

thetrainline.com announces new mapping and directions widget

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The UK's leading train ticketing and information website, thetrainline.com (<http://www.thetrainline.com>) has just released a free mapping and directions widget. The new widget enables any website to create a map showing directions from the nearest train station to their business or property.

The widget, which is available to download, in just 2 clicks, from <http://www.thetrainline.com/tools/station-location/> (<http://www.thetrainline.com/tools/station-location/>), is straightforward to use for both web developers and website owners. Users simply add their postcode to create an embed code which can be copied and pasted easily into the html of most websites.

The widget allows users to replace wordy directions on their website with a clear Google map making sure it's easy for clients and customers to find them.

Iain Hildreth, Director of Marketing from thetrainline.com said: "The 'how to find us' area of a website can be critical to a business and is often the last point in converting a browser to a potential customer. We created this widget with that sole reason in mind, so we're confident it will help business websites. You don't need to be a technical wizard to use it and, as the widget is completely free to use, we're positive it will be a great success."

The map tool is the latest addition to thetrainline.com's online gadgets, which include a carbon calculator and best fare finder. For more information and to view the tools see www.thetrainline.com/tools/ (<http://www.thetrainline.com/tools/>).

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About thetrainline.com

thetrainline.com is the leading UK rail ticket retailer and rail ticket information provider, offering fast and easy access to timetables, fares, reservations and tickets through its Internet site and contact centre operations in the UK train travel sector. In addition to its own website, www.thetrainline.com, it operates retail websites for many of the Train Operating Companies who sell rail tickets online, as well as providing a rail business travel service direct to a number of blue chip corporations and travel agents.

For more information please contact:

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