

# Case Study

## Carsales VI

<http://www.carsalesvi.com>



### Product

Kentico CMS

### Industry

Automotive

### Partner

Web Design Magic  
Suite 5/5 Taree Street  
Burleigh  
QLD 4220  
Australia

[webdesignmagic.com.au](http://webdesignmagic.com.au)

Daren Hawes, CEO

[sales@webdesignmagic.com.au](mailto:sales@webdesignmagic.com.au)

1300 308 210

## Background

CarsalesVI.com provides an online advertising portal to list and search cars for sale throughout the territories.

## Goals

The primary goal for CarsalesVI was to establish a web presence that was easy to navigate and update. The Kentico E-commerce solution has allowed this via its wide range of web parts available and easy-to-use back-end system.

## Challenges

- Creating a listing form that was able to capture only the required information for that type of listing for a vehicle, then storing the information to display on the website once the payment was successful
- Creating the pre-loaded vehicle information so that the client was able to easily update in the future
- Creating the ads within Kentico so that these were also able to be easily updated

## Solution

- Created a module that integrated with Kentico seamlessly for listing vehicles
- Created multiple custom tables that held the information for the listing form
- Utilized the Kentico banner module

## Results

CarsalesVI has been able to add in new car makes and models with ease and to upload new content and create new pages within Kentico CMS.

## Key criteria for selecting Kentico CMS

Primary platform, feature-rich, good support, cost effectiveness, content editable.

