Make Your FIRST Impression the BEST Impression
Your website can make or break your showroom traffic and sales

It's no secret that many customers seem to know a lot about YOUR business prior to walking through the door. With over 80% of customers researching product, manufacturer and their local retailer online prior to purchasing, it is crucial that your website offer a knowledgeable and enjoyable shopping experience for online customers.

PDC spas

1.800.451.1420

How PDC Makes Website Design and Maintenance Simple for Retailers

So you're not savvy when it comes to web design, coding, maintenance and everything it takes to keep your product and your image in the right light. Although, you do realize your website needs to be professional putting your best foot forward to draw customers and stay ahead of your competition.

So, let PDC do it for you! Keep your website up to date with PDC Spas product line up, features and promotions by using our attractive API design on your website. Once added, there is no need to update images, model specifications or copy; saving you time and avoiding costly maintenance fees. We take care of all of that!

What is an "API" and How Does it Function?

An API *(Application Programming Interface)* is simply a pre-designed webpage that appears as an image on your website. This page includes info regarding product and attractive photos complementing your existing site. When customers click on this API page for either hot tubs or swim spas, they are linked to an entire website about PDC and our manufacturing. What your customers see is not only accurate, as PDC maintains this site for you, but also does not reference a How to Buy option. Your customers only learn about the fine PDC products you retail, unable to access any other retailers in the PDC Spas network.

The link to the pdcspasretailers.com site opens in a separate window, so customers never leave your website while researching PDC Spas product, warranties, etc.

How to Add the API to Your Site

First, decide where you would like PDC Spas to appear on your website. Choose an existing menu selection/page such as your current Hot Tub or Spas page or add a new option to your dropdown menu with a new page for PDC Spas.

Using the provided link below, select the correct code based on the width and design of your site. This allows the API to look and function correctly within your site parameters. The API can be added to your site by copying and pasting the correct code into the desired area/page you have chosen. After this is complete the API design will automatically appear on your site.

Don't forget to add a few lines of keyword copy for SEO and SEM use. Use words such as hot tub, swim spa, made in the USA/USA made, improved health, wellness, aquatic fitness, relaxation, family fun, etc. to keep your site ranking above your competition.

The PDC Hot Tub / Swim Spa API is located here:
https://www.pdcswimspas.com/api-spas/

Need help? Don't be intimidated. Our marketing team will offer assistance along the way. M-F, 9-5.

Take this opportunity for PDC to maintain your site with our products, with little to no effort on your part when using the API format.

It is very important, as an authorized retailer, to have your site up-to-date and accurate to qualify for lead generation, promotions and marketing programs.

We continually review our website to improve the user experience, update images and add product updates, ensuring that the "no retailers" site is a great tool for you and your customers!

Customers can browse our 3 hot tub series, swim and fitness spa line up, find an owner's manual, warranty information and much more!