DEALERON

#DEALERONWEBBY

How to Turn Mobile Site Traffic into SALES!!!

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
  - ✓ Only provider to have won the last 7 Years In A Row!
- 8X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%

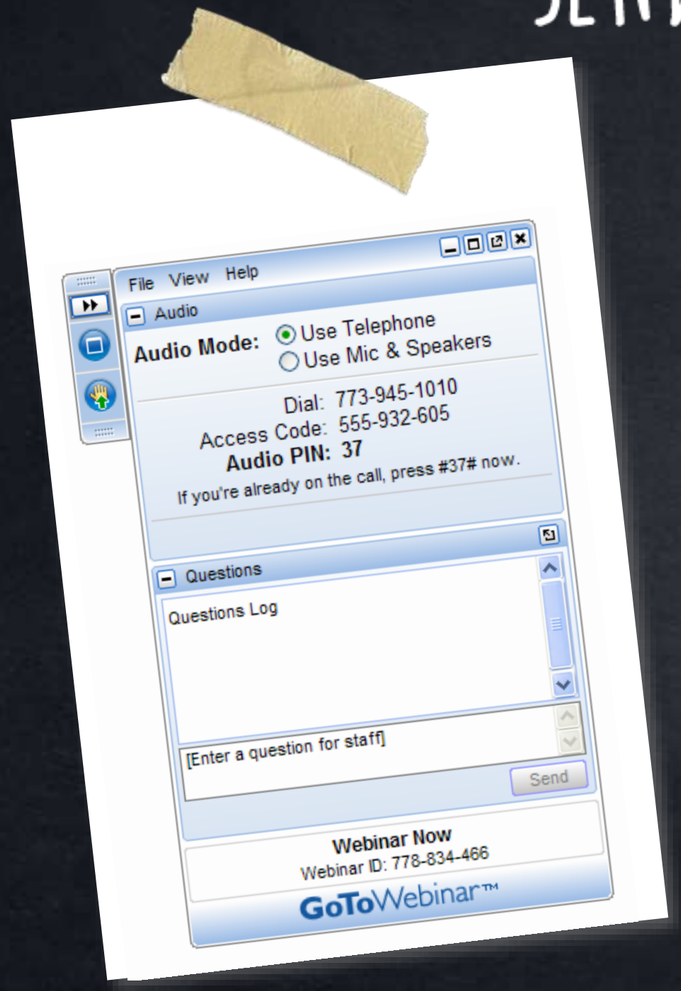
Say Hello To...

Chris Deringer

Chief Marketing Officer at DealerOn

703.307.1173
Chris@DealerOn.com

SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the "Questions" feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT

After the presentation, be the first to answer
the giveaway question correctly to win this awesome prize!

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AFTER THE SHOW

After the webinar, please fill out our short survey and let us know what YOU thought of today's presentation!

Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

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How to Turn Mobile Site Traffic into SALES!!!

OBJECTIVES

*Create a "mobile-first" approach to increase sales from your current mobile traffic

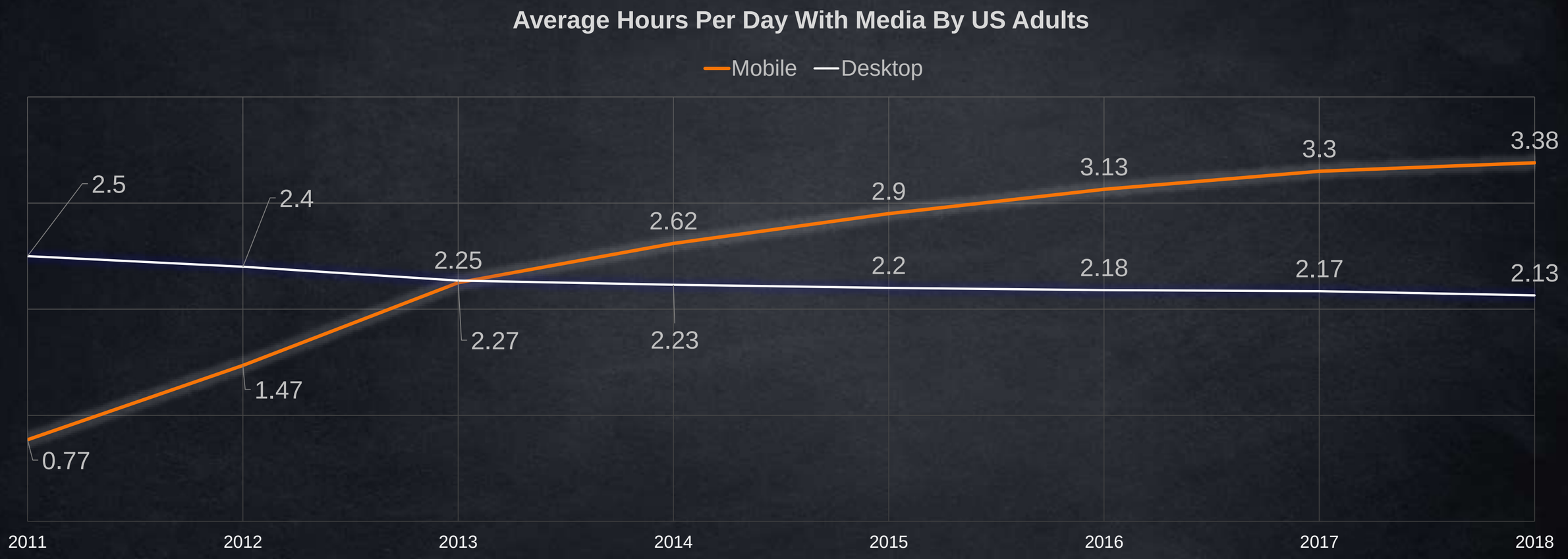
*Apply Best Practices for conversion and testing to maximize your leads, calls, and sales

*Identify and fix website speed and load time problems

* Use Google and Apple Wallet Coupons to generate and retain fixed ops business Giveaway

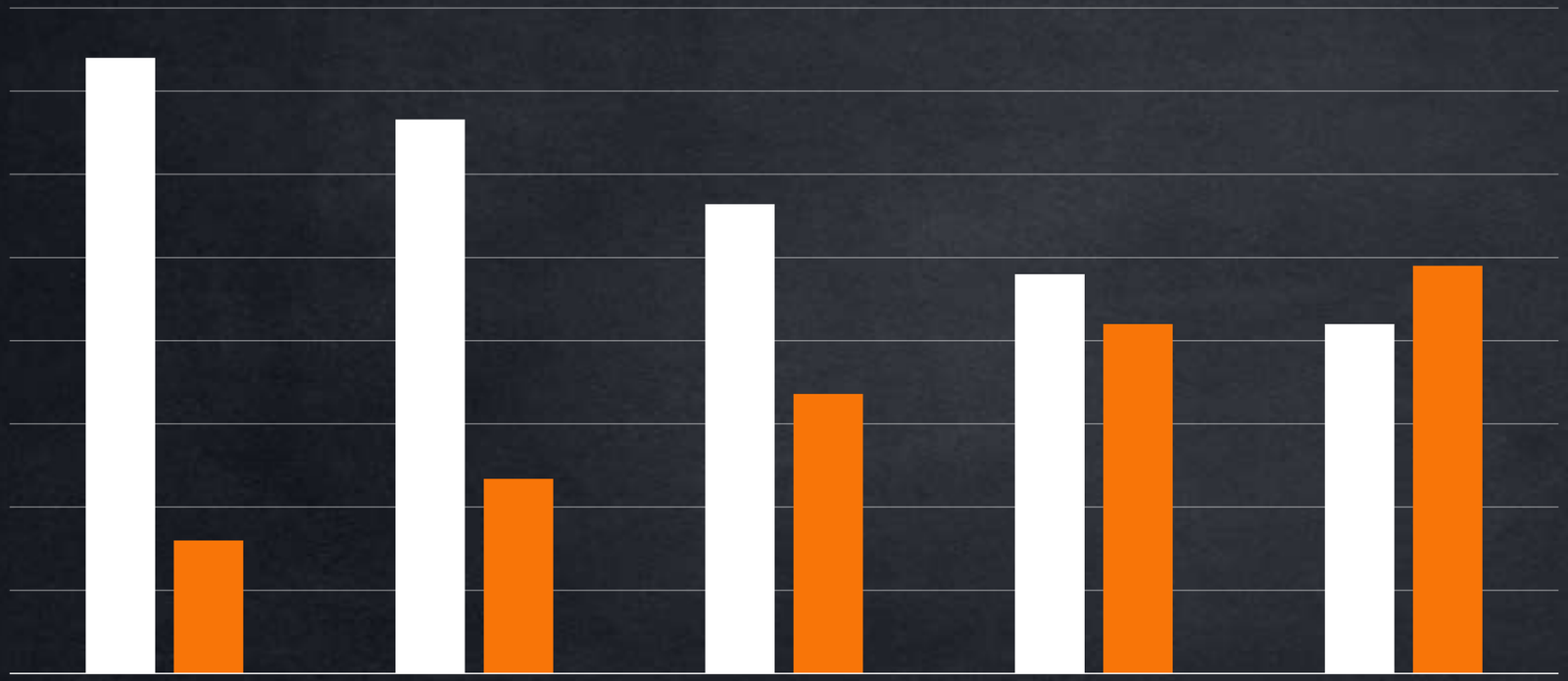
* Question & Answer Session

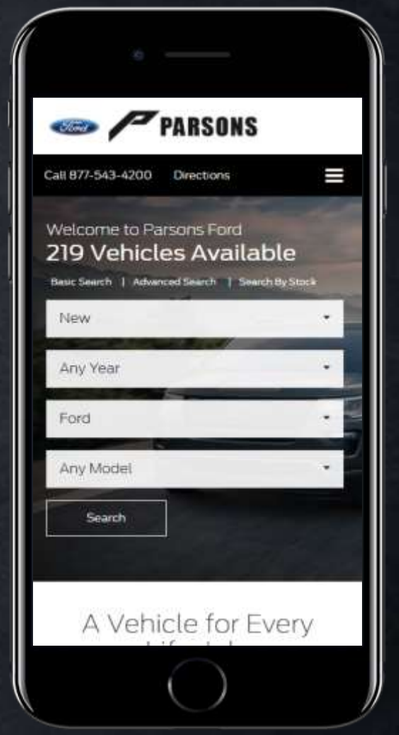
The Continuing Rise of Mobile



The Continuing Rise of Mobile

Dealers' Website Traffic: Mobile Passes Desktop

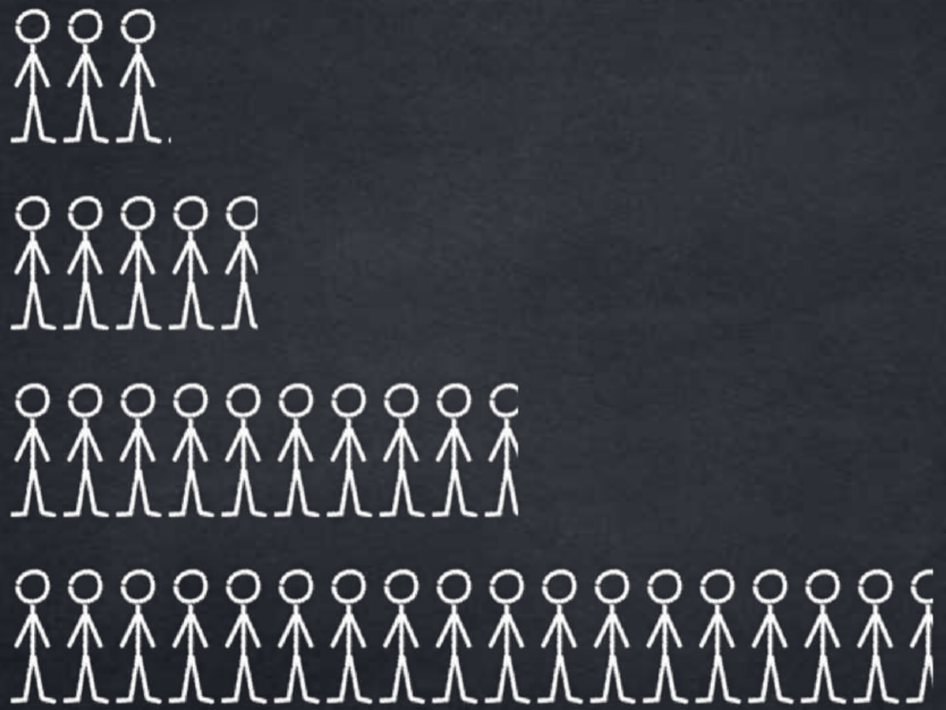




For Mobile, Speed is King

https://testmysite.withgoogle.com/intl/en-gb

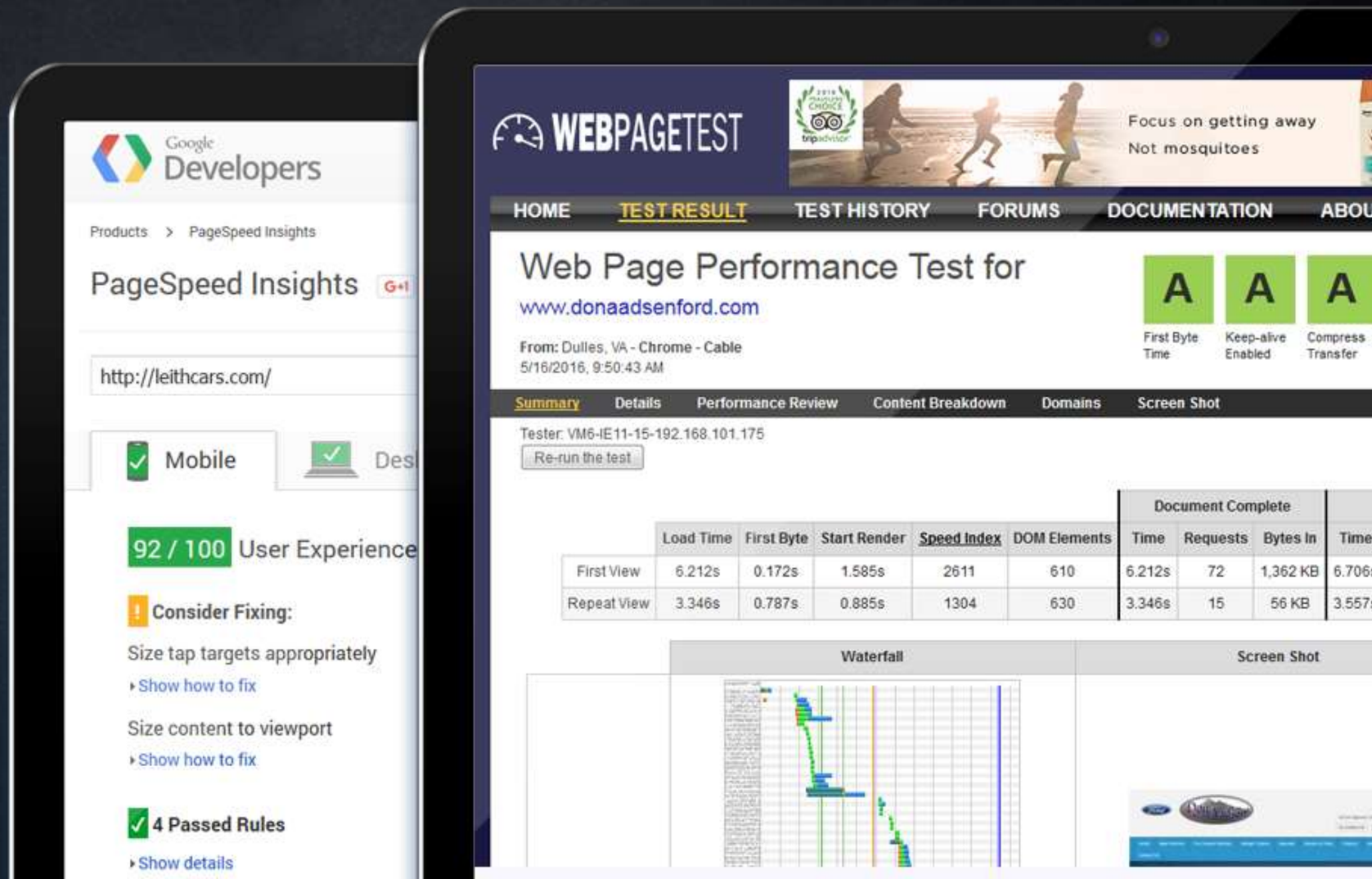
POLL QUESTION



Diagnose Your Site: WebPageTest.org

53%

Abandon a site if takes more than 3 seconds to load (visually complete)



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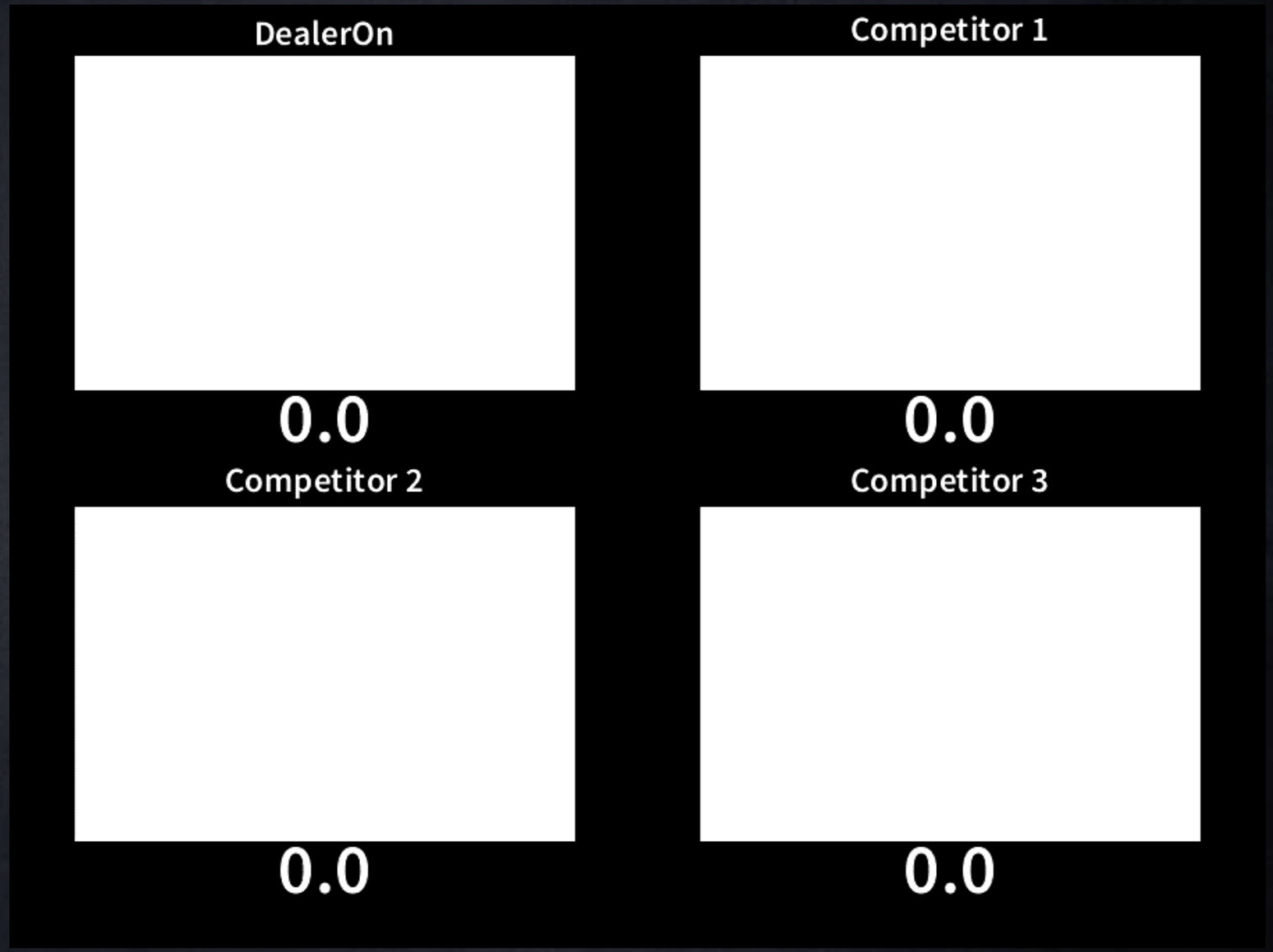
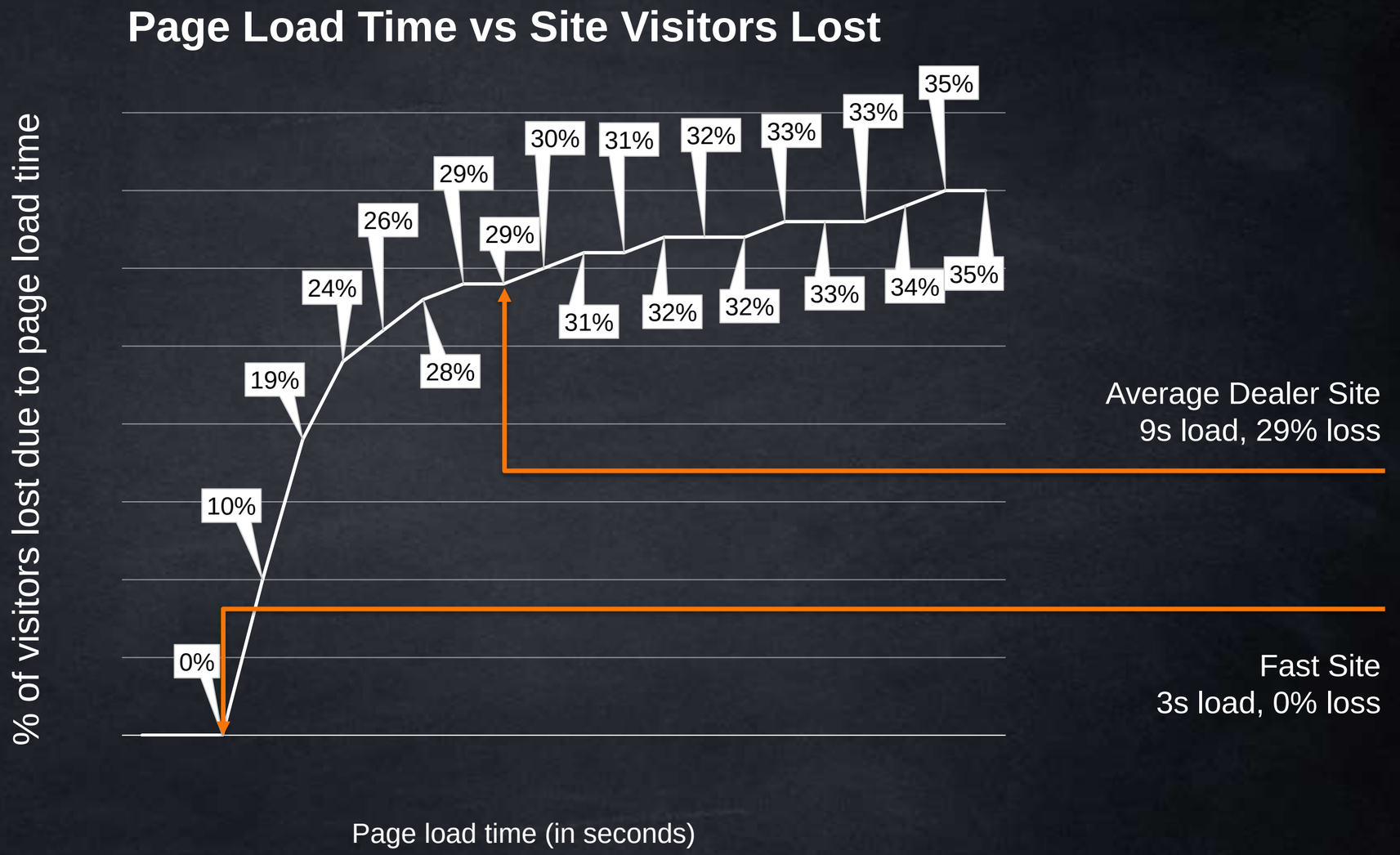
Compare Your Site
WebPageTest.org



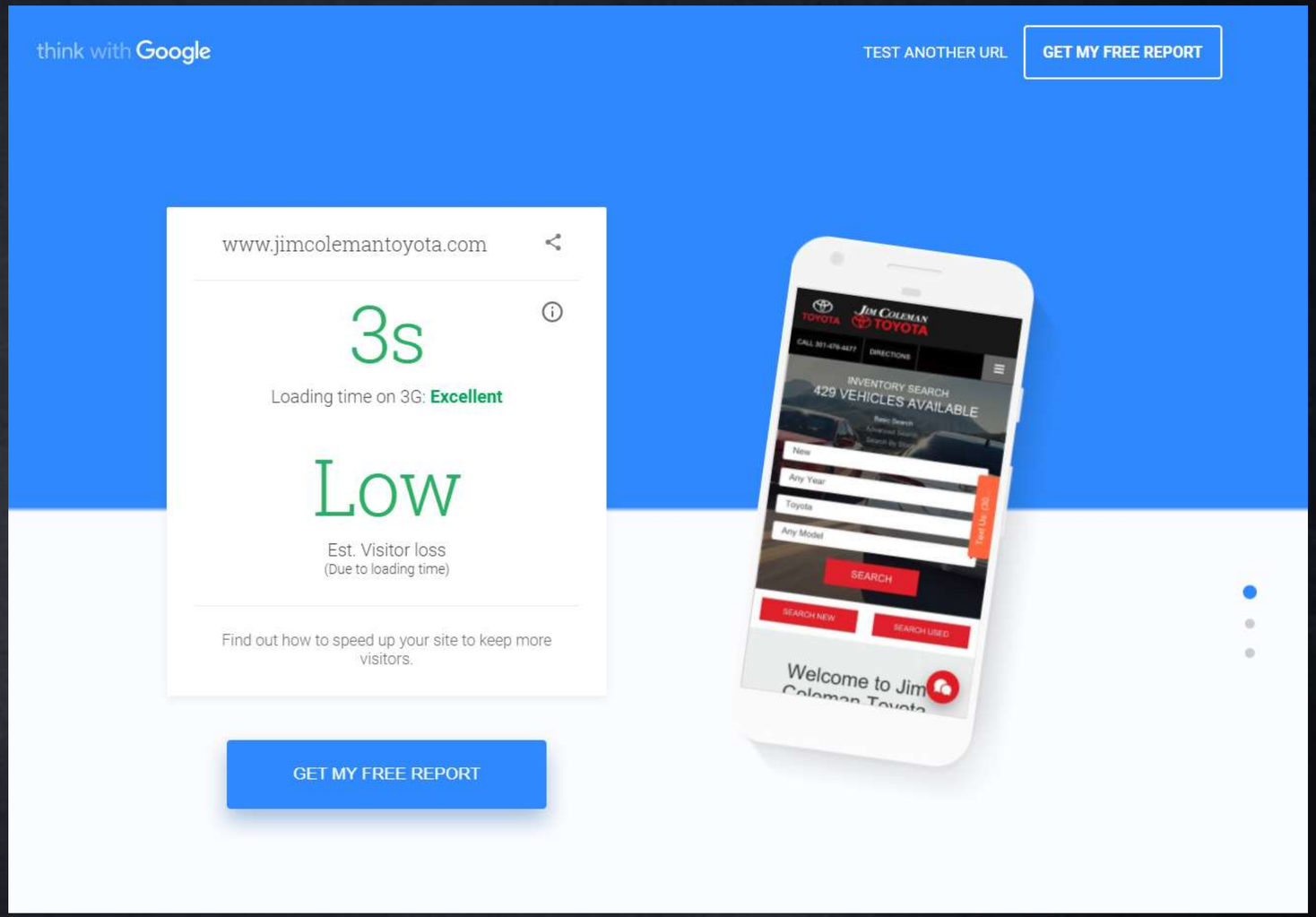
The Average Dealer Mobile Page Loses 28% of Traffic Before Page Load

Think with Google, 2018



Think With Google

Google Mobile Testing Tool



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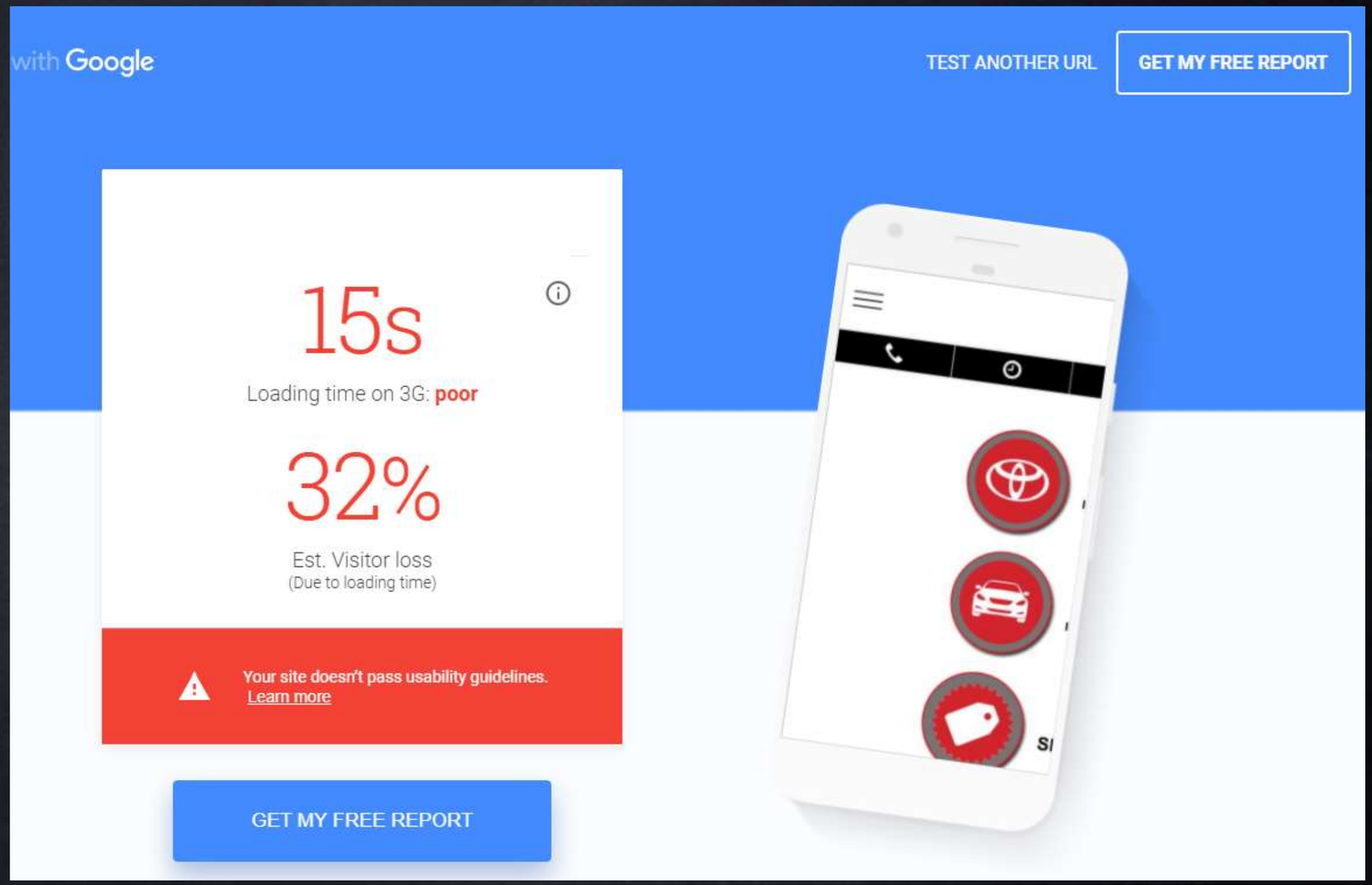
Think With Google

Google Mobile Testing Tool



How much gross is the average dealer mobile site costing?

Metric	Average Site
Traffic	3,000
Load Time	9s
% Loss	29%
Traffic Loss	870
Conversion Rate	10%
Lost Leads	87
Leads / Sale	15%
Lost Sales	13.05
Gross / Sale	$2,200
Lost Gross	$28,710

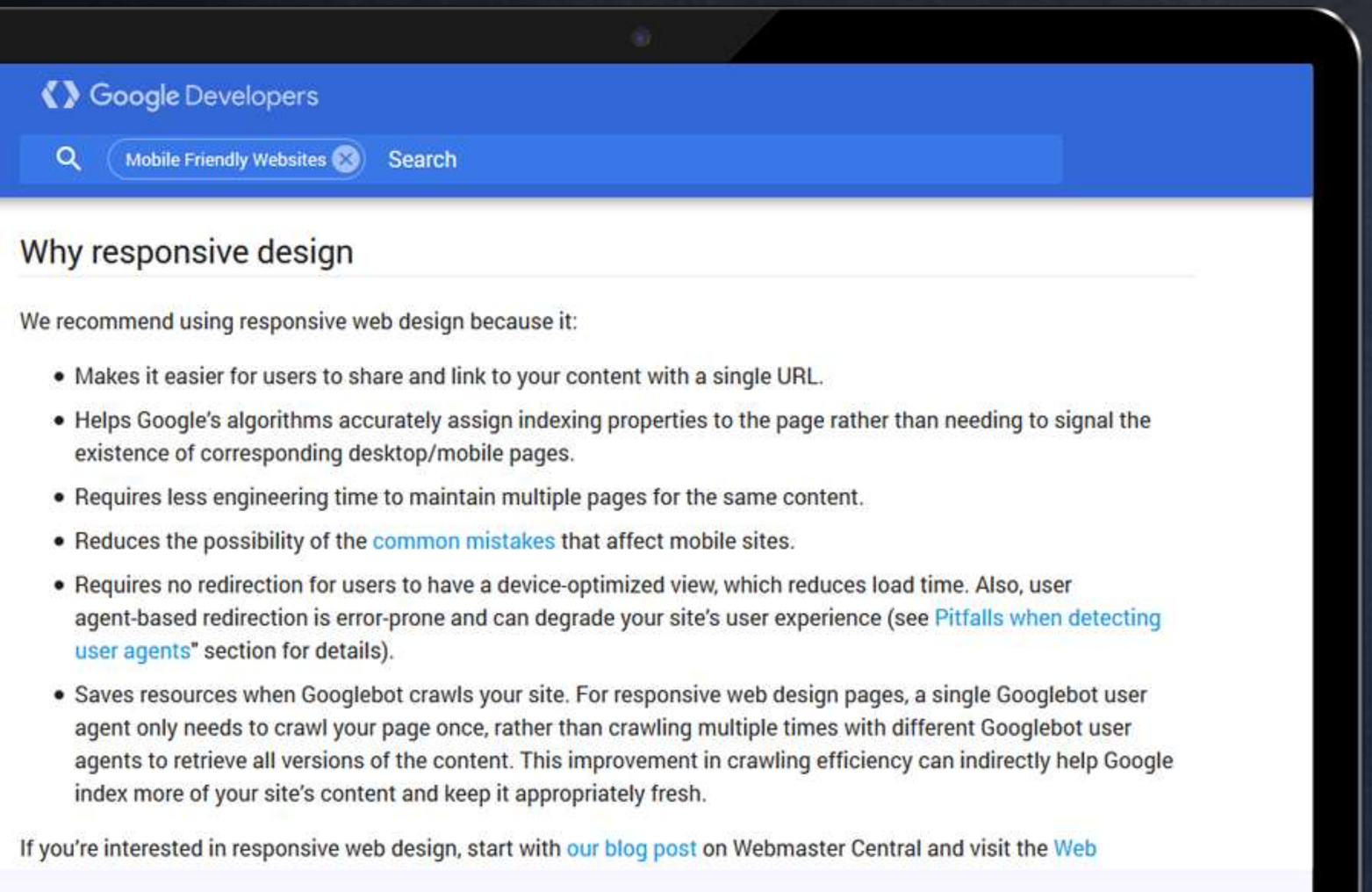
How Much are You Wasting on Mobile SEM Because of Your Slow Landing Pages?

Metric	Average Site	Fast Site	Change
Mobile Ad Spend	$5,000	$5,000	
Load Time	9s	3s	
% Loss	29%	0%	
Click Cost	$2.50	$2.50	
Clicks	2,000	2,000	
Click Loss	580	0	
Clicks	1420	2000	
Conv Rate	10%	10%	
Leads	142	200	+58
Leads/Sale	15%	15%	
Sales	21.3	30	+8.7
Gross/Sale	$2,200	$2,200	
Gross	$46,860	$66,000	+$19,140

Mobile Conversion

RESPONSIVE WEBSITE DESIGN

THE ONLY OPTION



Google

"...Responsive Design is Google's recommended design pattern."

https://developers.google.com/webmasters/mobile-sites/mobile-seo/overview/select-config

Mobile-First Indexing

MARCH 26th, 2018

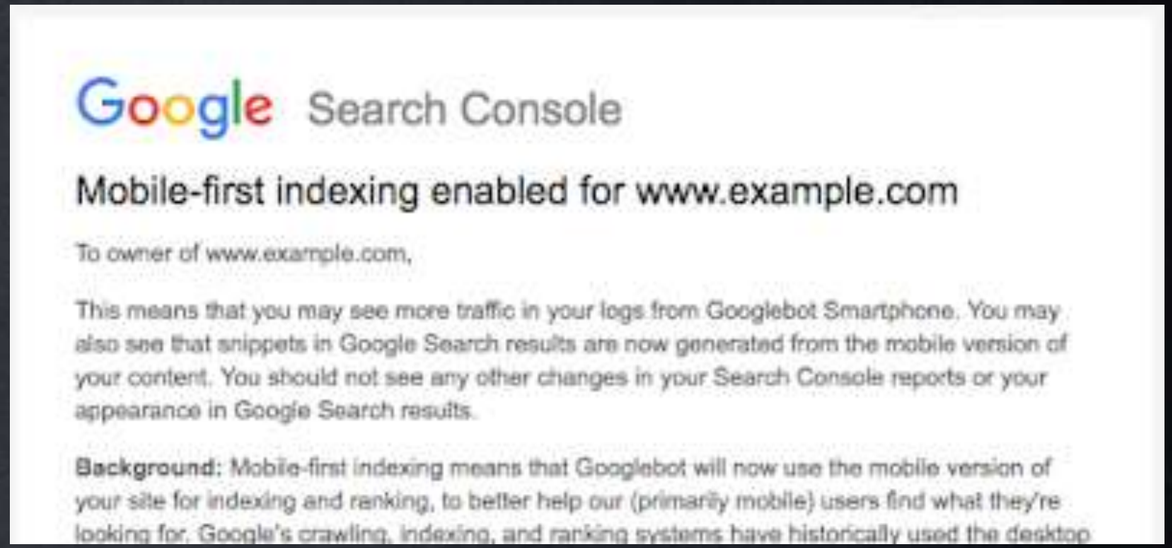
*Your mobile site should contain the same content as your desktop site.

*If your mobile site has less content than your desktop site, you should consider updating your mobile site so that its primary content is equivalent with your desktop site.

*Structured data should be present on both versions of your site. Make sure URLs in the structured data on the mobile versions are updated to the mobile URLs

*Metadata should be present on both versions of the site. Make sure that titles and meta descriptions are equivalent across both versions of your site.

https://webmasters.googleblog.com/2018/03/rolling-out-mobile-first-indexing.html



Google Search Console

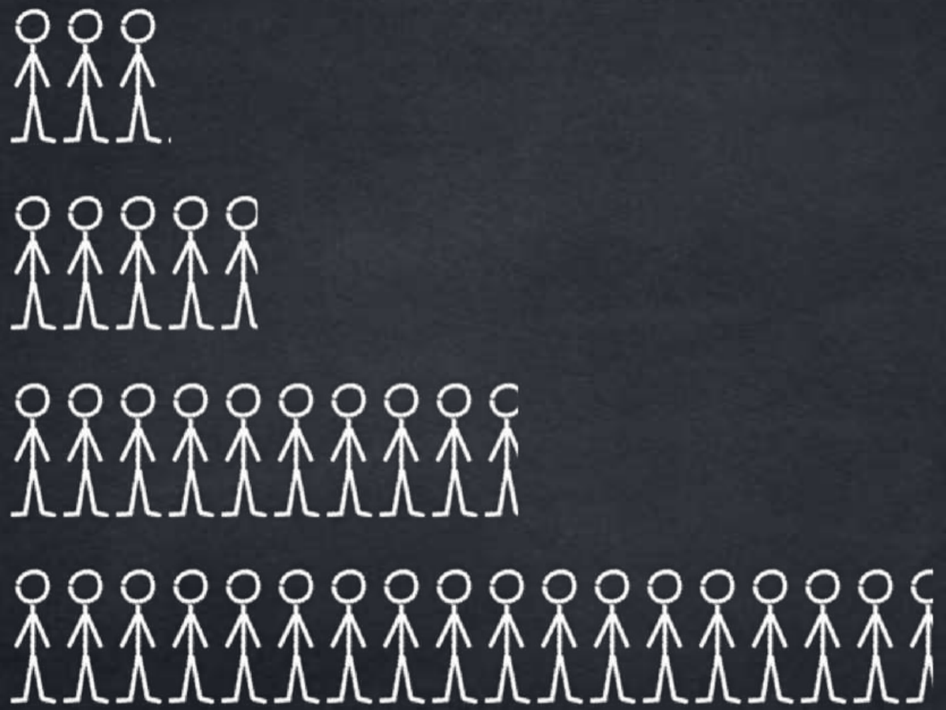
Mobile-first indexing enabled for www.example.com

To owner of www.example.com,

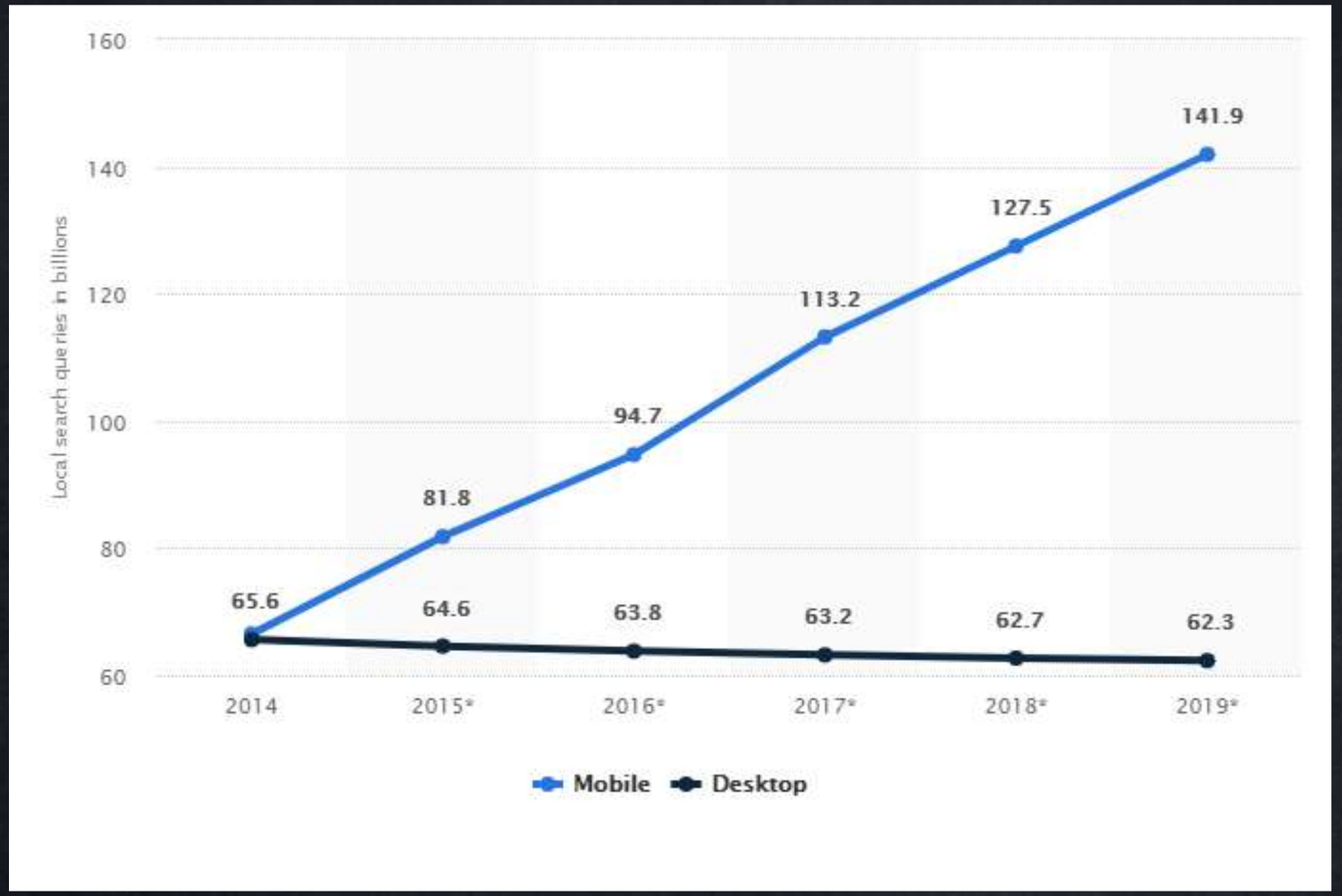
This means that you may see more traffic in your logs from Googlebot Smartphone. You may also see that snippets in Google Search results are now generated from the mobile version of your content. You should not see any other changes in your Search Console reports or your appearance in Google Search results.

Background: Mobile-first indexing means that Googlebot will now use the mobile version of your site for indexing and ranking, to better help our (primarily mobile) users find what they're looking for. Google's crawling, indexing, and ranking systems have historically used the desktop

POLL QUESTION



Nearly 70% of Local Searches are on Mobile



Customers Looking for You

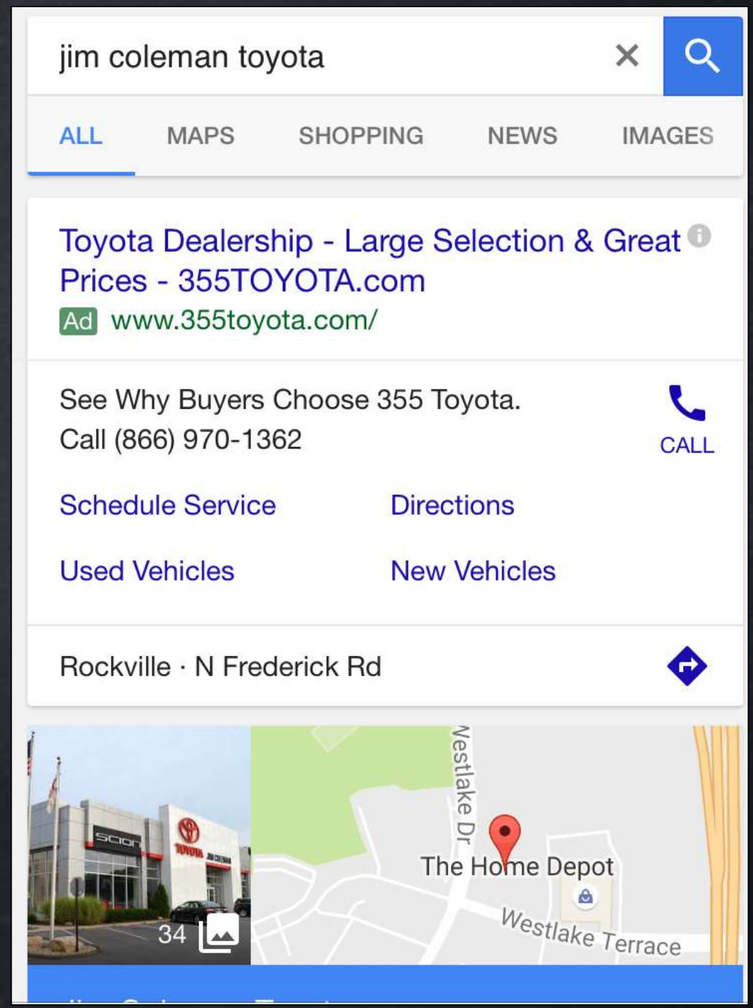
	Queries	Desktop Clicks ▼	Mobile Clicks	Desktop Impressions	Mobile Impressions	Desktop CTR	Mobile CTR	Desktop Position	Mobile Position
1	Dealer's name	966	365	2,189	1,348	44.13%	27.08%	1.0	1.1
2	Variation of Dealer's name	200	73	1,053	606	18.99%	12.05%	1.6	1.6
3	Dealer's name + "Service"	118	32	294	117	40.14%	27.35%	1.0	1.1
4	Variation of Dealer's name	116	27	224	113	51.79%	23.89%	1.0	1.1
5	Competitor name silver spring	76	~	163	~	46.63%	~	13.5	~

Customers Looking for You: Lost Opportunity

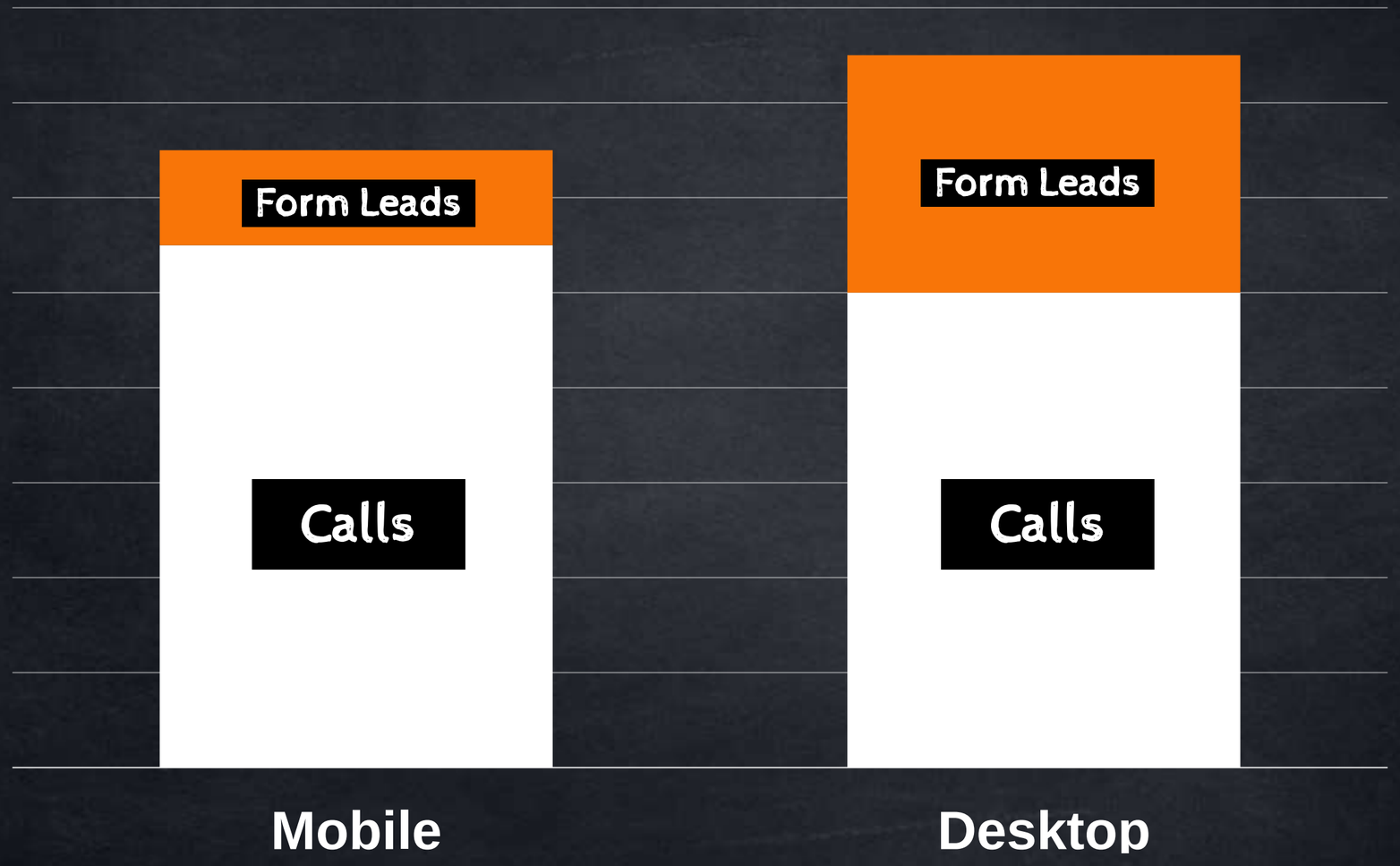
Mobile Local Searches now regularly have 4 Ads!

Mobile CTR on Dealer's Name – 27%

983 Consumers looking for Dealer, But not getting there!



Mobile generates nearly as many leads as desktop



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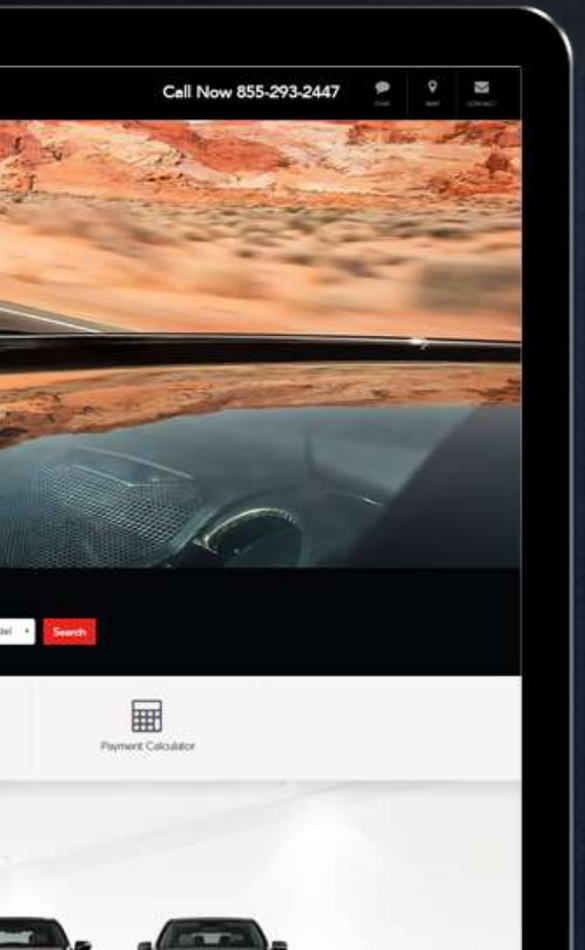
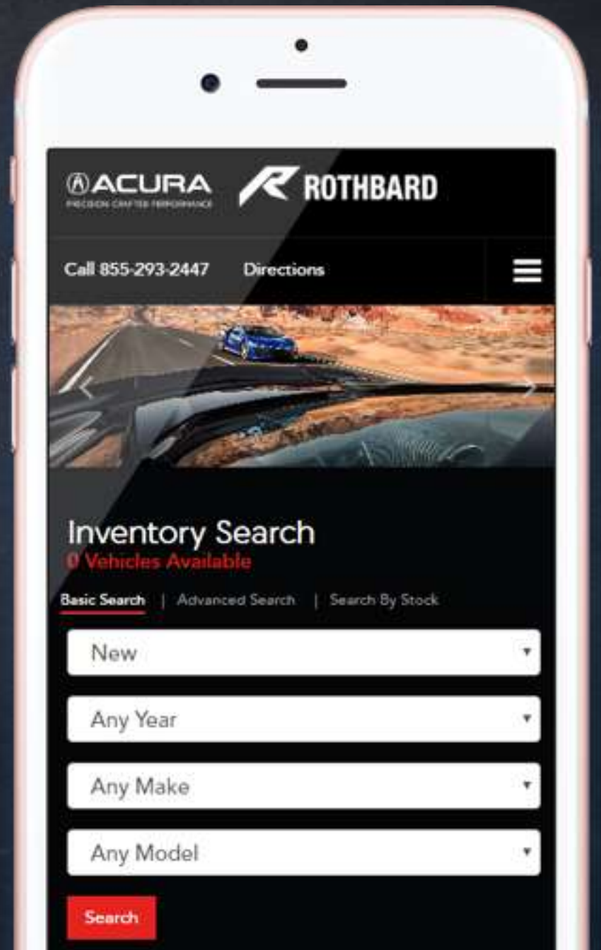
Different Metrics for Success



Desktop

Primary
- Form Lead
- Phone Call
- Service Appointment

Secondary
- Coupon Print
- VDP Views
- Hours & Direction Page

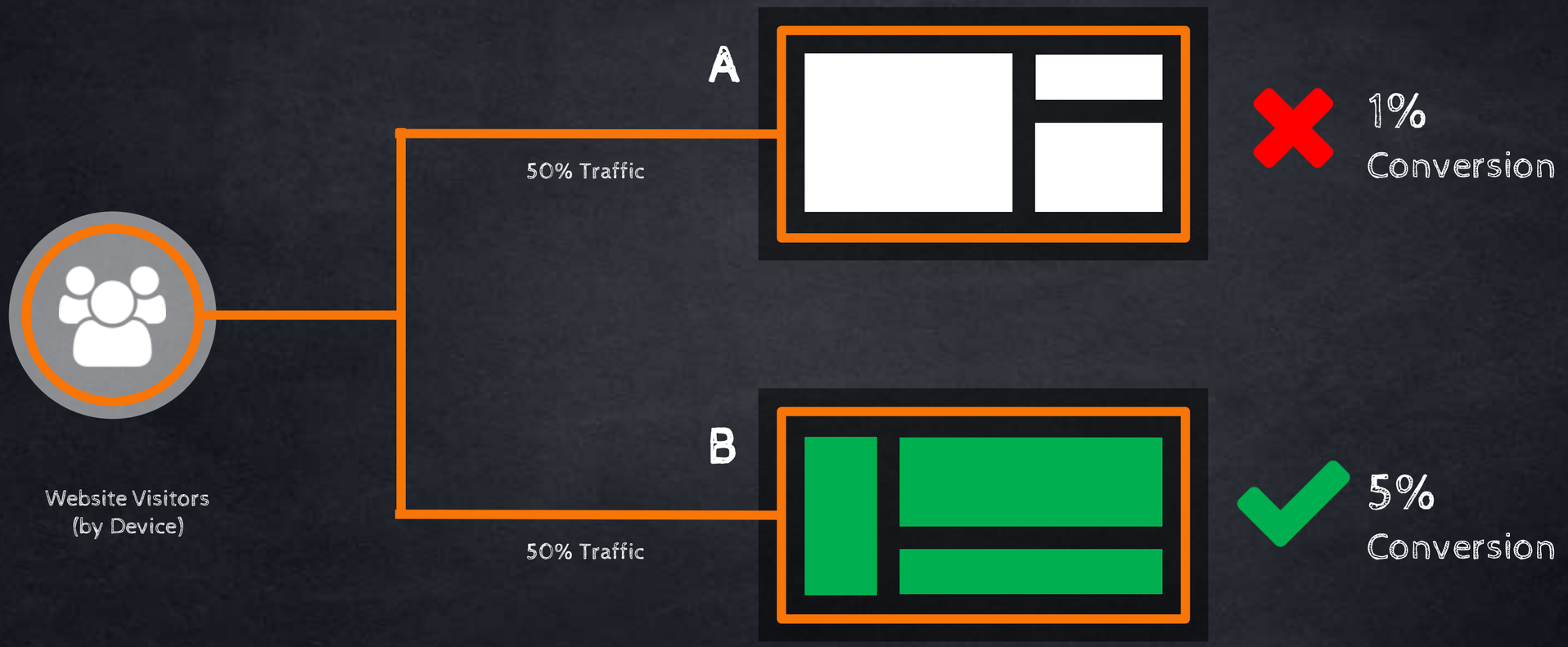


Mobile

Primary
- Click-to-Call
- Google Map Click
- Form Lead
- Wallet Coupon

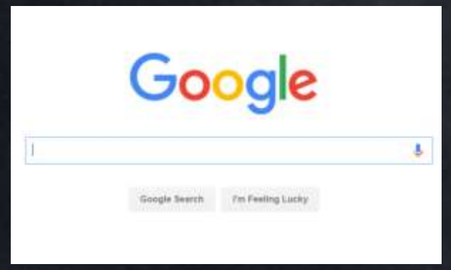
Secondary
- VDP Views
- Video Plays

Split Your Split Testing



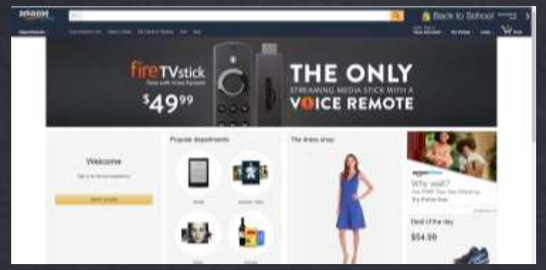
Automotive Website UX Failures

Google



Webpages Indexed:
60,000,000,000,000

Amazon



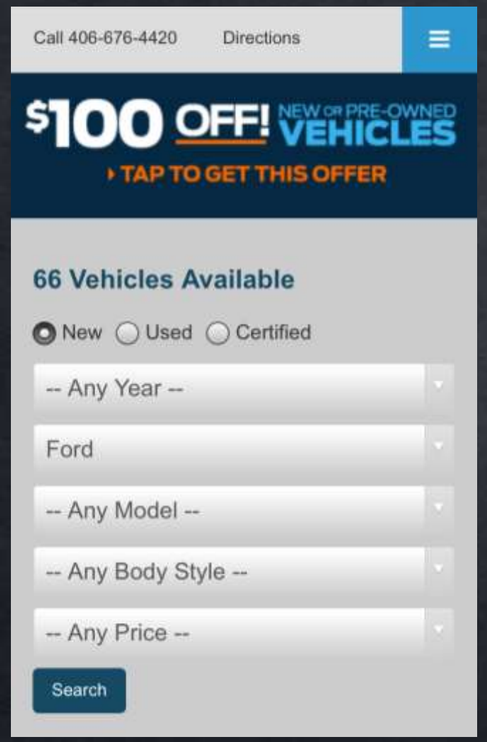
Products Indexed:
488,000,000

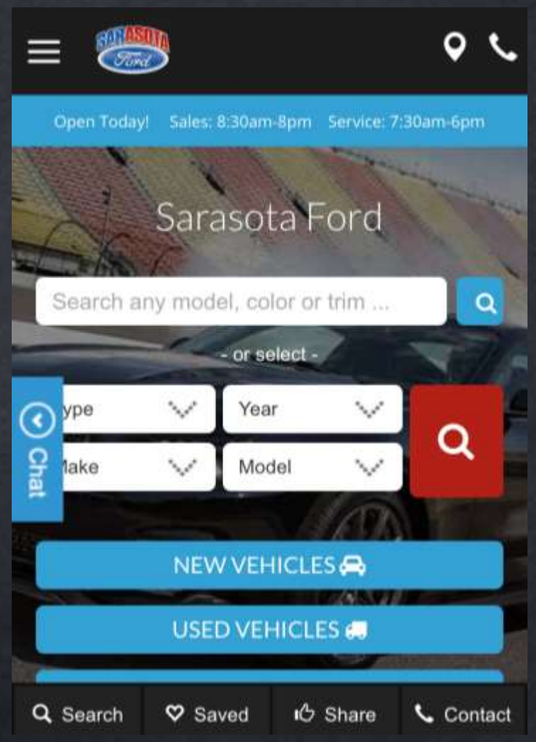
Dealership Site

Vehicles: 1,094
New Models: 8

Filtered > Free Form Search

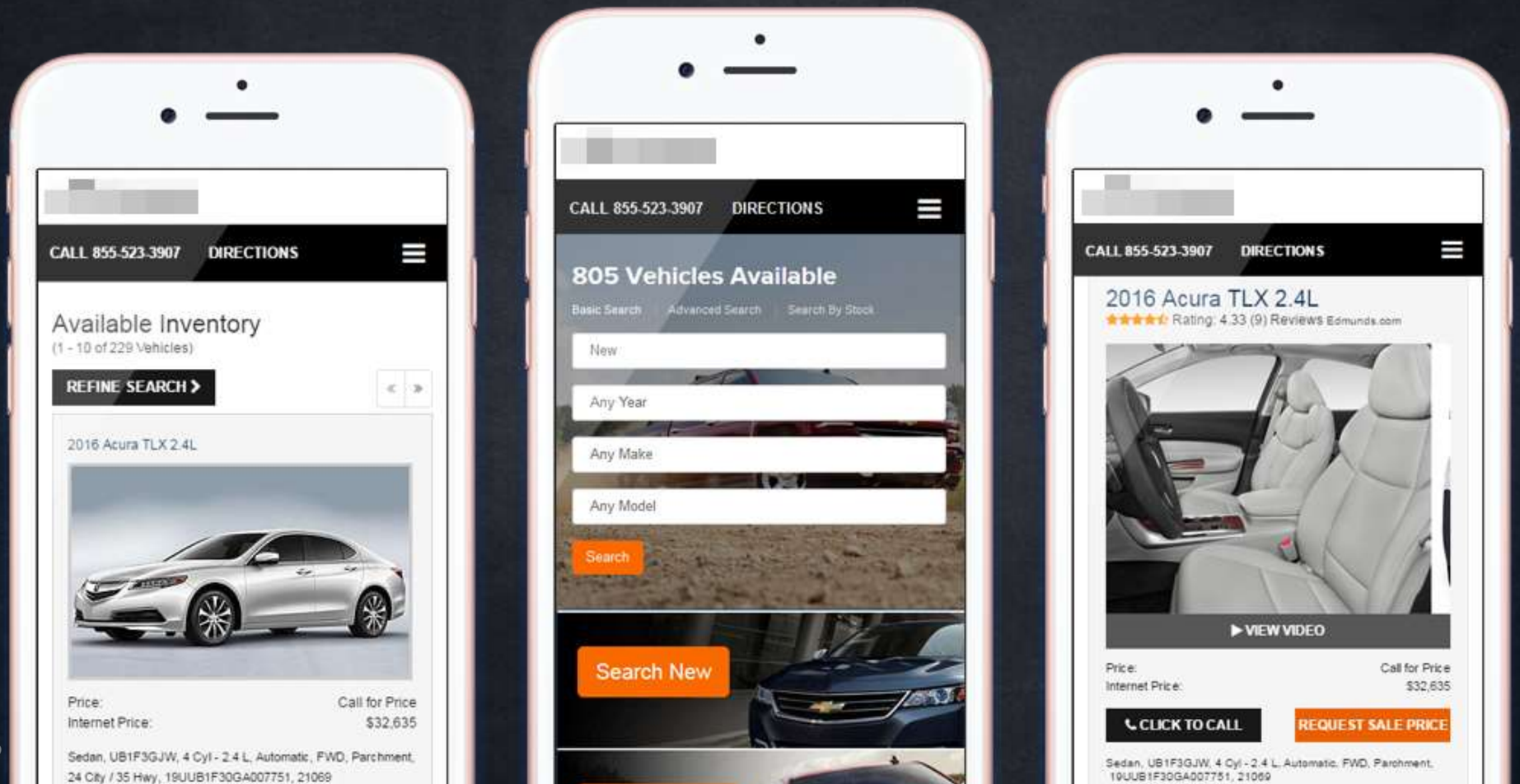
Filtered ✔





✖ Free Form

Optimize Experience for Mobile



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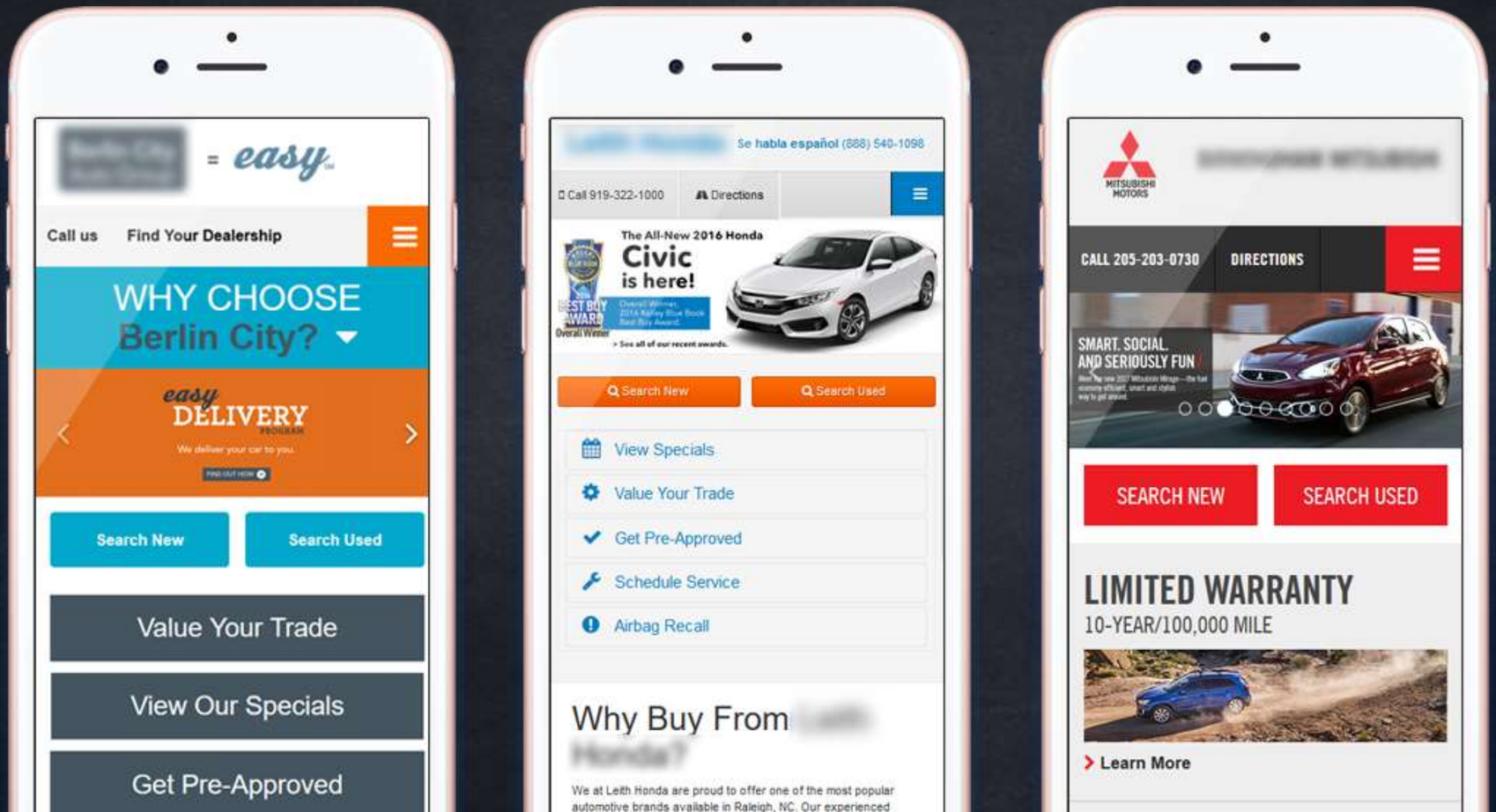
Don't Rely on Rotating Banners



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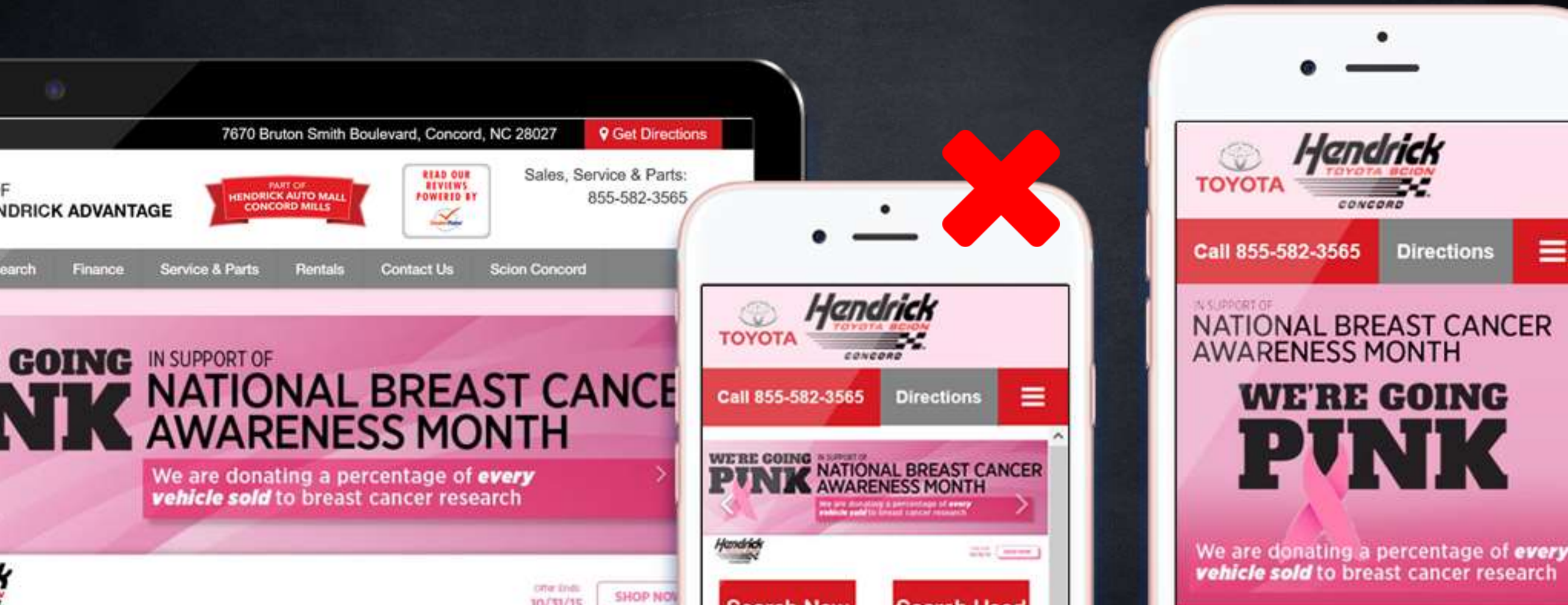
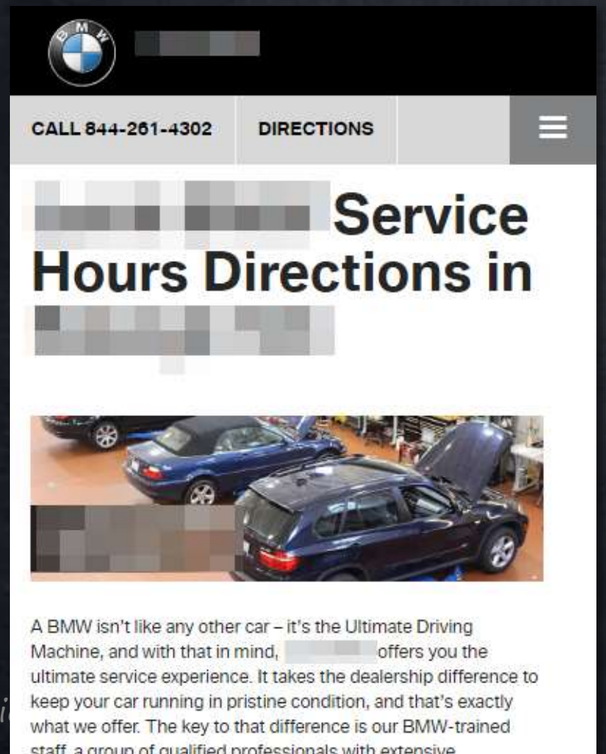
Design for the Device

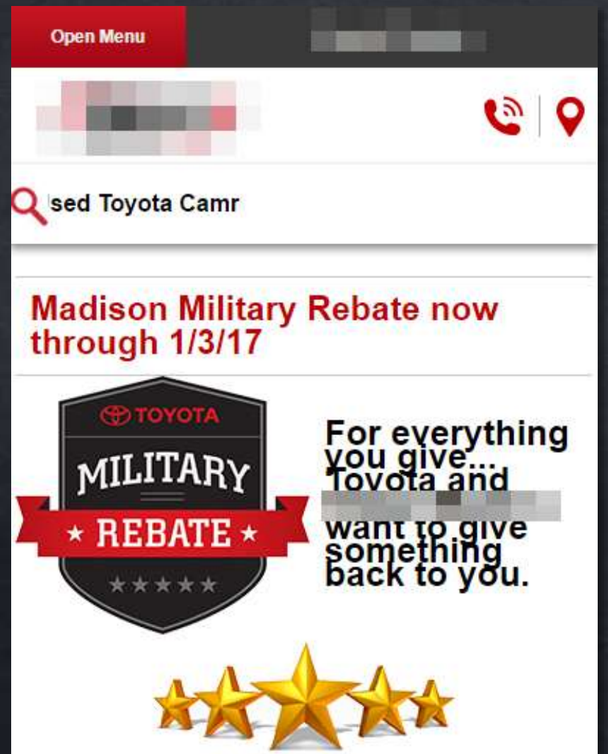


Landing Pages Take Time and Skill

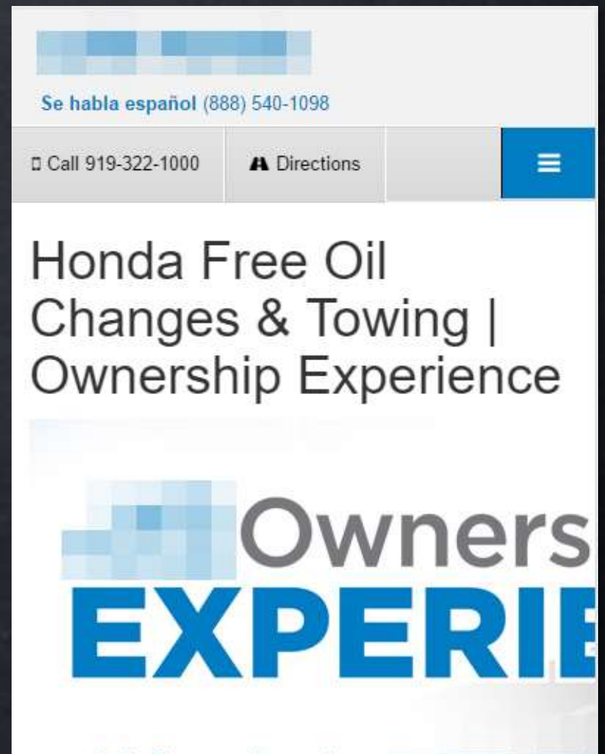
Service Center
- No Hours
- No Directions
- No CTA



Military Rebates
- Talks about Toyota Camry
- No CTA



Owner's Experience
- Off Message
- No CTA
- Cut Off Message

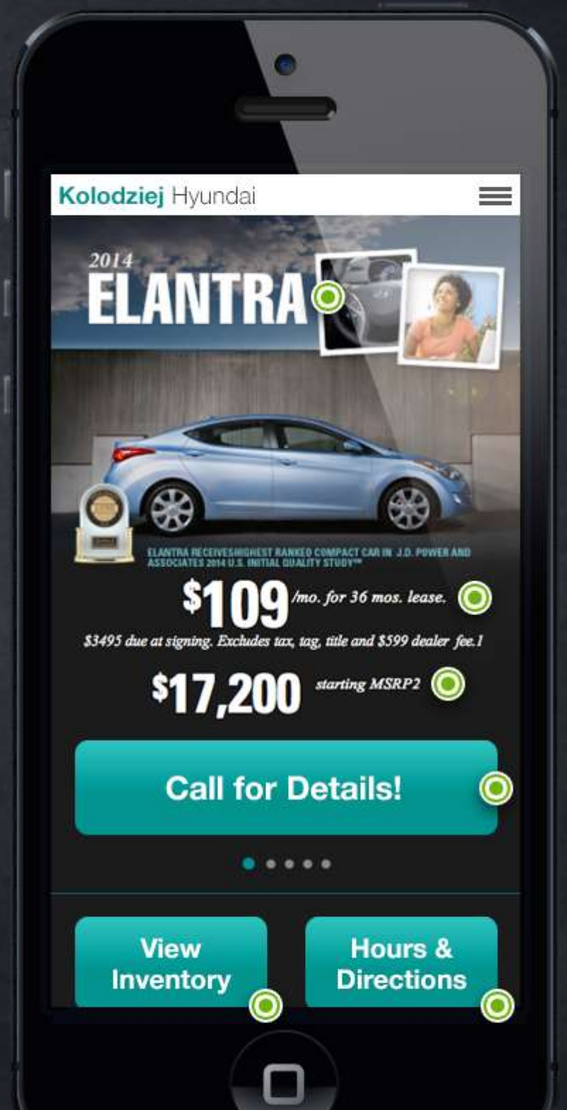


Best Practice Landing Page

200%
Increase

In Click-To-Call
Conversion Rate

(single above the fold call to action)



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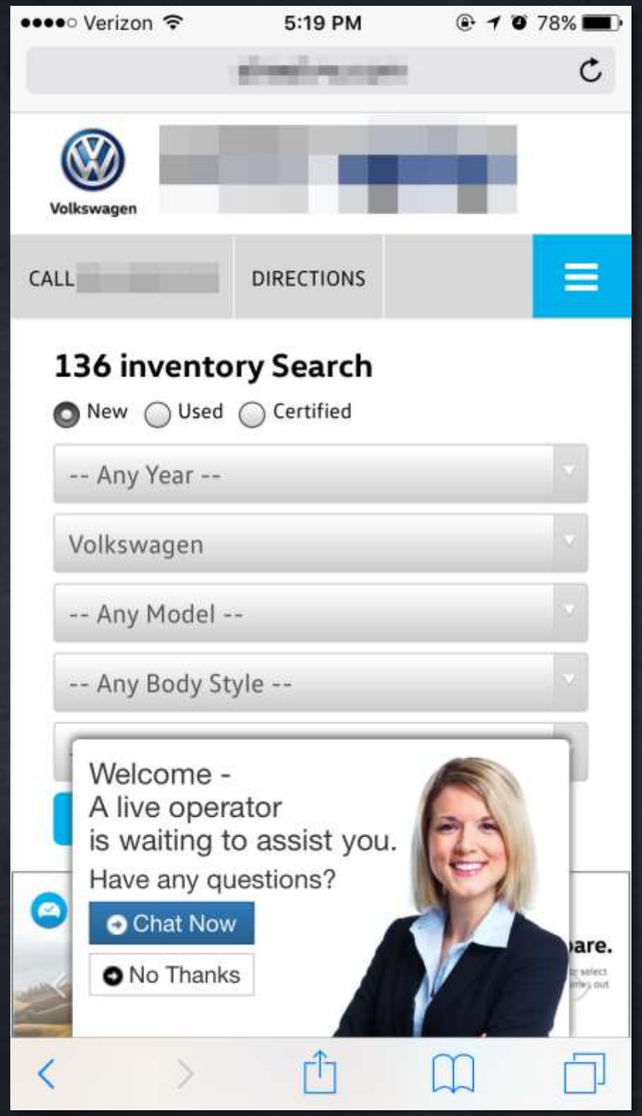
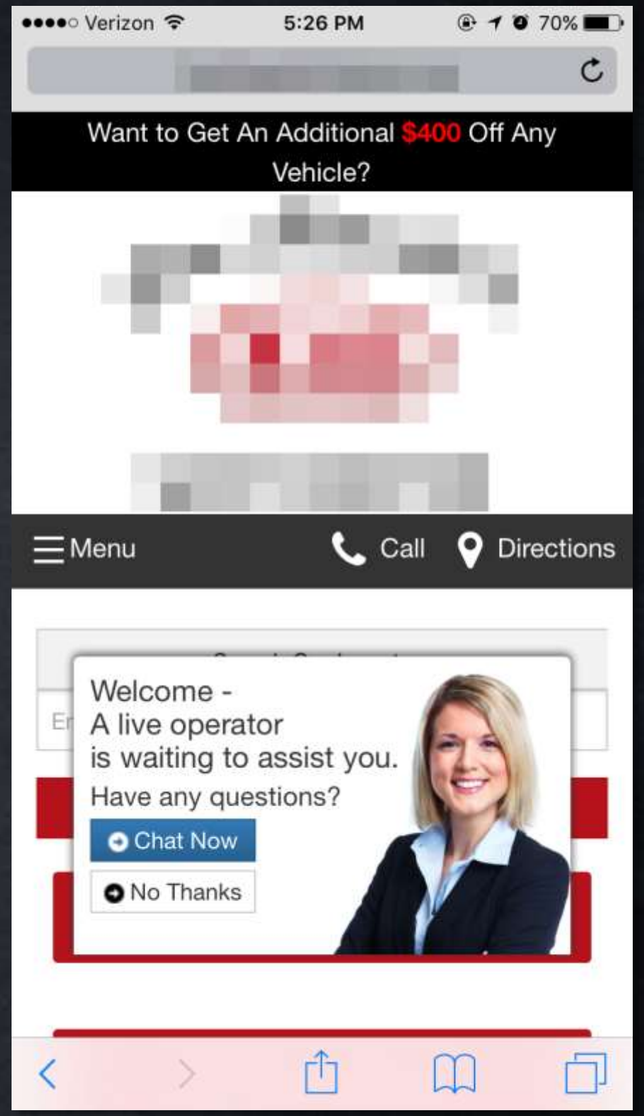
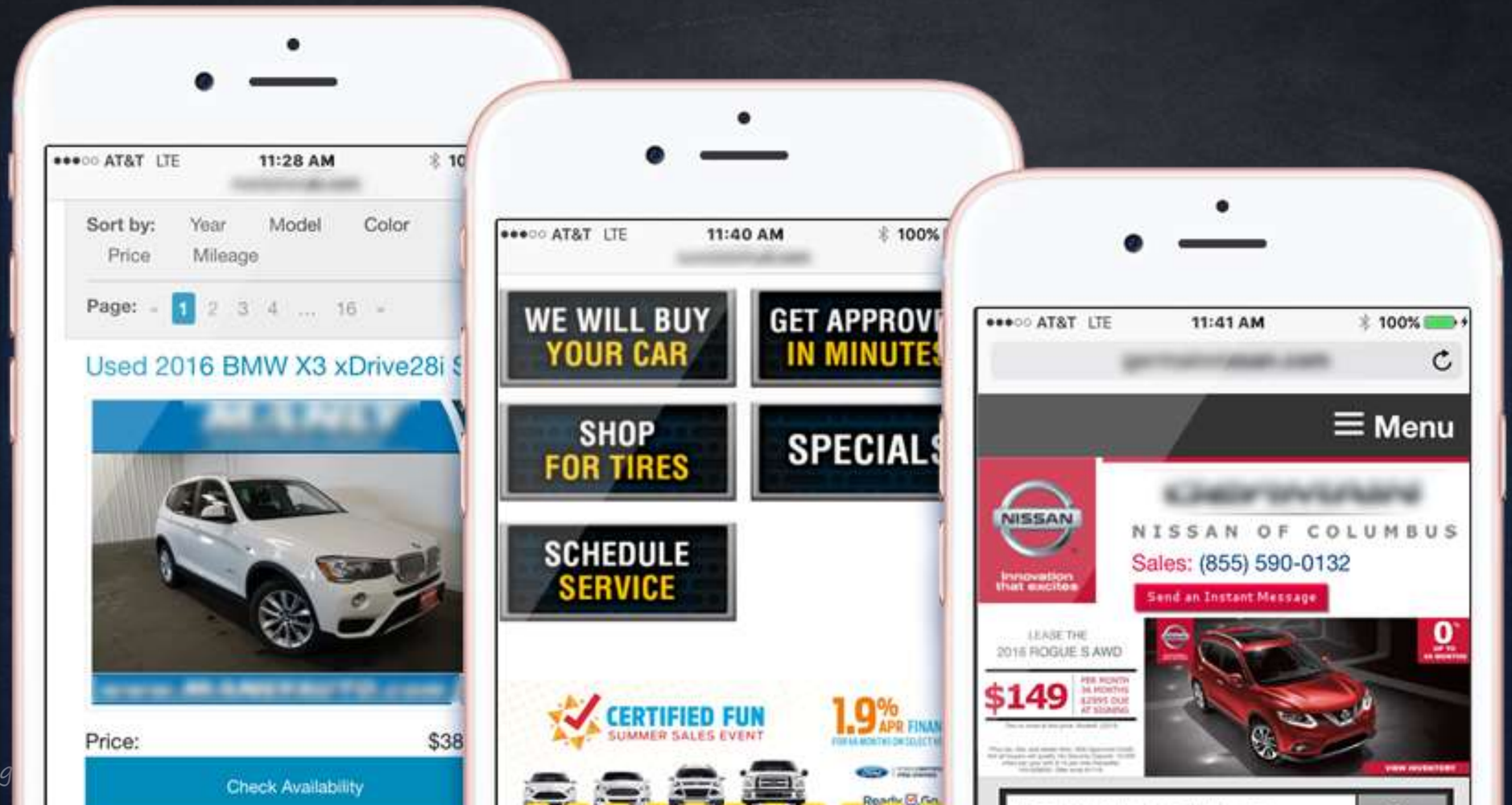
Layers / Popups are Terrible for Mobile





Sticky Nav with Phone #, Address



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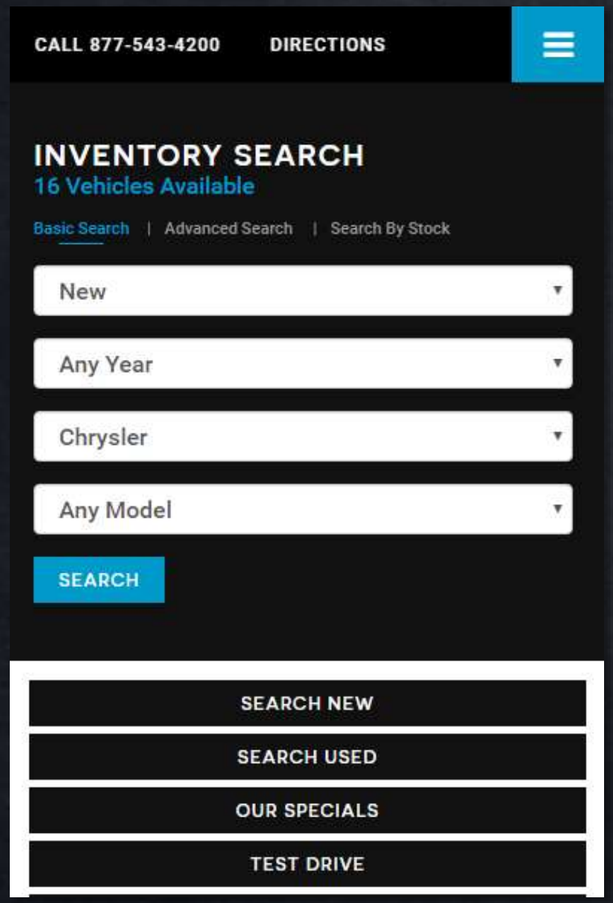
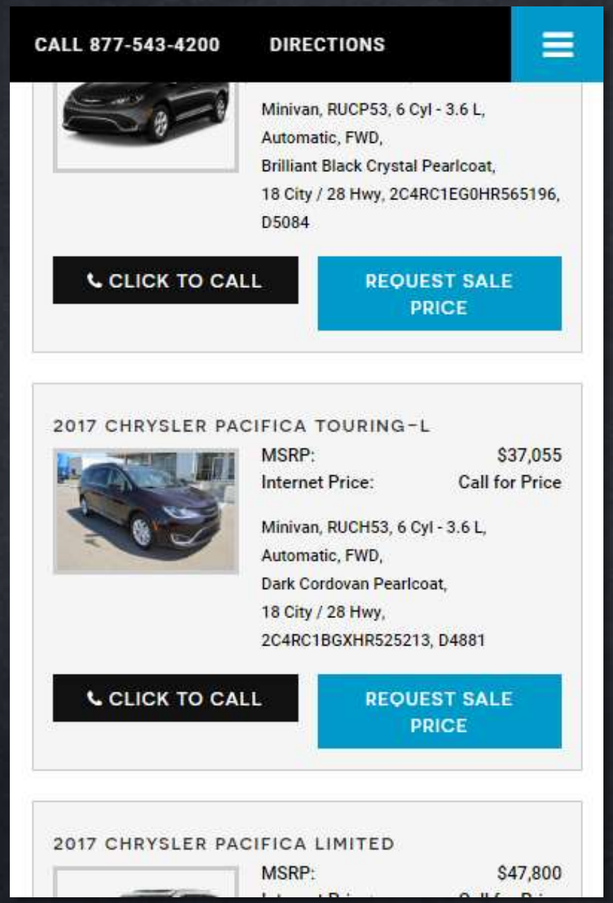
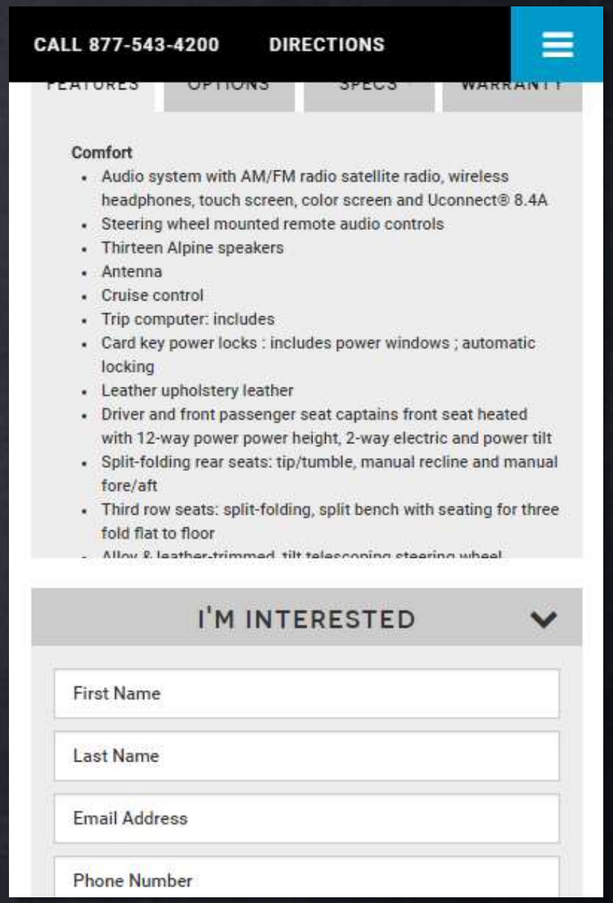
Sticky Nav with Phone #, Address



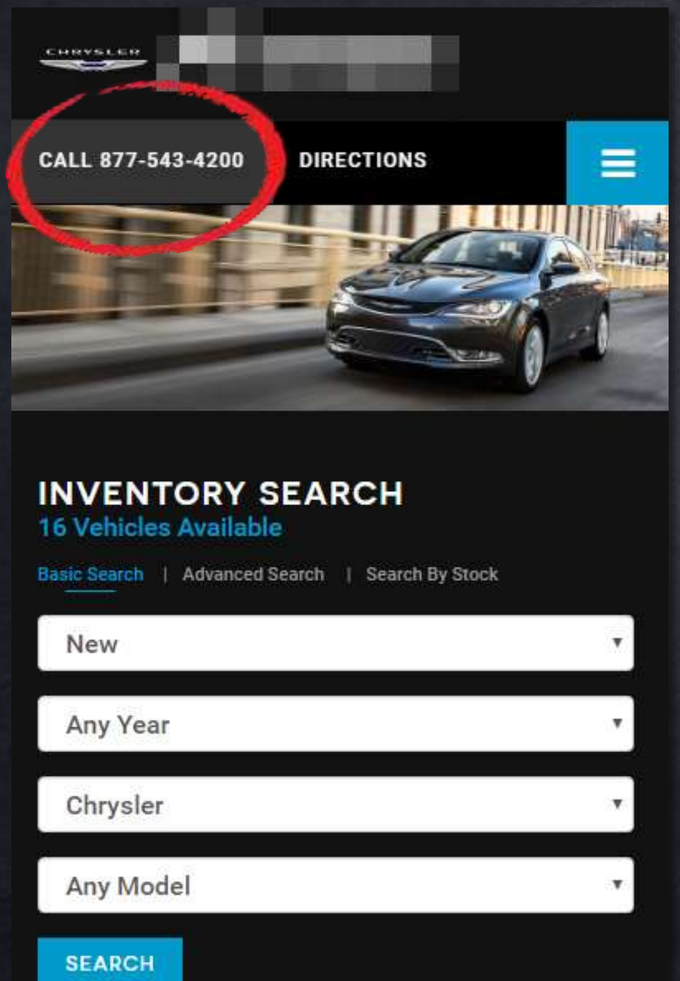


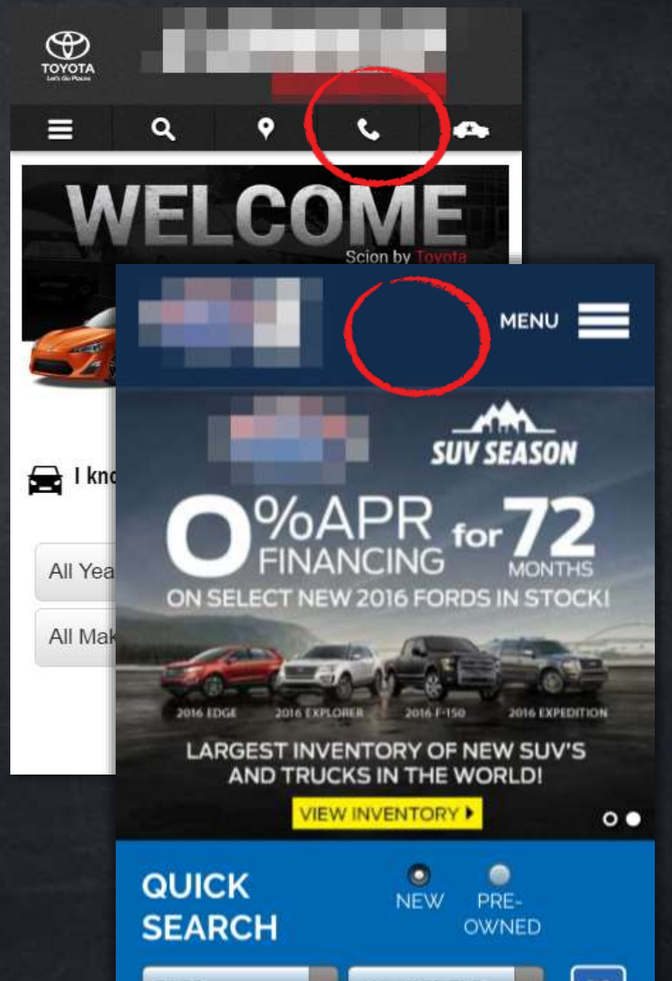


Phone Calls: Top Task on Mobile

Right

30% Increase in Calls





Wrong

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Icons: Use Text and Standards

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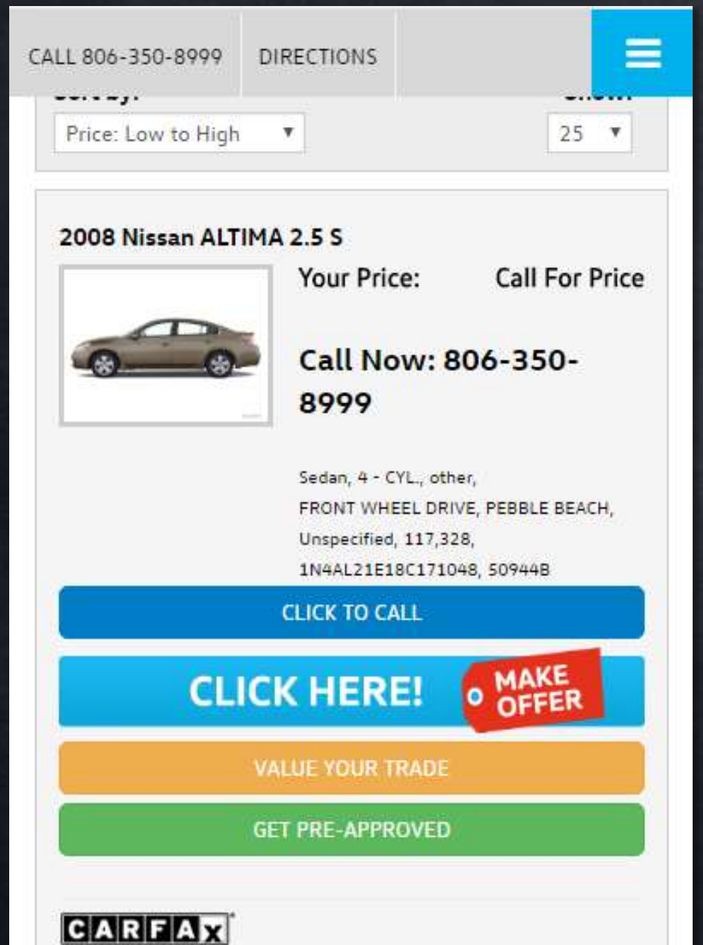
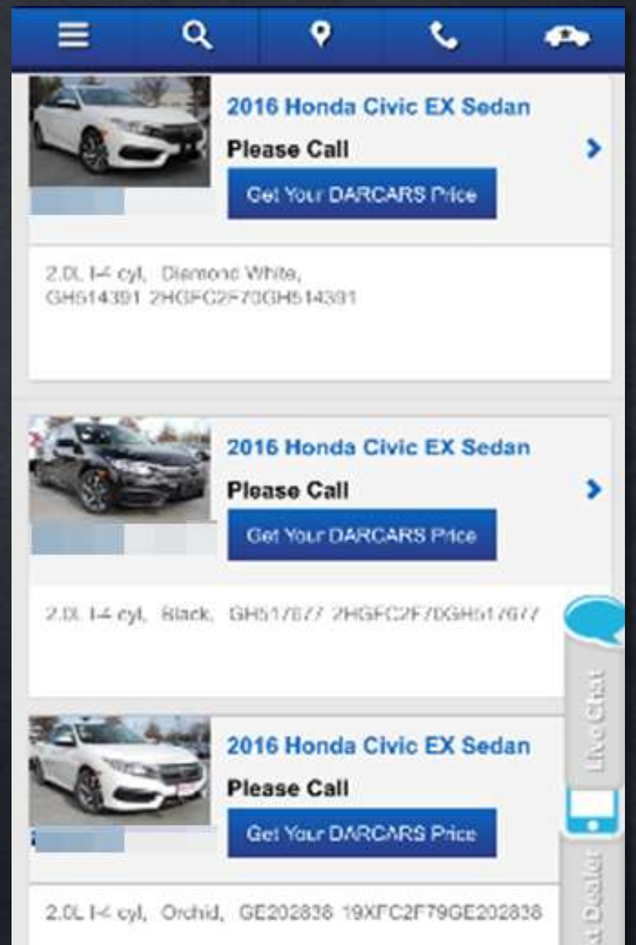
@ElianaRaggio

Call Now!

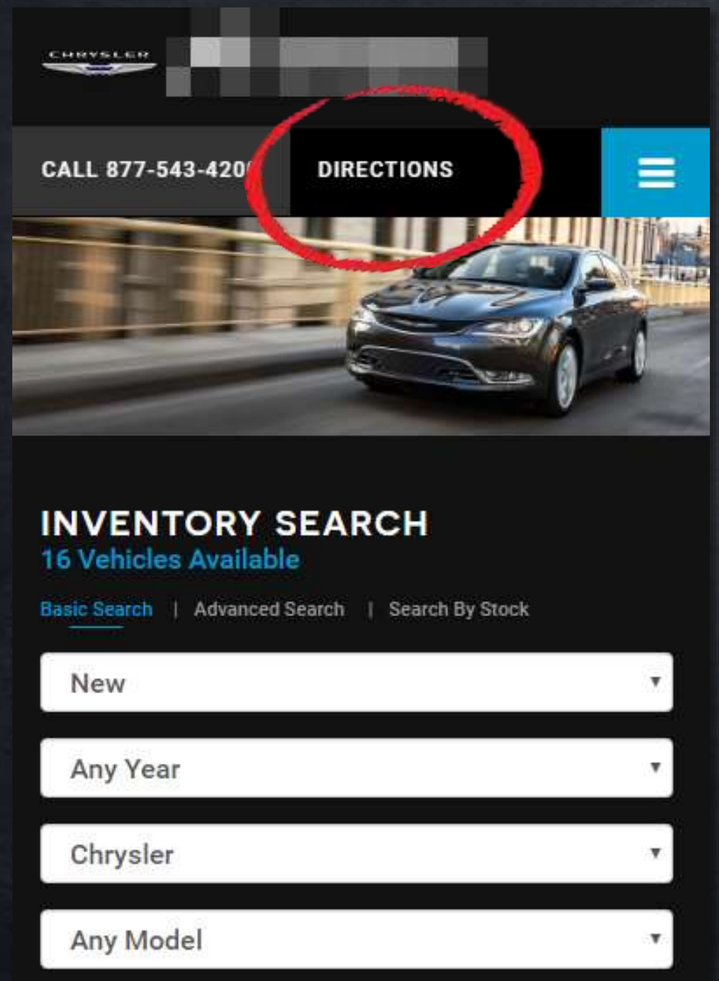

CALL 806-350-8999
DIRECTIONS
Price: Low to High
25
2008 Nissan ALTIMA 2.5 S
Your Price:
Call For Price
Call Now: 806-350-8999
Sedan, 4 - CYL., other,
FRONT WHEEL DRIVE, PEBBLE BEACH,
Unspecified, 117,328,
1N4AL21E18C171048, 50944B
CLICK TO CALL
CLICK HERE!
MAKE OFFER
VALUE YOUR TRADE
GET PRE-APPROVED
CARFAX

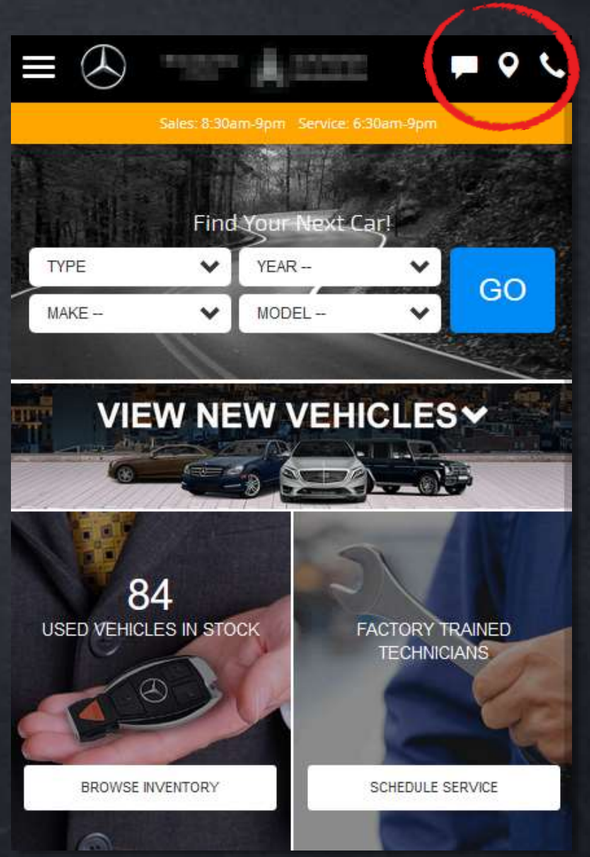

2016 Honda Civic EX Sedan
Please Call
Get Your DARCARS Price
2.0L I-4 cyl, Diamond White,
GH514391 2HGFC2F70GH514391
2016 Honda Civic EX Sedan
Please Call
Get Your DARCARS Price
2016 Honda Civic EX Sedan
Please Call
Get Your DARCARS Price
2.0L I-4 cyl, Orchid, GE202838 19XFC2F79GE202838
Live Chat

Directions: 2nd Task for Mobile

Right

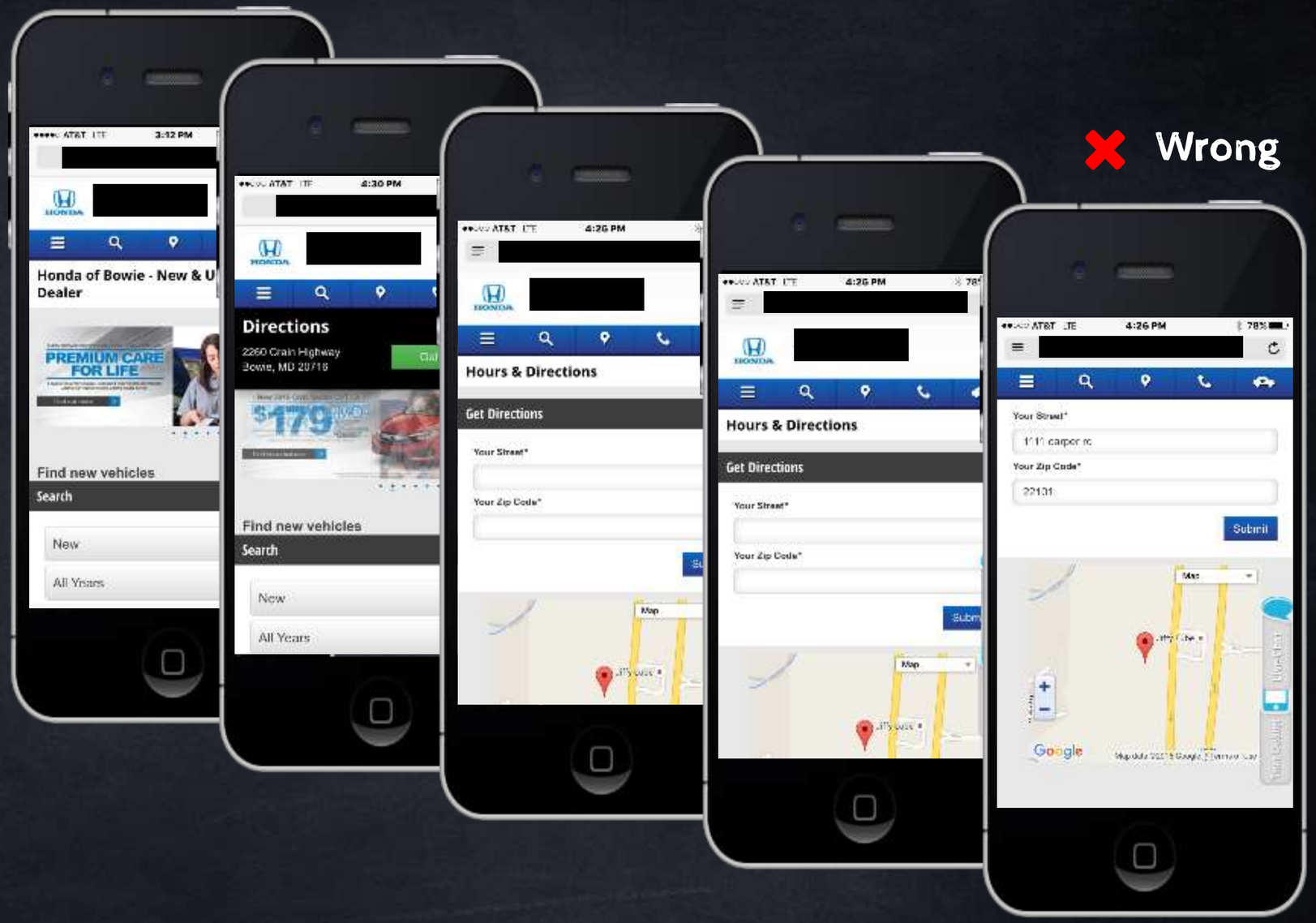
30% Increase in Calls





Wrong

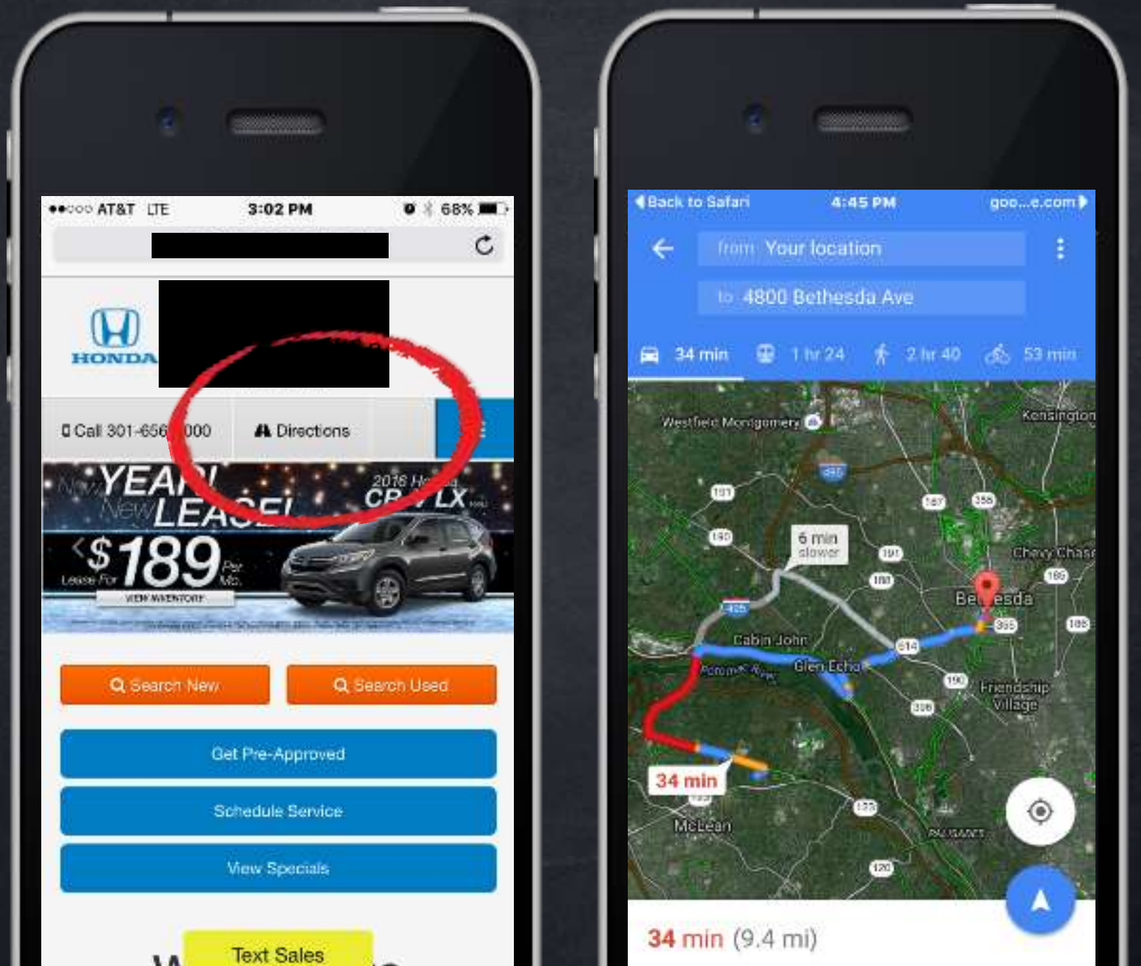
Not Fast, Not Simple, Not Easy



✖ Wrong

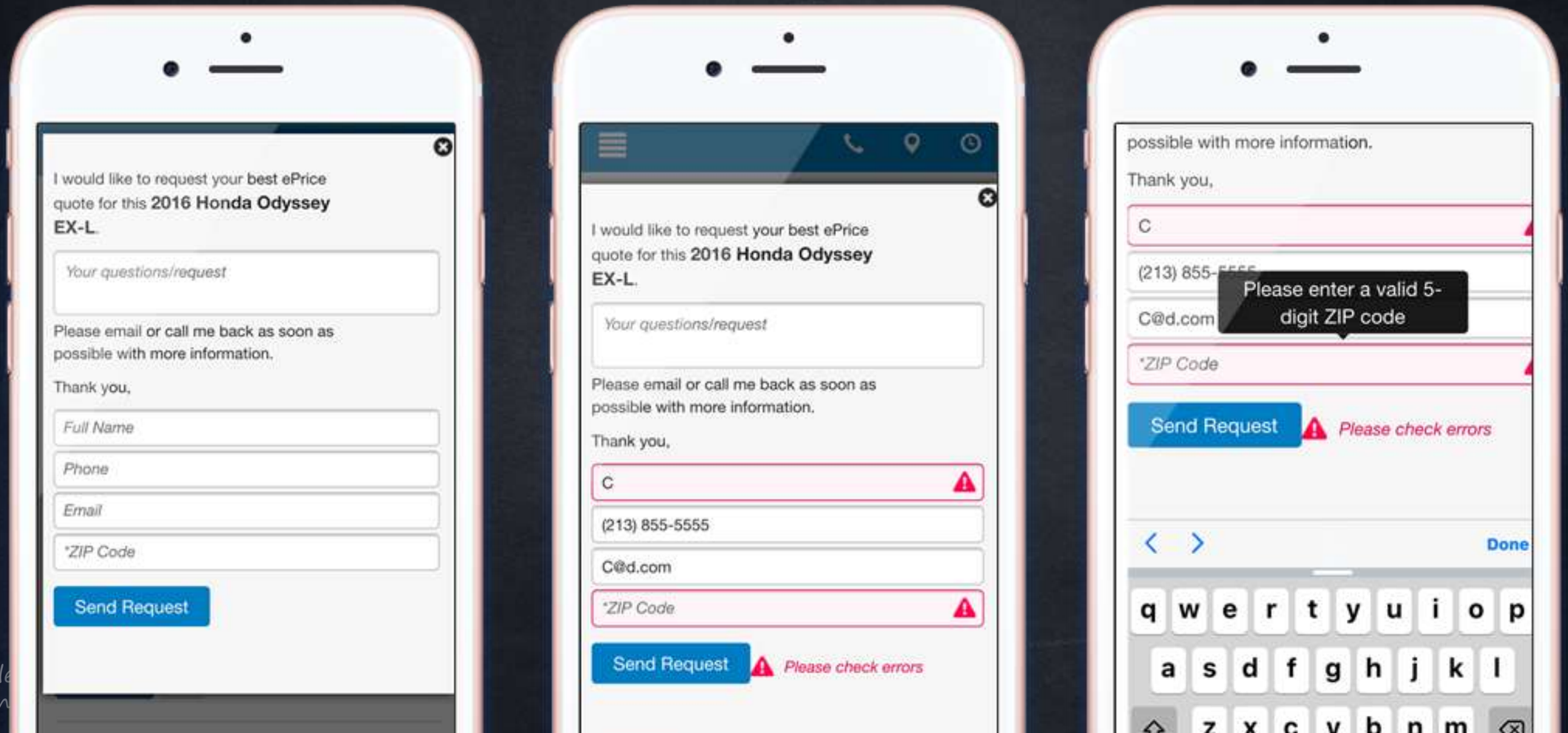
Directions: 2nd Task for Mobile

Mobile Used Right!



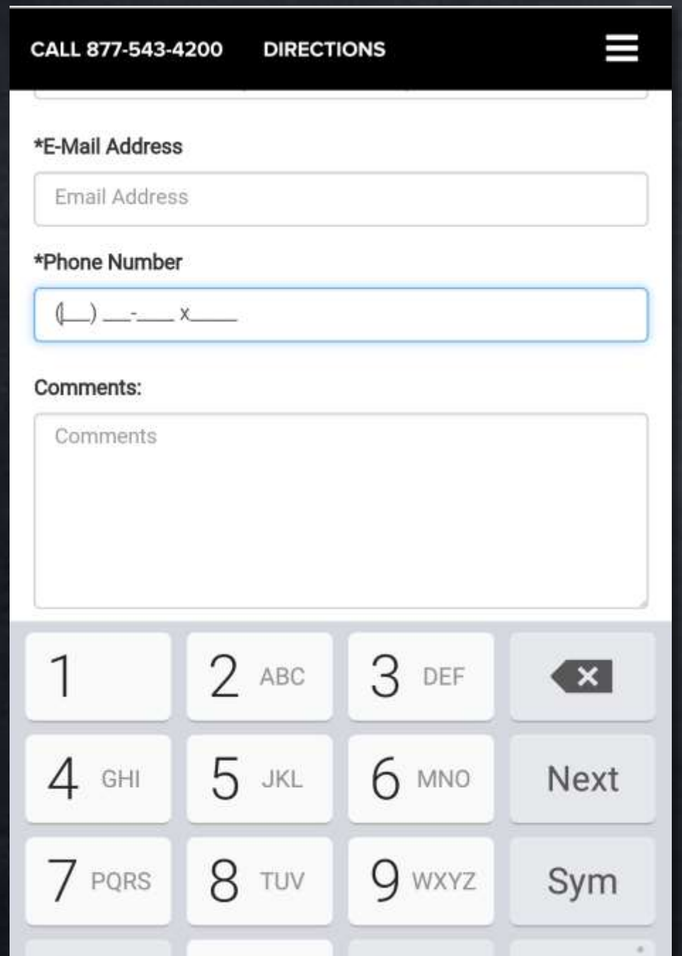
@DealerOn
@ElianaRaggio

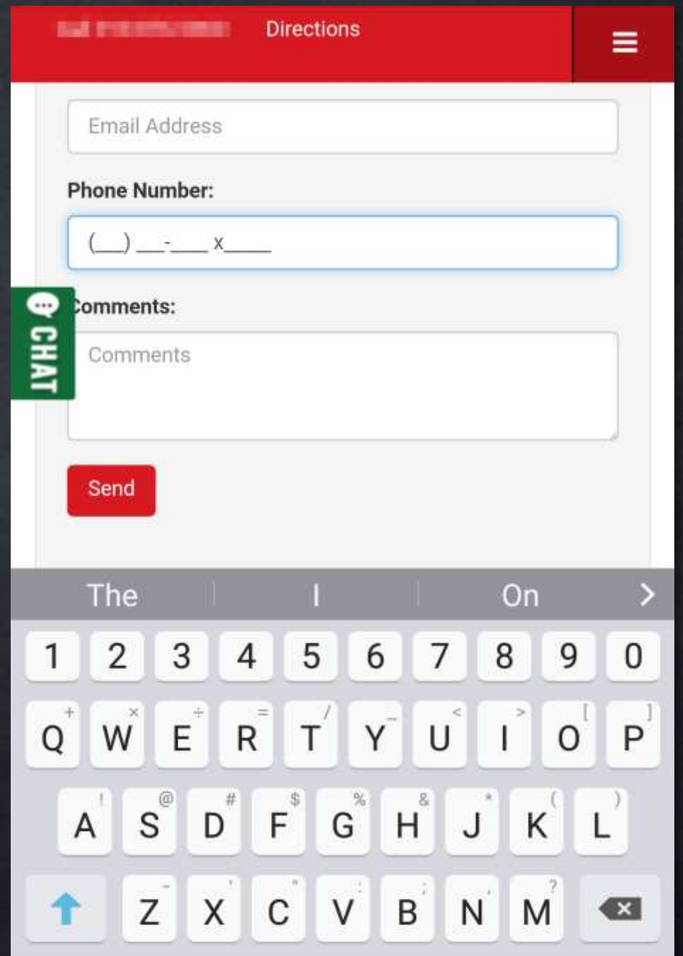
Remove Unnecessary Fields



Make Mobile Form Data Entry Easy

Right

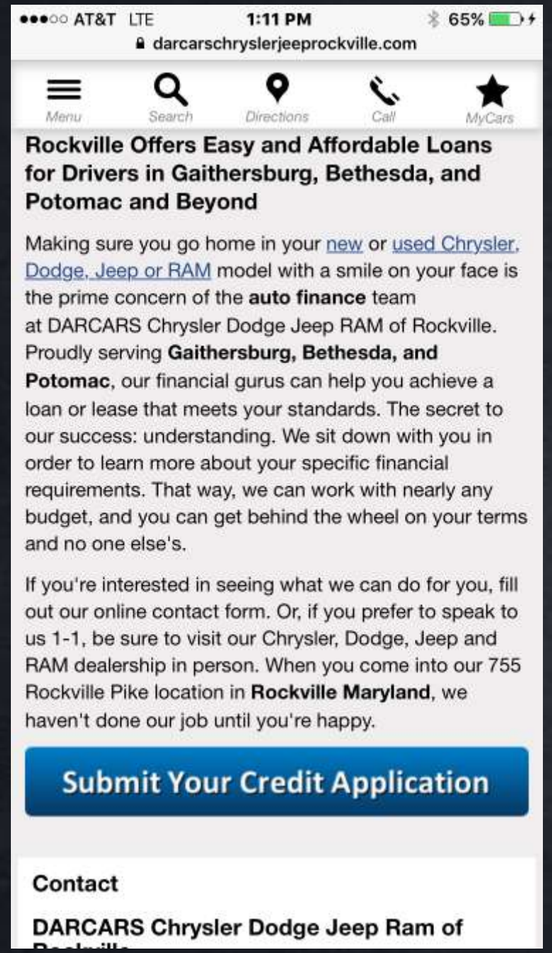


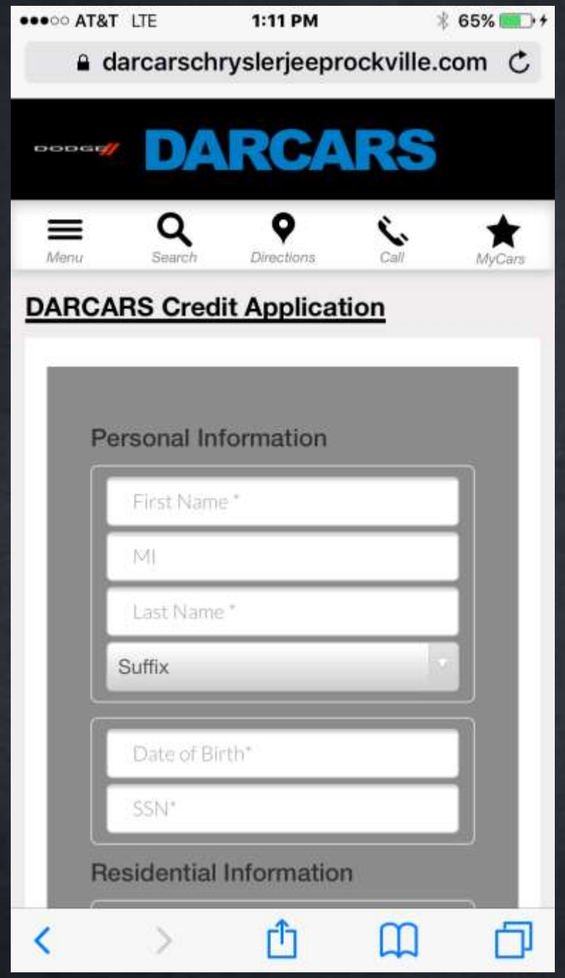


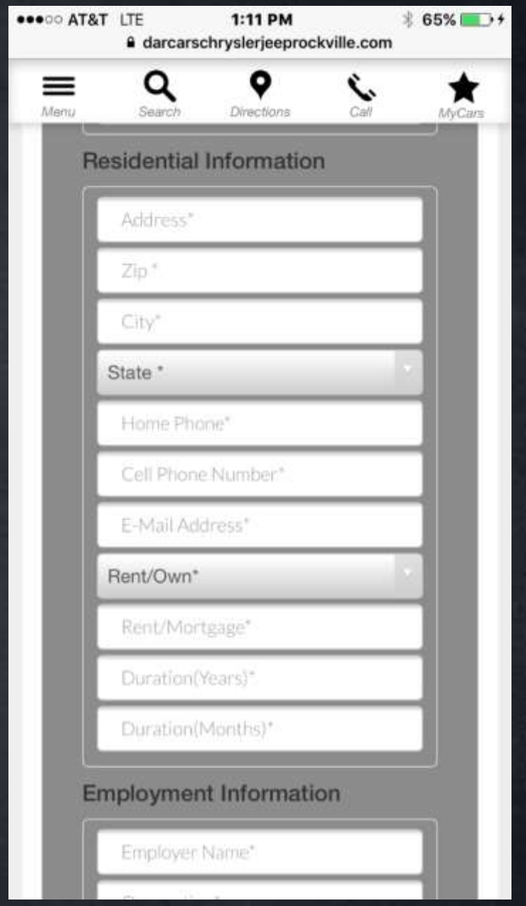
Wrong

@DealerOn
@ElianaRaggio

Credit App Example #1

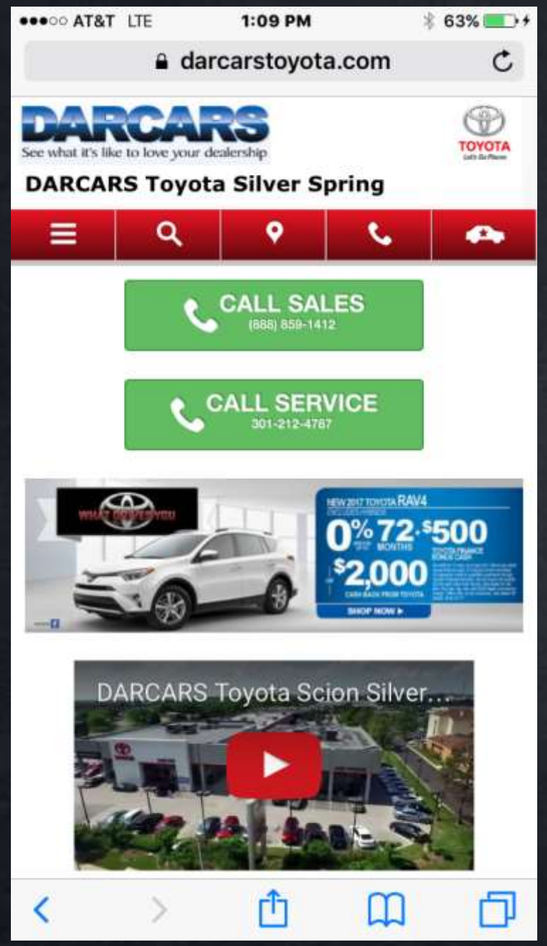


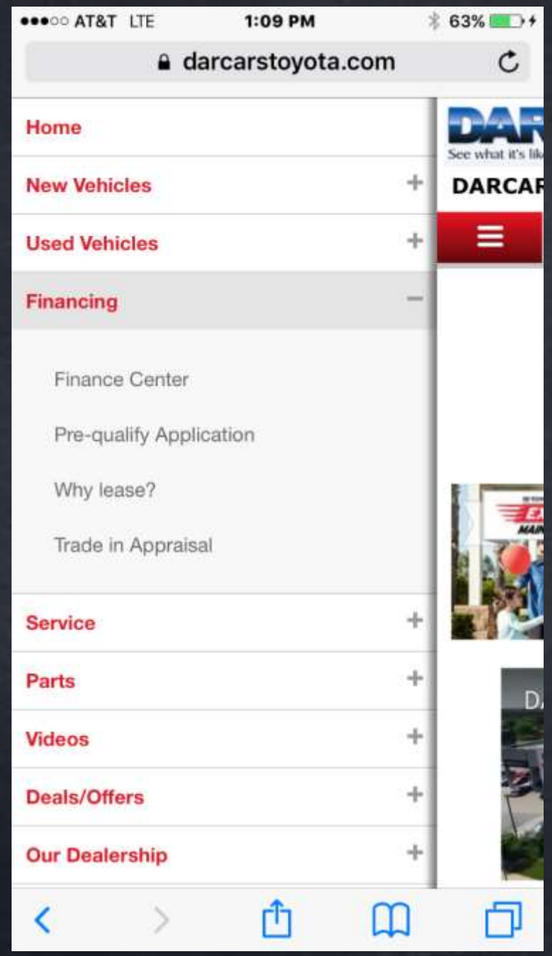


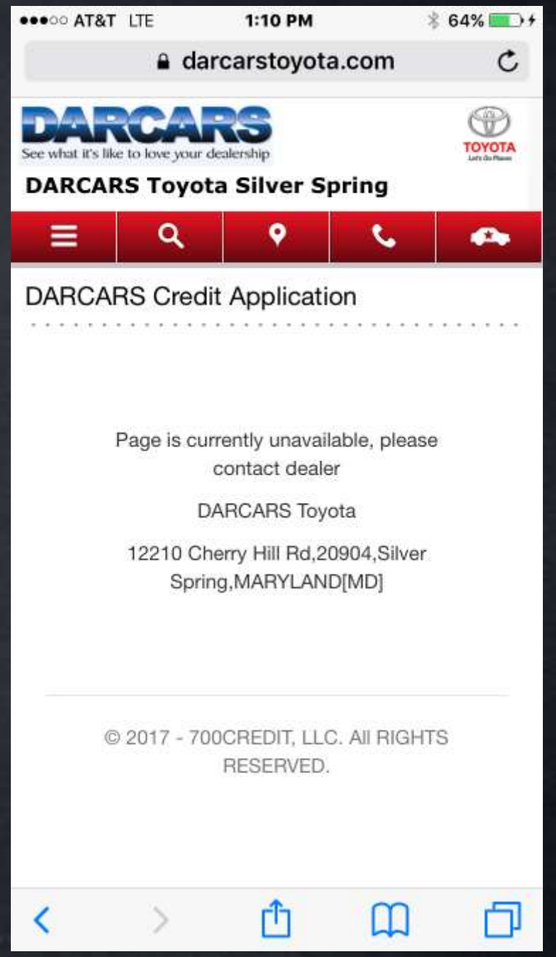


✖ Wrong

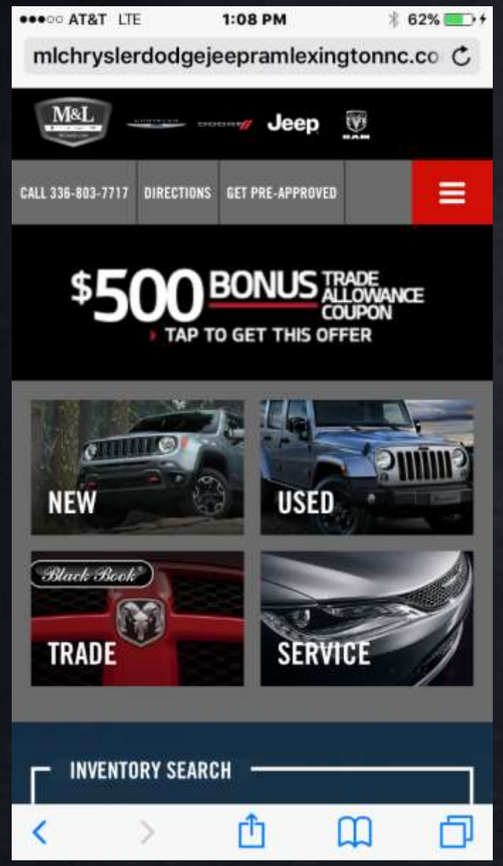
Credit App - Problematic on Phones

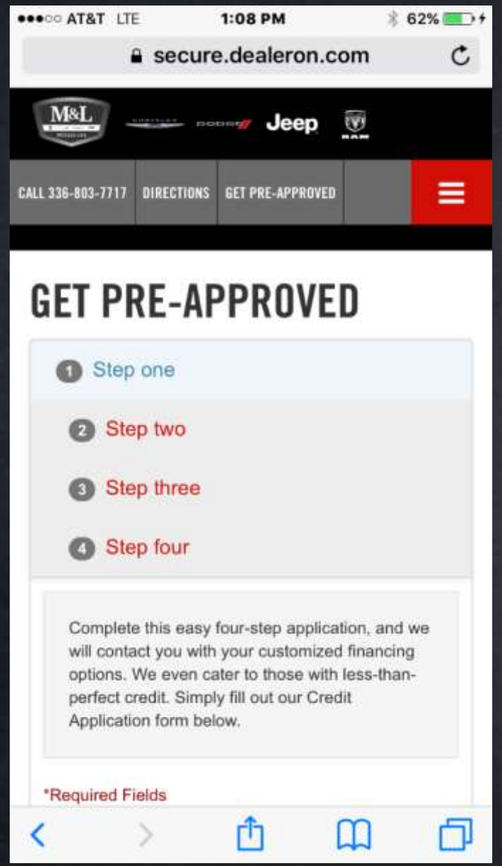


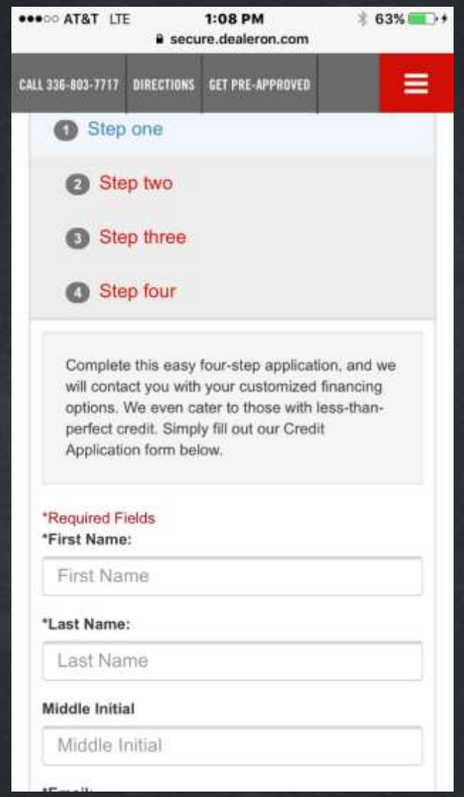


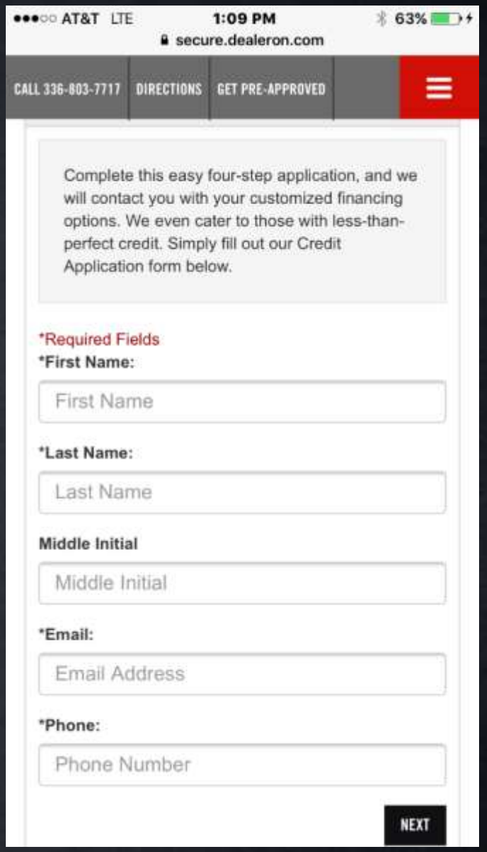


Credit App - Make It Easy to Do



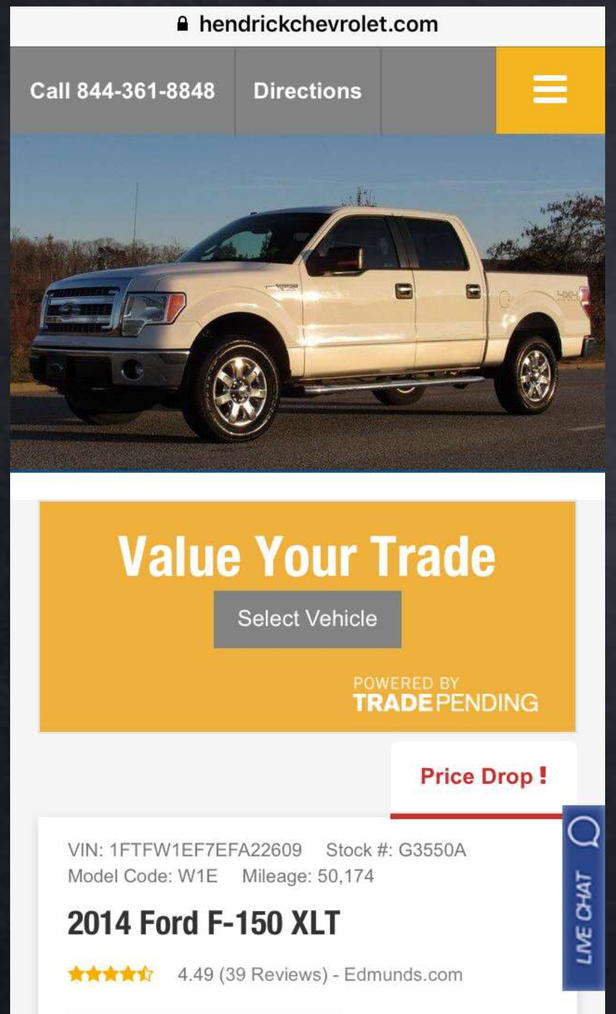


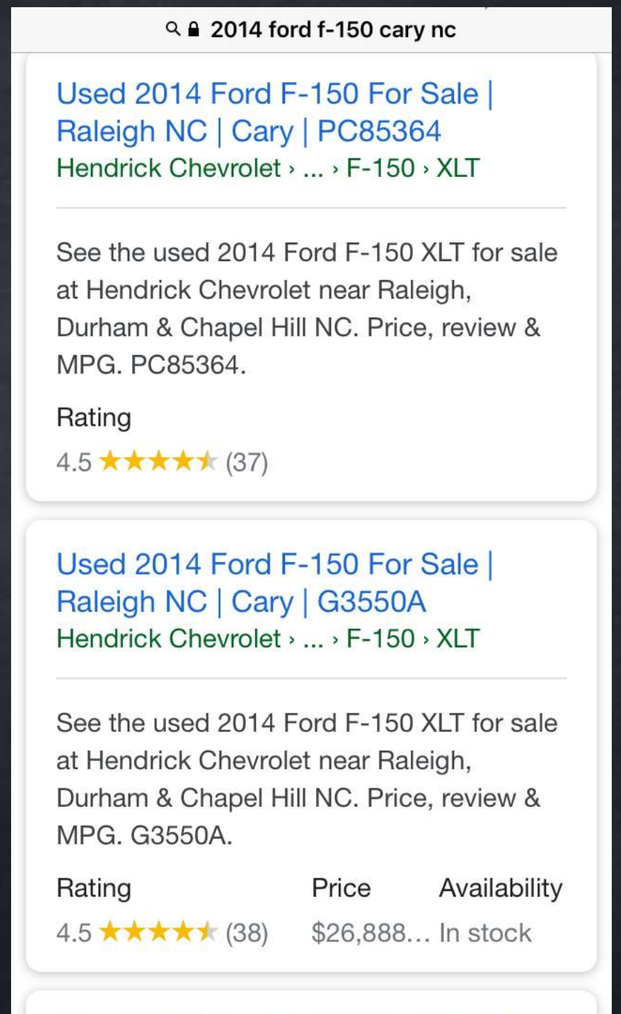




Coupons & Structured Data

Schema.org



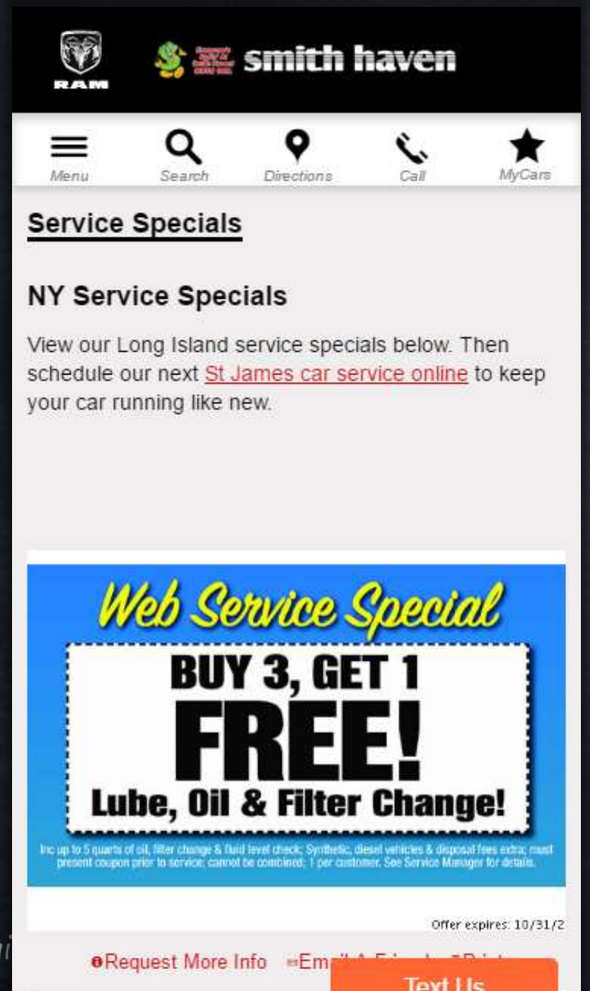


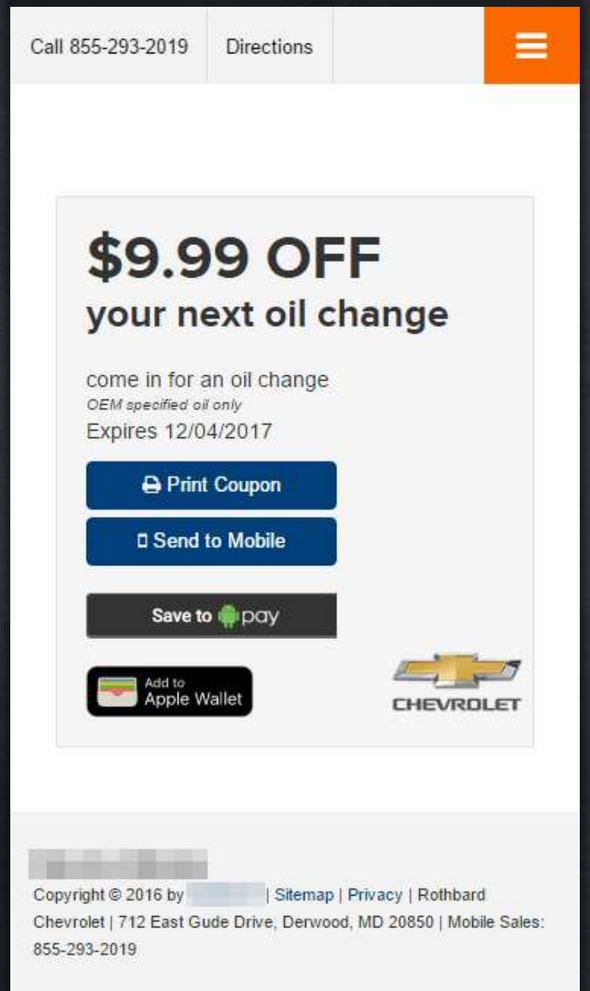
25-50%

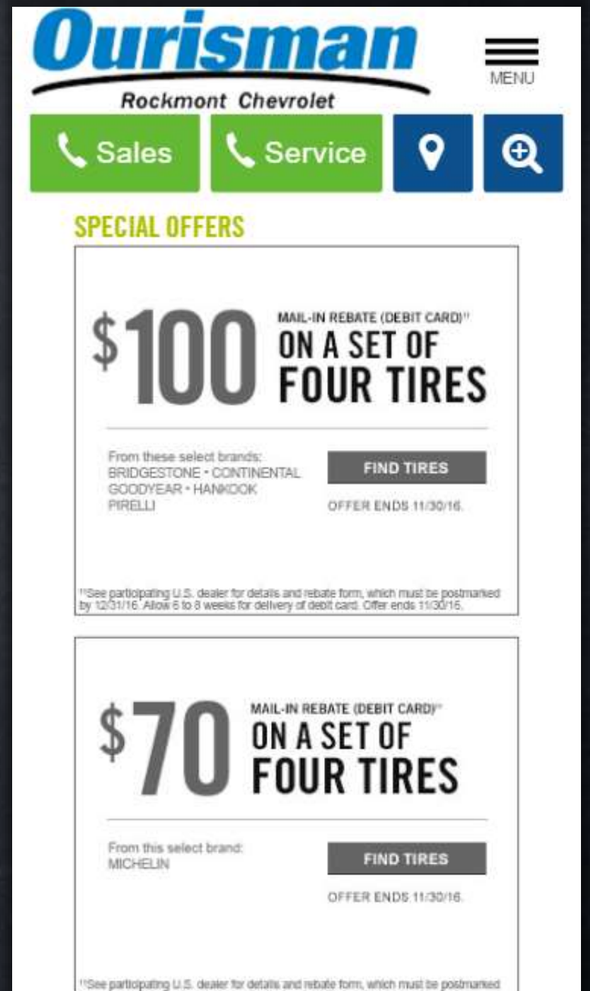
Increase

In Click-Thru Rate

Can't Print from Mobile

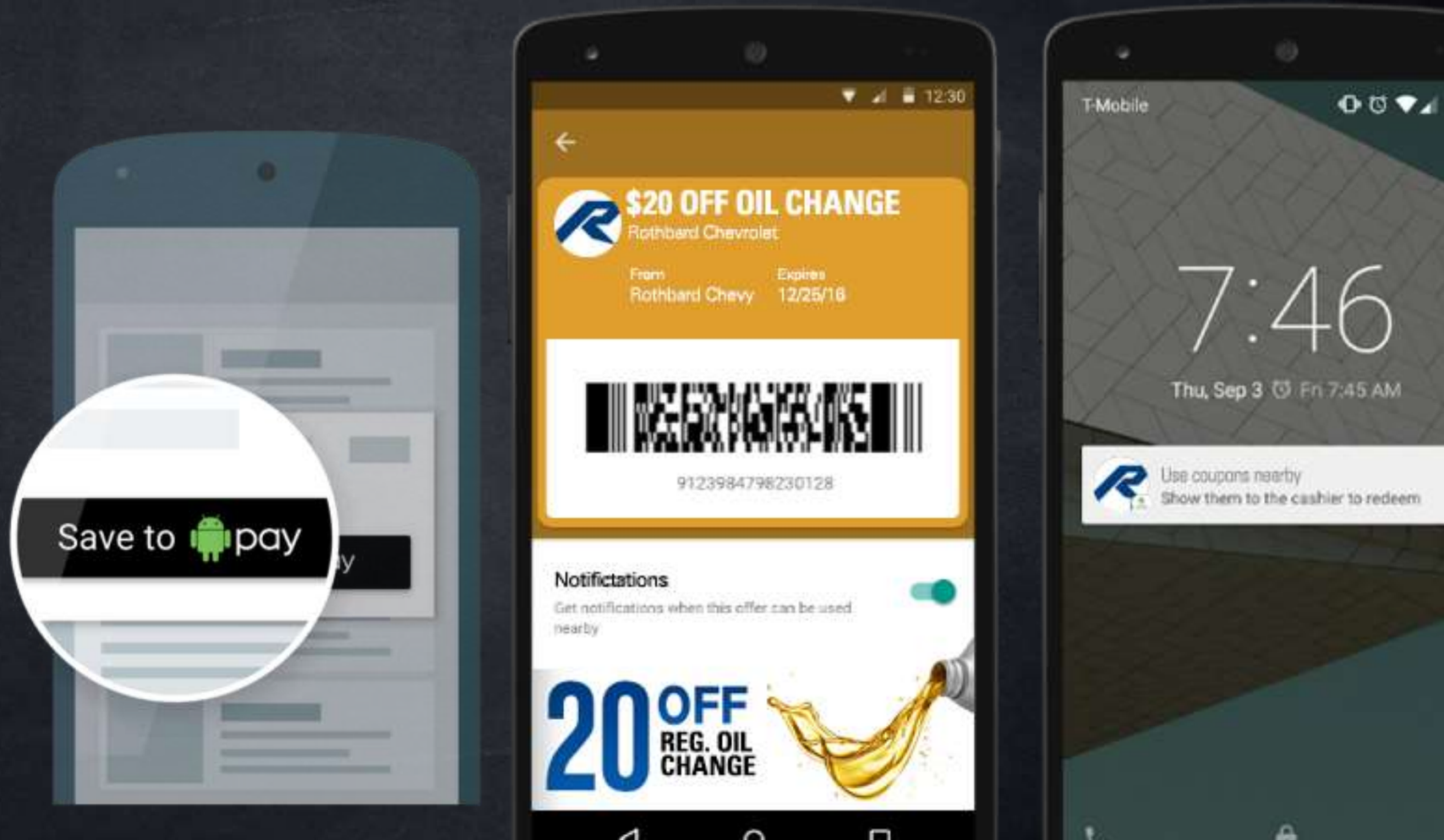




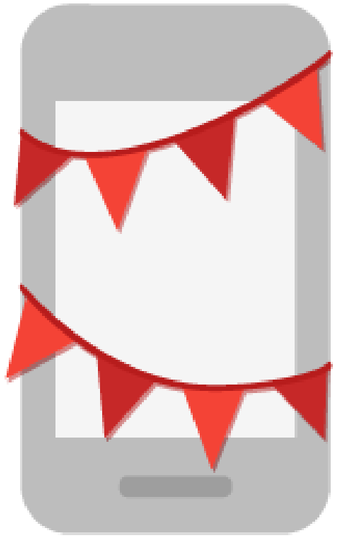


E-Wallet Coupons

- 10x redemption rate vs traditional
- Integration w/Google & Apple Wallet
- Trackable via Unique SKU
- Deletion Rate < 1%
- Create Loyalty Program



Conquesting the Mobile Consumer

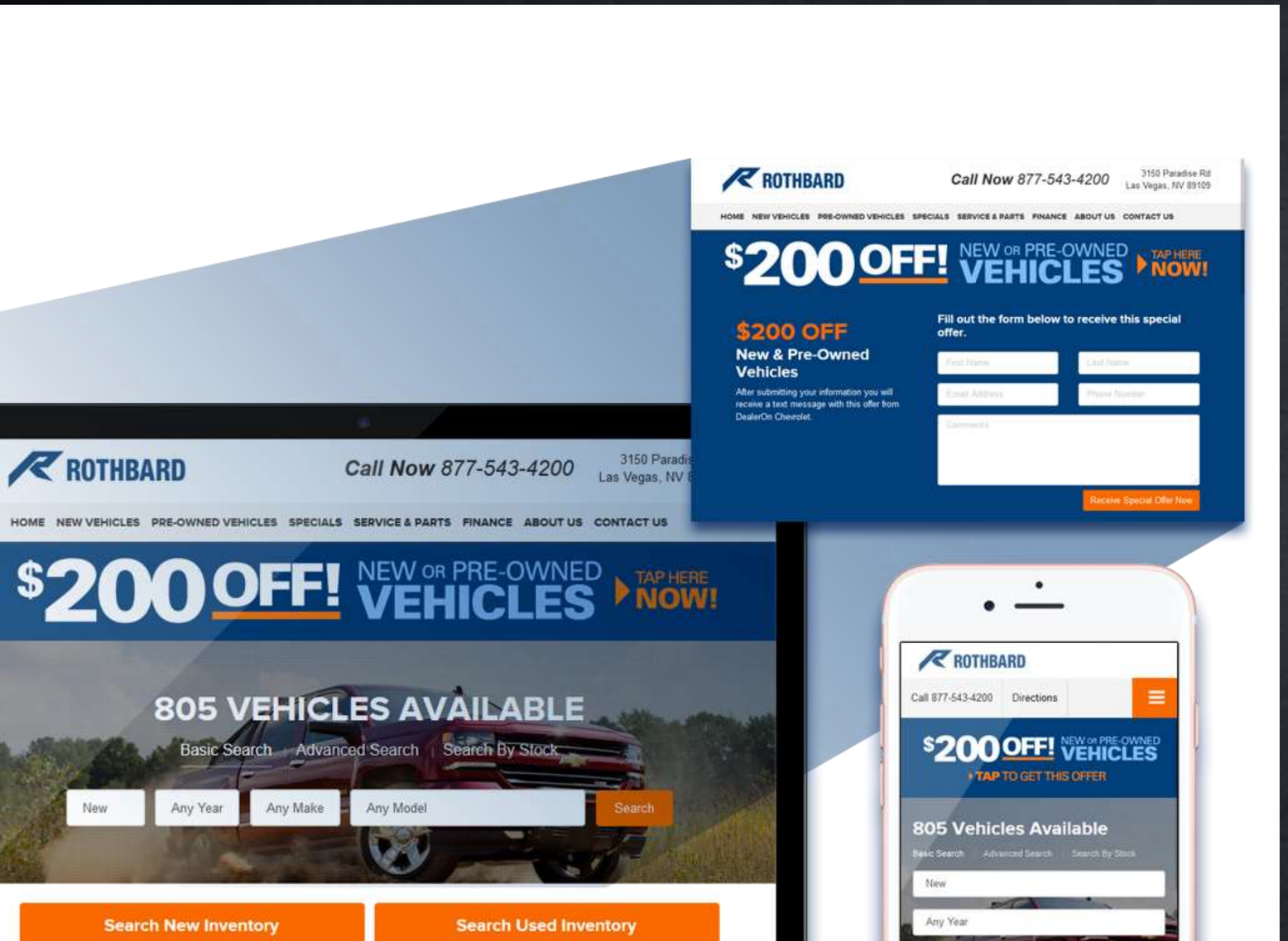


Mobile searches from dealership lots **increased 46%** in the last year.

Top action people perform with their phones while on the lot is confirming that they are getting a good price on a vehicle

Half of all car shoppers with mobile devices use their smartphones while at the dealership

Geo-Targeted Mobile Offers



- Competitors
- Local Biz's
- Any Geographically valuable consumer segment

SUGGESTED RESOURCES

* Resource 1 - Google Mobile Speed Test Tool: https://testmysite.withgoogle.com/intl/en-gb

* Resource 2 - Webpagetest.org

* Resource 3 - Google Search Console

* Resource 4 - Google Automotive Guidebook: https://www.thinkwithgoogle.com/_qs/documents/4614/Dealer_Guidebook_final.pdf

ACTION ITEMS

* Action Item 1 - Run your site through Google Mobile Speed Test & Webpagetest.org

* Action Item 2 - Make sure you are measuring calls and Click-to-calls from your site

* Action Item 3 - Test your site's Structured Data @ https://search.google.com/structured-data/testing-tool/u/0/

* Action Item 4 - Begin using Geo-Fencing and Location Data to personalize user experience and offers

Q&A: ASK OUR EXPERT

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PRIZE ALERT

Be the first to answer the giveaway question correctly
to win this awesome prize!

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@ElianaRaggio

Today's Expert

Chris Deringer

Chief Marketing Officer at DealerOn

703.307.1173
Chris@DealerOn.com

AFTER THE SHOW

After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

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CHECK OUT OUR NEXT WEBINAR

Thursday, Apr. 19 12pm EST / 9am PST

The NEW Rules of SEO!

Kevin Doory

Director of Search & Social, DealerOn

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