



Connect WordPress Plugin



YATCO Connect WordPress Plugin

The YATCO WordPress Plugin was created to integrate the YATCO BOSS Multiple Listing Service's database into an existing brokerage's consumer WordPress site. This plugin provides an easier method for template management, SEO management, and allows you to gain leads that are added to your YATCO BOSS CRM automatically upon generation by a new or already existing customer. All the data for the plugin comes from YATCO's data APIs. This plugin will be available this coming fall in the WordPress Plugin Library or its landing page.



The Five W's

What it is?

A WordPress plugin that integrates into the YATCO MLS. The plugin will provide post-types, short-codes and filters to access and manipulate your yacht data and collect leads.

Who Wants It?

Brokers and brokerages that use YATCO and want an integration from website to CRM to MLS.

Where can you find it?

(Coming in the fall) - WordPress Plugin Library or Its landing page

Why WordPress?

Easier template and SEO management of dynamic pages, such as yachts, charters, and brokers.

How?

Via YATCO data APIs.



WP-Admin Setting Page

[site-url] /wp-admin/options-general.php?page=yatco_connect

Post Types

- `yatco_yachts`
- `yatco_charters`
- `yatco_brokers`
- `yatco_companies`
- `yatco_members`

General Short Codes

[yatco-general-contact-form](#)

- Attribute
 - `NONE`
- Example:
[yatco-general-contact-form][/yatco-general-contact-form]

[yatco-powered-by](#)

- Attribute
 - `Color = blue | white`
- Example:
 - [yatco-powered-by][/yatco-powered-by]

Yacht-Related Short Codes

[yatco-yachts-quick-search](#)

- Attributes
 - All search params (class `yatcoConnect_ApiToBossYachtParams`)
- Example:
 - [yatco-yachts-quick-search][/yatco-yachts-quick-search]



- o [yatco-yachts-quick-search lengthunit="2" currencytype="2557"]
[/yatco-yachts-quick-search]

[yatco-yachts-search-page-form](#)

[yatco-js-yachts-search-page-form](#)

- Attributes
 - o All search params (class yatcoConnect_ApiToBossYachtParams)
- Example:
 - o [yatco-yachts-search-page-form lengthunit="2" currencytype="2557"]
[/yatco-yachts-search-page-form]

[yatco-yachts-results](#)

[yatco-js-yachts-results](#)

- Attributes
 - o All search params
 - o Sort = true | false
 - o Pagination = true | false
- Example:
 - o [yatco-yachts-results CurrencyType="2557"]
[/yatco-yachts-results]

[yatco-featured-yachts-results](#)

- Attributes
 - o All search params
 - o vessel_ids
 - o mls_ids (Coming Soon)
- Example:
 - o [yatco-featured-yachts-results vessel_ids='292556,291957']
[/yatco-featured-yachts-results]

[yatco-link-list-to-search](#)

- Attribute
 - o list_label = "VesselCategory"
 - o Param = "MainCategoryID"



- Example:
 - [yatco-link-list-to-search list_label="VesselCategory" param="MainCategoryID"]
[/yatco-link-list-to-search]

Charter-Related Short Codes

[yatco-charter-quick-search](#)

- Attributes
 - Allsearchparams(classyatcoConnect_ApiToBossCharterParams)
- Example:
 - [yatco-charter-quick-search][/yatco-charter-quick-search]

[yatco-charter-search-page-form](#)

[yatco-js-charter-search-page-form](#)

- Attributes
 - Allsearchparams(classyatcoConnect_ApiToBossCharterParams)
- Example:
 - [yatco-charter-search-page-form] [/yatco-charter-search-page form]

[yatco-charter-results](#)

[yatco-js-charter-results](#)

- Attributes
 - All search params
 - Sort = true | false
 - Pagination = true | false
- Example
 - [yatco-charter-results CompanyID=90][/yatco-yachts-results]

Broker-Related Short Codes

[yatco-broker-finder](#)

- Attributes
 - All search params
<http://yatco-boss-api-lb-1245893228.us-east-1.elb.amazonaws.com>



com:8100/Help/Api/POST-api-v1-Common-Account-Brokers-Active

- Example:
 - [yatco-broker-finder City="" CompanyID=""]/ yatco-broker-finder]

Where to use short code examples?

Home Page Example

- [yatco-yachts-quick-search]/[yatco-yachts-quick-search]
- [yatco-featured-yachts-results]/[yatco-featured-yachts-results]

Search Page Example

- [yatco-yachts-search-page-form]/[yatco-yachts-search-page-form]
- [yatco-yachts-results]/[yatco-yachts-results]
- [yatco-powered-by]/[yatco-powered-by]

How can clients use their own templates with YATCO connect plugin?

Where do they do this?

In their WordPress theme's "function.php" file.

What code will they need to add to functions.php file?

They will be adding "add_filter" functions that will return file and location of their template.

Most of the short codes have a template filter hook.

They are currently:

- `yatco_connect_shortcode_yacht_quick_search_template`
- `yatco_connect_shortcode_yacht_search_template`
- `yatco_connect_shortcode_yacht_results_template`



- `yatco_connect_shortcode_featured_yacht_results_template`

To see what variables are available in these short codes, look at the code for our short codes at
`/wp-content/plugins/yatco-connect/src/yatcoConnect shortcode.php`

JUST VIEW... DONT EDIT...

Example:

```
add_filter('yatco_connect_shortcode_yacht_results_template',
function($template) {
    $template=__DIR__.'/yatco-connect/search-results.php';
    return $template;
});
```

How we customize the yachts detail pages?

By creating a single-yatco_yachts.php in their theme and changing the settings in the yatco connect settings panel in wp-admin.

Set “Single Yacht Template” To “Current Theme”.

How we customize the SEO of the yachts details pages?

Again, in the functions.php file with filter hooks. This time the filters are from a 3rd party plugin called Yoast.

Loose example:

```
add_filter('wpseo_title', function ($title, $sep, $sep_location ) {
    if (isset($wp_query->query_vars['yacht_id'])) {
        $boss_data=$wp_query->queried_object->boss_data;
        $title = "";
    }
    return $title;
});
```



XML Sitemaps

Yachts

- [site_urls]/?xml_yachts_sitemap=true
- Example: https://www.yachtsforsale.com/?xml_yatchs_sitemap=true
- This is automatically attached to Yoast's sitemap too!

Companies

- [site_urls]/?xml_company_sitemap=true
- Example: https://www.yachtsforsale.com/?xml_company_sitemap=true

Brokers

- [site_urls]/?xml_brokers_sitemap=true
- Example: https://www.yachtsforsale.com/?xml_brokers_sitemap=true

Charters

- [site_urls]/?xml_charter_sitemap=true
- Example: https://www.yachtsforsale.com/?xml_charter_sitemap=true

All WP Filters

wp_process_company

- Used? - `yatcoConnect_ApiToBoss->get_company`, try to apply company object too!

wp_process_broker

- Used? - `yatcoConnect_ApiToBoss ->get_broker`, try to apply to broker object too!

wp_process_office

- Used? `yatcoConnect_ApiToBoss-> get_office`



wp_process_yachts

- Used? YatcoConnect_ApiToBoss-> get_search

wp_process_yacht_details

- Used? - yatcoConnect_ApiToBoss-> get_vessel_from_mlsid, single yacht detail page,

yatco_data_value

- Used? - In form templates on inputs and select elements, mostly on API filled slectors
- Example Of It Being Used: apply_filters('yatco_data_value', 'RegionID', \$_params)
<select class="yt-input fill-region" name="RegionID" data-value=<?=apply_filters('yatco_data_value', 'RegionID', \$_params) ?>>
<option value="">Loading...</option>
</select>

yatco_full_address

- Used? - In templates where any address is printed...
- Example:
 <?php echo apply_filters('yatco_full_address', \$data->Company, true, false); ?>

yatco_single_yacht_format_key_spec_table

- Used? - In templates

wp_yatco_yacht_url

- Used? - To generate yacht details page urls...

Shortcode Templates Filter:

- yatco_connect_shortcode_yacht_quick_search_template
- yatco_connect_shortcode_yacht_search_template
- yatco_connect_shortcode_yacht_results_template
- yatco_connect_shortcode_featured_yacht_results_template



Requirements and Scoping Client Installs and Setup

- Site Domain / URL
- Boss API TOKEN
- What currency do they want use?
- What length unit do they prefer?
- FTP or SFTP Login
 - Host? User? Password?
- WP-Admin Login (highest level of access)
- If we're doing work in the theme or child theme, a git repo is required.
(we use bit bucket) (we can set this up for them too if they don't have)
 - Custom SEO Title
 - Custom URLs...
- A list of pages of where to add the shortcodes!
OR
- Are we creating new pages?
- If we need to change links or menus items to point to the new search pages
- Color changes / matching?
 - If so, I will need two or three hex colors to use