: To replace the car's existing photo, click "Choose" and select your new photo

5. Click "Submit"

Note: Uploading Photos - When you select a new photo on a form and click submit, your computer will be sending (uploading) that photo to the server. This may take some time depending on the size of the photo, and the speed of your connection. See Photo Tips for more information.

Note: You can also access the Inventory Management System from the Top Bar

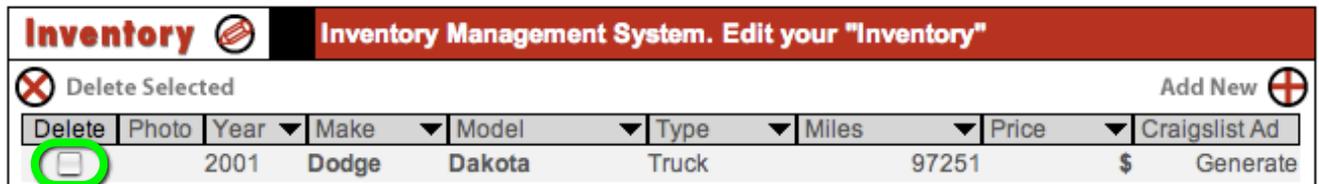


Deleting inventory

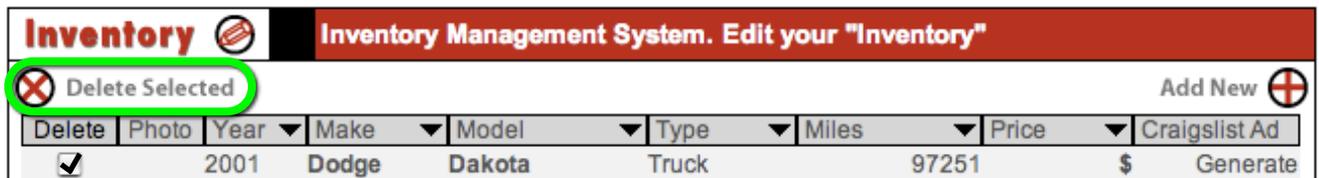
1. Go to your Dealer Control Panel
2. Click "Delete Inventory"



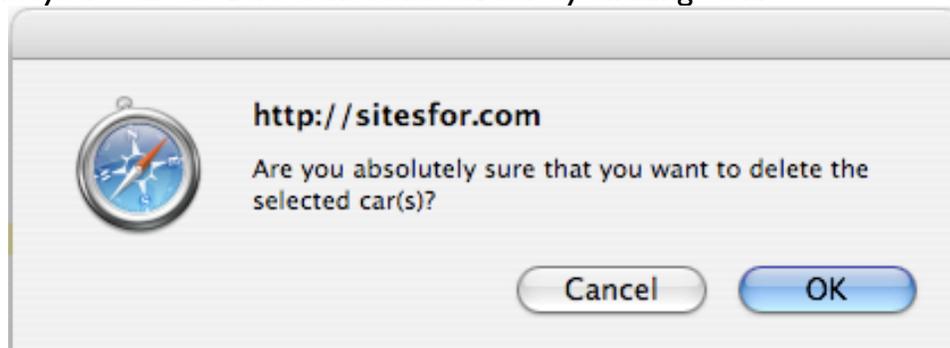
3. Check the box next to the vehicle you wish to remove



4. Click "Delete Selected" at either the top or bottom of the list.



5. Confirm that you want to delete the selected car by clicking "OK"



Managing Items

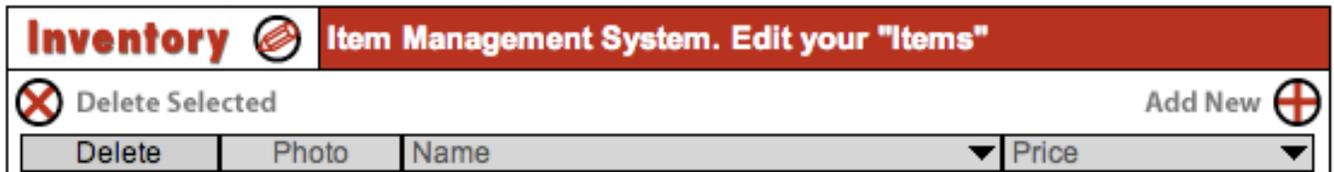
Accessing the Item Management System

1. Go to your Dealer Control Panel
2. Click "Edit Items"



Note: Items for Dealers is an optional package that can be added on to your account for an additional fee. If your account does not show "Edit Items", Items for Dealers has not been activated on your account.

4. This Link takes you to the Item Management System



Adding Items

This process is similar to Adding Inventory

1. Click "Add New" on the top right corner of the Item Management System.



2. Fill out the form and click "Submit".

Editing Items

This Process is similar to Editing Inventory

1. Click on the name of the item you wish to modify
2. Make your changes and click "Submit"

Deleting Items

This Process is similar to Deleting Inventory

1. Click on the check box(s) on the item(s) you wish to delete
2. Click "Delete Selected" in the top left corner of the Item Management System
3. Confirm your choice to delete the items by clicking "OK"

Craigslist

About Craigslist

Craigslist is a centralized network of online urban communities, featuring free classified advertisements. It serves over 5 Billion page views per month, making it the 9th most visited site in the United States. The website is primitive but straightforward, and gives you one click access to millions of potential customers.

Creating a Craigslist Account

Before you can use the Craigslist Generator feature in your dealer control panel, you'll need to setup a free Craigslist account.

1. Go to www.Craigslist.org and click "my account" in the top left corner.



2. Under the Login Window, there is a link to create a new account

Don't have an account? [Click here](#) to sign up.

4. Enter your Email Address (info@YourWebsiteNameHere.com)

3. Next you'll see a verification box. This is to verify that you are a human and not a spam bot. Simply type in the text from the distorted text box.



4. A link will be sent to your email address. Check your email, find the message, click the link it provides you with and follow the directions it gives you.

(Write down your Craigslist login information here for future reference)

email address: _____

password: _____

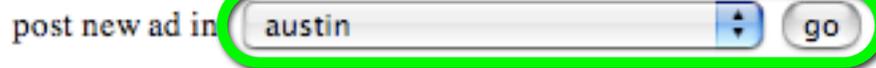
Using the Craigslist Generator

The Craigslist Generator allows you to quickly and easily post ads to the Craigslist Free Classifieds.

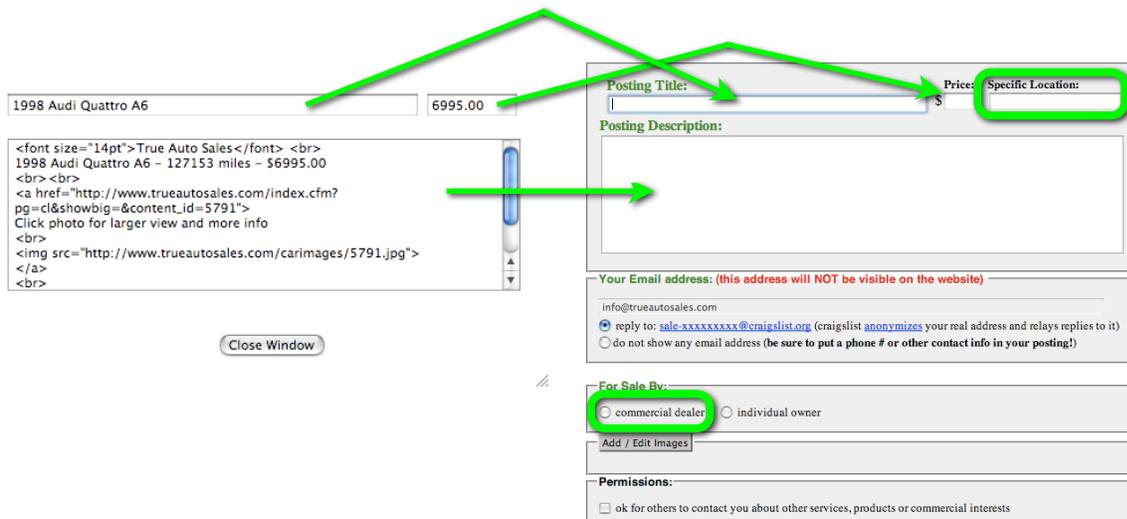
1. Go to the Admin Page of your Dealer Control Panel
2. Click "Inventory Edit" in the top bar to get to the Inventory Management System
3. Click "Generate" next to the car you wish to make a Craigslist Ad For.



4. In the Generator Popup Window, Click the button labeled "Popup link to Craigslist.org"
5. In the Craigslist popup window, click "my account"



- 3.. In the Posting List click "For Sale"
4. In the Category List click "Cars & Trucks"
5. Click on the Generator Window, and arrange it next to Craigslist Window
7. Highlight, the Title Text in the Generator window, Right-Click it and select "Copy". Then in the Craigslist Window, Right-Click in the "Posting Title" box and select "Paste"
8. Copy the Price from the Generator Window and Paste it into "Price" in the Craigslist Window
9. Copy the block of HTML code in the Generator Window, and Paste it into "Posting Description" in the Craigslist Window.
8. Fill in the "Specific Location" of your dealership. (e.g. South Austin, North Austin, Cedar Park, Leander, etc)
9. Under "For Sale By" click "Commercial Dealer"



10 At the bottom of the page, click “Continue”

Note: If your browser gives you a popup message mentioning “Secure and Insecure Items” while on Craigslist, click “Yes” to continue.

11. Now you will see a preview of your Craigslist Ad. Fill out the Verification Box and Click “Continue” to post your ad.

Note: Because of the anti-spam verification checks Craigslist builds into their system, it is virtually impossible for any system to automatically submit Craigslist ads for you. If a system to circumvent these checks did exist, it would break Craigslist’s Terms of Services agreement, and Craigslist would ban your account.

Your Account Page

You can manage all of your Craigslist Ads in your Account Page. To access this page go to Craigslist.org and click on “My Account. The color of the ads will indicate their status.

[craigslist](#) > home of [info@sample.com](#)

[\[log out\]](#) [\[settings\]](#)

post new ad in:

92 most recent postings
of 150 maximum returned [\[change\]](#)

[active pending removed by me expired flagged/deleted]

regardless of status (active, expired, deleted), all posts will appear on this list. we are not able to offer a removal option at this time.

ID	Date	Site	Category	Title	Fee
375273744	Jul 16 07	aus	cars & trucks	2002 Dodge Grand Caravan Sport 4-Door	
349840440	Jun 11 07	aus	cars & trucks	1999 Isuzu Rodeo LS	

To see the detail page on one of your ads, simply click the ad’s title. This detail page will also give you options to edit or delete you ad.

To return to your account page while in craigslist, there are three options

1. Type “craigslist.org” in your web browser’s address bar, and click “my account”
2. In the Top Left Corner there is a page path (eg:Austin Craiglist > Cars+Trucks) Click “Craigslist” to return to the Craigslist homepage, and from the homepage click “my account”.
3. If the link exists, click “Return to Account Page”

Removing Ads

To Remove an ad,

1. Click on the title of the ad
2. Click “Delete this Posting”

Posted to **cars & trucks** on **austin** [craigslist](#)

This will remove your posting from active listing.

You can make changes to the content of your post. Your changes must still conform to the [Terms of Use](#).

You ad has now been removed

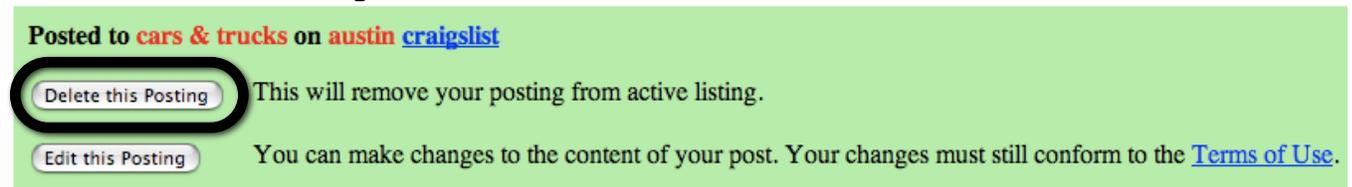
Keeping Ads on Top

All advertisements last for 30 days before becoming expired. When a person runs a search, the results are ordered by date posted (the most recently posted showing first).

You can push your ads to the top by resubmitting them, but you can only resubmit an ad after 48 hours. Otherwise, your ad will be marked as spam and deleted.

To resubmit your ad,

1. On your Craigslist account page, click the title of the car you wish to resubmit
2. Click "Delete this Posting"

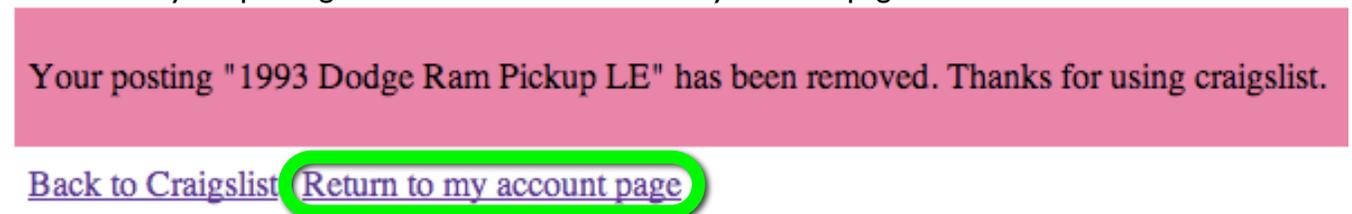


Posted to **cars & trucks** on **austin** [craigslist](#)

Delete this Posting This will remove your posting from active listing.

Edit this Posting You can make changes to the content of your post. Your changes must still conform to the [Terms of Use](#).

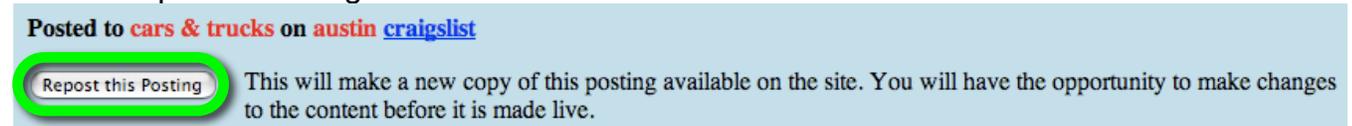
3. Now that your posting is deleted, click "Return to my account page" to do so.



Your posting "1993 Dodge Ram Pickup LE" has been removed. Thanks for using craigslist.

[Back to Craigslist](#) **Return to my account page**

4. Click the title of your newly deleted car
5. Click "Repost this Listing"



Posted to **cars & trucks** on **austin** [craigslist](#)

Repost this Posting This will make a new copy of this posting available on the site. You will have the opportunity to make changes to the content before it is made live.

6. Click "Cars & Trucks"
7. Click "Continue"
8. Type the text in the verification box and click "Continue" to repost your listing

if everything looks ok, type in the [verification word](#) in the box below and hit "Continue"



CLHNXL

[\(hear verification word\)](#)

CLHNXL **Continue** Edit

Photo Tips

Photo Resolution

The resolution of a digital photograph is measured in Megapixels. Modern digital cameras can have 6 or more megapixel resolutions. A high resolution is good for personal photos; it makes it easy to crop and zoom, and print in high quality.

While a high resolution may be good for personal photos, it comes with the cost of a bigger file size. The higher the Megapixels, the bigger the size of the photo file. Large files take a long time to transfer over the internet. For this reason, high megapixel photos are not ideal for the web.

Check your digital camera's user manual, and reduce your camera's resolution to around 1 Megapixel when you take photos for the web. (but make sure to switch it back to its highest setting when you take personal photos) This will make uploading your photos for your website much quicker while maintaining a good quality photo.

Lighting

Take photos in the morning or afternoon when sunlight is softer. Photos taken around noon will have too much glare.



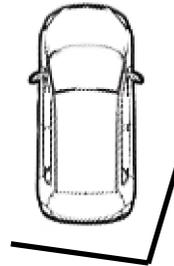
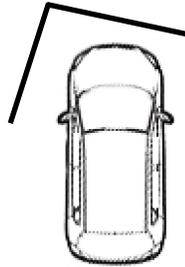
Cropping

Far away photos may look fine at full size, but look poor in thumbnail size. Take close photos, or crop them with photo editing software.



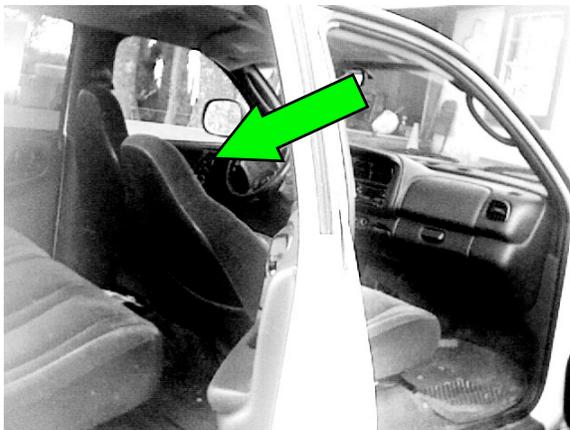
Photo Angles

Take outside photos at an angle. If you have Multi-Photo, this allows just two photos to cover the entire car.



Photographing the dashboard

Angle the back of the passenger seat all the way back, and take the photo from the back seat behind the passenger's headrest.



Text Tips

On the Internet DO NOT type everything in ALLCAPS.

THIS IS CONSIDERED SCREAMING. IT IS OFFENSIVE WHEN USED IN MOST SITUATIONS ONLINE

Instead, spend the extra effort to type with proper capitalizations and punctuation. It makes your site look reputable, and stands out in a positive way.

Which would potential customers trust?



THIS IS A GREAT RUNNING CAR
WITH LOW MILES A CLEAN
INTERIOR AND A CUSTOM SOUND
SYSTEM THIS CAR WONT LAST
LONG CALL TODAY!!!!!! 555-5555



This is a great running car with low
miles, a clean interior, and a custom
sound system. This car won't last
long, so call today! 555-5555

In general, people will interpret the ad on the left as appearing desperate and suspicious, and see the ad on the right as being honest and trustworthy.

Advanced Control Panel Functions

ADMIN Main | Homepage Edit | About Us Edit | Inventory Edit | Dealer/Contact Info Edit | CONTROLS

Admin Page
Select a page to edit below

 **Homepage**

- [Edit Homepage Information](#)
- [Edit Meta Tag](#)

 **About Us**

- [Edit About Us Information](#)

 **Inventory**

- [Add Inventory](#)
- [Edit Inventory](#)
- [Delete Inventory](#)
- [Edit Items](#)

 **Dealer/Contact Info**

- [Edit Dealer/Contact Information](#)
- [Edit Your Links](#)

 **CONTROLS**

- [Check Stats](#)
- [D2D - Dealer-to-Dealer Edit](#)
- [Password/User ID Edit](#)
- [Third Party](#)
- [eNotifier Edit](#)
- [Truth In Lending](#)

NOW AVAILABLE!



Multiple Vehicle Photos

\$15 a month or: \$150 a year

when you pay in full

[Learn More >](#)

Send us Feedback!

Site Statistics

This allows you to see how many “hits” your site has received. Your site receives a hit whenever a computer opens your website. Keep in mind that one person can generate multiple hits by visiting the site more than once. For this reason, one hit doesn’t necessarily represent one new person viewing your site.

To view your site’s Statistics, click “Check Stats” in your dealer control panel. This page will show your sites statistics, and the statistics for all of the Sitesfor...Dealers Sites.

Please Note: The Acura 2.3 is the first option alphabetically on the “Find My Car” form. Some people like to click “submit” to see if a form works. Keep this in mind, as it may skew statistics.

Dealer-to-Dealer (D2D)

The Dealer to Dealer Network allows you to network your inventory with other dealers. When a user submits a “Find My Car” request, the system will search your inventory, and the inventory of the Dealers in your D2D network. If the car is found in the inventory of a Dealer that has chosen to share their inventory with you, you will be notified via email.

To share your inventory with another Dealer, click “D2D - Dealer-to-Dealer Edit”, and on the Left Column, check the box next to the desired Dealer.

On the Right column, you’ll see all of the dealers who have chosen to share their inventories with You.

Changing Your Password and/or User ID

To change the name and password you use to login to your Dealer Control Panel, click “Password/User ID Edit” on the Admin Page. Fill out the form for the desired changes and click “Submit Changes”

Note: For security, changes made on this page will NOT affect your email name and password.

Autotrader and Yahoo! Autos Auto-Submission

As a convenience, the Sitesfor...Dealers system can automatically submit the VIN Numbers of your inventory to your Autotrader or Yahoo! Autos account. To do this, simply enter in your Autotrader or Yahoo! Autos Account Number into the appropriate space and click submit. If you do not know your Account Number, contact Autotrader or Yahoo! Autos Support.

Add a Custom Message to your eNotifiers

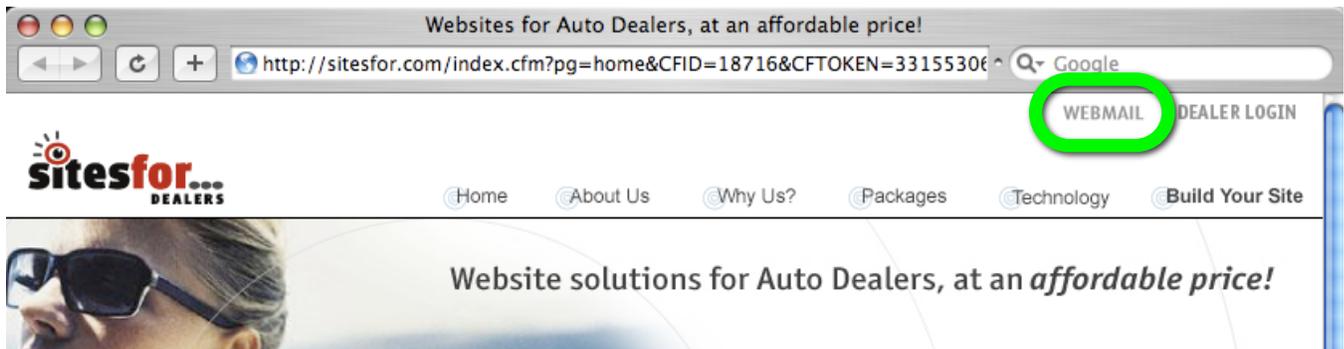
If you would like to add your own custom text to the eNotifier messages that are automatically sent from your website, click “eNotifier Edit” in the Admin Page, click the eNotifier you’d like to edit, enter your custom text, and click “Submit”.

Email

The Sitesfor...Dealers webmail system is SSL Encrypted, to maintain the confidentiality of financial applications, which are securely sent from dealer websites. Traditional email protocols, used by programs such as Microsoft Outlook and Outlook Express, are not secure. For this reason, you must only access your email using the secure webmail system.

Logging In

1. Go to www.sitesfor.com and click on Webmail



Note: This page may take longer to load due to the SSL Encryption which insures data security.

2. Enter your full email address (info@yourwebsitename.com) and password and login.

A screenshot of a login form titled "Please log in to SmarterMail...". The form contains the following fields and options:

- Full email address (ex. user@example.com): A text input field.
- Password: A text input field.
- Language: A dropdown menu with "Use Browser Language" selected.
- Remember me: A checkbox.
- Login: A button.
- Help: A button.

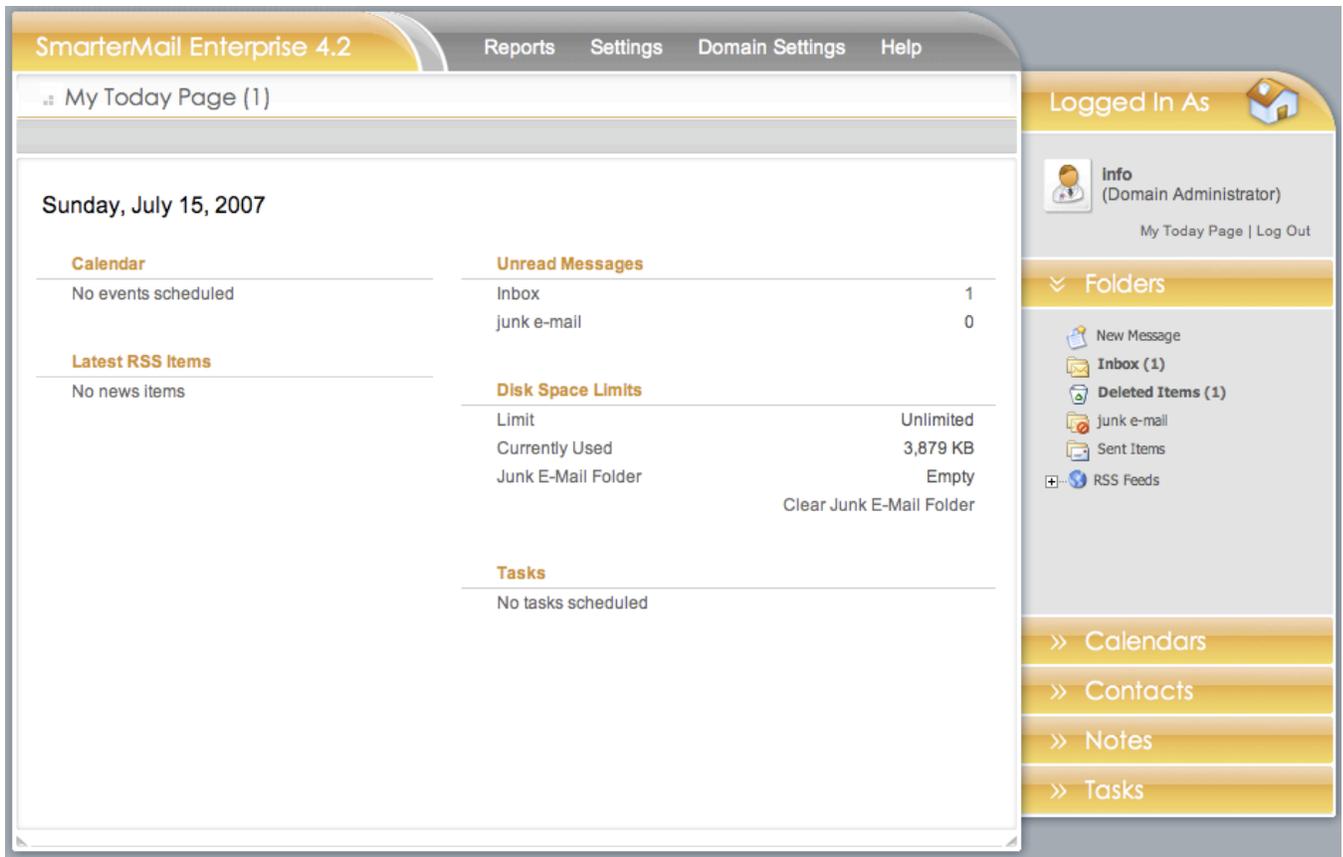
At the bottom of the form, it says "Copyright © 2003-2007 SmarterTools Inc."

(Write down your email address and password here for future reference)

email address: _____

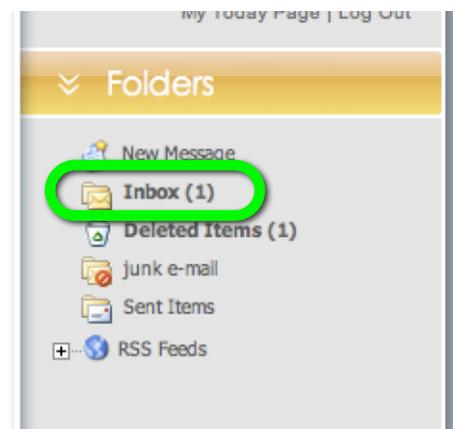
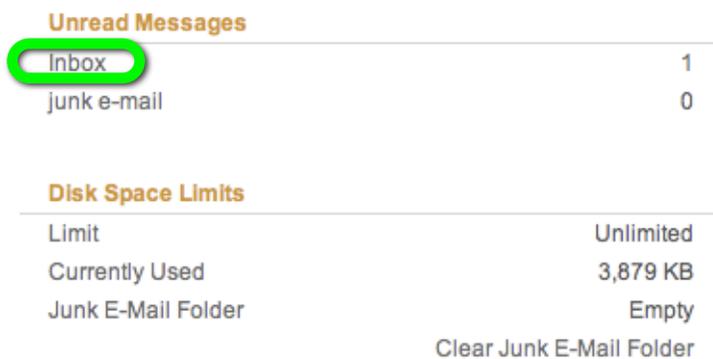
password: _____

Note: for security purposes, your email and dealer logins are separate.



Checking Your Email

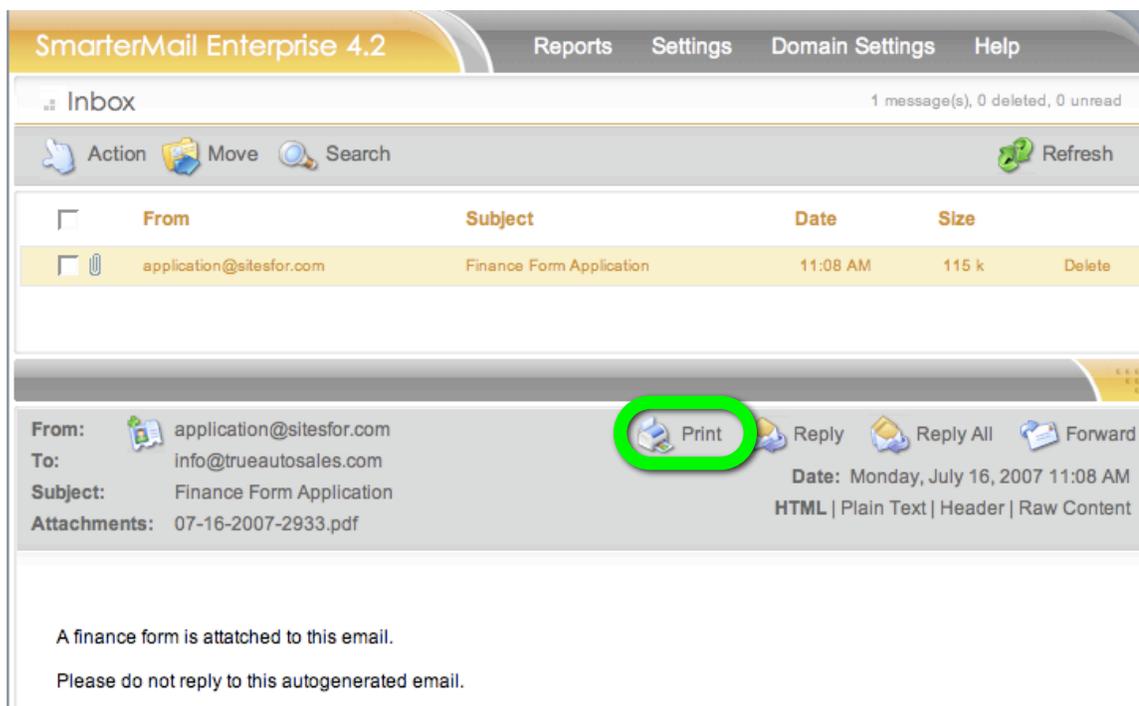
Once logged in, click “Inbox” to see your email inbox. Either link works.



To view a message, select it from the list and it will appear on the bottom half of the window. Alternatively, you can double click the message to have it appear in the whole window.

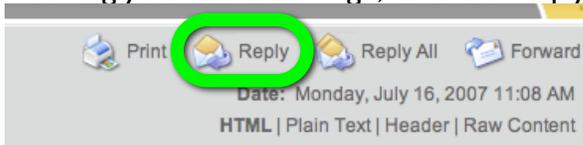
Printing Email

While viewing your email message, click the “Print” icon



Replying to Email

1. While viewing your email message, click the “Reply” icon

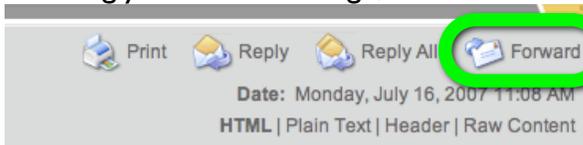


2. Type your message

3. Click “Send”

Forwarding Email

1. While viewing your email message, click the “Forward” icon



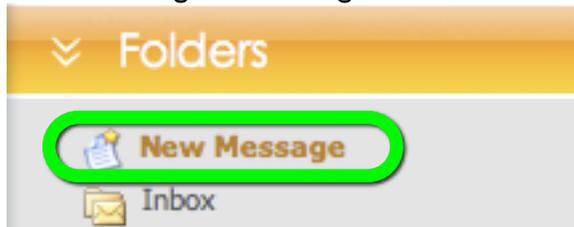
2. Type in the email address you wish to forward the message to in the “To:” field

3. Type your message

4. Click “Send”

Sending a New Email

1. Click “New Message” on the right menu



2. Type the recipient’s email address in the “To:” field

3. Type a subject in the “Subject:” field

4. Type your message in the large text box

5. Click “Send Message” at the top to send the message

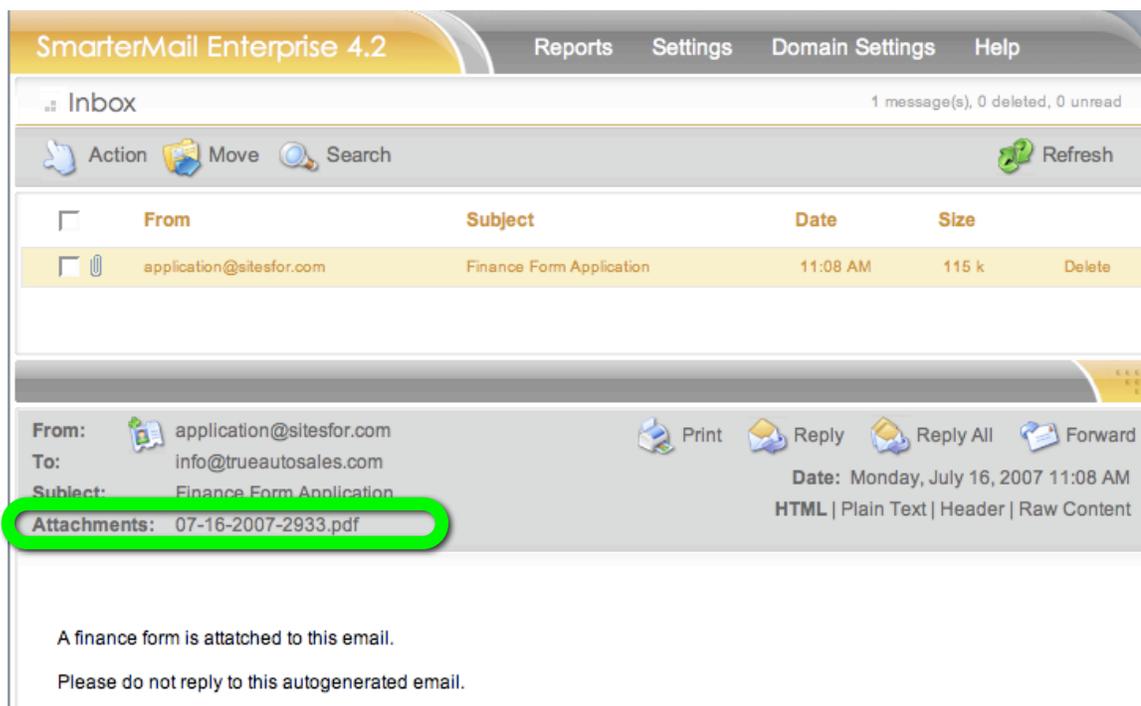
Attachments

Attachments are files that are sent with an email. Attachments can be almost everything: photos, documents, programs and even viruses. While the email server does have a built in antivirus scanner, the best protection is to not open any attachments from an untrusted source.

Secure Finance Forms

A finance form sent from your website will be in an email titled “Finance Form Application” and will be sent from “application@sitesfor.com”. For added security, the finance form itself is a .PDF attachment.

To download and open the finance form, click the .PDF file next to “Attachments” on the message window.



After clicking on the attachment, your computer will do one of two things (depending on your browser).

1. Your Web Browser will automatically open the .PDF file
From here you can view the application, and you can print it by clicking File > Print.
2. Your Web Browser will download the file to your desktop
Now you must simply double click the .PDF file on your desktop to open it. Once opened, you can view and print the application. If your computer cannot open the file, you need to download and install the Free Adobe Reader and try again.

Installing Adobe Reader

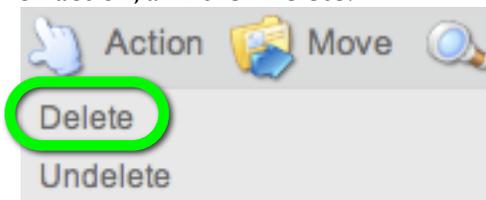
1. Go to www.Adobe.com and click 
2. Uncheck "Adobe Photoshop Album" and click "Continue"
3. Uncheck "Google Toolbar" and click "Download"
4. The download manager window will popup and start downloading Adobe Reader. When it is finished downloading, the installer will open automatically. Click through the installer, and your finished.

Deleting Email

To delete an email, first check the box next to it on the list. (Delete multiple emails by checking multiple boxes)

<input type="checkbox"/>	From	Subject	Date	Size
<input checked="" type="checkbox"/>	application@sitesfor.com	Finance Form Application	11:08 AM	115 k

Next, click action, and then delete.



Alternatively, you can click "Delete" on the right of the email on the list.

<input type="checkbox"/>	From	Subject	Date	Size	Delete
<input checked="" type="checkbox"/>	application@sitesfor.com	Finance Form Application	11:08 AM	115 k	Delete

Managing SPAM

Your webmail has a smart SPAM filter. Messages are identified by the filter in three ways: Low, Medium and High. Messages detected as Medium or High are automatically placed in your Junk Email Folder. Low messages are shown in your inbox with a subject prefix of [SPAM: LOW].

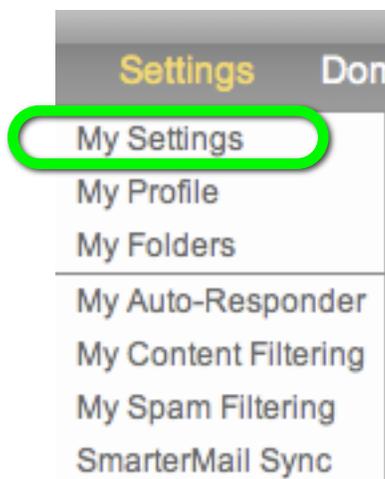
This is a Smart SPAM filter, it becomes more effective as you train it.

To mark a message as SPAM, check the box next to the message, click “Action” and “Mark as Spam”. If a message is wrongly identified as SPAM, check its box, click “Action” and “Unmark as Spam”.



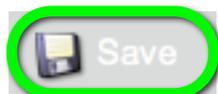
Changing Your Email Password

1. On the top bar, click “Settings”



Username	info@sample.com
Current Password	<input type="password"/>
New Password	<input type="password"/>
Confirm Password	<input type="password"/>
Display Name	info@sample.com
Reply-to Address	<input type="text"/>
Time Zone	(GMT-06:00) Central Time (US & Canada) ▼

2. Enter your current password in “Current Password”
3. Enter your desired password in “New Password”, and enter it again in “Confirm Password”
4. Click “Save”



Note: For security purposes, you dealer and email passwords are separate.

Note: Changing your Display Name will NOT change your email address.

Email Alerts

As a convenience, you can have alerts sent to you via a mobile phone text message, or via an alternative email address. These alerts will remind you to check your email whenever a customer sends you a Finance Application, submits a Find-My-Car request, or sends you a message from your site's webmailer form.

Note: Due to security protocols, alerts will NOT be sent for *any* new email that you receive, but only for emails that are sent from forms on your website.

Send Alerts to an Alternate Email Address

If you have another email address that you check on a regular basis, and you want email alerts sent to this address, follow these steps.

1. Go to your Dealer Control Panel
2. Click Edit Dealer/Contact Information
3. Under "Alert Email" fill in the email address you want your alerts sent to
4. Click Submit Changes

Send Alerts as a Mobile Phone Text Message

You can have your alerts sent to you as a mobile phone text message. Sitesfor...Dealers charges nothing to send the text messages, but your mobile phone provider's standard text message rates do apply. If you have unlimited text messages on your mobile phone plan and want to receive instant alerts, this option is for you.

To set this up you first need to figure out your mobile phone's gateway email address. Below is list for common mobile phone providers. Emails sent to your mobile phone's gateway email address are received by your phone as a text message.

Provider	Format	Example
AT&T Wireless (Cingular)	number@txt.att.net	5554443333@txt.att.net
AT&T Prepaid (GoPhone)	number@cingularme.com	5554443333@cingularme.com
Cricket Wireless	number@mms.mycricket.com	5554443333@mms.mycricket.com
Sprint (PCS)	number@messaging.sprintpcs.com	5554443333@messaging.sprintpcs.com
Sprint (Nextel)	number@page.nextel.com	5554443333@page.nextel.com
T-Mobile	number@tmomail.net	5554443333@tmomail.net
Trafone (Prepaid)	number@cingularme.com	5554443333@cingularme.com
Verizon Wireless	number@vtext.com	5554443333@vtext.com

Note: If your mobile phone provider is not listed here, go to http://en.wikipedia.org/wiki/SMS_gateways for an extended list.

1. Go to your Dealer Control Panel
2. Click Edit Dealer/Contact Information
3. Under "Alert Email" fill in your mobile phone's gateway address
4. Click Submit Changes

Making Your Website Work For You

First Things First

There are no Magical People on the Internet that will find your website and purchase cars from you. Think of your website as an up to date Catalogue or Brochure that people can access 24/7 to get information.

People Your Website Will Serve

The Car-Shopping Commuter

These people are stuck in traffic in the mornings and afternoons. They are interested in buying a car, but don't have the time to drive from dealership to dealership to find one. While commuting, they will notice your website on a sign and write it down. While procrastinating at work, they will go to your website and notice a car they like. They can then print out the car, as well as driving directions, and visit your dealership on their way home from work.

The 'Interested in an Upgrade' Commuter

These people are in a similar situation as the above. They are interested in an upgrade, but not quite sure if they can afford one. They notice a car in your lot while driving to work. They also notice your web address posted on a sign, and write it down. While at work, they go to your website and find the car they are interested in. They like the car but know they will need financing. They click on "Financing" and fill out the form "just to see what happens". Later that day, they receive a phone call or email telling them they're approved, so they visit the dealership on their way home from work.

The After-Hours Shopper

Whether they work long hours, odd hours, or the night shift, these people simply can't visit a dealership whenever it's open. They walk on your lot and notice a car they like. They also notice your website on a sign and on the car itself. They go to your website and pull more information about the car they're interested in. Then they set up an appointment with an email.

The Craigslist Shopper

These people avoid glossy corporate sites like Autotrader, and instead goes to Craigslist because they're looking for a deal. They notice your car on Craigslist.org. They click the picture for a larger view, and are taken to that car's page on your website. They see detailed information about the car and also look at other cars in your inventory. They like the car, so they print out a map to your dealership so they see it in person.

The Anti-Salesperson Shopper

This person wants straight facts, figures and hard information, without all of the BS. They don't want to be sold, and they don't want to play salesperson mind games. These are the responsible customers that want to buy on their own time and their own terms. Your website allows them to get the information they need, allowing them to be anonymous, but not a nobody. They see a car they like on your lot, and visit the site they see on your sign for the information they need. These people don't come in right away, but instead save up the money necessary for a downpayment, or the money to buy the car in cash. When this person comes to your dealership, they are buying the car and will be out the door in fifteen minutes.

Getting Exposure for your Website

Signs - A large, highway viewable sign with your website will capture the attention of commuters

Ice Chalk - Write the name of your website on the windshields of some of your cars

Business Cards - If you already have printed business cards, stamp on your web address

License Plate Holder - Attach a clearly printed tag on both the front and back of your cars

Craigslist Free Classifieds - See the "Craigslist" chapter for more information.