# Best Practice Series:
Enhancing Your Website (Part 2)

shift digital

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.
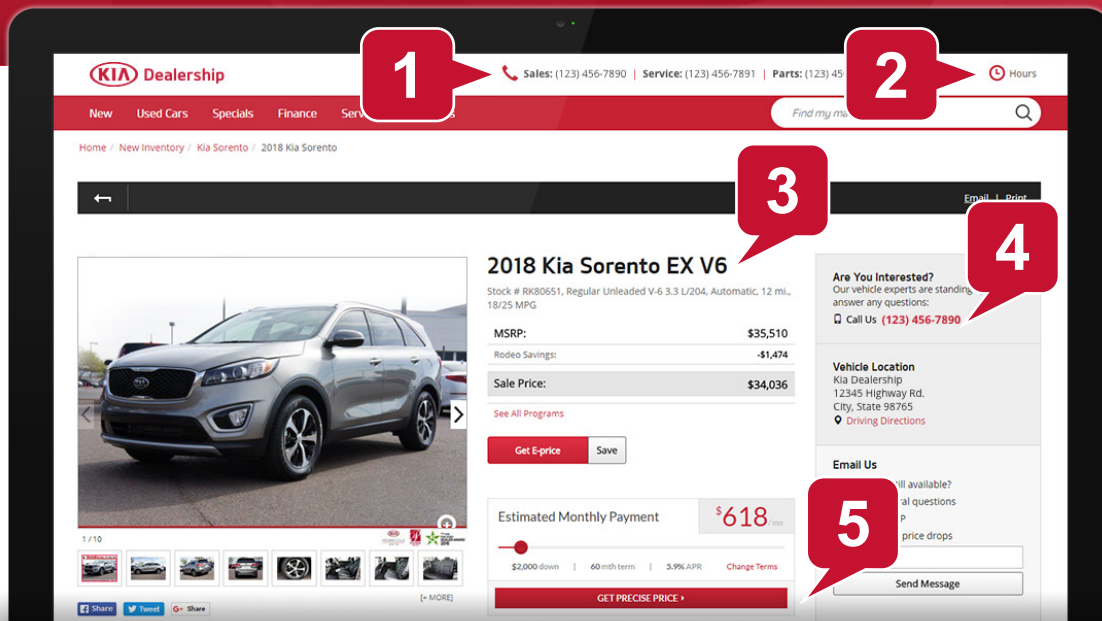
1 Call Tracking Numbers

Implement department specific call tracking numbers through your website provider to be able to track call volume, listen to recorded calls and see where calls are coming from (paid search, organic, etc.). If you have your own call tracking you want to use, website providers can use a call forward so that you can both track call activity without disrupting the consumer experience.

2 Hours & Directions

Show your customers where you are and when you're open – include a prominent link in your website navigation to your dealership's hours of operation and directions.

3 Trim Level Inventory Labels

Often time shoppers are looking at offers that apply to specific trim levels or they are interested in features available with certain models. Make it easy for auto shoppers to search your inventory and find exactly what model they are looking for by including trim levels in the inventory labels.

4 Alternative Contact Methods

Make it easy for potential customers to communicate with your dealership – provide multiple means for shoppers to contact your dealership – email, phone, text, chat, etc.

5 Finance & Conversion Tools

Adding conversion tools like Payment Calculators, Trade-in Tools to Vehicle Details Pages help consumers easily assess if they can afford the vehicle their viewing.

Checklist:

- ☐ Ensure all call tracking numbers are ringing through to the correct department or destination number
- ☐ Verify directions route to your correct location
- ☐ Include available discounts in the inventory pricing
- ☐ Use multiple photos of the actual vehicles currently on your lot
- ☐ Ensure payment calculators are defaulting to reasonable APR amounts and are functioning properly

Key Performance Indicators:

- **Average Visits** – how many people are coming to your site; track month-over-month and year-over-year trends for irregularities
- **VDP View Rate** – measure of the people coming to your site, how many end up looking at inventory
- **Bounce Rate** – tracks to make sure that your site is providing relevant content to consumers; a high bounce rate can indicate a problem