

# Website Conversion for the Mobile Car Buyer

**Jeff Clark**

# Your Conversion Rate Is...

## Goal



Your goal can be

### Micro Conversion

- VDP Pageview
- Map/Hours Page
- Coupon Print

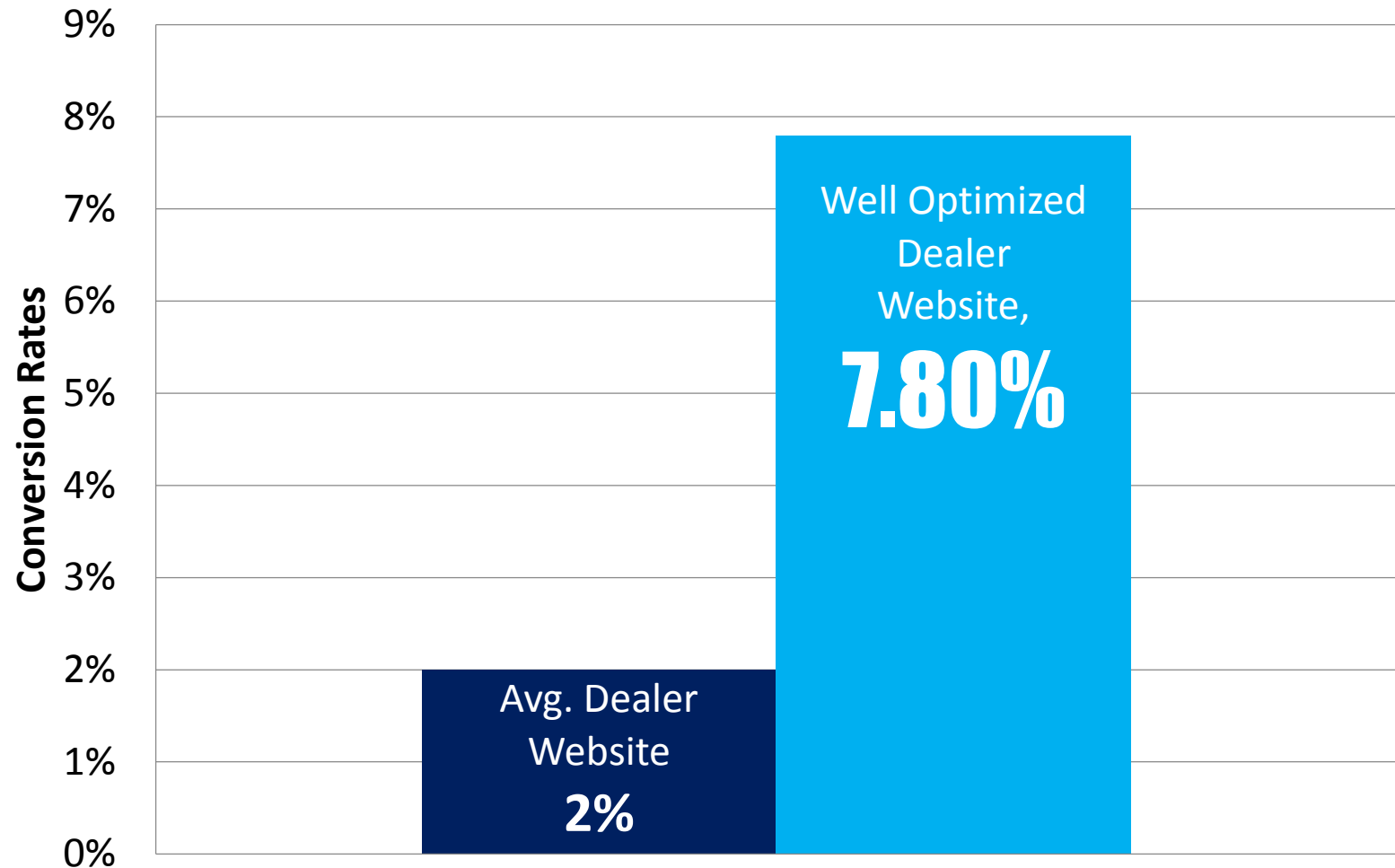
### Macro Conversion

- Form Submission
- Phone Call
- Google Map Click from Mobile

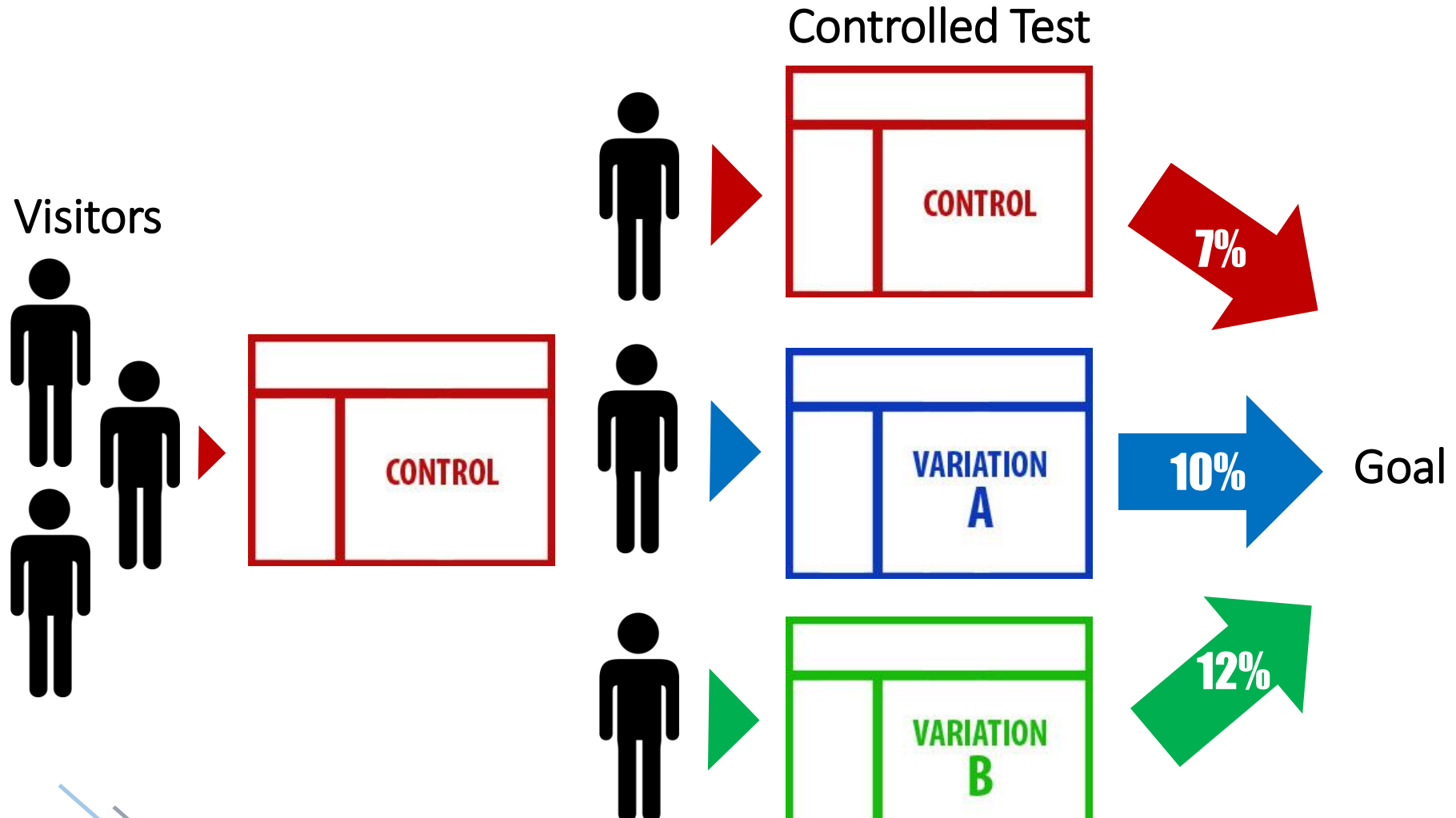


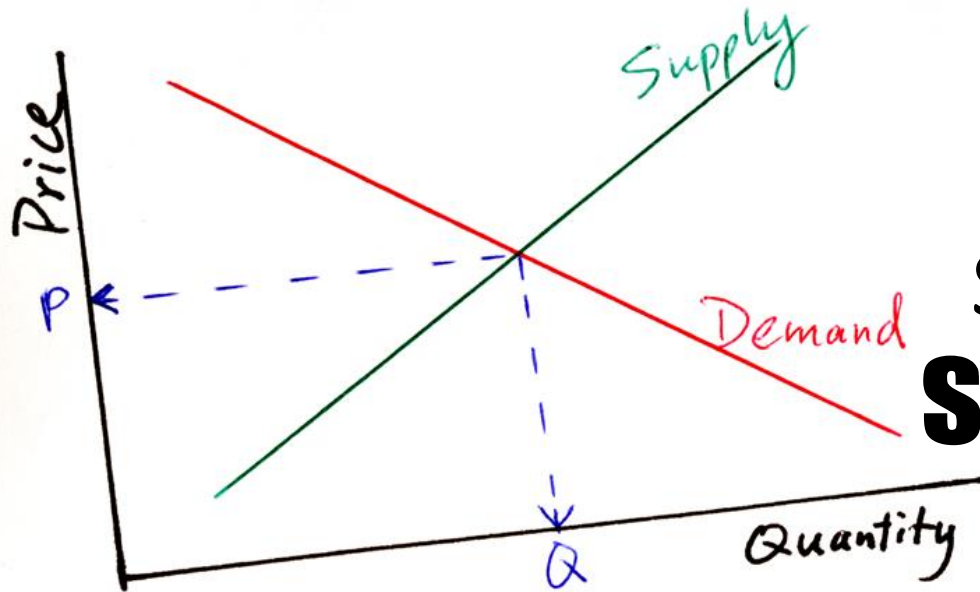
Expressed as  
a %

# Website Conversion, What's Possible?



# What is A/B Split Testing





“When you believe something is in **short supply** you want it more!

# Make Your Product Scarce



## Select your departure to Los Angeles Tue, Aug 26

Prices are roundtrip per person, includes all taxes and fees.

### Filter your results by

#### Stops

☒ 1 Stop (2)

#### Airlines

☒ Delta (2)

#### Departure time

☒ Evening (6:00p - 11:59p)

#### Arrival time

☒ Evening (6:00p - 11:59p)

### Your recent searches

Baltimore to Los Angeles

Sort by: Departure ▾ Arrival ▾ Duration ▾ Price ▾

Save \$203\* on average when you book your Flight and Hotel together  
[Shop Flight + Hotel](#)

7:22p → 11:27p 7h 5m, 1 stop  
BWI LAX MSP  
Baltimore Los Angeles



[Show Flight Details](#)

4 left at • Best Value  
**\$587**.20  
roundtrip per person

Select

# Make Your Product Scarce





[See this image](#)

**The Stuff of Legend: Omnibus One (2nd Edition)** Hardcover – August 19, 2014  
by [Charles Paul, III Wilson](#) (Author), [Michael A. Devito](#) (Author), & 3 more  
★★★★★ ▾ 24 customer reviews

► [See all 2 formats and editions](#)

Hardcover  
**\$21.77**

2 New from \$21.77

This hardcover collection brings together the first two volumes of the New York Times bestselling graphic novel The Stuff of Legend (The Dark and the Jungle) in one beautiful 284 page edition. The book also contains never before printed character sketches and artwork by series artist and Russ Manning award nominee, Charles Paul Wilson

► [Read more](#)

Special Offers and Product Promotions

- Your cost could be \$0.00 instead of \$21.77! Get the Amazon.com Rewards Visa card and you'll

Share    

Buy New **\$21.77**

Qty:

List Price: ~~\$29.99~~  
Save: \$8.22 (27%)

**FREE Shipping** on orders over

**Only 2 left in stock.**

Gift-wrap available.

☐ Yes, I want **FREE Two-Day Shipping** with [Amazon Prime](#)

 **Add to Cart**

— [Sign in to turn on 1-click ordering](#) —

Want it tomorrow, Aug. 27? Order within **2 hrs 35 mins** and choose **One-Day Shipping** at checkout.  
[Details](#)

# Make Your Product Scarce



The screenshot shows an eBay product listing for "Nine West Caswell Wedge Sandals Sandal". The product image on the left features a tan leather sandal with a cork wedge sole. A blue notification box over the image states "2 people are viewing this item per hour." with a close button (X). A green banner in the top left corner of the image area says "FREE SHIP".

The product details on the right include:

- Item condition: New with box
- US Shoe Size (Women's): - Select -
- Color: - Select -
- Quantity: 1
- List price: US \$99.00
- You save: US \$34.01 (34% off)
- Now: US \$64.99
- Buttons: Buy It Now, Add to cart, Add to watch list, Add to collection
- 79 watchers
- 34% savings
- Free shipping
- Limited quantity remaining

# Create a Sense of Urgency



Premium Paints   New Styles In Tiles   Grills & Accessories   Bath Savings   DIY Projects



**UP TO 50% OFF**  
**TODAY ONLY!**  
While supplies last  
Shop the Special Buy of the Day >

**GREAT SAVINGS**  
**EVERY DAY**  
Shop the Savings Center >

 **Credit Center**  
Special Financing Available

 **Get It Installed**  
The Home Depot makes home

 **Moving Services**  
Find everything you need for

 **Tool & Truck Rental**  
The Home Depot offers

 **Mobile Apps**  
More saving. More doing. On t

**DIGITAL**  
**Dealer20**  
CONFERENCE & EXPO

Jeff Clark | DealerOn | Chief Sales Officer | [jeff@dealeron.com](mailto:jeff@dealeron.com)

# Create a Sense of Urgency



**YOUR CART** is reserved for the next **29:57** **CHECKOUT NOW**



T-Shirts ▾

New

Sale ▾

Search BustedTees



Category ▾

☐ Best Graphic Tees

☐ TV Shirts



# A Case Study

**2015 Nissan GT-R Black Edition**

Body Style: Coupe  
Model Code: 43215  
Engine: 6 Cyl - 3.8 L  
Transmission: Automatic  
Drive Type: AWD  
Ext. Color: Regal Red  
Int. Color: BLACK  
VIN #: JN1AR5EFXFM280986  
Stock #: M280986

MSRP: \$416,390  
Internet Price: \$111,885  
**YOU SAVE: \$4,505**

\*Please Note: We provide Savings on our vehicles daily based on current inventory supply. Check to see if this vehicle qualifies for a Sale Price.

City Hwy  
**16 23**

[Request Sale Price](#)

**2015 Nissan GT-R Black Edition**  
122 People Viewed This Vehicle

Body Style: Coupe  
Model Code: 43215  
Engine: 6 Cyl - 3.8 L  
Transmission: Automatic  
Drive Type: AWD  
Ext. Color: Regal Red  
Int. Color: BLACK  
VIN #: JN1AR5EFXFM280986  
Stock #: M280986

MSRP: \$416,390  
Internet Price: \$111,885  
**YOU SAVE: \$4,505**

\*Please Note: We provide Savings on our vehicles daily based on current inventory supply. Check to see if this vehicle qualifies for a Sale Price.

**Only 1 Left in Stock!**

[Request Sale Price](#)

Plus tax, tag, dealer fee, dealer installed optional protection package. MUST FINANCE WITH \$2000.00. Offers cannot be combined. qualify for MEMBERSHIP APPRECIATION One Rewards (NOTOR) Program.

\*May not represent actual vehicle style may vary)

**Features** Options Specs Warranty I'm Interested

**16%**  
Increase In  
Conversion



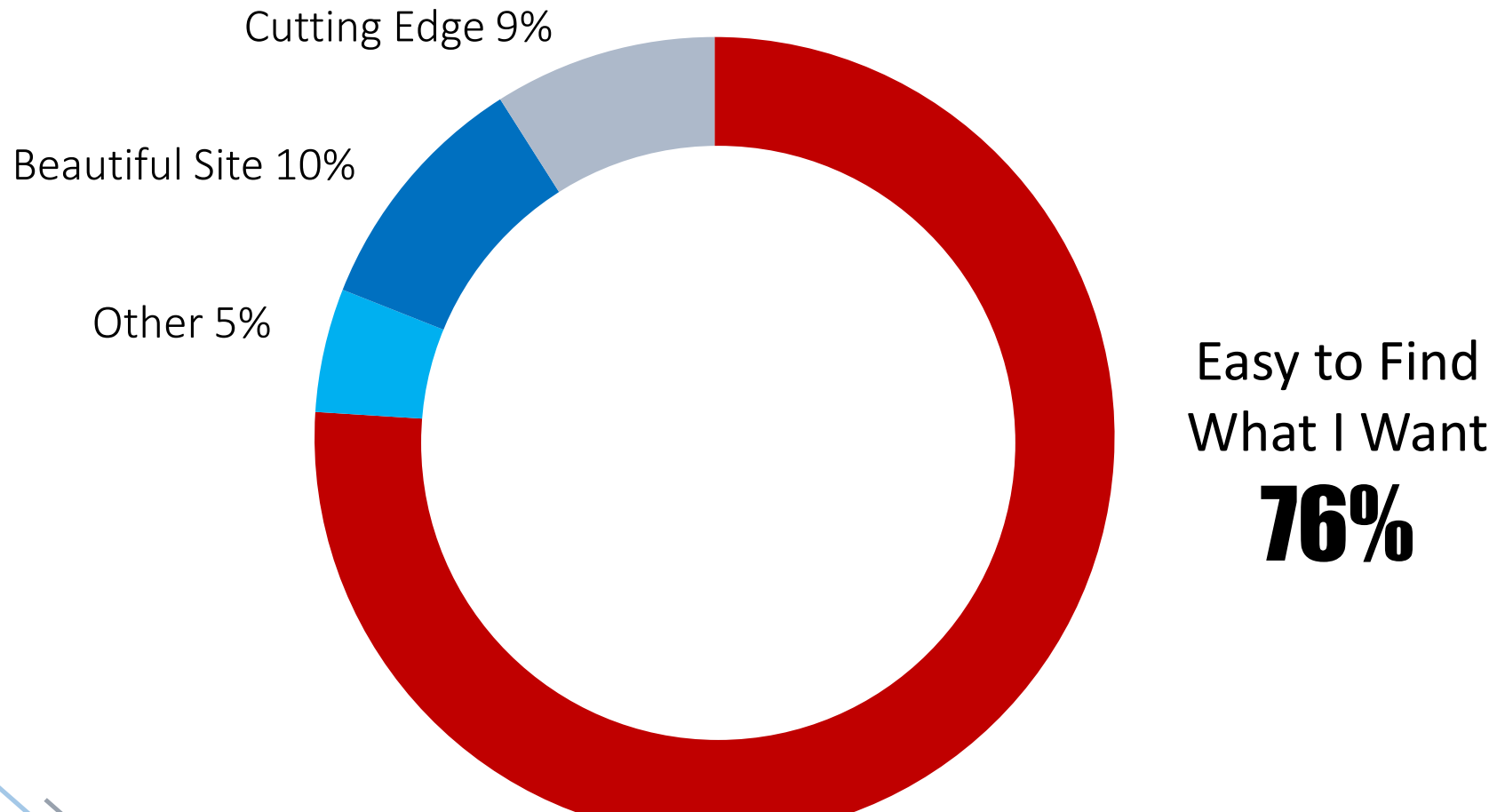
CLARITY PREVENTS DISTRACTION

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“It takes the average human  
**50 milliseconds to form an  
opinion...** Stay or Leave.”

Taylor & Francis, Mar 2011 - Behaviour & Information Technology, Vol. 25

# What is the Most Important Factor in the Design of a Website?



# Visual Hierarchy Breeds Clarity

SHOP

NIKE+

NIKE

MEN

WOMEN

KIDS

SPORTS

NIKE SPORTSWEAR





CUSTOMIZE


JORDAN

WHAT ARE YOU LOOKING FOR?

EMAIL SIGN UP

JOIN





NIKE AIR MAX 2014

MEN'S RUNNING SHOE

★★★★★ (84)











\$180

The Nike Air Max 2014 Men's Running Shoe defies the limits of your run with the lightest, most flexible Max Air cushioning yet and a new supportive upper.


Learn More

Deep Royal Blue/Volt/Black/Electric Green

Style: 621077-402



Out of Stock



SIZE

QTY (1)


ADD TO CART

Size Chart

Save to MyLocker

LIVE CHAT

Nike Running experts can assist with gear tips, product information and recommendations.  
Available 8am-5pm PT, 7 days a week



CUSTOMIZE THIS SHOE

Like 14

Tweet

Pin it

8+1

# What Can You Do Now!

VIEW SPECIALS Click here to get our latest deals

Go

×



DUBLIN CADILLAC

4200 John Monego Court, Dublin, CA 94568

Contact Us

Get Directions

Sales: 866-620-6378 Service: 866-337-8398

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Share ▾



## 2015 Chevrolet Tahoe LTZ

Body Style: Sport Utility Vehicle  
Model Code: CK15706  
Engine: 8 Cyl - 5.3L  
Transmission: Automatic  
Drive Type: 4WD  
Ext. Color: White  
Int. Color: -  
Mileage: 3,943  
VIN #: 1GNSKCKC0FR140282  
Stock #: 87064A

MSRP: \$116,390

Internet Price: \$111,885

YOU SAVE: \$4,505

**\*Please Note:** We turn our inventory daily, please check with the dealer to confirm vehicle availability.

[Request Sale Price](#)

City Hwy  
16 22

\*Please contact dealer to verify price, options, and other vehicle details.

VIDEO

EXTERIOR

INTERIOR

COLORS



[View Disclaimer](#)

Features

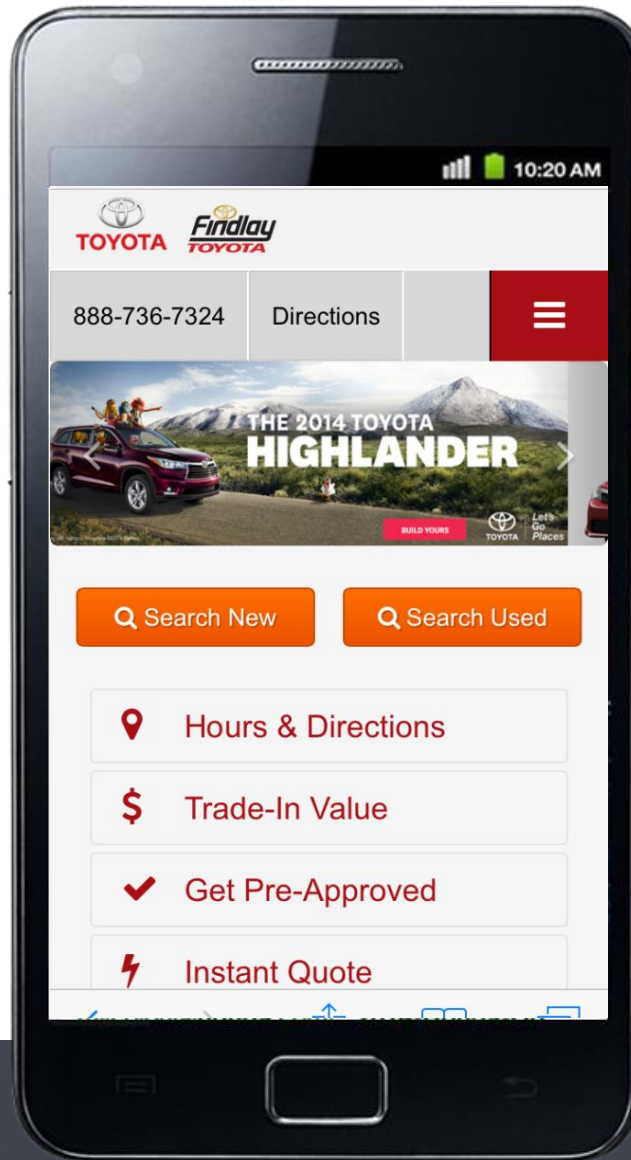
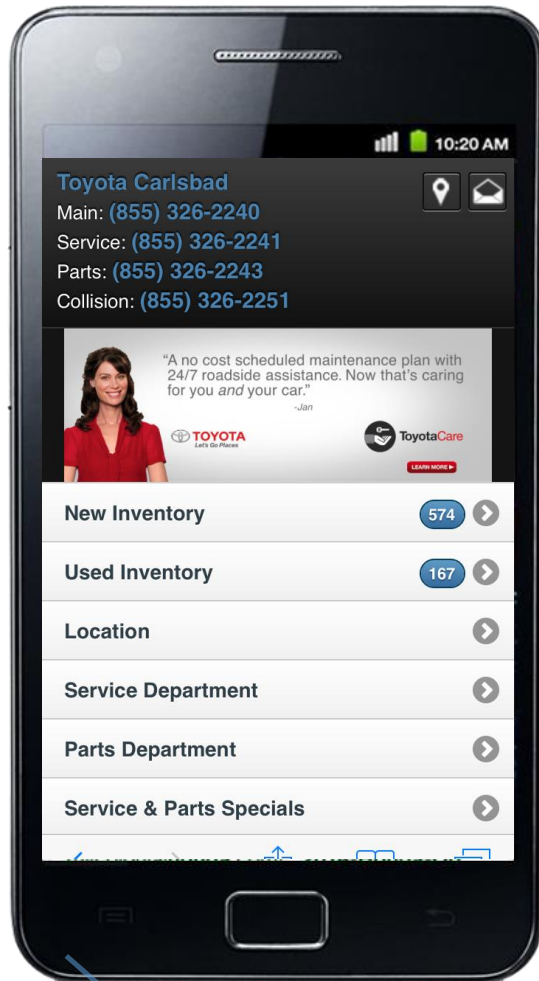
Options

Specs

Warranty

I'm Interested

# A Case Study



Organic Traffic up

**+12%**

Bounce Rate down

**+27%**

Inventory Searches up

**+90%**

Form Submissions up

**+35%**

Click to Call up

**+19%**



# SOCIAL PROOF

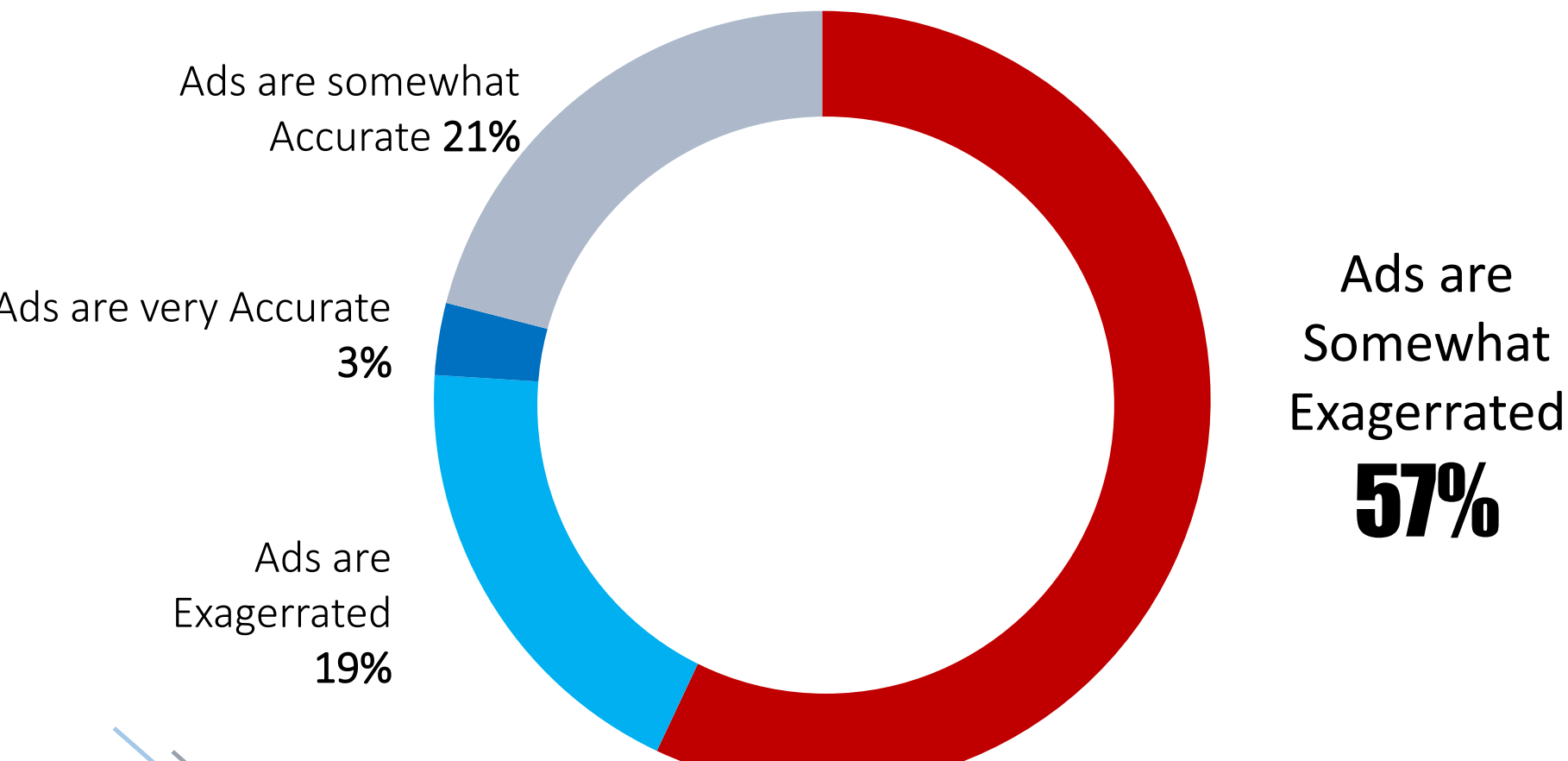
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“When you say it,  
it’s marketing.  
When your  
**customers** says it,  
it’s **social proof.**”



# Consumers See Over 200 Ads Per Day

## Consumer Perception of Claims Made in Ads



# There is Safety in Numbers



**85%**

of Americans have used the internet to find a local business

**76%**

of Americans look at reviews when determining which local business to use

**72%**

of consumers trust online reviews as much as personal recommendations

# A Case Study

Features

Options

Specs

Warranty

Comfort

- Audio system with AM/FM radio, CD player (reads MP3 format), digital radio, satellite radio, touch screen and color screen
- Steering wheel mounted remote audio controls
- Thirteen JBL speakers subwoofer and surround
- Roof antenna
- Cruise control
- Trip computer; includes average speed, average
- Alloy-look trim and none
- Card key power locks ; automatic locking
- Electric glass sunroof Panoramic Roof
- Leather upholstery leather
- Driver bucket front seat heated with 10-way power front seat heated with power adjustments
- Split-folding rear seats: manual recline and remote
- Leather-trimmed, tilt telescoping steering wheel
- Power steering type and EPS
- Front cup holders
- Ventilation system with micro filter
- Passenger ventilation controls
- Dual-zone climate control
- Body-color heated driver and passenger power
- Front and rear windows with one-touch on two
- Internal HD navigation system with full map and voice

Exterior

- Front and rear alloy wheels: 20" x 7.5"
- Roof spoiler
- Body-color front and rear bumpers
- Front and rear 245/50-20 and all-season tires

Safety

- ABS
- Four-wheel disc brakes: two ventilated
- Immobilizer
- Front sonar front radar parking distance sensors
- Electronic traction control (via ABS & engine man

Features

Options

Specs

Warranty

Comfort

- Audio system with AM/FM radio, CD player (reads MP3 format), digital radio, satellite radio, touch screen and color screen
- Steering wheel mounted remote audio controls
- Thirteen JBL speakers subwoofer and surround sound
- Roof antenna
- Cruise control
- Trip computer; includes average speed, average fuel economy, current fuel economy and range for remaining fuel
- Alloy-look trim and none
- Card key power locks ; automatic locking
- Electric glass sunroof Panoramic Roof
- Leather upholstery leather
- Driver bucket front seat heated with 10-way power memorized height, power lumbar and memorized tilt, front passenger seat bucket front seat heated with power adjustments
- Split-folding rear seats: manual recline and remote folding
- Leather-trimmed, tilt telescoping steering wheel
- Power steering type and EPS
- Front cup holders
- Ventilation system with micro filter
- Passenger ventilation controls
- Dual-zone climate control
- Body-color heated driver and passenger power door mirrors with turn signals
- Front and rear windows with one-touch on two windows
- Internal HD navigation system with full map and voice

Exterior

- Front and rear alloy wheels: 20" x 7.5"

I'm Interested

\*First Name

First Name

\*Last Name

Last Name

\*Email Address

Email Address

\*Phone Number

Phone

\*Comments

Comments

Is this vehicle still available?

Would you be willing to sell this vehicle?

\$

I would like to

I am trading in

Submit

Customer Reviews

yelp

July 02, 2014

Jeff M.

★★★★★

Findlay Toyota Customer service is out of this world!!! Everyone here is super friendly and out going! Free Coffee and snacks! cant beat it! Ask for ROBERT BEMIS - Sales Pro! amazing work! Thank you!

Read full review on Yelp

cars.com

June 30, 2014

Bob Owen

★★★★★

I planned to buy a used 2014 4 Runner but decided against it. I dealt with Joe Callahan by email and one phone call on my answering machine. Joe was very responsive to my inquiry and his emails were well written and attentive. Even though I have never met the man I had a feeling that he was concerned not just in selling me a car but

Read full review on Cars.com

DealerRater

June 24, 2014

swatson82

★★★★★

I would recommend anyone to work with Randy Waites at Findlay Toyota Flagstaff. He is honest and a great person to work

19%  
Increase In  
Conversion



# Pricing Displays

amazon.com



perback – September 28,

Share    

☒ **Buy New** **\$8.99**

Qty:

List Price: ~~\$9.99~~

Save: \$1.00 (10%)

**FREE Shipping** on orders over

~~\$25~~

Mass Market Paperback  
**\$8.99**

492 Used from \$0.01


68 New from \$2.96

6 Collectible from \$0.99

In Stock.

Ships from and sold by Amazon.com.  
Gift-wrap available.

☐ Yes, I want FREE Two-Day  
Shipping with Amazon Prime

 **Add to Cart**

[Sign in to turn on 1-click ordering](#)

Want it tomorrow, Aug. 27? Order  
within **3 hrs 13 mins** and choose  
**One-Day Shipping** at checkout.  
[Details](#)

☐ **Buy Used** **\$3.43**

 **LOW PRICE GUARANTEE**

 **Add to Cart**

**\$799.99**  
**ON SALE**

Regular Price: \$999.99

**You Save: \$200.00**

**FREE DELIVERY**

**Add to List**

**BARNES & NOBLE**

*Hardcover*

**\$22.95** Save 15% | ~~\$27.00~~

**Add to Bag**

[Pick Up In Store](#) ▾

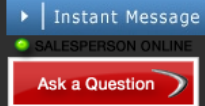
**Other sellers (Hardcover)**

All (34) from **\$13.49** ▾ New (13) from **\$14.44** ▾

**DIGITAL**  
**Dealer20**  
CONFERENCE & EXPO

Jeff Clark | DealerOn | Chief Sales Officer | [jeff@dealeron.com](mailto:jeff@dealeron.com)

# A Case Study



5050 Auth Way, Marlow Heights, MD 20746

[Contact Us](#) | [Get Directions](#)

Sales: 1-888-992-9631 | Service: 1-888-992-9631

[Home](#) [New Vehicles](#) [Pre-Owned Vehicles](#) [Specials](#) [Service & Parts](#) [Finance](#) [Scion](#) [About Us](#) [Contact Us](#) [Our Blog](#)

## Refine Search

Price

No Min

No Max

Search

Reset

☐ Special Offers Only

Year

Make

Body

Color

MPG City

MPG Hwy

Cylinder

Transmission

Features

## Inventory Search

Enter Stock#

Search

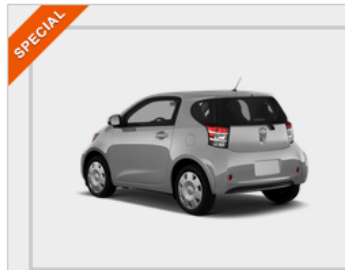
## Available Inventory

(1 - 10 of 187 vehicles)

« First < Prev **1** 2 3 4 5 Next > Last »

Sort By: Price: Low to High

Show: 10



### 2014 Scion iQ

[View Vehicle Details](#)

Body Style: Hatchback  
Model Code: 6242  
Engine: 4 Cyl - 1.3 L  
Transmission: Variable  
Ext. Color: Classic Silver Metallic  
Int. Color: Black  
MPG #: 36 City / 37 Hwy  
VIN #: JTNJJB00EJ029390  
Stock #: 6502

MSRP: \$16,420  
Internet Special: \$14,650

**YOU SAVE: \$1,770  
OFF OF MSRP**

[Get Sale Price](#)

Sneak Peek

View Options

Send to Mobile



### 2014 Toyota Corolla L

[View Vehicle Details](#)

Body Style: Sedan  
Model Code: 1832  
Engine: 4 Cyl - 1.8 L  
Transmission: Automatic  
Ext. Color: Classic Silver Metallic  
Int. Color: Steel Gray

MSRP: \$18,435  
Internet Special: \$15,036

**YOU SAVE: \$3,399  
OFF OF MSRP**



# PUTTING IT TOGETHER

# Amazon.com

## Asus Nexus 7 1B32 7-Inch 32 GB Tablet

by [Asus](#)

★★★★☆ (301 customer reviews)

List Price: ~~\$271.99~~

Price: **\$261.03** & **FREE** Shipping. ~~\$271.99~~

You Save: **\$10.96** (4%)

**Only 8 left in stock.**

Sold by [Scott's Staff Inc.](#) and [Fulfilled by Amazon](#). Gift-wrap available.

[7 new from \\$229.99](#) [28 used from \\$209.95](#) [8 refurbished from \\$219.00](#)

Social Proof

Anchoring

Free!

Reward

Scarcity

# Behavioral Targeting



*JOIN BUSTEDTEES – IT'S FREE!*

*ENTER YOUR EMAIL BELOW TO GET*

**20% OFF**  
**YOUR FIRST ORDER**

*Enter your email here*

**JOIN BUSTEDTEES FOR FREE**

*Already a member? Click here.*

# A Case Study

WANT TO GET AN ADDITIONAL

**\$500**

— ON YOUR NEXT TRADE IN? —

**YES** ▶

GET MY ADDITIONAL \$500 NOW

**NO**

WANT TO GET AN ADDITIONAL

**\$100 OFF**

— ANY VEHICLE? —

**YES** ▶

GET MY \$100 VOUCHER NOW

**NO**

I LIKE PAYING FULL PRICE FOR MY CARS

WANT TO GET AN ADDITIONAL

**10% OFF**

— YOUR NEXT SERVICE APPOINTMENT? —

**YES** ▶

GET MY 10% VOUCHER NOW

**NO**

I LIKE PAYING FULL PRICE FOR CAR SERVICE

**26%**  
More  
Leads



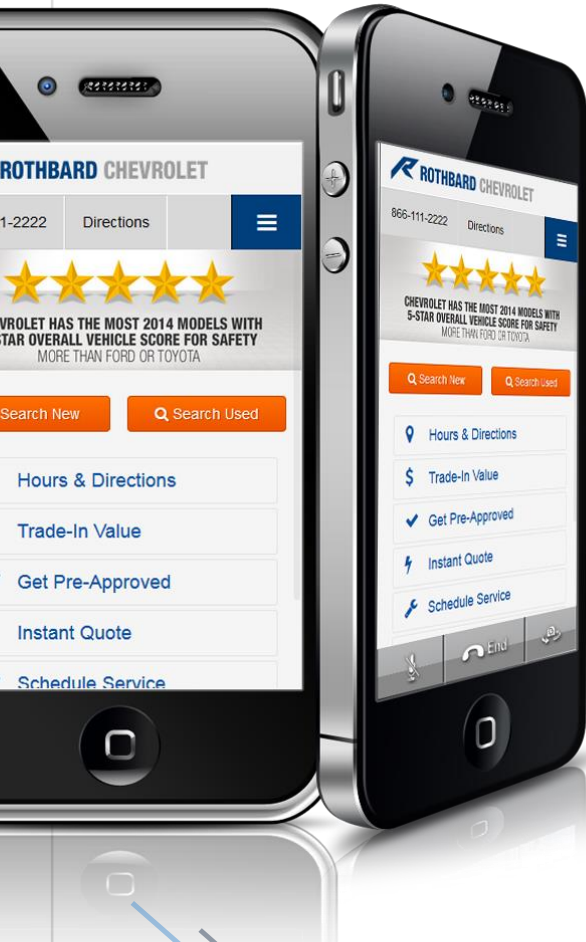
# MOBILE MARKET

---

# MOBILE CONVERSION

## FAST, SIMPLE, EASY

# Mobile Users Expect FAST



40%

**Abandon a site if takes  
more than 3 seconds to  
load**

# WebPageTest.org

## Web Page Performance Test for

rothbardchevy.com

From: Dulles, VA - IE 9 - Cable  
9/24/2014, 3:53:34 AM

PageSpeed 1.12 Score: 82/100

[Need help improving?](#)

A	A	A	A	B	X
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

[Summary](#)

[Details](#)

[Performance Review](#)

[PageSpeed](#)

[Content Breakdown](#)

[Domains](#)

[Processing Breakdown](#)

[Screen Shot](#)

Re-run the test

[Raw page data](#) - [Raw object data](#)

[Export HTTP Archive \(.har\)](#)

[See in ShowSlow](#)

[View Test Log](#)

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Document Complete			Fully Loaded		
						Time	Requests	Bytes In	Time	Requests	Bytes In
First View	2.073s	0.189s	0.837s	1549	769	2.073s	62	634 KB	2.860s	86	976 KB
Repeat View	0.823s	0.327s	0.307s	665	769	0.823s	10	8 KB	1.404s	29	14 KB

Waterfall

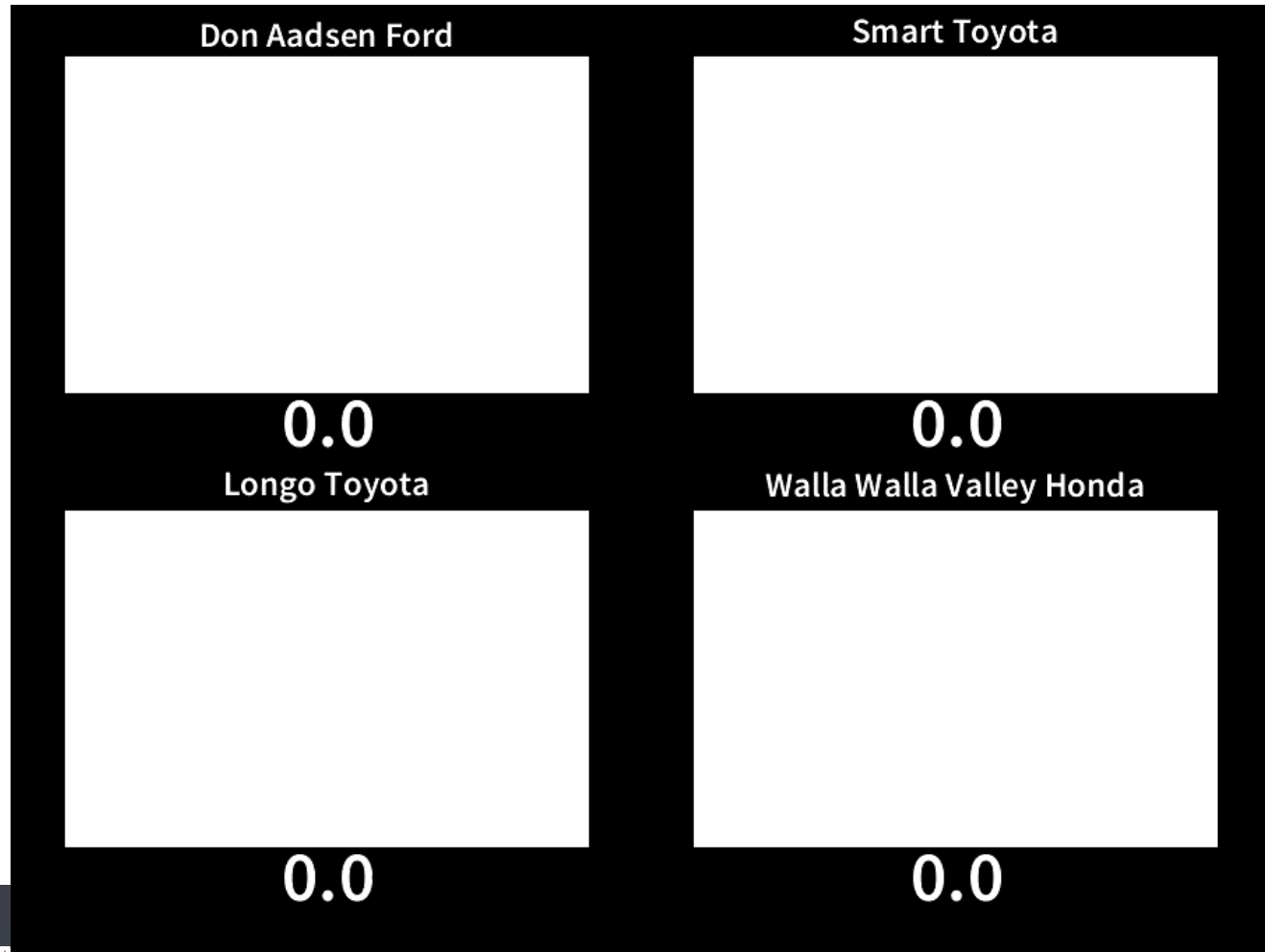
Screen Shot

Video



<https://sites.google.com/a/webpagetest.org/docs/using-webpagetest/metrics/speed->

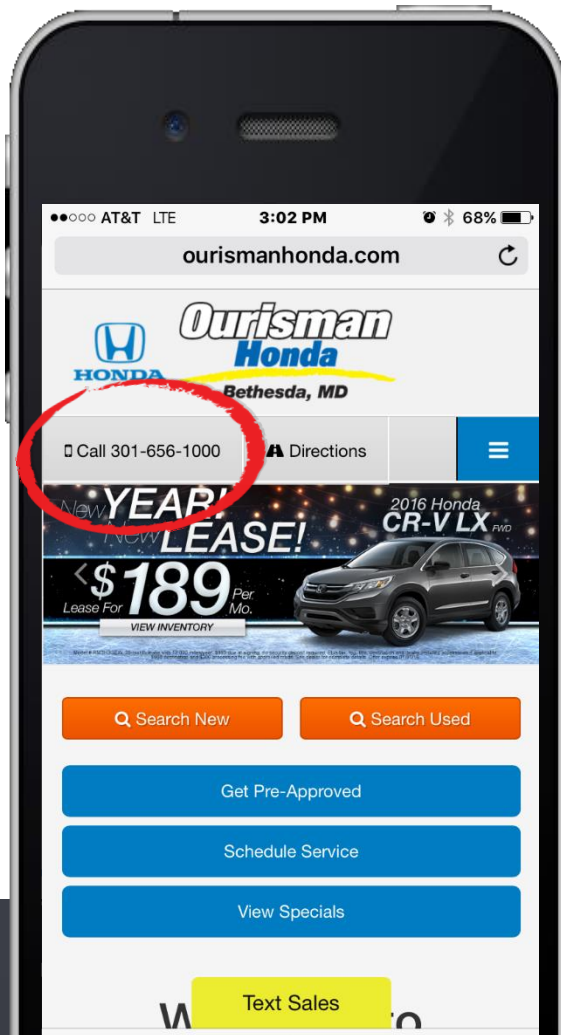
# Most Dealer Sites are Not “Visually Complete” in Under 3 Seconds



# Phone Calls – Top Task for Mobile

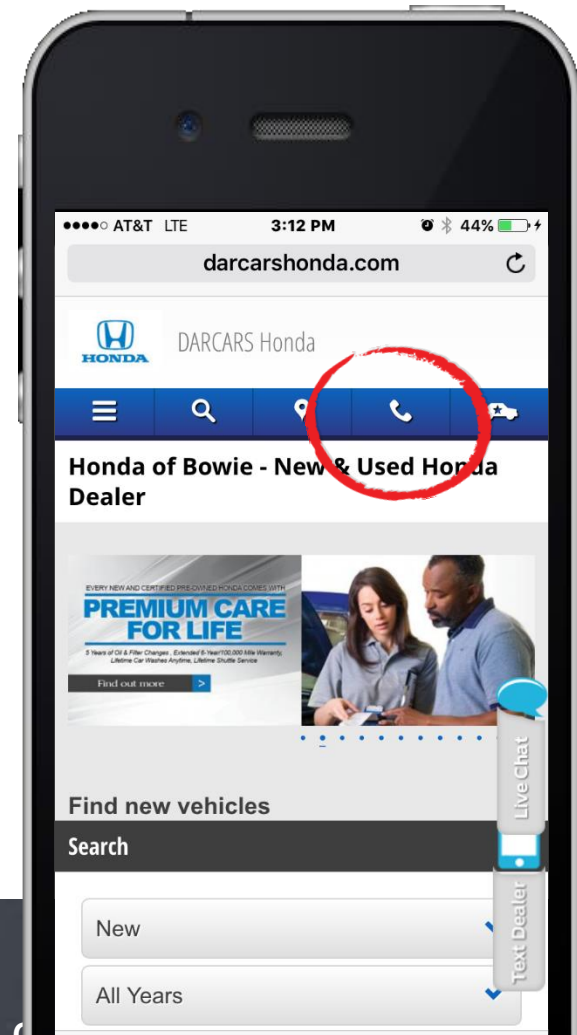
## Right

## Wrong

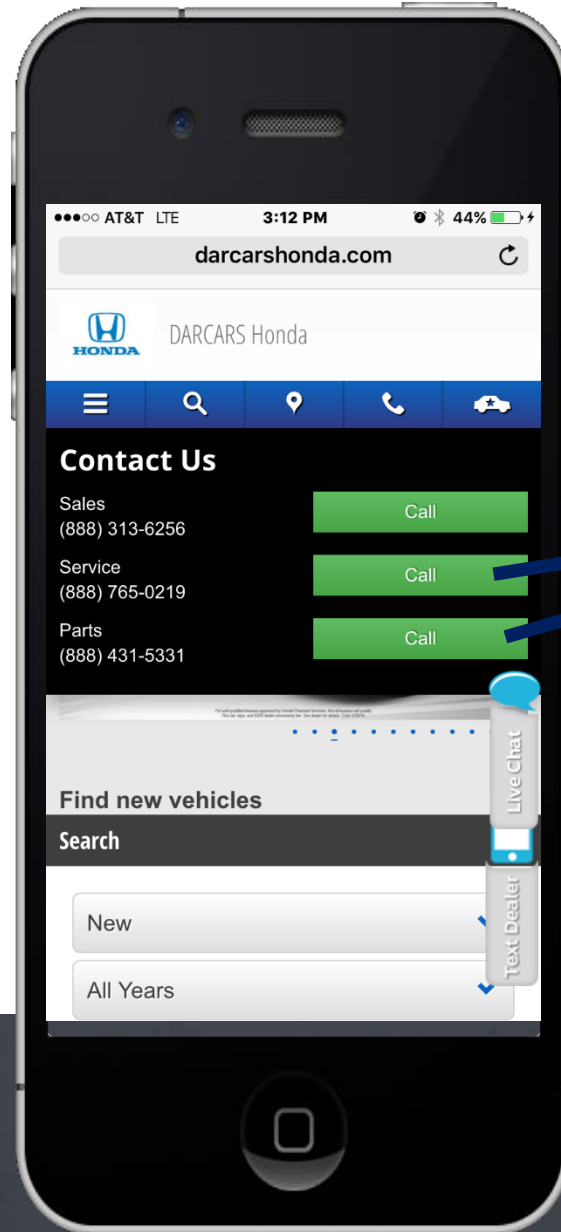
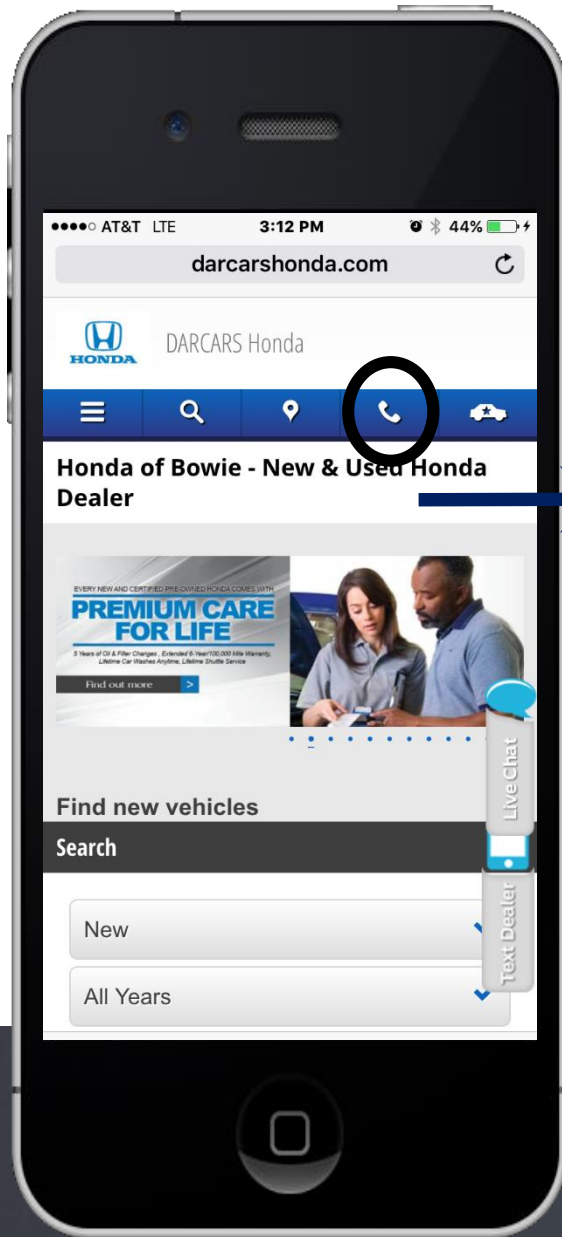


**+30%**

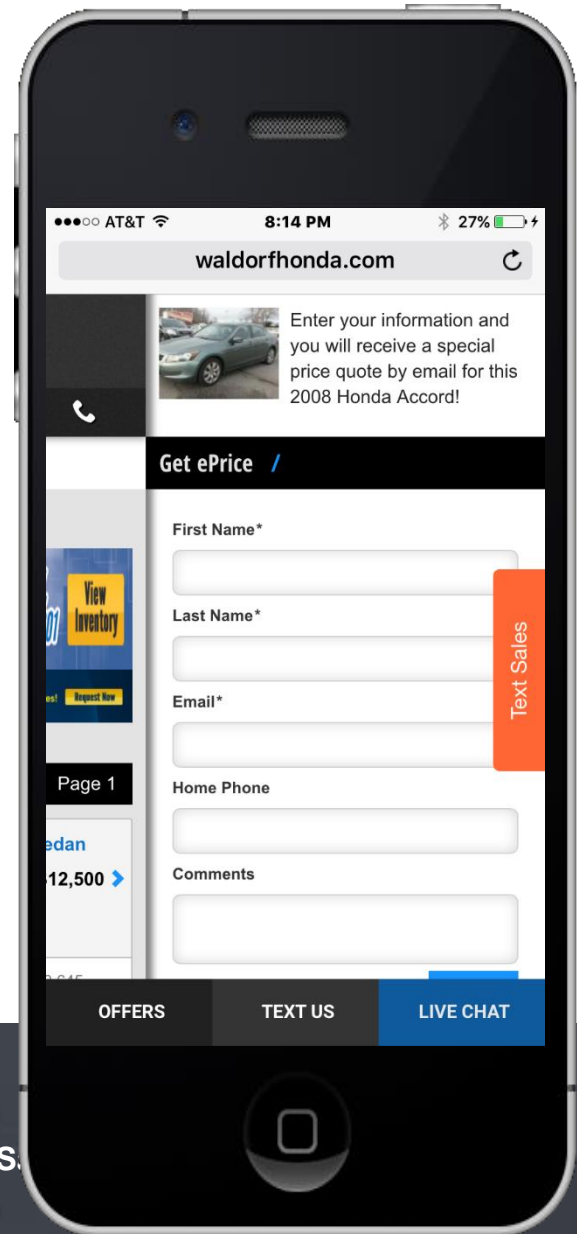
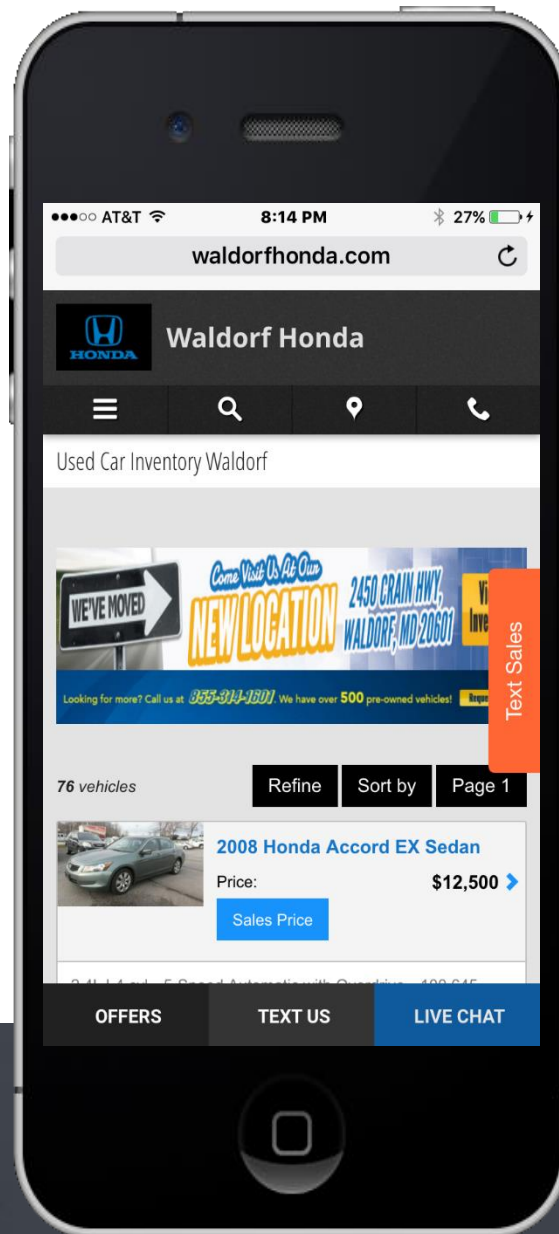
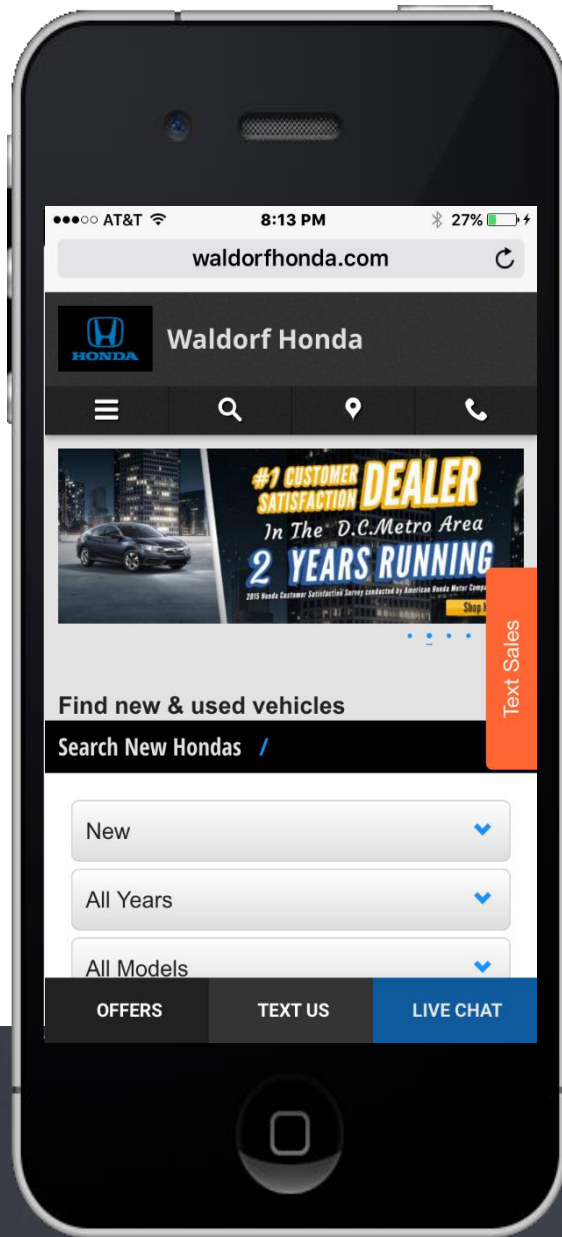
Calls



# NOT Fast, Easy, Simple



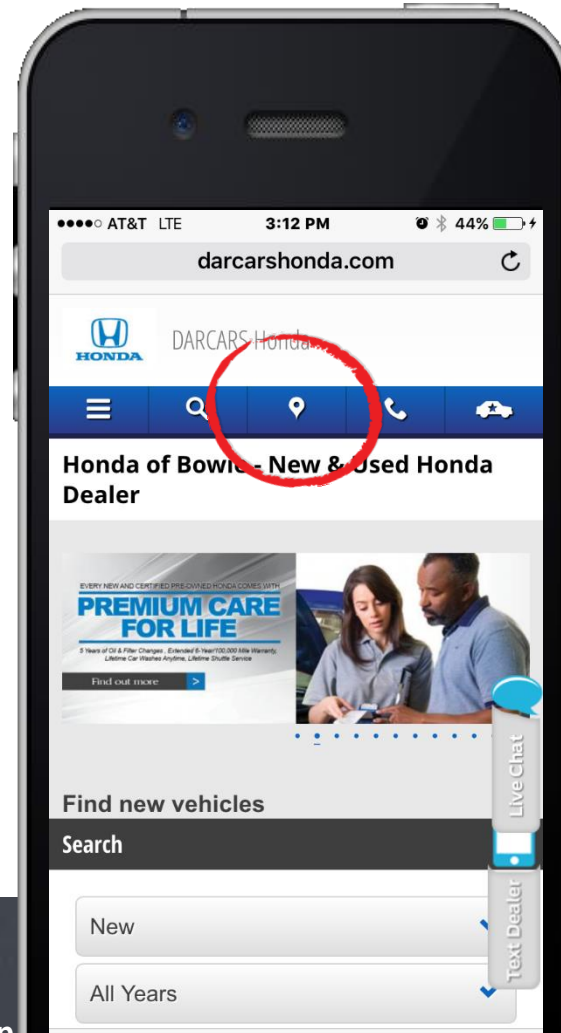
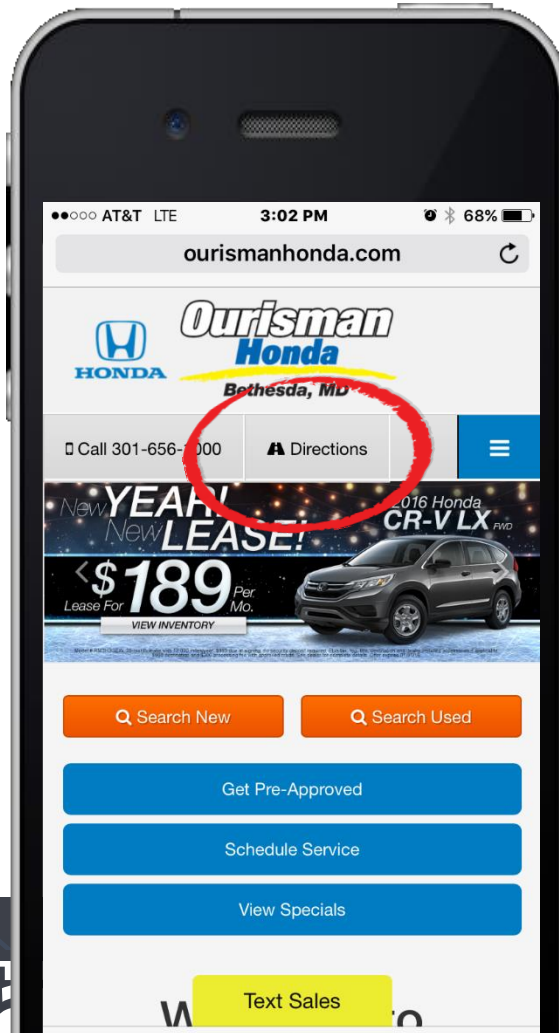
# Information Overload!



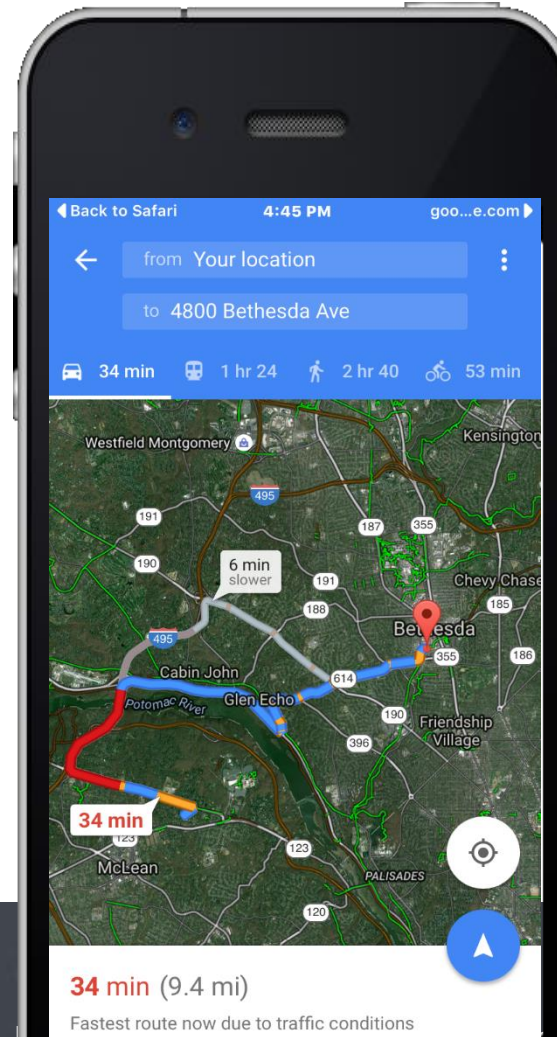
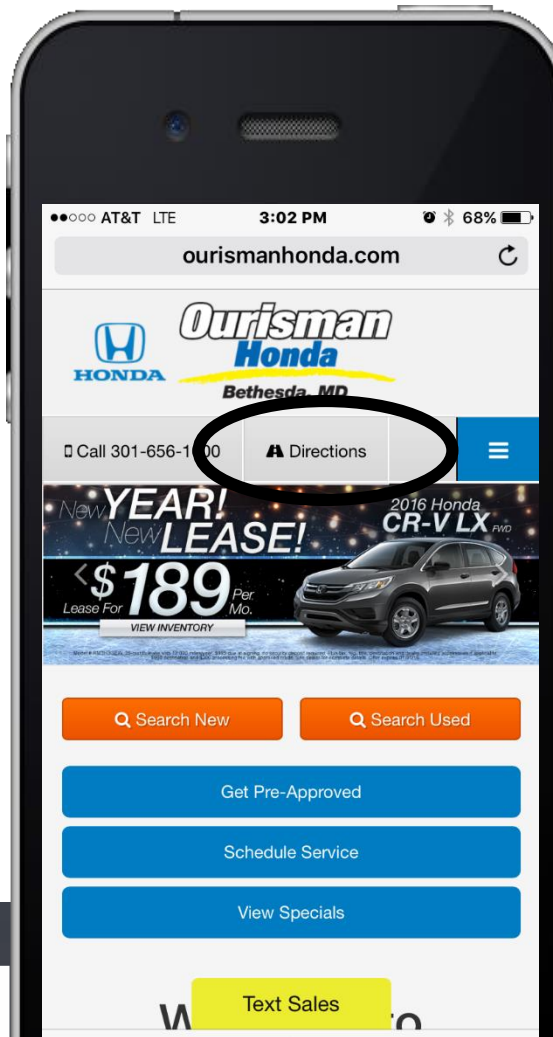
# Directions – 2<sup>nd</sup> Task for Mobile

## Right

## Wrong



# Directions – Make it Fast, Simple, Easy! Right



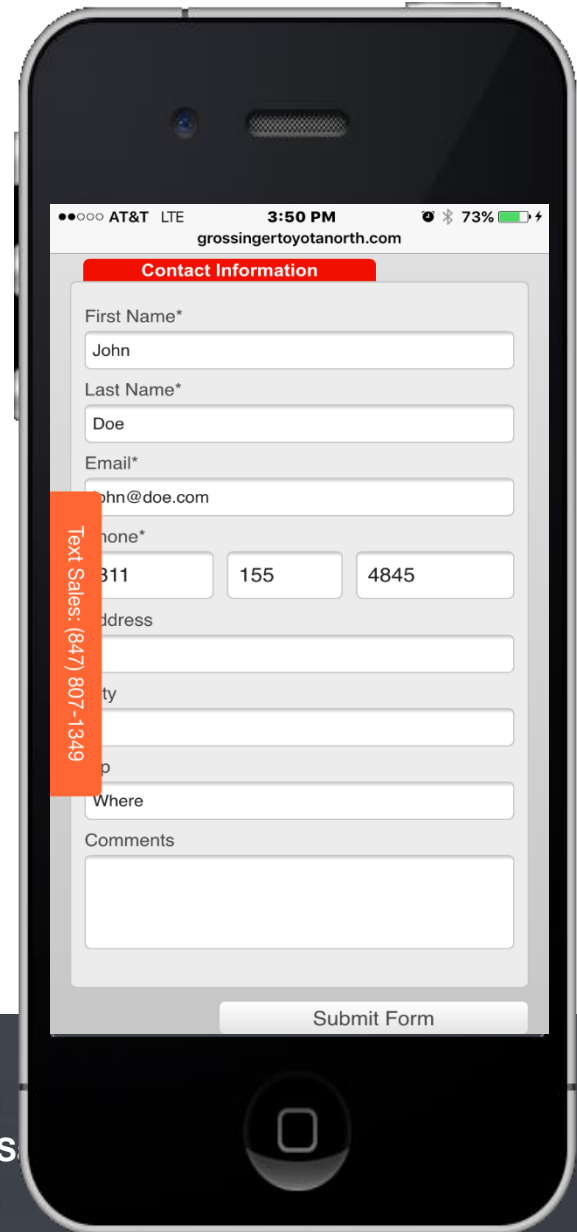
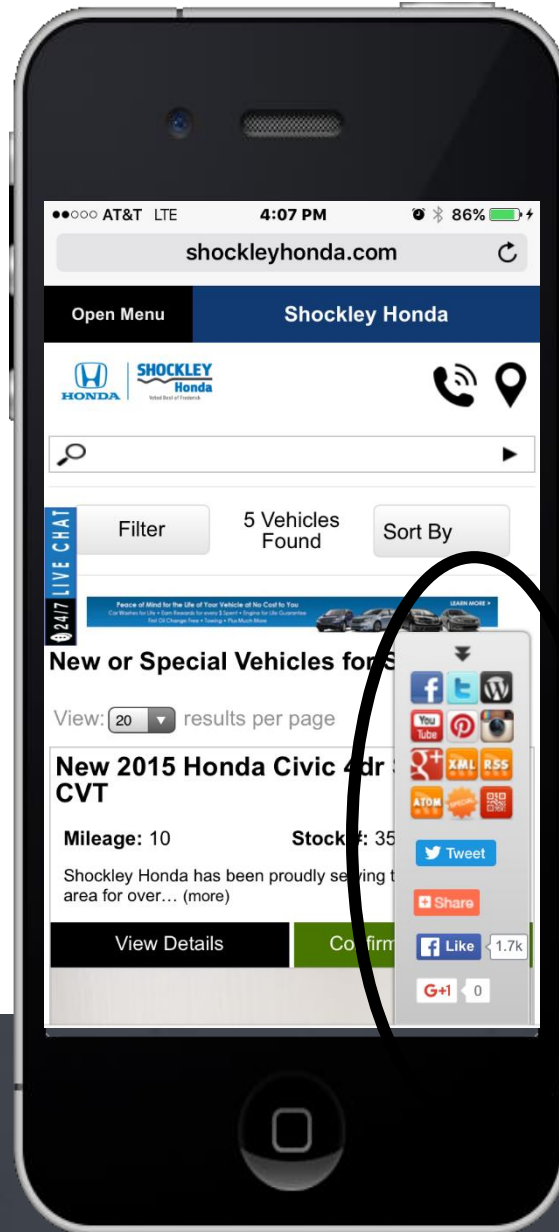
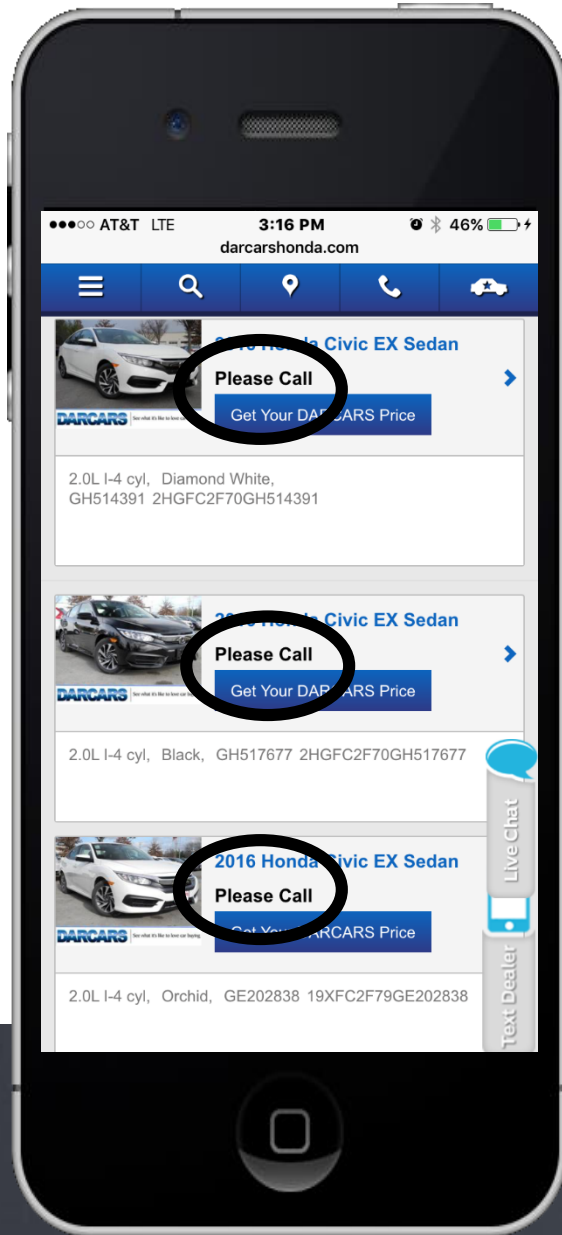
# NOT Fast, Simple, Easy



# NOT Fast, Simple, Easy Wrong



# NOT Fast, Easy, Simple



# NOT Fast, Simple, Easy

AT&T LTE 12:41 PM 61%

fairfaxhonda.com

Check Availability

We will contact you immediately regarding the availability of this vehicle.

\* Denotes Required field

First Name:\*

Last Name:\*

Email Address:\*

Phone Number:\*

Comments (If Any):

AT&T 12:39 PM 61%

billpagehonda.com

Quick Contact

First Name \* John

Last Name \* Doe

Day Phone \*

Email \*

Comments

Submit

Hours

Monday 9:00am-9:00pm

Tuesday 9:00am-9:00pm

AT&T LTE 12:42 PM 60%

darcarshonda.com

Last Name Doe

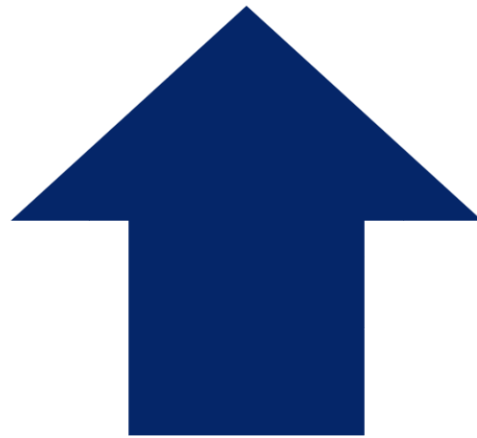
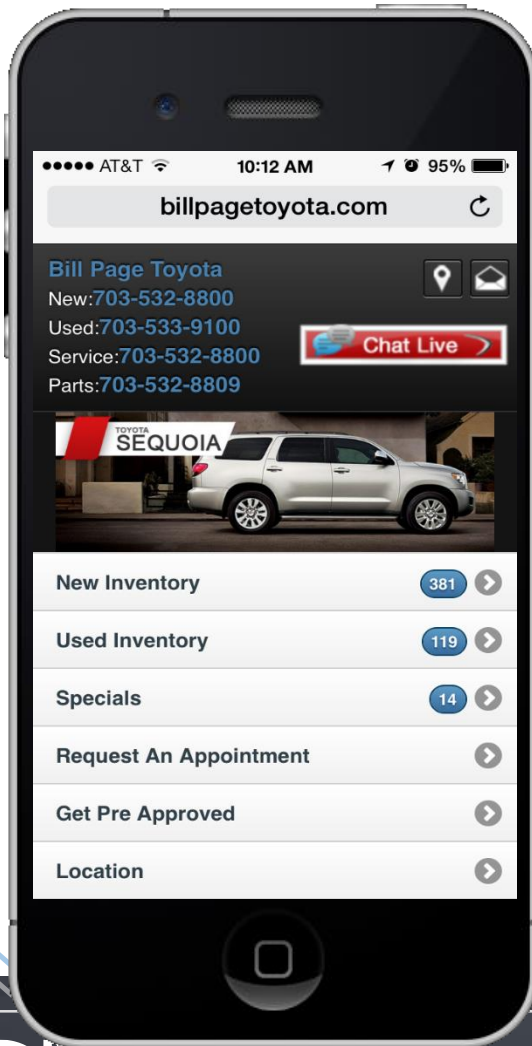
Email\* john@doe.com

Home Phone\*

Comments

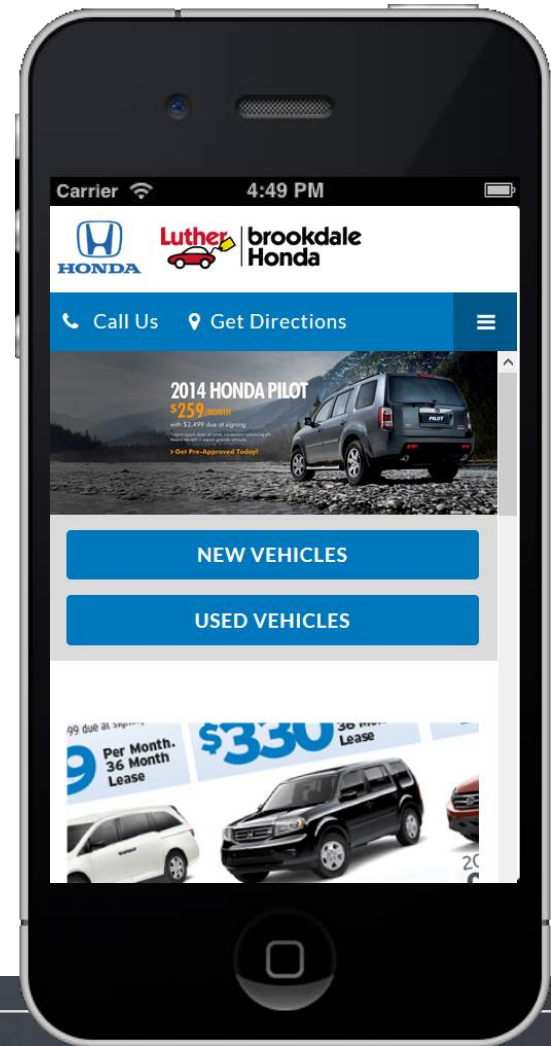
Submit

# Case Study Responsive vs. Multi-URL: Organic Traffic

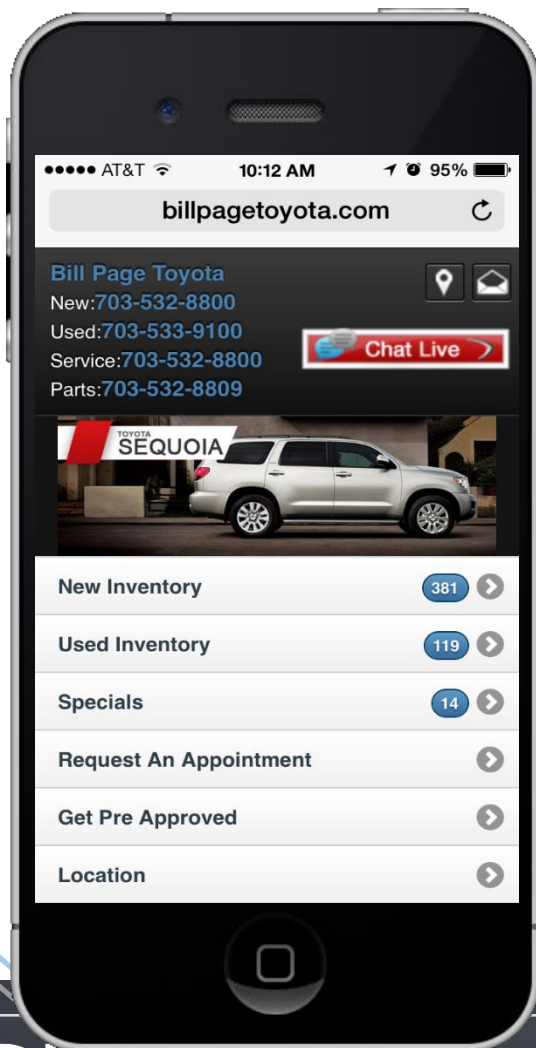


**+103%**

**Organic Search**

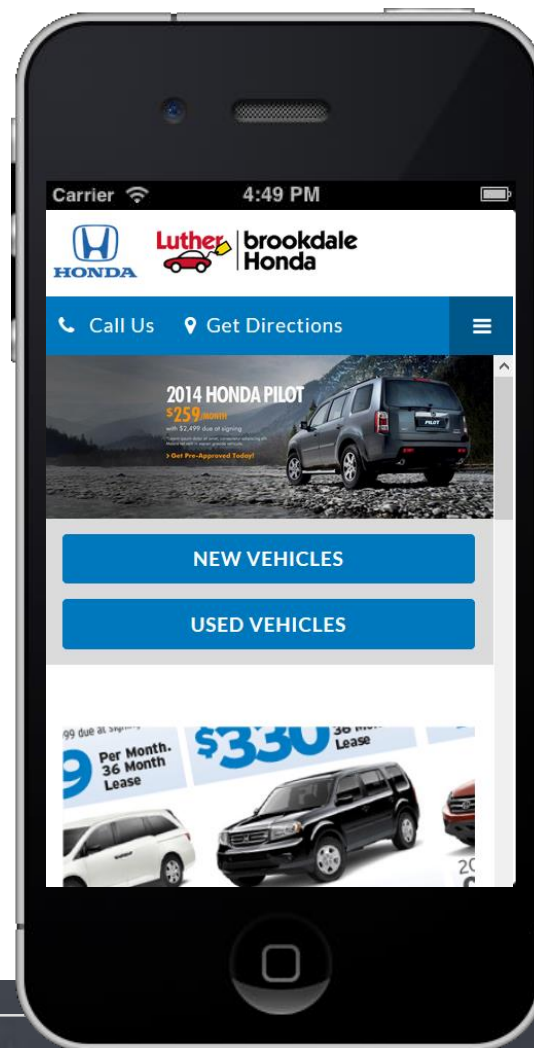
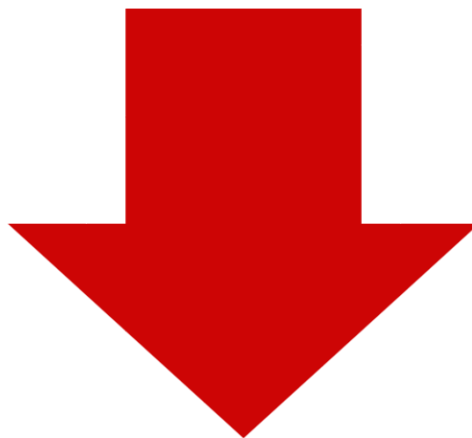


# Case Study Responsive vs. Multi-URL: Bounce Rate

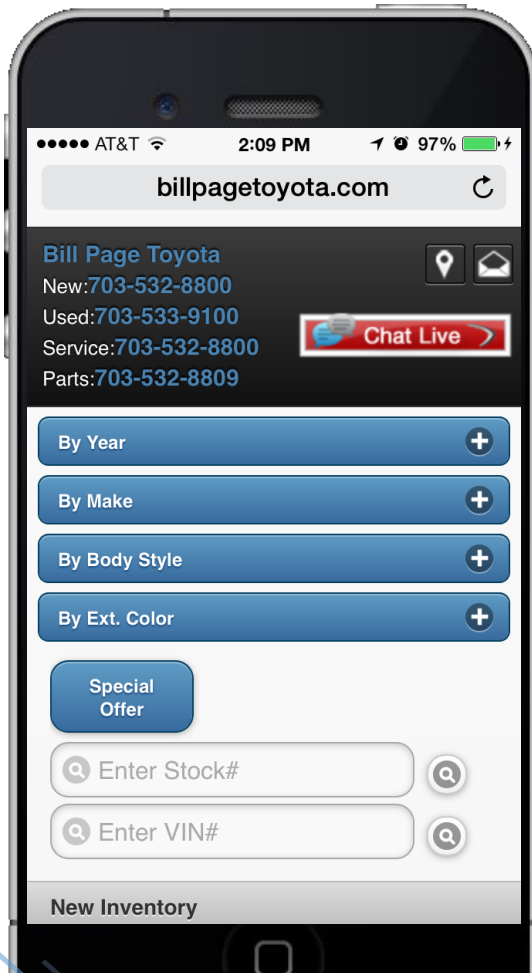


**-40%**

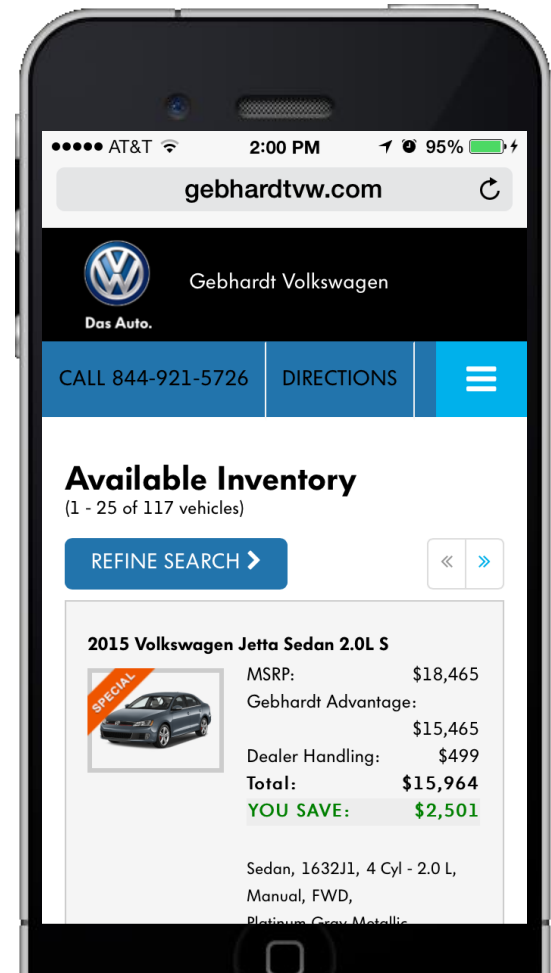
**Bounce Rate**



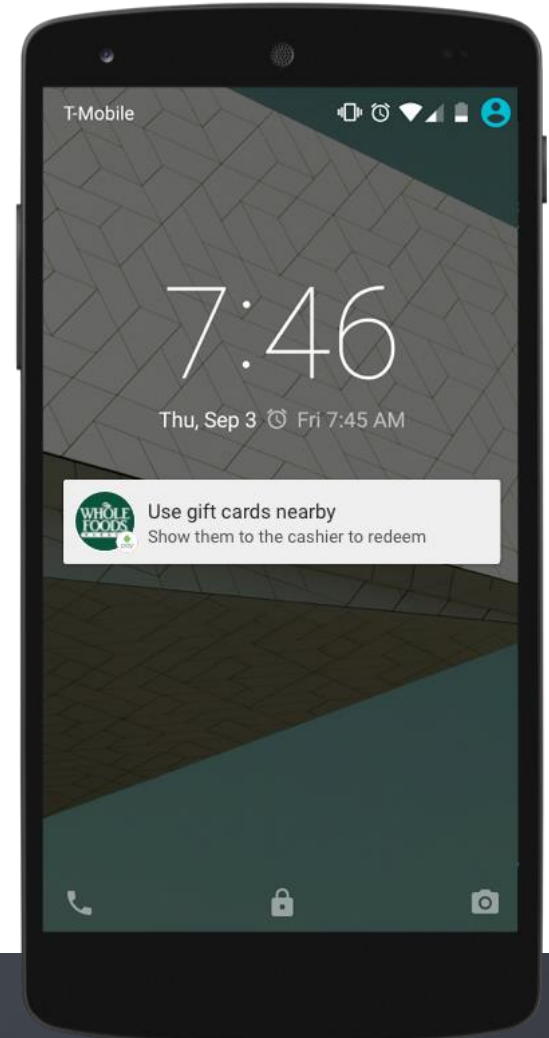
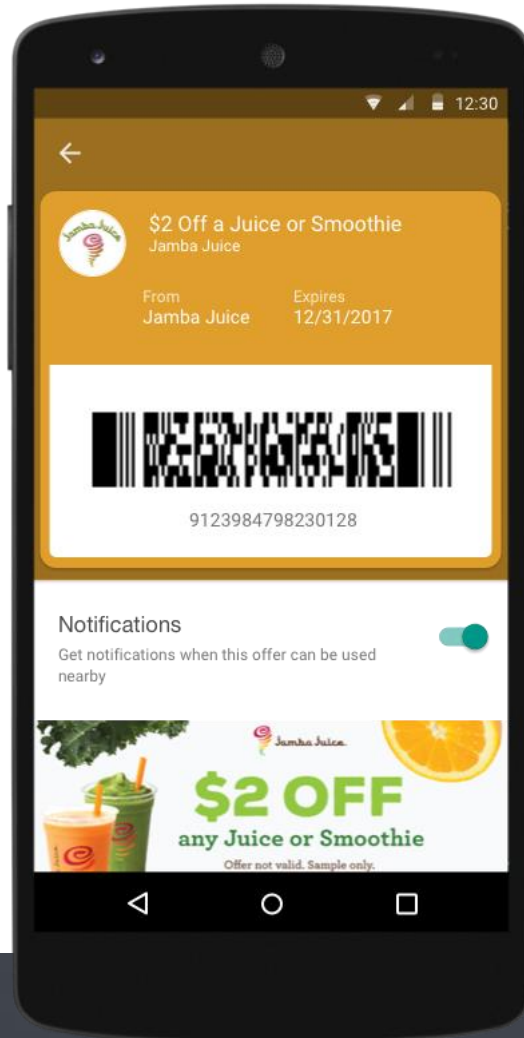
# Case Study: Optimized Inventory Search Pages



  
**+500%**  
VDP Views



# Offers and Loyalty Cards



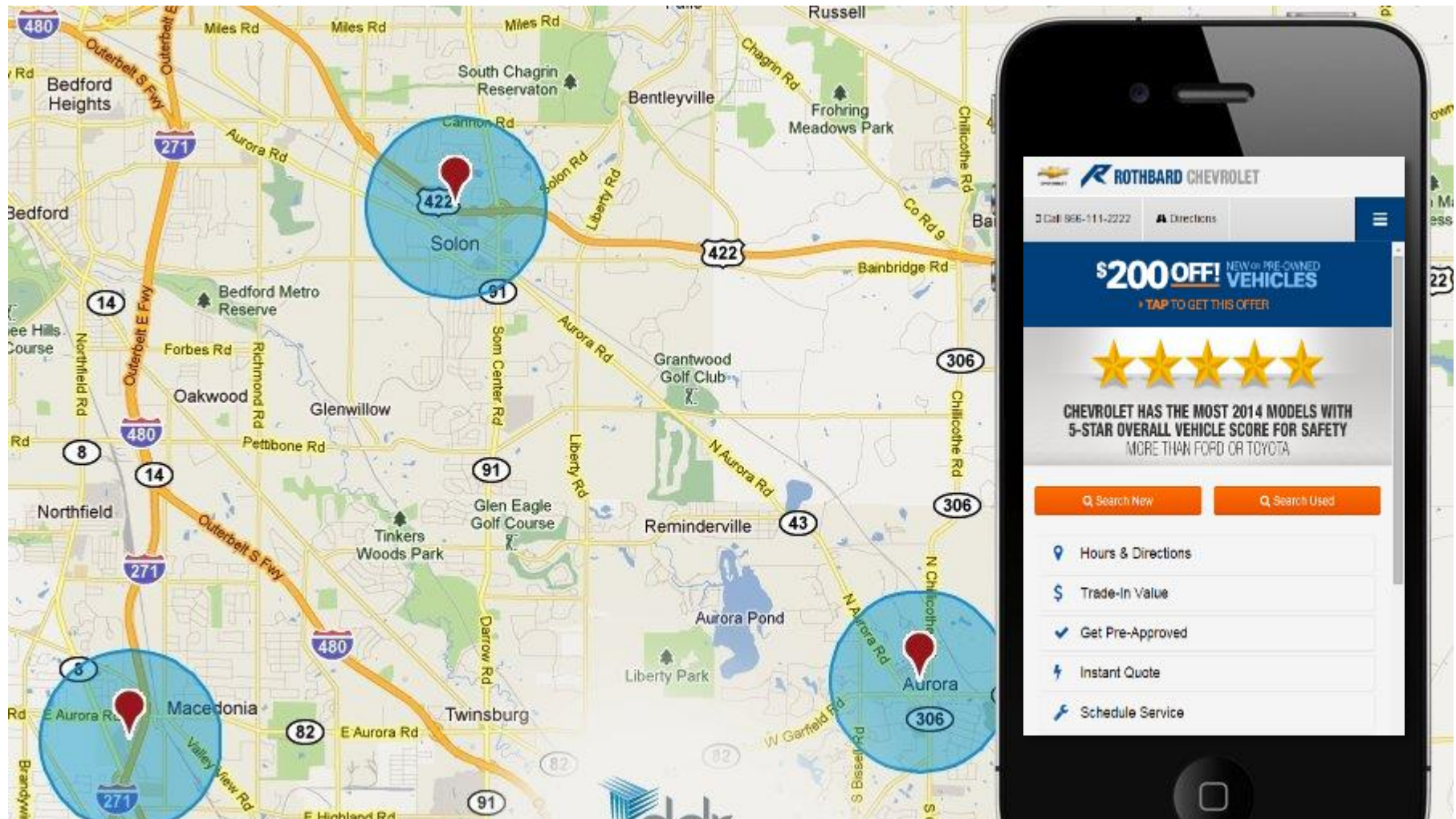
# Conquering the Mobile Consumer



Mobile searches from dealership lots **increased 46%** in the last year.

- Half of all car shoppers with mobile devices use their smartphones while at the dealership
- Top action people perform with their phones while on the lot, is confirming that they are getting a good price on a vehicle

# Geo-Fencing



# Targeted Mobile Offers

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**\$200 OFF! NEW OR PRE-OWNED VEHICLES**  
TAP TO GET THIS OFFER

Fill out this form to receive \$200 Off any New or Pre-Owned vehicle. A salesperson will contact you shortly to schedule an appointment.

First Name

Last Name

Email

Phone

Comments

Submit

★★★★★

**ROTHBARD CHEVROLET**

Call 866-111-2222 | Directions

**\$200 OFF! NEW OR PRE-OWNED VEHICLES**  
TAP TO GET THIS OFFER

★★★★★

**CHEVROLET HAS THE MOST 2014 MODELS WITH 5-STAR OVERALL VEHICLE SCORE FOR SAFETY MORE THAN FORD OR TOYOTA**

Search New | Search Used

- Hours & Directions
- Trade-In Value
- Get Pre-Approved
- Instant Quote
- Schedule Service



# **DIGITAL Dealer<sup>TM</sup>20** **CONFERENCE & EXPO**

## **Contact Info**

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