



DEALER INSPIRE

Website Shortcode

WHAT IS SHORTCODE?

Shortcode is a snippet of code shown in brackets like `[this]` that performs a dedicated function on your DI Website. Use shortcode to easily add dynamic content to your DI Website.

HOW TO USE SHORTCODE

When utilizing any shortcodes please add the code to the Text view (shown below) in the content box that you're working in.



COMMON SHORTCODE

We'll show you commonly used shortcode that you can use on your site!

Dealer Name

%%di_name%%

Dealer Make

%%di_makes%%

Target Cities

%%di_target_city_1%%

%%di_target_city_2%%

%%di_target_city_3%%

%%di_target_city_4%%

%%di_target_city_5%%

Phone Number Shortcodes

[di_option option="di_phone_sales"]

[di_option option="di_phone_service"]

[di_option option="di_phone_parts"]

Address Shortcodes

[di_dealer_option street_address="Insert Address Here"]

[di_dealer_option city="Insert City Here"]

[di_dealer_option state="Insert State Here"]

[di_dealer_option zipcode="Insert Zip Code Here"]





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STAFF SHORTCODE

If you're looking to display your staff by department, you can use the following short code:

```
[staff department="Insert Department Here"]
```

In our example (shown right), we pulled in the Management department with the following shortcode: [staff department="Management"]



DEALER INFO SIDEBAR SHORTCODE

To showcase department information on a page, you can pull the relevant information (Department Name, Phone and Create a Heading) by using the shortcode shown below.

```
[dealer_info departments="Insert Department Here" phones="Insert Phone Here" heading="Type Heading Here" /]
```

In our example (below), we pulled in the Service Department and made the Heading say Service Center Info. We did this by inputting the following code:

```
[dealer_info departments="Service" phones="di_phone_service" heading="Service Center Info" /]
```

Service Center Info

📞 Phone Number:

🕒 Service Hours:

Mon - Fri	7:30 AM - 6:00 PM
Sat - Sun	Closed

DYNAMIC HOURS SHORTCODE

Using this shortcode will only show hours your dealership is open for a specified department.

```
[di_display_open_hours departments="Insert Department Here" class=dynamic-hours]
```





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SERVICE / PARTS SPECIALS SHORTCODES

To pull in your Fixed Ops Coupons, you can use the following code and add in your own Coupon Types within the quotation marks.

```
[fixedops type="Insert Coupon Type Here"]
```

In our example (right), we were able to pull in all Service specials by using:

```
[fixedops type="service-specials"]
```

We could have also pulled in our Parts Specials with the following shortcode:

```
[fixedops type="parts-specials"]
```

The image shows two example coupon cards. The left card is for a 'Tire Rotation Special' and features a photo of a technician working on a car's tire. The right card is for an 'Oil Change' and features a photo of a technician looking at a car's engine. Both cards include a 'CONTACT US' button, a 'SCHEDULE SERVICE' button, and a 'PRINT COUPON' button.

Tire Rotation Special
No cost with tire package purchase!
Get your tires rotated for FREE with a purchase of our tire care package.
1 coupon per vehicle

Oil Change
Limited time offer with purchase
Oil change coupon available now! \$15.00 for a limited time only with new tire purchase.
Only available this month!

DI SLIDE SHORTCODE

If you're looking to display a set slider, use the following shortcode:

```
[di-slider name="Insert Slider Name Here"]
```

HOMEPAGE PERSONALIZER SHORTCODE

To pull in your personalizer onto the homepage, use the following:

```
[di_personalize key="Homepage USP" loading_type="line" ]default homepage text[/di_personalize]
```





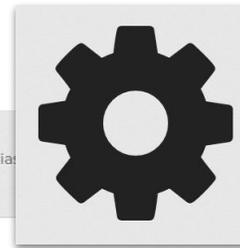
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FONT AWESOME ICONS SHORTCODE

Font Awesome is a site where you can pull stock icons from for your site. If you want to pull icons from <https://fontawesome.com/v4.7.0/icons/>, locate the icon you want to pull in, and grab the code as it is listed on the site.

Example: `<i class="fa fa-cogs" aria-hidden="true"></i>`



fa-cog  · Unicode: f013 · Created: v1.0 · Categories: Web Application Icons, Spinner Icons · Alias

After you get [up and running](#), you can place Font Awesome icons just about anywhere with the `<i>` tag:

 fa-cog

```
<i class="fa fa-cog" aria-hidden="true"></i>
```

Note: to improve [web accessibility](#), we recommend using `aria-hidden="true"` to hide icons used purely for decoration.

SOCIAL SHORTCODE

To pull in your social media URLs, use the following:

```
[di_option option='di_facebook_url']  
[di_option option='di_twitter_id']  
[di_option option='di_google_plus']  
[di_option option='di_instagram_url']
```





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INVENTORY SHORTCODES

Because Inventory on your site is so important, we'll display the Inventory Shortcodes that you can use on your site to display specific inventory.

First, we'll show you some common attributes that you can use, and then show you how you can string them together.

The following attributes can be listed as a single value or in a comma-separated list:

- api_id**
- body**
- features**
- make**
- model**
- trim**
- year**

Now let's look at some payment specific attributes.

Attribute Name	Possible Values	Notes
payment_max	Example: "10000"	Sets the maximum payment amount shown for results. payment_type must be set to use this attribute.
payment_min	Example: "1000"	Sets the minimum payment amount shown for results. payment_type must be set to use this attribute.
payment_type	"cash" , "lease" , or "finance"	Sets the default payment type. Finance and lease are only available if the payments plugin is enabled.





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If you're looking for more attributes beyond basic make/model/trim or payments, check these out:

Attribute Name	Possible Values	Examples and Notes
days_in_stock	Range values separated by a dash or single values with -/+ operators	Filter vehicles with 50 or more days in stock: <code>days_in_stock="50+"</code> Filter vehicles with 10 to 50 days in stock inclusive: <code>days_in_stock="10-50"</code> Filter vehicles with 40 or less days in stock: <code>days_in_stock="-40"</code>
fueltype	Single or comma-separated list of fuel type	This may depend on the naming scheme in the feed
query	Single or comma separated list of items to set the default search query to	Automatically add 'black' in the LVRP search bar and perform the query in Algolia: <code>query="black"</code> The functionality is equivalent to the user manually entering 'black' into the search bar. <i>This is the equivalent of "keyword" used in classic.</i>
sort-index	<code>specials_price</code> or <code>low_to_high</code>	The first option lists specials first, then sorts low to high The second option sorts low to high
specials_only	"true" or "false"	Display only vehicles marked as "special" in the inventory feed.
strict	Single or comma-separated list of facets to hide	Prevents user from changing the supplied facets. Useful for hiding the "New", "Used", "Certified" filter To hide the Year filter: <code>[inventory_lightning strict="year"]</code>
type	Single or comma-separated list of types	"New", "Certified Used", "New,Used"



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ADDING INVENTORY TO NON-LIGHTNING PAGE TEMPLATES

If you're looking to put inventory on non-lightning page templates, the following shortcode displays inventory vehicle cards from the VRP on their own so that they can be displayed anywhere on a site.

```
[inventory_vehicle_cards]
```

All the parameters available for the `[inventory_lightning]` shortcode can be used with this one plus an additional **'count'** parameter, which uses a number as the variable. Use count to designate how many inventory cards appear on your non lightning page, it will default to 20, which is the max.

Now that we've explored more of the attributes that are at your disposal while utilizing shortcode on your inventory page, let's show just a few examples that string multiple attributes together.

Examples...

```
[inventory_lightning type="New" make="Toyota" model="Corolla" /]
```

To show new Toyota Corollas.

```
[inventory_lightning type="New" specials_only="true" /]
```

To show new specials.

```
[inventory_lightning type="Used,Certified Used" /]
```

To show used and certified used vehicles.

```
[inventory_lightning type="Used,Certified Used" payment_type="cash" payment_max="10000" /]
```

To show used and certified used vehicles that have a max cash payment of 10,000.

Have questions? Reach out to your PFM,
support@dealerinspire.com, or trainers@dealerinspire.com

