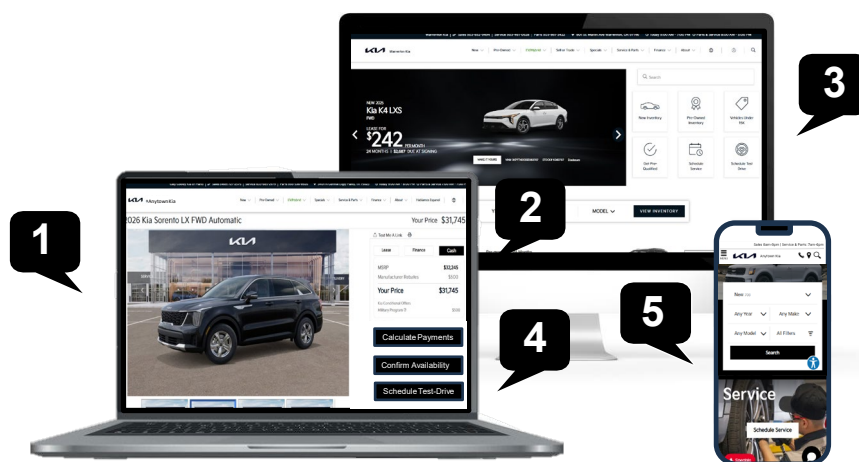


Best Practice Series: Enhancing Your Website

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 or using CGI imagery of vehicles on your lot will help increase both Vehicle Detail Page views and Form Submissions. Vehicle imagery should:

- Include multiple angles of the vehicle to increase user interaction
- Display each listing at the same angle for consistency and user experience
- 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
- Display MSRP and layer in stackable incentives so consumers can see all the offers they are potentially eligible for. This capability is either included in your website package or available as an add-on.
- Be transparent and list inventory pricing on VDPs. Listing "Call For Price" or using inventory locking can create frustration and distrust.

3 Homepage Design (Above the Fold)

An effective above-the-fold section grabs a customer's attention and gives quick access to key actions, driving immediate engagement. The homepage slideshow should:

- Include prominent buttons like Shop New, Shop Used, or Schedule Service to guide visitors instantly
- Display high-quality vehicle imagery or dealership lifestyle photos
- Prioritize page speed so visuals and CTAs load instantly.

4 Call-to-Action 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:

- Limit your CTAs to create a clear shopping path for consumers
- Serve as a bridge between information and action
- Ensure the CTA matches the expected customer experience

5 Mobile First

On average over 70% of traffic to Kia dealer's sites is mobile and mobile needs to be thought of differently than desktop. 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. Customer's 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 it's difficult to get to the content they are looking for
- Ensure pop-ups or chat tools are not immediately popping up or blocking key content on the website

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
- Work with your provider to do A/B test and see what designs, placement, etc. get better performance