# BEST PRACTICE SERIES:
ENHANCING YOUR WEBSITE (PT. 2)

shiftdigital

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.
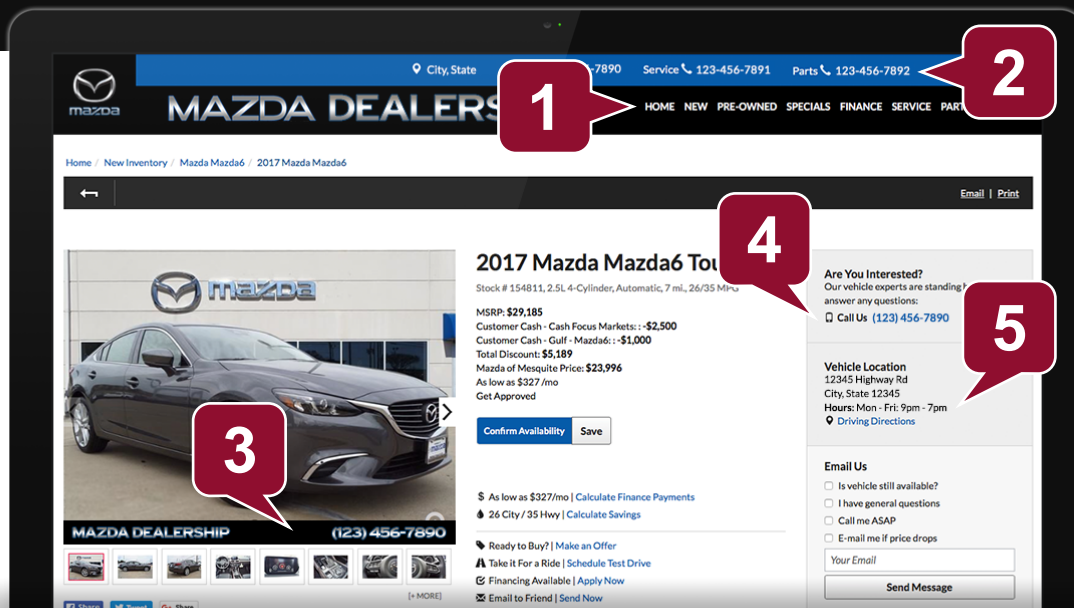
1 UTILIZE PROMINENT CTAS

Include prominent navigation links and other call-to-action buttons throughout your website to link customers to your new, used and CPO inventory.

2 CALL TRACKING NUMBERS

Take advantage of the 10 call tracking numbers provided in your website package. Utilize the website header to display unique phone numbers for all key departments in the dealership (i.e., Sales, Service, Parts, Commercial, etc.).

3 BRANDED CUSTOM PHOTOS

Your dealership's inventory is often exported to third-party websites. Branding your inventory photos with your dealership logo and contact information, via an image overlay, makes your dealership more prominent and memorable on third-party sites.

4 ALT. 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 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.

CHECKLIST:

☐ Ensure all call tracking numbers are ringing through to the correct department or destination number

☐ Verify directions route to your correct location

☐ Include Internet pricing on all inventory

☐ Add a prominent Schedule Service CTA on your homepage

☐ Use multiple photos of the actual vehicles currently on your lot

☐ Enable click to call capability on all phone numbers visible on your mobile website