

Best Practice Series: Enhancing Your Website (Part 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
- 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 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 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:

- 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 First

On average over 50% 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
- While responsive sites shrink assets down to fit on mobile, the content is usually hard to read so create mobile-specific assets

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 testing to see what colors, placement, etc. get better performance