

YOUR ULTIMATE WEBSITE OPTIMIZATION CHECKLIST

Your dealership website is your biggest resource, allowing you to engage shoppers free of competitor distractions. Make sure your website is fully optimized to convert as many shoppers as you can.

1

PLAN

set a strategy for your website aimed at capturing shoppers' attention

Create a user-friendly website that's easy to navigate and offers informative content.

- Keep navigation consistent to increase ability to find relevant information. If you have multiple sections of your website, make sure division is clear and visually defined.
- Provide useful information that helps potential customers who're still deciding which dealership to visit (ex. Reviews, sales, etc.).

Provide a clear call to action.

Whether it's your dealership's phone number or submission form, make it easy for shoppers to find exactly how to contact you.

Make mobile a priority.

- Make sure all of your landing pages are responsive on mobile.
- Compress images and file sizes used on your site to help reduce load time.
- Use larger button sizes that are easy to click on mobile.
- Check your site with your own mobile device to get a feel for how well the design works, whether the content is readable, and if the navigation is easy to use.

38%

of people stop engaging with online content that is unattractive¹

70%

of a car shopper's digital interactions take place on a mobile device²

2

OPTIMIZE

with a clear strategy in place, put your plans into action and start testing.

- **Spot check your website monthly using www.thinkwithgoogle.com/feature/testmysite to ensure it loads quickly.**

If your load time is too long, speed it up by compressing file sizes and webpage elements, including HTML, CSS, and Javascript.

- **Invest in growing the audience that interacts with your website so you can scale your operation.**

This could mean adding a partner or a vendor to your operation and considering what technology you can leverage to get more out of your website.

53%

of mobile shoppers will leave a site if it takes longer than 3 seconds to load³

3

MEASURE

knowing which optimizations are working (or not) is key to creating a successful website

- **Decide what metrics matter to you, then track them consistently.**

Look at a variety of metrics, like time on site, average pages per session, direct traffic, and leads generated.

- **Analyze your metrics and adjust your website based on trends in your data.**

- Develop an analysis schedule to limit variables. This will help you understand your typical performance and establish benchmarks for gauging it moving forward.
- Make adjustments to your strategy based on sustained patterns, not changes in data over a short period of time.

Dealers who measure 7 metrics are

34%

more confident in their marketing strategy than dealers who only measure 1 or 2 metrics⁴



For more information, contact your CarGurus rep or call **1-800-CARGURUS**.

3 - Think With Google, Find out how you stack up to new industry benchmarks for mobile page speed, Feb 2018

4 - CarGurus Digital Marketing Channels survey, March 2019