

PPL WIDGET

PPL's "widget" enables our clients to display their online directory results in real time on third party websites or within information pages.

BACKGROUND

The PPL widget is a simple way to share information across the area and increase traffic to the LA's online directory.

The widget can:

- Display related listings on your information pages, e.g. 'lunch club' directory listings on your 'Getting out and about' page.
- List relevant groups and services on your corporate website pages.
- Allow external organisations to display your directory content on their websites.





HOW DOES IT WORK?

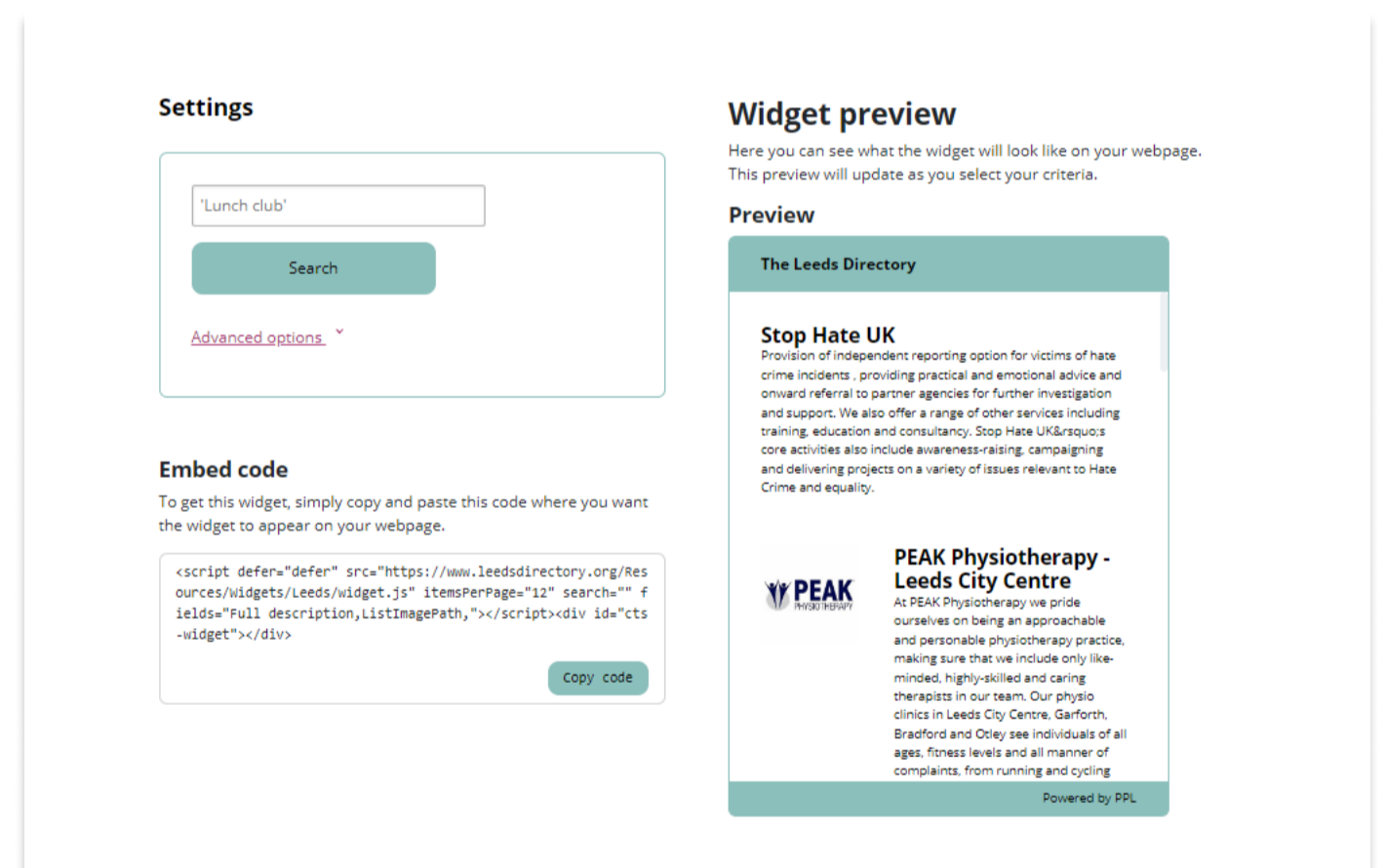
PPL create a **widget configuration page** that can be used to generate tailored content to be published on your website or shared with chosen partners.

Users can set criteria to show specific directory listings from your directory. The **preview pane** allows users to see what the widget will look like before they add it to their website.

When the user is ready to add the widget to their website, they simply copy the **embed code** that is automatically created and insert this into their web page or share with third parties.

KEY BENEFITS:

-  Provides exposure for your website, increasing the amount of traffic to your directory.
-  Signposts people to useful and relevant information.
-  Promotes collaborative working across organisations and websites.
-  Displays results in real time, reducing the risk of outdated information on webpages.



Widget configuration page with preview window

DELIVERY

