

eWebRenter Online: Webmasters Guide

INTRODUCTION

Welcome to [Dealership Software's eWebRenter Online Booking Portal](#) (the Booking Portal)! By simply linking to the [eWebRenter Online booking portal](#) from your website, your customers will be able to make online reservations **using your custom, real-time data** that is stored in your database on Dealership Software's servers.

The Booking Portal is a modern, responsive web application that will let your customers browse your offerings from their desktop, tablet or smartphone. They will be able to search for and select the vehicle that meets their needs, ensuring availability, and selecting the optional equipment you allow, all at the rates you have defined.

You can configure the Booking Portal in one of several "reservation modes", from offering the customer a simple Quote Request to actually booking a vehicle, taking a down payment via credit card.

When configured to take a payment, the Booking Portal prompts the user for their personal and payment information. They then make a down payment which is securely processed via Heartland Payment Systems, a leading payment processor. (You will be contacted directly by Heartland to set up your merchant account so that funds are **deposited directly into your account the next business day.**)

If you have multiple locations, you can configure each location independently. For example, you might want to request quotes at one location, but book with payments from another.

As this is an "always on" web application, you can now literally be making money in your sleep! As you will see, the Booking Portal is very focused on making booking a vehicle an easy, pleasurable experience. It does not, however, do all the marketing for you. Indeed, **your website is still your main online marketing tool, and you will need to describe your location(s), benefits of doing business with you, maintain your SEO, etc.** All the things you are hopefully already doing.

For additional information, please [contact Dealership Software](#).

PURPOSE

This document is intended to give a brief overview of the Booking Portal application and functionality, and contains guidance for linking the application, via a basic URL, within your website. On the following pages, you will learn more about the application, and understand what it can and cannot do so that you may make an informed decision about how it can best replace/complement the rental portion of your existing website.

The target audience for this document is primarily your website's WebMaster. It is recommended you read through this document to understand how the portal best fits into your website. If you'd rather just "get to the code", however, you will find it on the last page.

SECURITY

A note about security. Our portal is protected by an SSL Certificate. Using Heartland Payment Systems, the customer's credit card information (CC number, expiry date, CVV code) is not stored on our servers, but is instead passed through directly to the payment processor.

For even better protection, you may consider installing an SSL Certificate on your website as well, so customers are ensured that they are indeed visiting your site.

PRE-REQUISITES

The Booking Portal is an extension to Dealership Software's eWebRenter application. The eWebRenter application is the front-end used to configure all the data applicable to your company, its location(s), vehicles, contracts, email and more. Once you have used the eWebRenter application to configure your data, configuring the booking portal extension is a fairly simple process:

- Via the eWebRenter application, configure the Booking Portal-specific items. These include which "reservation mode" the booking portal should use, configuring the calendar for closed dates, holidays, minimal rental periods, which credit cards are accepted, color schemes, etc. Please review our [eWebRenter Online Booking Portal Setup Instructions](#) for more information.
- Add images to our online Coppermine Gallery image repository. These images consist of your company logo, a banner image, and images for each class of vehicle. Please review our [eWebRenter Online Booking Portal Media Administration User Guide](#) for more information.
- If you are going to accept credit card payments via the Booking Portal, you will need to create an account with Heartland Payment Systems, then enter your public and private keys into the system via the eWebRenter application. For additional information about online payments, please [contact Dealership Software](#).
- Once the above steps are completed, simply add one or more links from your website to the eWebrenter Online booking portal, using a URL specific to your company and/or location(s). This will be described later in the document.

The eWebRenter Online Booking Portal

Understanding the flow and function

The best way to begin to understand the functionality of the booking portal is to start using it. You can enter our online demo at: <https://ewebrenter.com/> Once there, you can access the Booking Portal demo either in **Company** mode, **Location-select** mode, **RV Class direct-select** mode or **RV direct-select** mode. All are simple URLs you add to your website as you see fit, and are described below.

Linking your website to the eWebRenter Online Booking Portal

All you need to do is to create a simple HTML link (e.g., anchor) using a URL (href) associated with your company, location, RV Class or RV. The following describe the fields involved in the URL path:

COMPANY_ID is the ID associated with your company which can be found within the eWebRenter application under Company Information / Website Booking Portal.

COMPANY_NAME is the full name associated with your company company which can be found within the eWebRenter application under Company Information / Website Booking Portal.

LOCATION_ID is the ID associated with one of your locations which can be found within the eWebRenter application under Location Information / Address.

PROGRAM_CLASS_ID is the **Program class ID** (a number, not to be confused with the “class id”, which can be descriptive text) associated with one of your vehicle classes which can be found within the eWebRenter application under Vehicles / Class-Pricing / Find Class. Select a class, then look for “Program Class ID”.

PROGRAM_VEHICLE_ID is the **Program vehicle ID** (not to be confused with the “vehicle number) associated with one of your specific vehicles which can be found within the eWebRenter application under Vehicles / Vehicles / Find Vehicles. Select a vehicle, then look for “Program Vehicle ID”.

IFRAME is an optional parameter appended to the URL to assist with embedding the Booking Portal in an iFrame. Note the caveats in the “Embedding the Booking Portal” section.

Please review our [eWebRenter Online Booking Portal Setup Instructions](#) for more information on how to determine the value of each above field.

Next, we cover the types and formats of the URLs you may add to your site. Your website can contain any number and combination of links – whatever suits your needs.

COMPANY (MULTI-LOCATION) PAGE

The **COMPANY_ID** and **COMPANY_NAME** fields are mandatory for all URLs. Including only these two fields will display your company page, which displays all active dealership locations, allowing the user to select the particular location desired. This is ideal for a company having **multiple** locations. As you can see by clicking the URL example below, the company ID and company name used in the [ewebrenter.com](https://online.ewebrenter.com) demo are **645** and **UniversalRVDemo**, respectively:

<https://online.ewebrenter.com/645/UniversalRVDemo>

Note: Since spaces are not allowed in URLs, if your company name contains a space, replace the space with "%20". For example, if your company name is "Best Ever RV", the company_name would equate to "Best%20Ever%20RV". For example, the fictitious Best Ever RV with a company ID of 999 would be:

<https://online.ewebrenter.com/999/Best%20Ever%20RV>

Other special characters have URL encodings; you can [view them online](#) or contact us with any questions.

(SINGLE) LOCATION PAGE

You can include a **LOCATION_ID** after the **COMPANY_ID** and **COMPANY_NAME**. Including the **LOCATION_ID** field will display the RV Search Form for that particular location. This URL is ideal for a company with a single location, or a company with multiple locations that wants a separate link to each location. For example, clicking:

<https://online.ewebrenter.com/645/UniversalRVDemo/6> displays the UniversalRVDemo location with an ID of 6, which as you can see from the breadcrumbs, is for Dealership Software North.

DIRECT-SELECT RV CLASS PAGE

Note: You can include the **PROGRAM_CLASS_ID** after the **COMPANY_ID**, **COMPANY_NAME**, **LOCATION_ID** and "rvclass" keyword. Including the **PROGRAM_CLASS_ID** will display the calendar and availability of **all** vehicles in that class at that particular location. This is ideal for displaying an RV Class for which you have **multiple vehicles**. For example, if you have four 29' Class C vehicles that belong to the same RV class (same make, model, features, etc.) this URL would enable the customer to search the calendars of all the vehicles belonging to the RV class. Again, RV Class does NOT refer to "Class A" or "Class C", but a particular make/model within that designation.

As an example of RV class direct-select:

<https://online.ewebrenter.com/645/UniversalRVDemo/1/rvclass/34> displays the page for the vehicle with a PROGRAM_CLASS_ID of 34 at the location with a Location ID of 1. Do not forget to add the keyword “rvclass” between the LOCATION_ID and PROGRAM_CLASS_ID!

DIRECT-SELECT VEHICLE PAGE

Note: You can include the **PROGRAM_VEHICLE_ID** after the COMPANY_ID, COMPANY_NAME and LOCATION_ID fields. Including the PROGRAM_VEHICLE_ID will display the calendar and availability of that **particular vehicle** at that particular location. This is ideal for displaying an RV Class for which you have **a single vehicle**, for example, if you have one 29’ Class C vehicle within a Class.

It can also be used if you have multiple vehicles per class but perhaps want to increase your site’s SEO by displaying each vehicle on your website individually. In this case, each vehicle could have its own link.

Note: In this mode, your customer will see the availability of **ONLY** the vehicle associated with the PROGRAM_VEHICLE_ID in your URL/link; if that particular vehicle happens to be unavailable, your customer may not see other vehicles in the same class that are available. It may still be better to use the Direct-select RV Class Page for multi-vehicle classes.

As an example of vehicle direct-select:

<https://online.ewebrenter.com/645/UniversalRVDemo/6/20> is the page for the vehicle with a PROGRAM_VEHICLE_ID of 20 at the location with an ID of 6.

EMBEDDING THE BOOKING PORTAL

You can embed the Booking Portal directly into your website via an HTML iFrame.

Note: Due to browser support issues and the increase of users blocking third-party cookies, embedding the Booking Portal into your website **will prevent the user from accessing the Booking Portal’s full functionality**. It is therefore recommended that, should you decide to embed the Booking Portal, you **also give the user the choice to visit the full Booking Portal**.

Since the full Booking Portal is served from domain that is different from your website, it has navigation controls to allow the user to easily return to your website, as well as banners and potentially other aspects that are unnecessary to display when embedded. For example, if you embed the Booking Portal into your website, there is no need for it to display navigation links, since they are already displayed on your website.

By adding the “?iframe=1” parameter to the end of any of the URL formats described above, the Booking Portal will hide its navigation, banners, etc.

As an example, you might add code similar to the following to a page on your site:

```
<iframe src="https://online.ewebrenter.com/645/UniversalRVDemo?iframe=1"  
    style="width:1px; min-width: 100%; height:1200px;"  
    frameborder="0"  
    seamless>  
</iframe>
```

NOTE: Setting the **width to 1px** and **min-width to 100%** helps the iframe to remain responsive in browsers such as Safari in iOS.

NOTE: Due to restrictions in HTML, the height of the window behind the iframe will vary while the container height stays fixed, and therefore, a scrollbar may appear if needed. You can adjust the above height to best meet your goals.