

## **MachineryZone Introduces New Website Offering**

*MachineryZone is very excited to announce the launch of its newly designed website [www.machineryzone.com](http://www.machineryzone.com), which is dedicated to the sale, rent and auction of used construction machinery. The company felt that the update of their website was important to keep up with ever-changing technology and online user behaviors.*

December 18, 2015 (FPRC) -- MachineryZone is very excited to announce the launch of its newly designed website, which is dedicated to the sale, rent and auction of used construction machinery. The company felt that the update of their website was important to keep up with ever-changing technology and online user behaviors.

The new web site is a reflection of what is important to MachineryZone as a company. While the site's homepage has kept its logo and traditional colors, it now features a fresh uncluttered design. The construction equipment website wanted to make their new sales platform easier to navigate, faster and more user-friendly.

The key feature of MachineryZone's website is its enhanced search capability which allows users to find the appropriate heavy equipment to suit their needs. Using a very selective criteria, they can now choose from a large range of options to narrow down their search to the exact construction machines they are looking for. It is possible to classify equipment machinery by brand, model, year, country or even region, making it possible to find in the blink of an eye, for example, a track excavator in Florida.

With a layout that is more spacious and easy to read, construction material ads stand out better throughout the website. Photos have become a key feature on product description pages as they take on more space and become larger when scrolled over. It is important to note that the enlarged pictures does not impinge on the ad descriptions or the sellers' contact details. In order to increase the attractiveness of the construction equipment for sale, sellers can now display a video on their product pages. Highlighted ads are also offered greater visibility on construction equipment listing pages.

The website also benefits from an increased access to the professionals directory. The tool allows users to view the entire range of heavy machinery available for each top brand in the building industry. For instance, at the touch of a button, visitors can now access all JCB construction machinery available for sale, rent or auction on the MachineryZone.

Sellers using the website have not been left out either as they can now enjoy a new range of functionalities on their user accounts: personalized statistics, a faster and easier publication process, several addresses for one account, momentary hold-up button for ads... and an entire range of services designed to assist sellers in making optimized business decisions.

MachineryZone expects their visitors to enjoy perusing the new site [www.machineryzone.com](http://www.machineryzone.com). The company hopes their new platform will improve its visitors' experience of buying, selling or renting used construction equipment online.

### **Contact Information**

For more information contact Grace Wood of MachineryZone (<http://www.machineryzone.com/>)

**Keywords**

[track excavator in Florida](#)

[JCB construction machinery](#)

[www.machineryzone.com](http://www.machineryzone.com)

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