TruckerToTrucker.comLaunches Newly Improved Web Site

TruckerToTrucker.com,a Web site that allows users to buy, advertise and sell trucks, trailers and parts online, announces the launch of its newly improved Web site. The improved site includes many new features and benefits for users.

([PRWEB](#)) May 12, 2005 -- Culver, IN (PRWEB) May 12, 2005 Â□ TruckerToTrucker.com,a Web site that allows users to buy, advertise and sell trucks, trailers and parts online, announces the launch of its newly improved Web site. The revamped site was available for users on April 1, and now includes a "Quick Search" feature, ad view counters, a redesigned homepage and sell page, an "Add to my Folder" link and image slideshows.

"Our new Web site makeover has exploded the site's traffic in the last 30 days," says TruckerToTrucker.com president Jim McCormack. "It has also helped make us the fastest growing online marketplace for trucks, trailers and parts."

The Web site's pages are now directly accessible from the homepage, and quick links to some of the company's most popular search phrases are now available. In addition, the "Quick Search" feature functions the same as the "Keyword" search on the advanced search page, enabling viewers to search the inventory directly from the homepage.

The restructured sell page better promotes three products: Single Listings for $19.95, a Trucker Pass (10 listings) for $150 and the Power Seller (unlimited listings) for $150 per month. All three products offer the same great features, including:

*Up to nine photos per ad
*Contact information is shown with every ad
*Every new ad with a photo is featured on the home page
*Each ad is viewed by millions of buyers across the country
*All ads listed at TruckerToTrucker.comare shown on the "Froogle" shopping network and the new "Oodle" Classifieds Network for additional exposure.

The new ad view counters enable users to view counters in order to see how many times their listing has been opened and viewed by other visitors or members.

The new "Add To My Folder" link allows users to save ads to their "My Account" folder for later viewing. Now, users only need to register at TruckerToTrucker.comto utilize the "Add to My Folder" feature.

Another new addition to the site is the image slideshow feature. Clicking the large image on any ad details page will now pop up with an interactive slideshow that automatically jumps from one ad picture to the next. Before this update, clicking on the large image in an ad details page only displayed one image.

McCormack says that the improvements and redesign were largely inspired by feedback from the TruckerToTrucker.comcommunity. He says he hopes that the company will continue to receive feedback from users so that improvements can continue and TruckerToTrucker.comwill remain the easiest, most inviting place to buy or sell trucks, trailers or parts online.

TruckerToTrucker.com will also feature new improvements in the near future, including an increased ad photo limit (up to 20 photos), a job page, financing options, insurance options and new equipment sections for "material handling" and "heavy equipment."

About TruckerToTrucker.com:
In development since January 2003, TruckerToTrucker.com officially launched in January 2004 with the goal of helping truckers reach buyers online. The site currently has more than 1,000 members and over 3,300 pieces of equipment for sale. TruckerToTrucker.com is headquartered in Culver, Ind.

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