

BEST PRACTICE SERIES: ENHANCING YOUR WEBSITE (PT. 1)



For most online shoppers, their first experience with your dealership and your brand is your dealer website. Your website is one of the most important digital tools to utilize when capturing new audiences and growing your business. Below are some best practices to consider when enhancing your dealer website.



1 CUSTOM INVENTORY PHOTOS

Taking pictures of actual vehicles on your lot will help increase both Vehicle Detail Page views and form submissions. Some best practices for taking photos are:

- Include multiple angles of the vehicle to increase user interaction
- Brand your photos with dealership name, URL, and phone number
- Take photos in good lighting. If possible, use a consistent location as a backdrop for all vehicle photos

2 INVENTORY INTERNET PRICING

Shoppers have said dealer websites are the #1 most useful source for vehicle pricing. Internet prices should:

- Be consistent with your pricing in other promotions and advertising
- Be clear and easy to see and find
- If compliant with current offers, provide multiple options (ePrice, Retail Payment, Lease Payment, etc.)
- To feature internet pricing with the inventory on your website, update the pricing in your DMS or IMS tool.

3 HOMEPAGE SLIDESHOW

These are your 'digital billboards' that users will see when they first land on your site. The homepage slideshow should:

- Feature current, compelling retail specials/offers
- Be limited to 3-5 banners at a time, anything more will not be seen by the user
- Have a clear, easy to read message – you only have 3 or 4 seconds to get your message across to the user

4 CTA BUTTONS

Short for 'Call-to-Action', the CTA is a button or link that invites your customers to participate in a certain activity. CTAs should always:

- Stand out on your page to drive customer engagement
- Serve as a bridge between information and participation
- Redirect users to the appropriate, relevant pages

5 MOBILE WEBSITES

Mobile is rapidly becoming the primary platform customers use when searching for vehicles. Best practices for mobile include:

- Keep it simple and clean – the viewing area on mobile is much smaller than on desktop; filling the page with too much information will become confusing and distracting. Customers will click off your website if they cannot find what they are looking for quickly
- Think with your thumb – ensure the site is easy to navigate; customers will leave the site if they don't know how to get off of the homepage
- Create large CTAs for common searches, such as special offers, inventory, phone numbers or directions

QUICK TIPS:

- Designate someone at your dealership as the primary person responsible for website maintenance
- Study the competition – know what other brands are advertising in your market
- Monitor analytics and track your performance

