



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

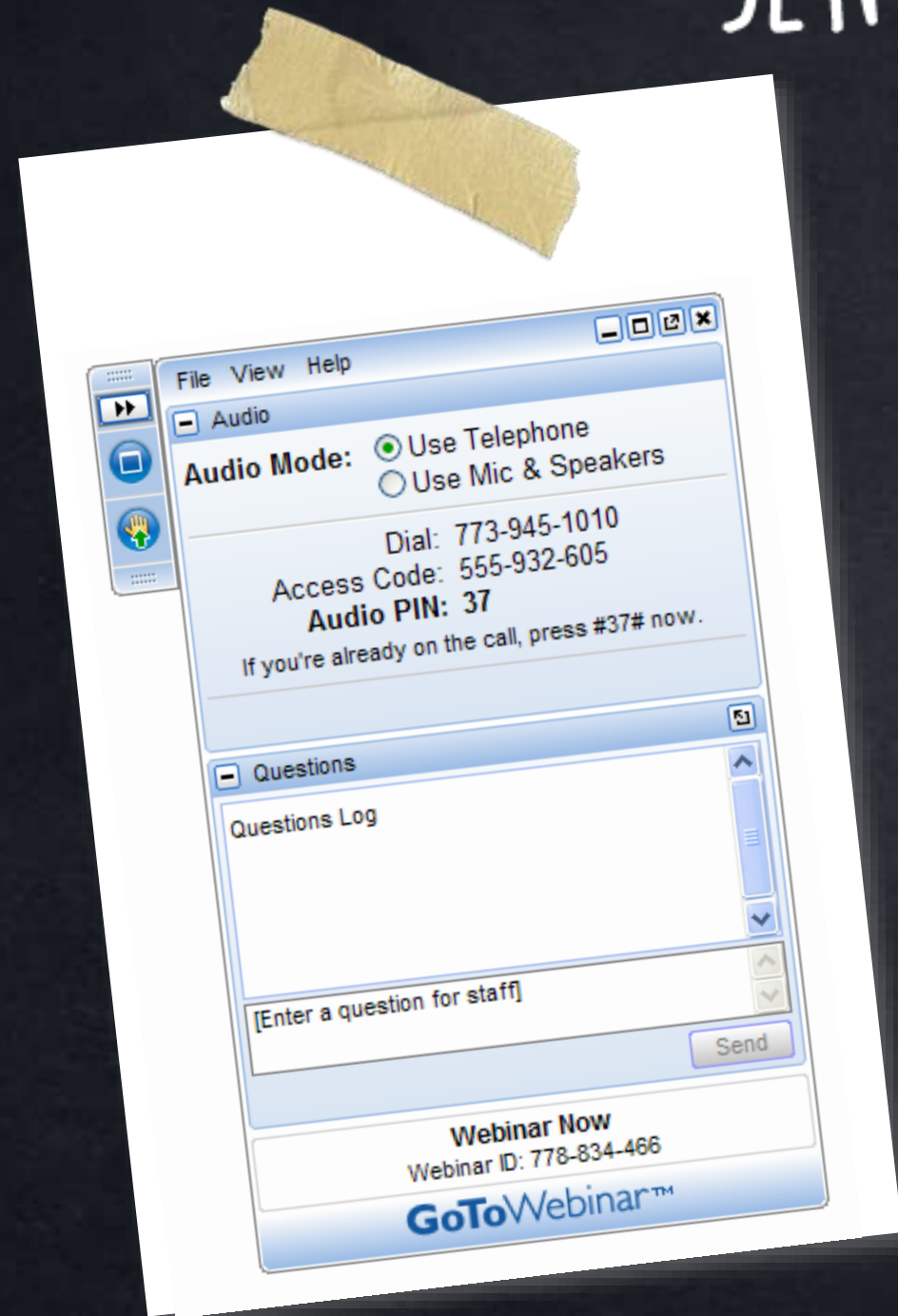
Chief Marketing Officer at DealerOn

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!

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



How to Turn Mobile Site Traffic
into SALES!!!

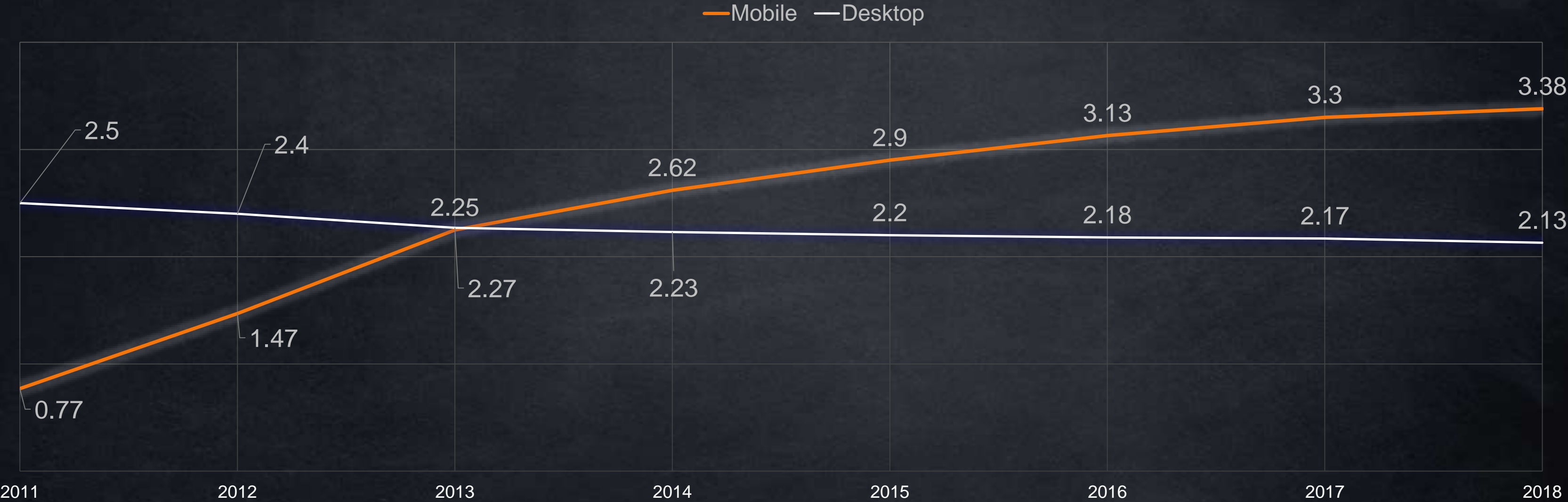
OBJECTIVES

- *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



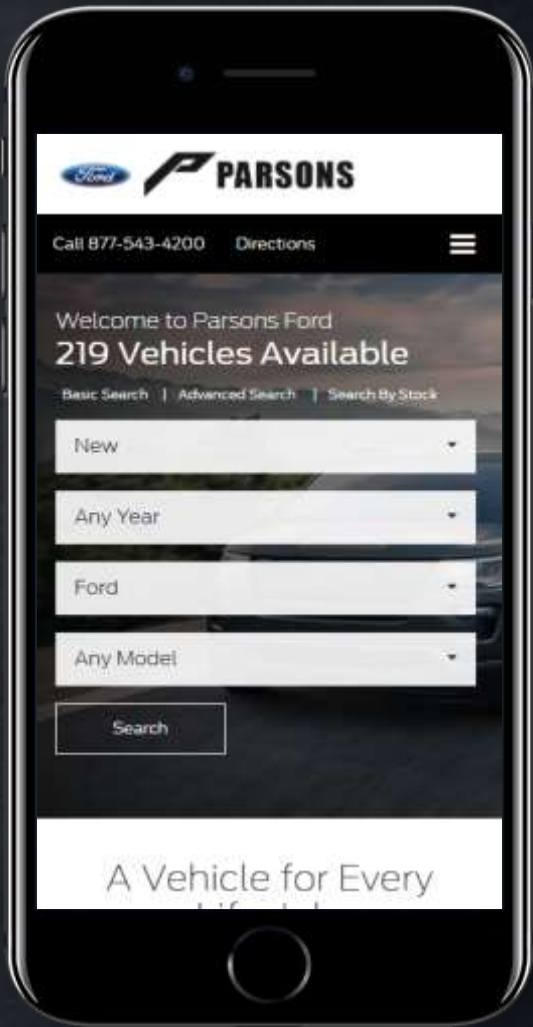
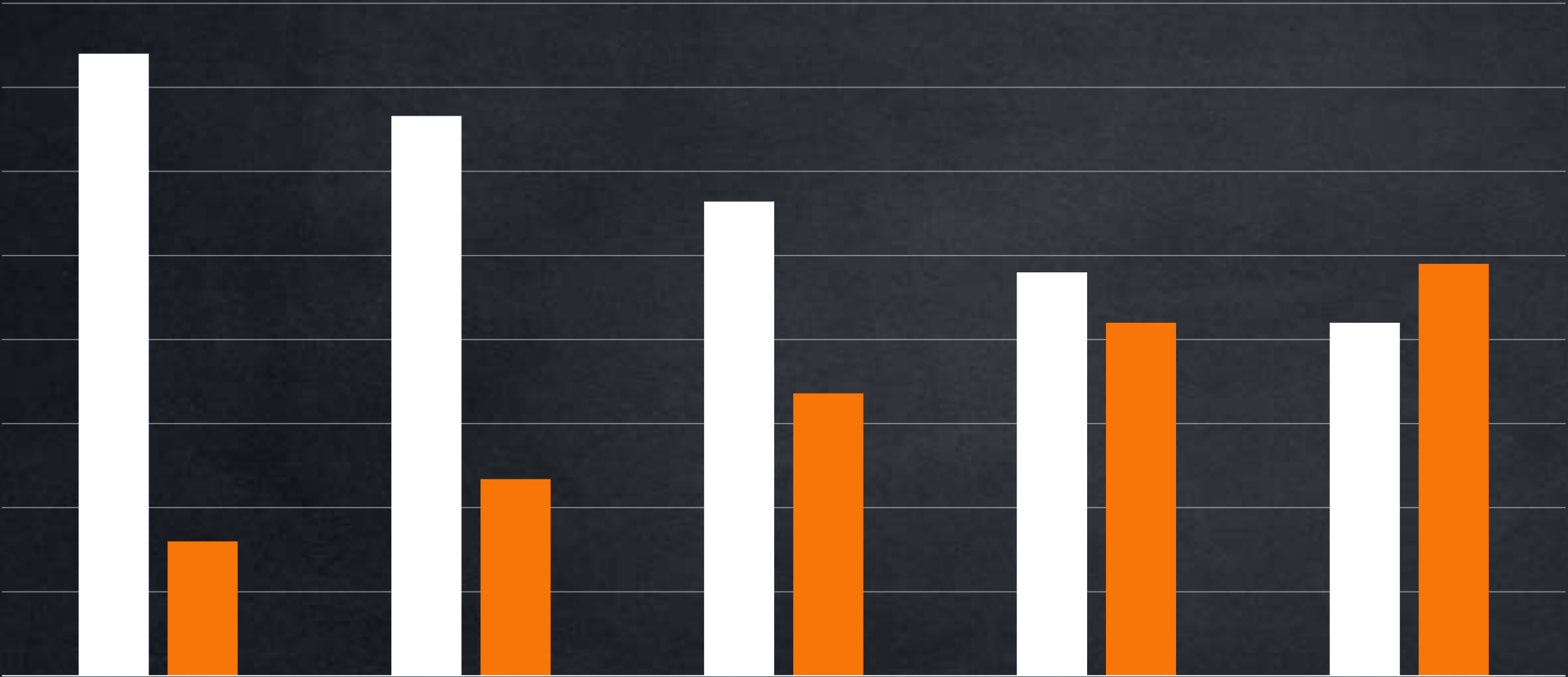
The Continuing Rise of Mobile

Average Hours Per Day With Media By US Adults



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)



@DealerOn
@ElianaRaggio

Google Developers

Products > PageSpeed Insights

PageSpeed Insights

<http://leithcars.com/>

☒ Mobile ☒ Desktop

92 / 100 User Experience

Consider Fixing:

- Size tap targets appropriately
[Show how to fix](#)
- Size content to viewport
[Show how to fix](#)

4 Passed Rules
[Show details](#)

WEBPAGETEST

2016 TRAVELER CHOICE
tripadvisor

Focus on getting away
Not mosquitoes

HOME **TEST RESULT** TEST HISTORY FORUMS DOCUMENTATION ABOUT

Web Page Performance Test for www.donaadsenford.com

From: Dulles, VA - Chrome - Cable
5/16/2016, 9:50:43 AM

A A A
First Byte Time Keep-alive Enabled Compress Transfer

Summary Details Performance Review Content Breakdown Domains Screen Shot

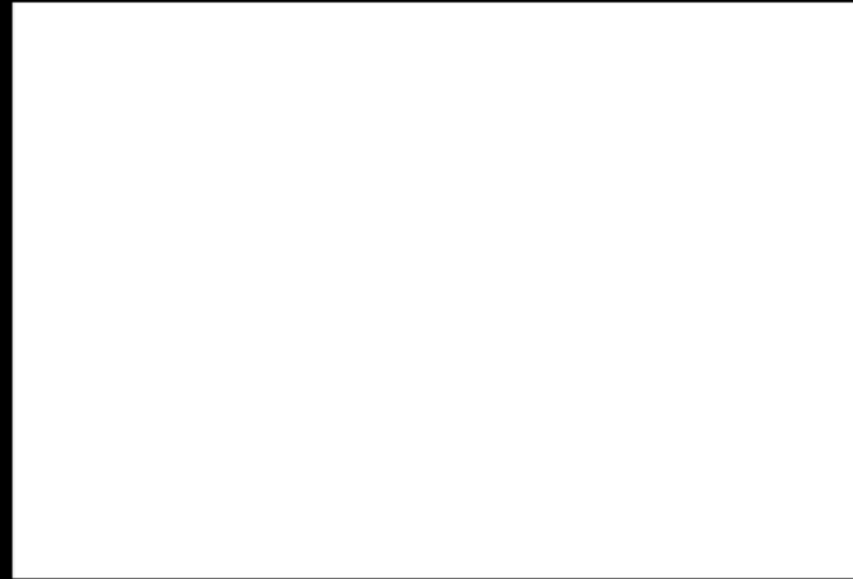
Tester: VM6-IE11-15-192.168.101.175
[Re-run the test](#)

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Document Complete			
						Time	Requests	Bytes In	Time
First View	6.212s	0.172s	1.585s	2611	610	6.212s	72	1,362 KB	6.706s
Repeat View	3.346s	0.787s	0.885s	1304	630	3.346s	15	56 KB	3.557s

Waterfall **Screen Shot**

Compare Your Site
WebPageTest.org

DealerOn



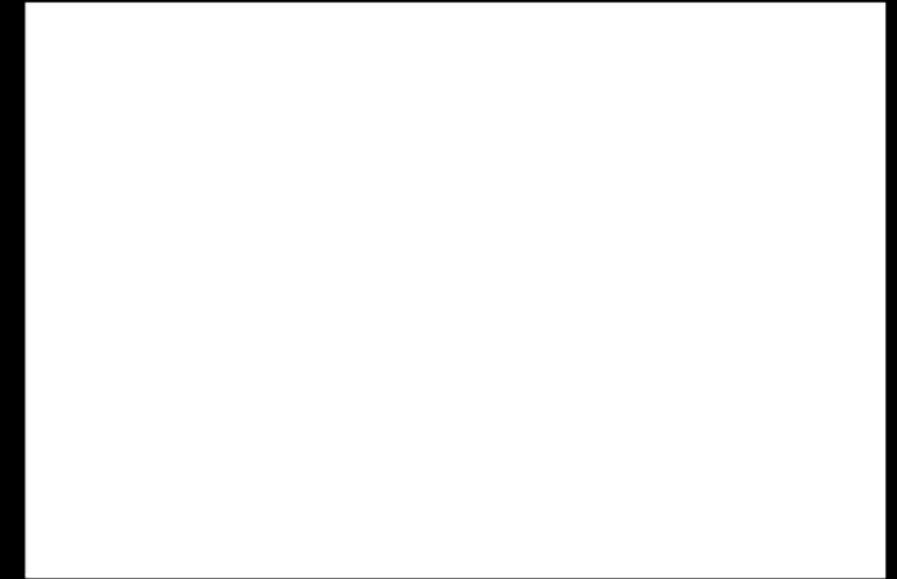
0.0

Competitor 2



0.0

Competitor 1



0.0

Competitor 3



0.0

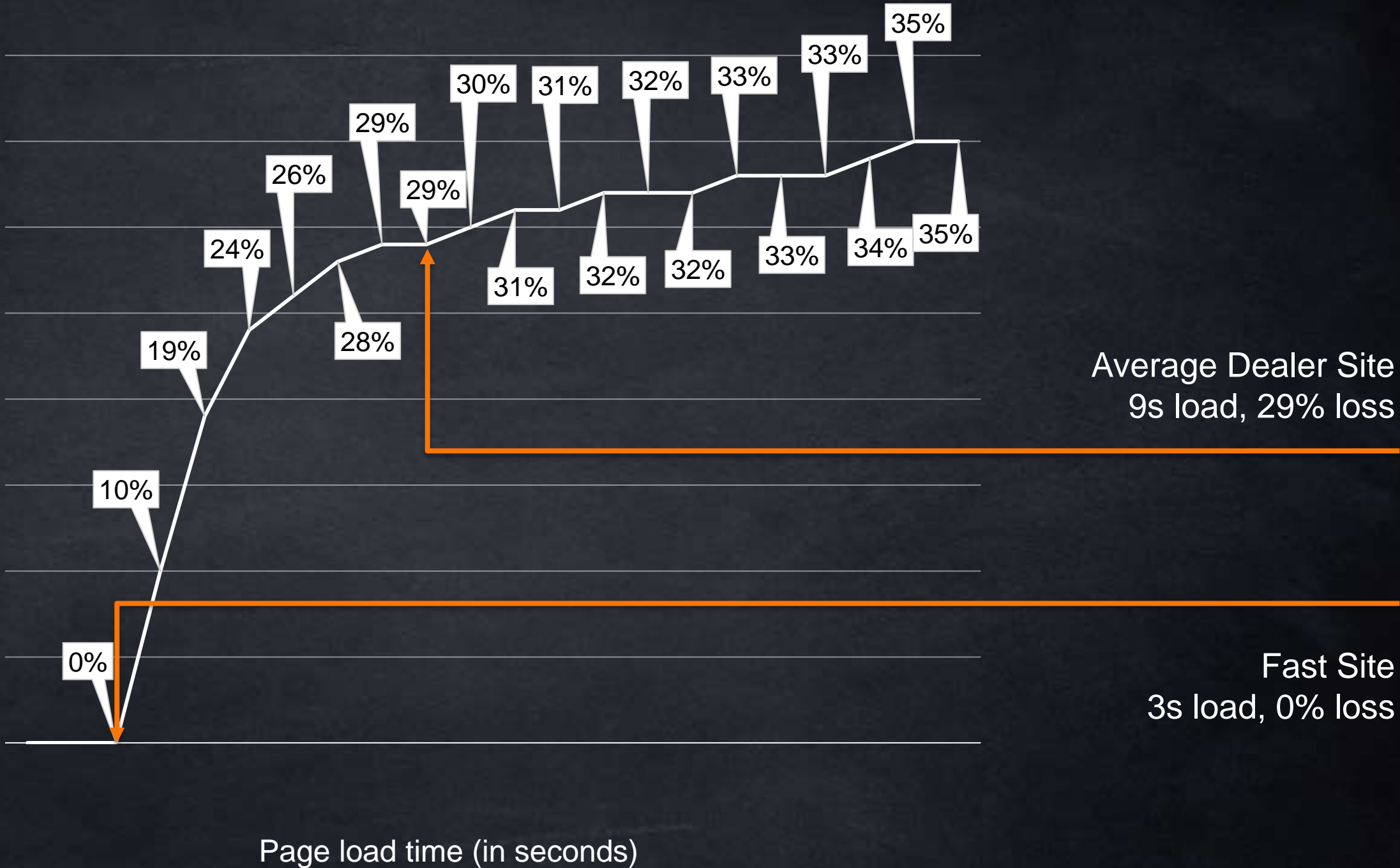


The Average Dealer Mobile Page Loses 28% of Traffic Before Page Load

Think with Google, 2018

% of visitors lost due to page load time

Page Load Time vs Site Visitors Lost



Think With Google

Google Mobile Testing Tool

think with Google

TEST ANOTHER URL

GET MY FREE REPORT

www.jimcolemantoyota.com

3s

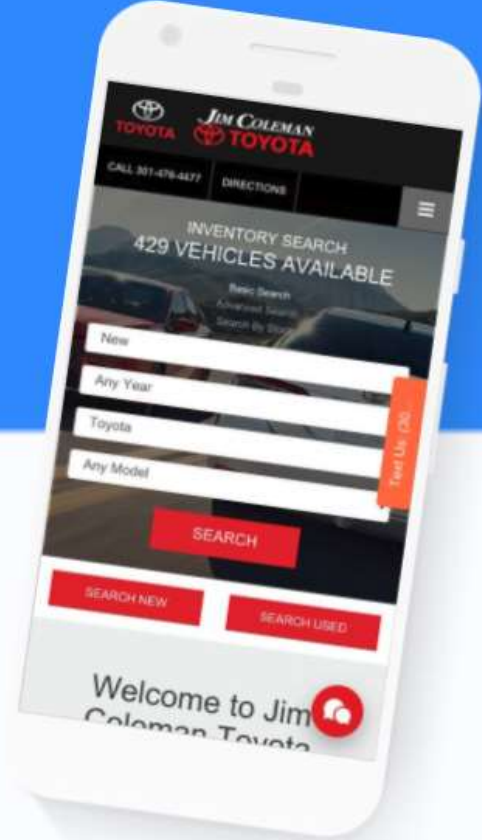
Loading time on 3G: **Excellent**

Low

Est. Visitor loss
(Due to loading time)

Find out how to speed up your site to keep more visitors.

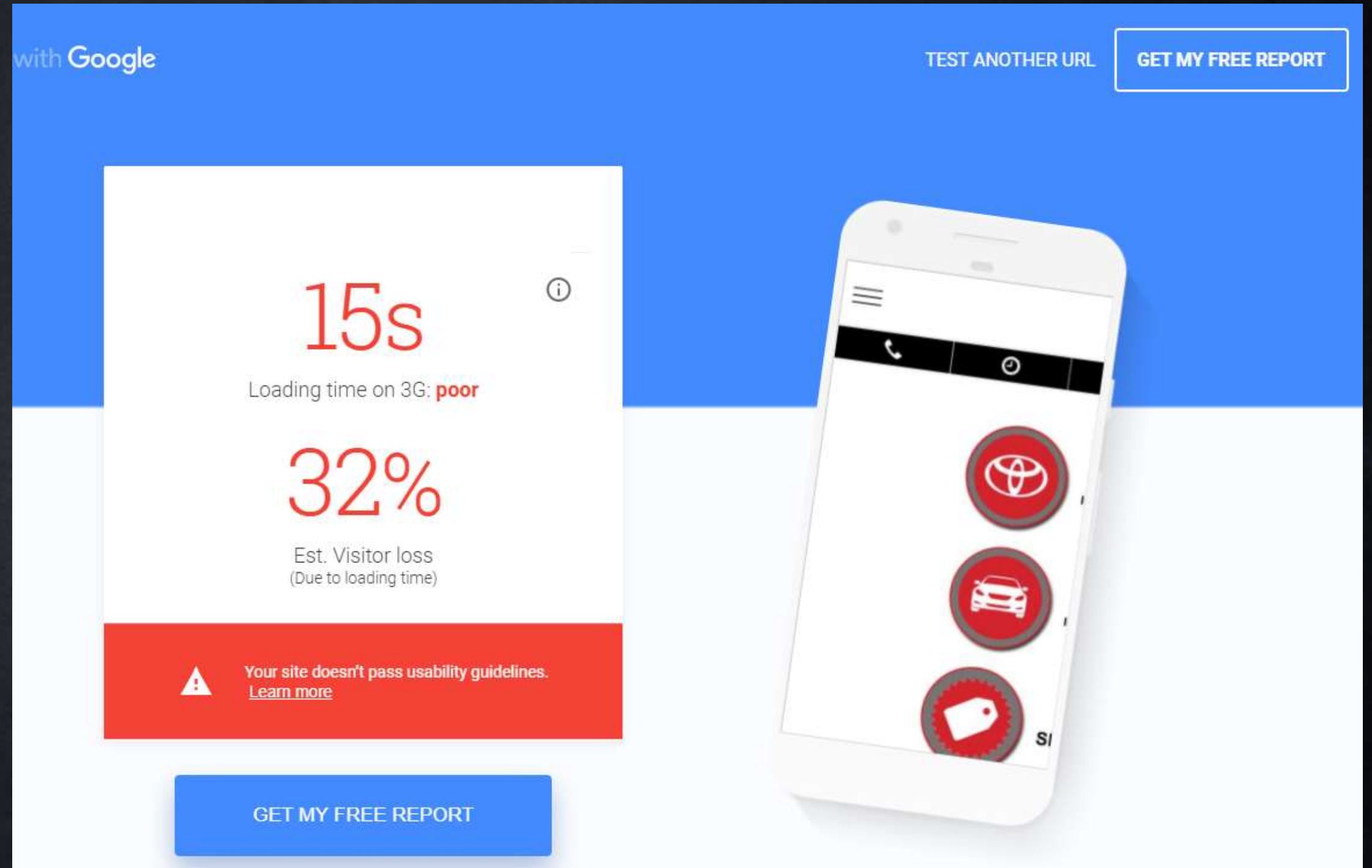
GET MY FREE REPORT



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@ElianaRaggio

Think With Google

Google Mobile Testing Tool



@DealerOn
@ElianaRaggio

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 Developers



Mobile Friendly Websites Search

Why responsive design

We recommend using responsive web design because it:

- Makes it easier for users to share and link to your content with a single URL.
- Helps Google's algorithms accurately assign indexing properties to the page rather than needing to signal the existence of corresponding desktop/mobile pages.
- Requires less engineering time to maintain multiple pages for the same content.
- Reduces the possibility of the [common mistakes](#) that affect mobile sites.
- Requires no redirection for users to have a device-optimized view, which reduces load time. Also, user agent-based redirection is error-prone and can degrade your site's user experience (see [Pitfalls when detecting user agents](#) section for details).
- Saves resources when Googlebot crawls your site. For responsive web design pages, a single Googlebot user agent only needs to crawl your page once, rather than crawling multiple times with different Googlebot user agents to retrieve all versions of the content. This improvement in crawling efficiency can indirectly help Google index more of your site's content and keep it appropriately fresh.

If you're interested in responsive web design, start with [our blog post](#) on Webmaster Central and visit the [Web](#)



“...Responsive Design is Google's recommended design pattern.”

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

Mobile-First Indexing

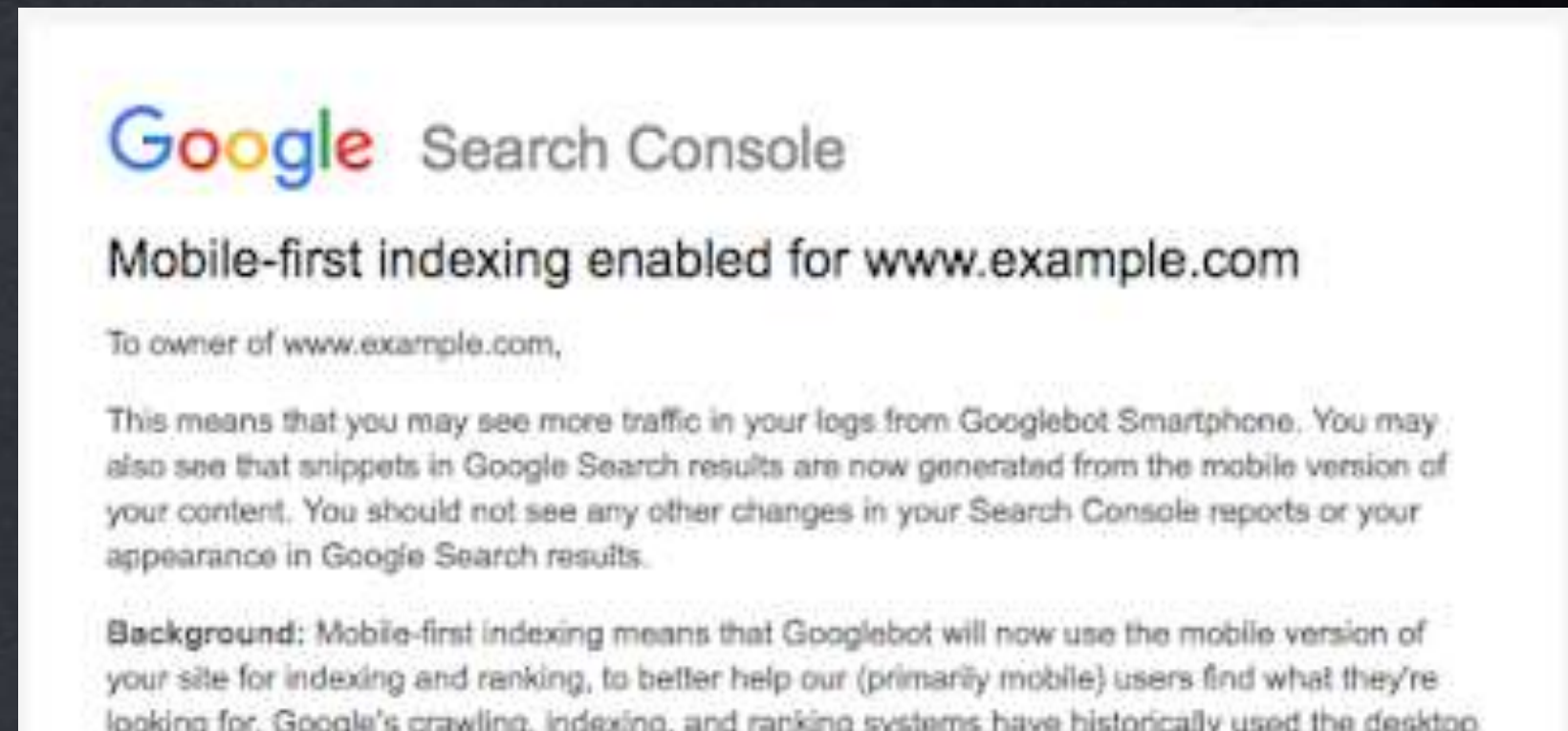
MARCH 26th, 2018

*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>

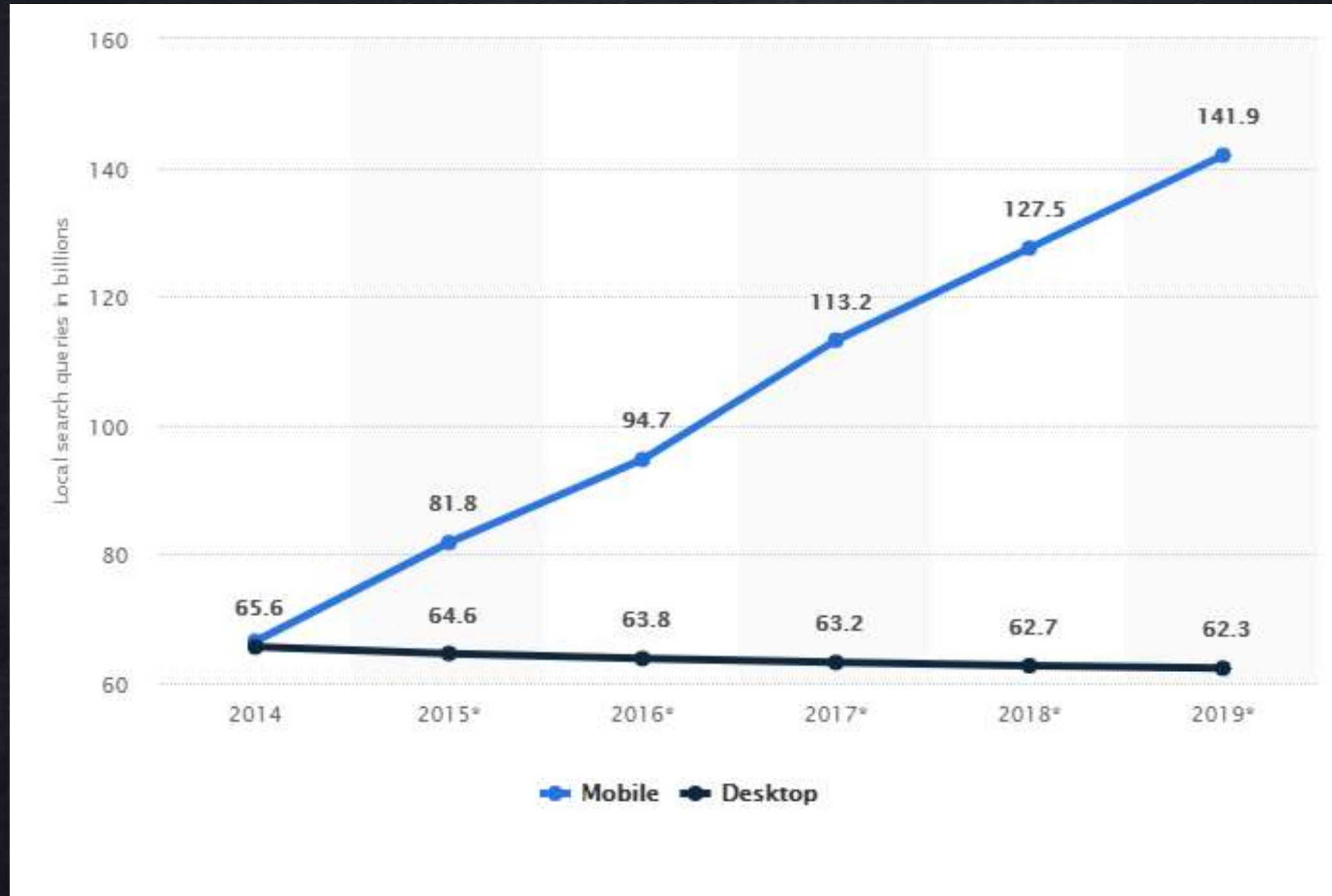


@DealerOn
@ElianaRaggio

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	~	»

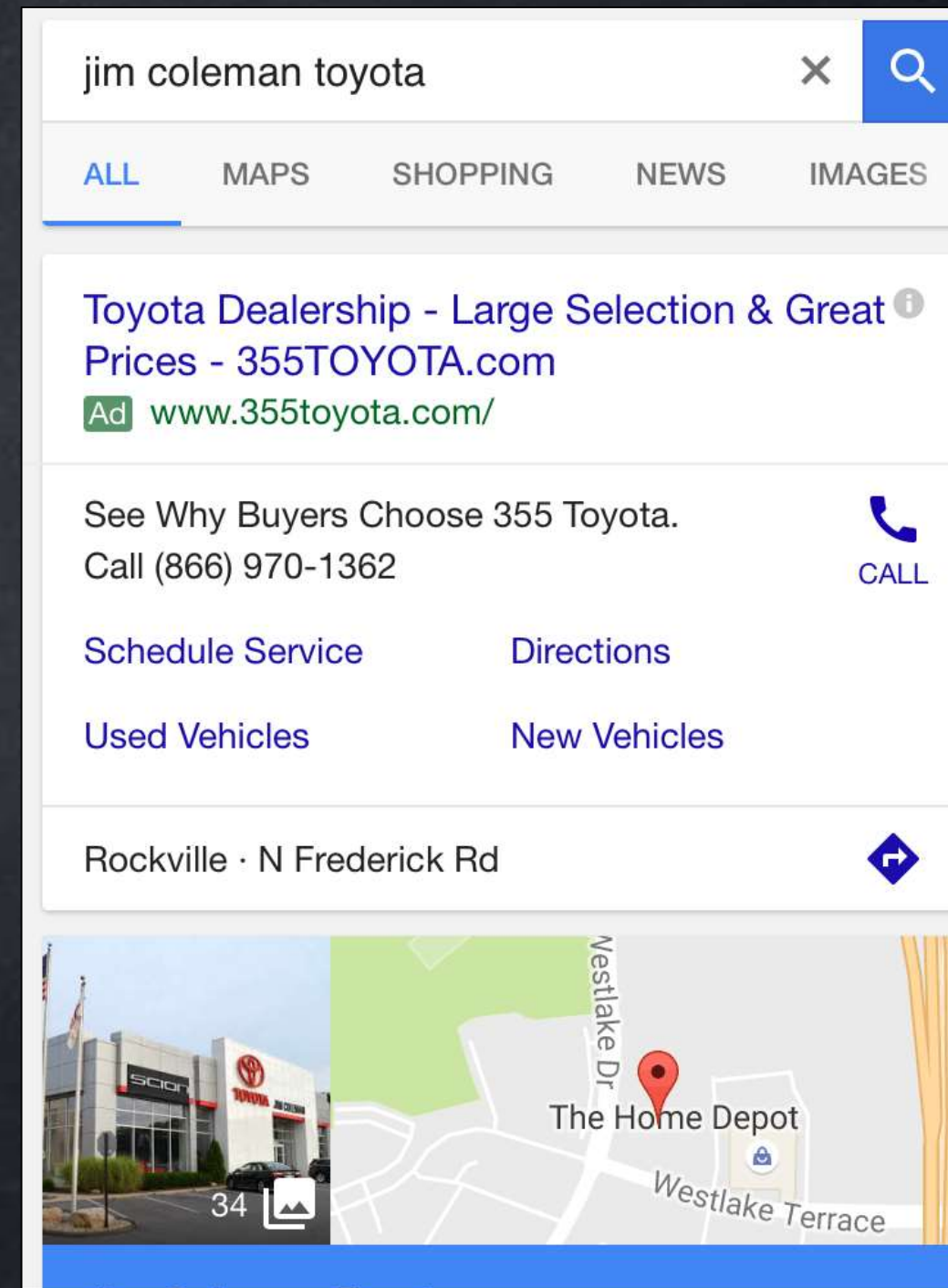


Customers Looking for You: Lost Opportunity

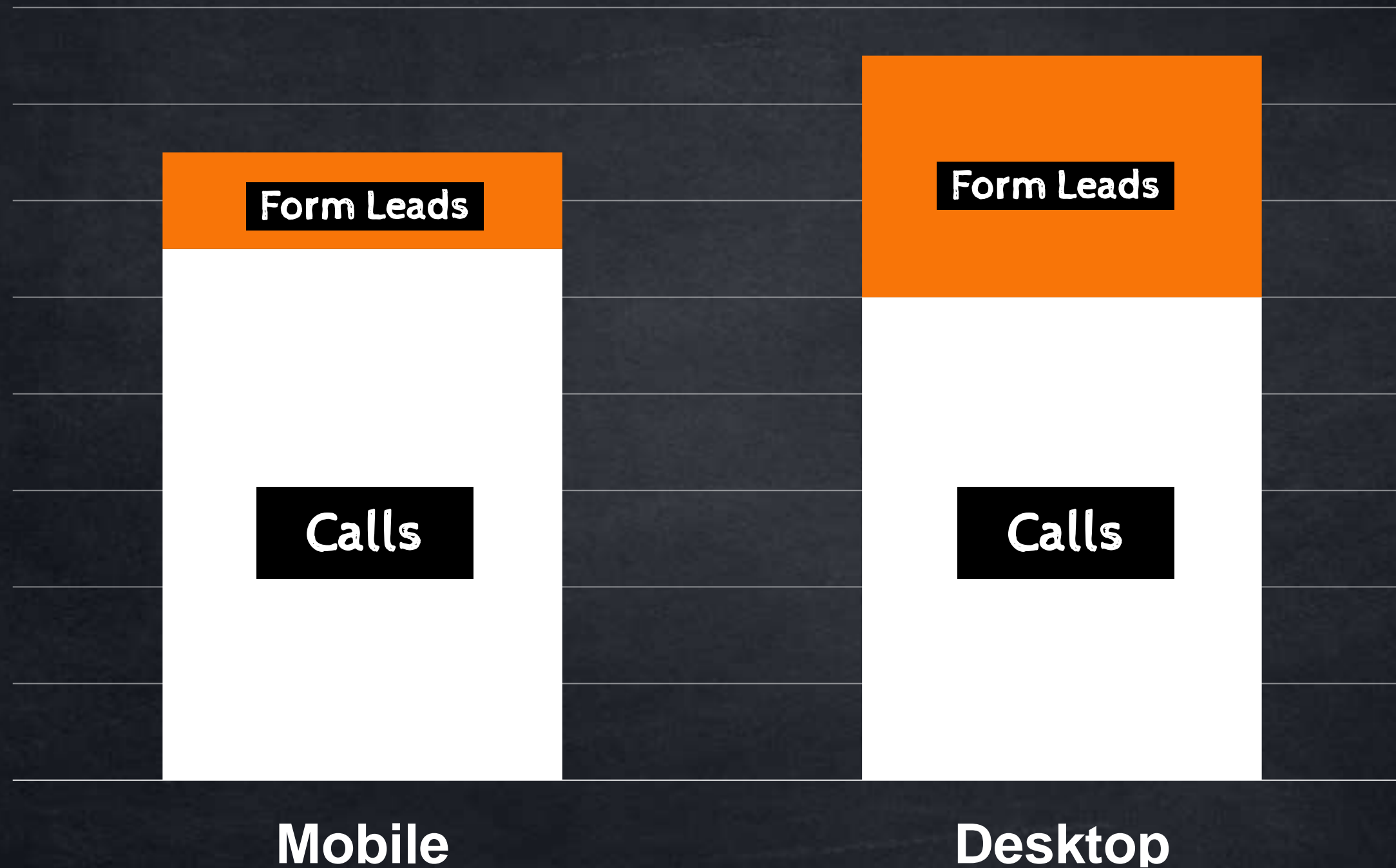
Mobile Local Searches now regularly have 4 Ads!

Mobile CTR on Dealer's Name – 27%

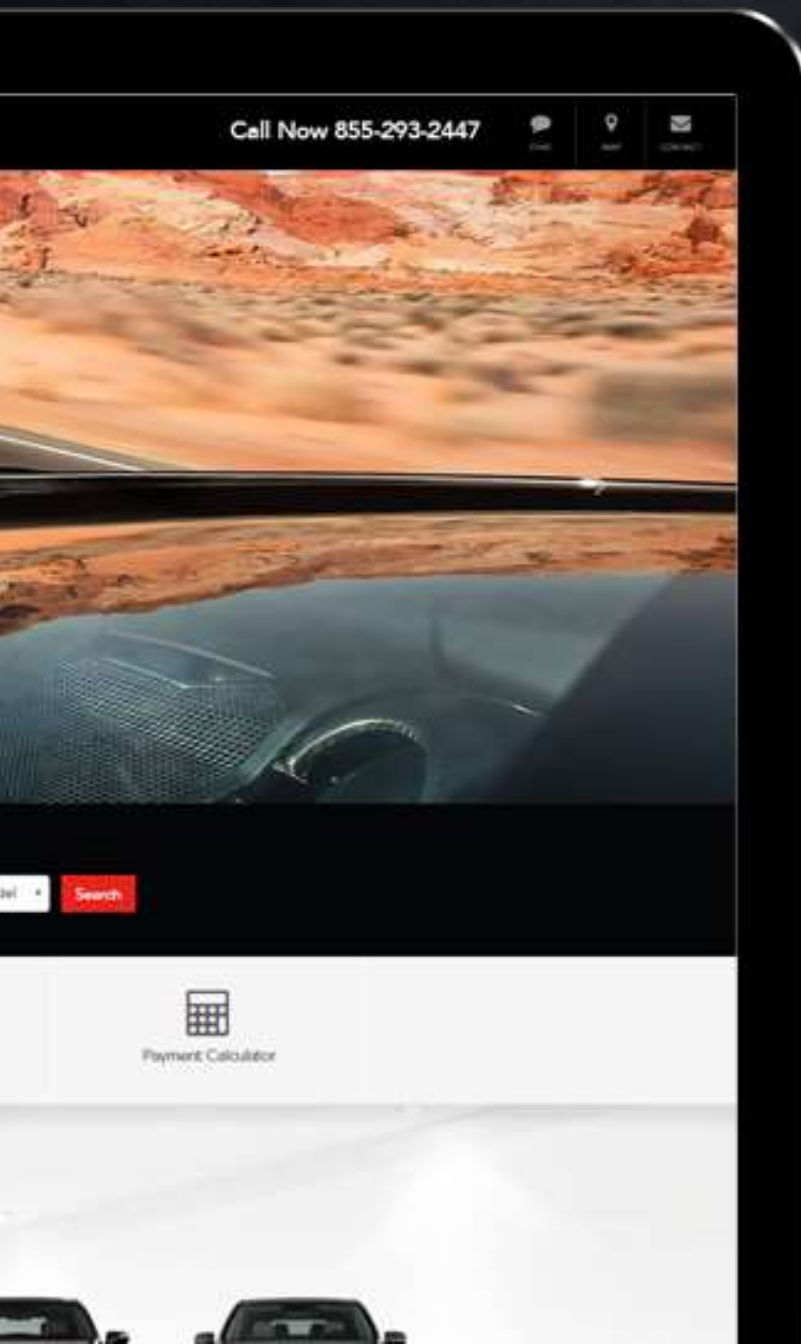
983 Consumers looking for Dealer,
But not getting there!



Mobile generates nearly as many leads as desktop



Different Metrics for Success



Desktop

Primary

Form Lead

Phone Call

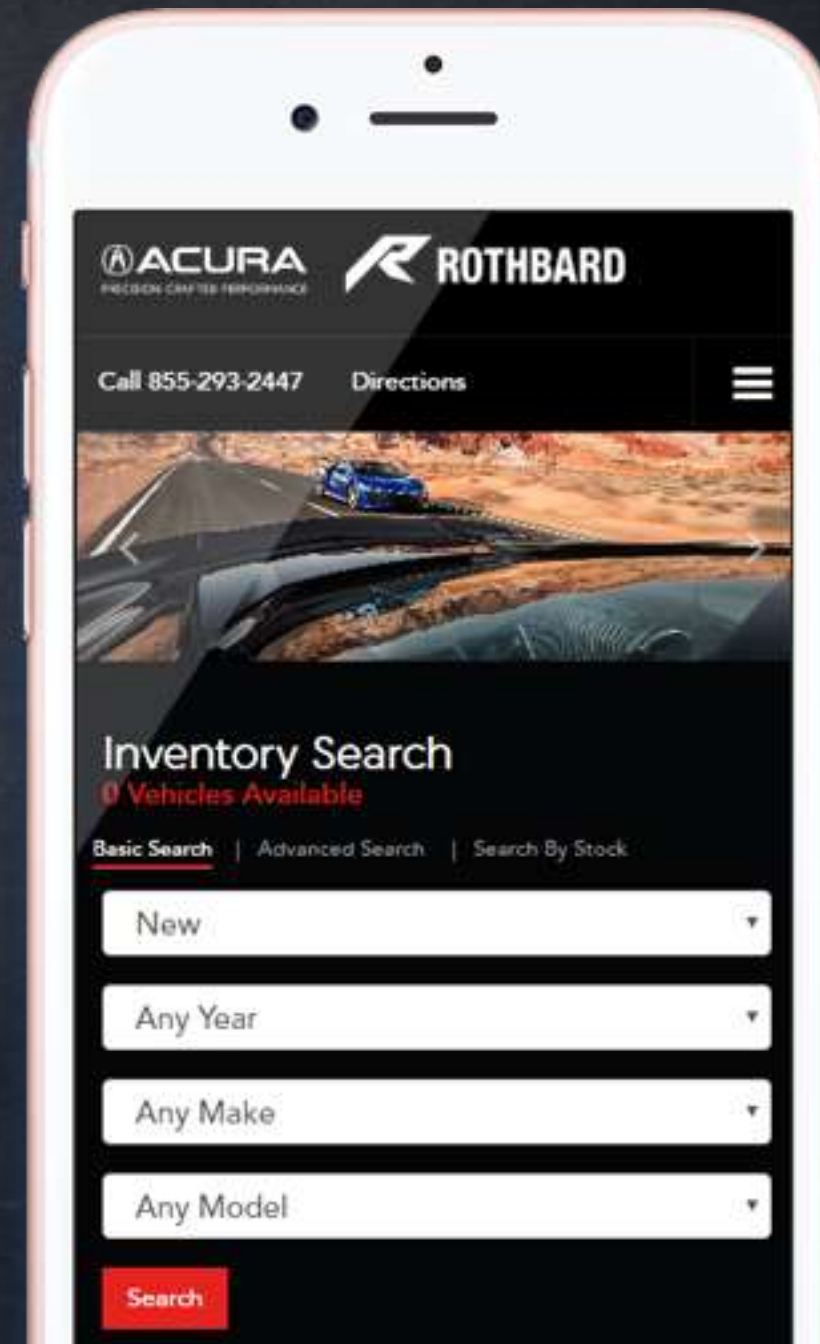
Service Appointment

Secondary

Coupon Print

VDP Views

Hours & Direction Page



Mobile

Primary

Click-to-Call

Google Map Click

Form Lead

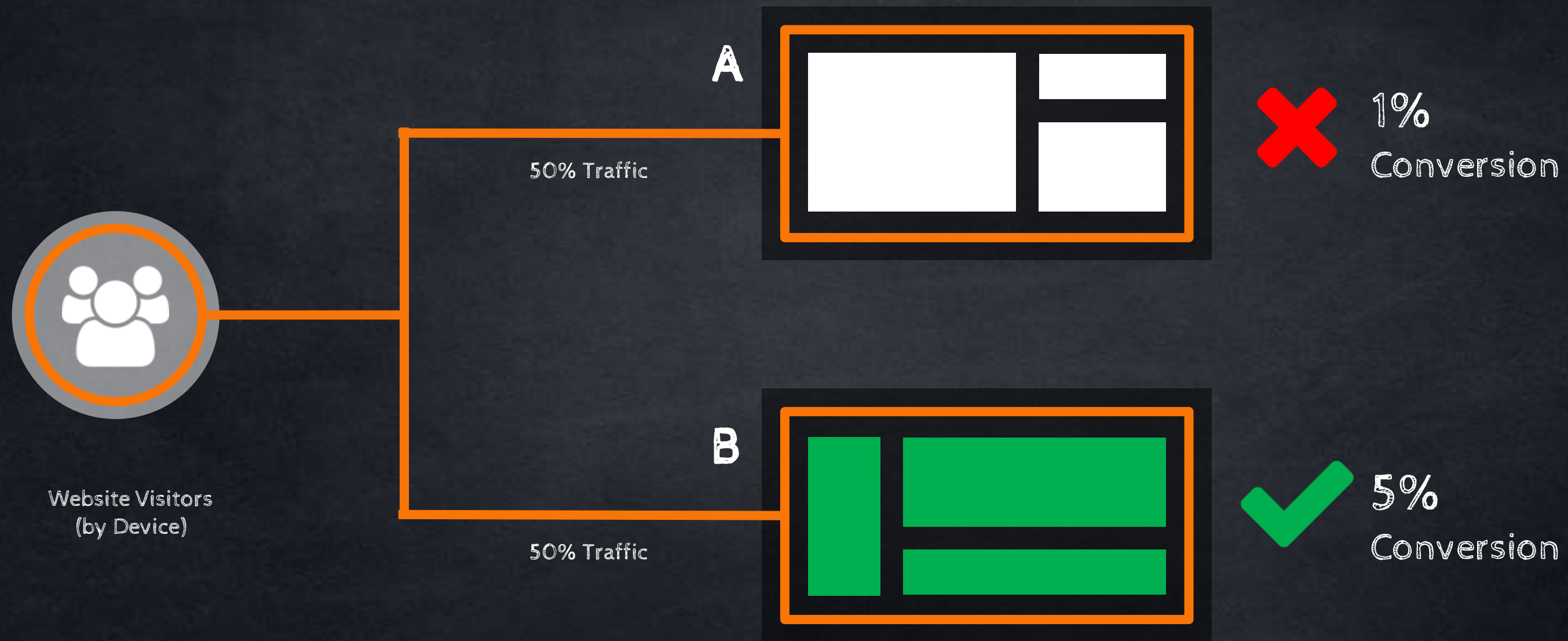
Wallet Coupon

Secondary

VDP Views

Video Plays

Split Your Split Testing



Automotive Website UX Failures

Google



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

Amazon



Products Indexed:
488,000,000

Dealership Site



Vehicles: **1,094**
New Models: **8**



Filtered > Free Form Search

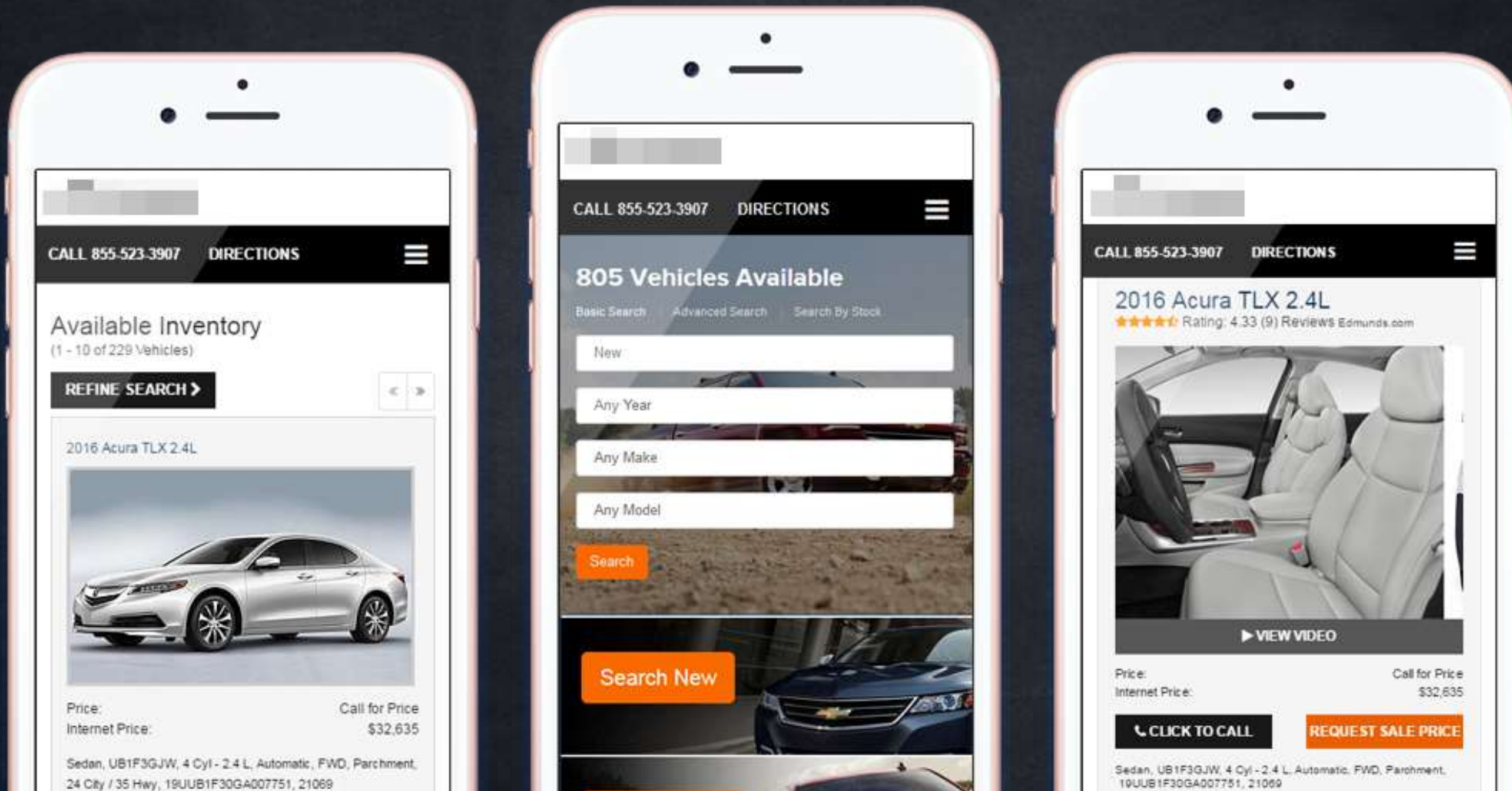
Filtered



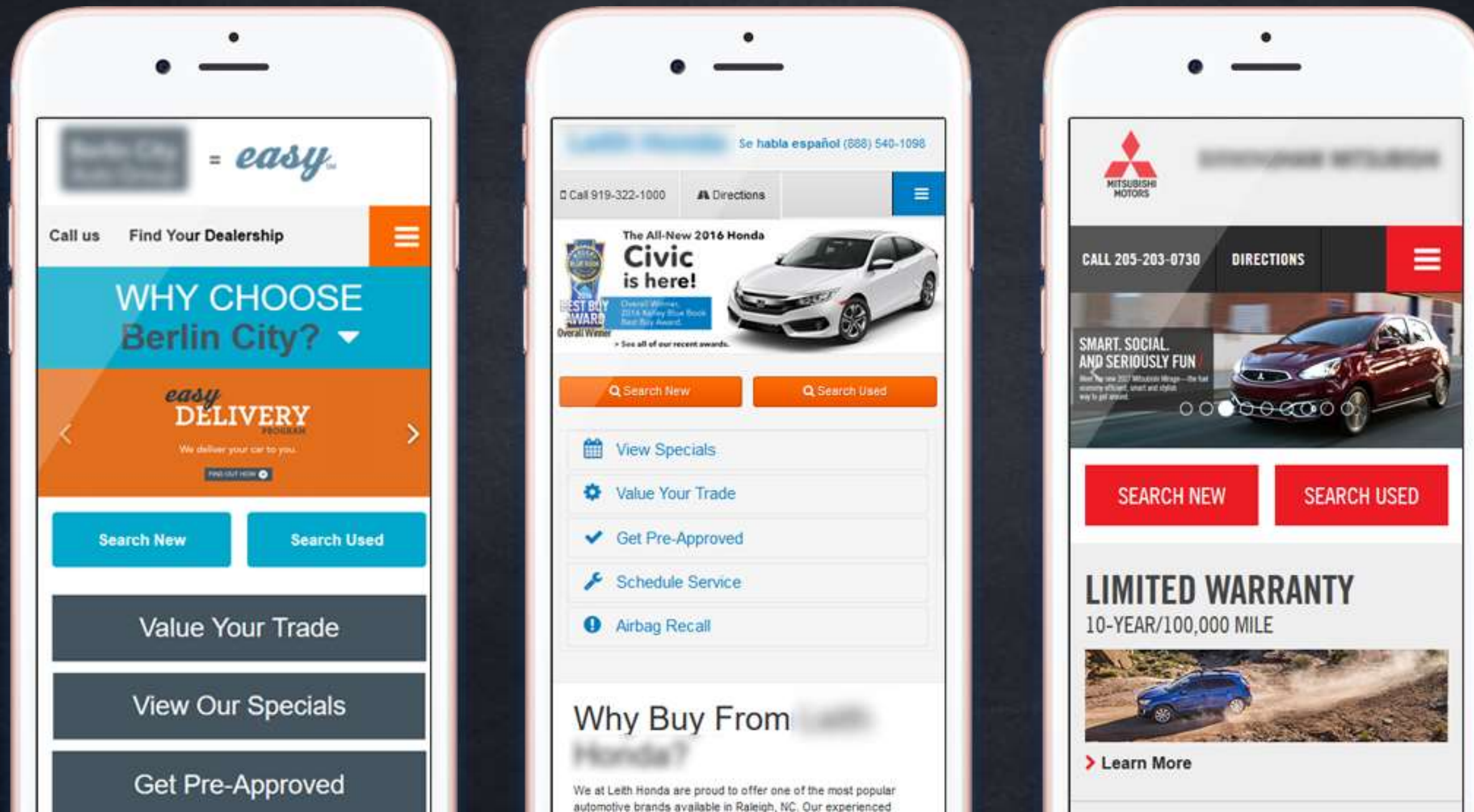
Free Form



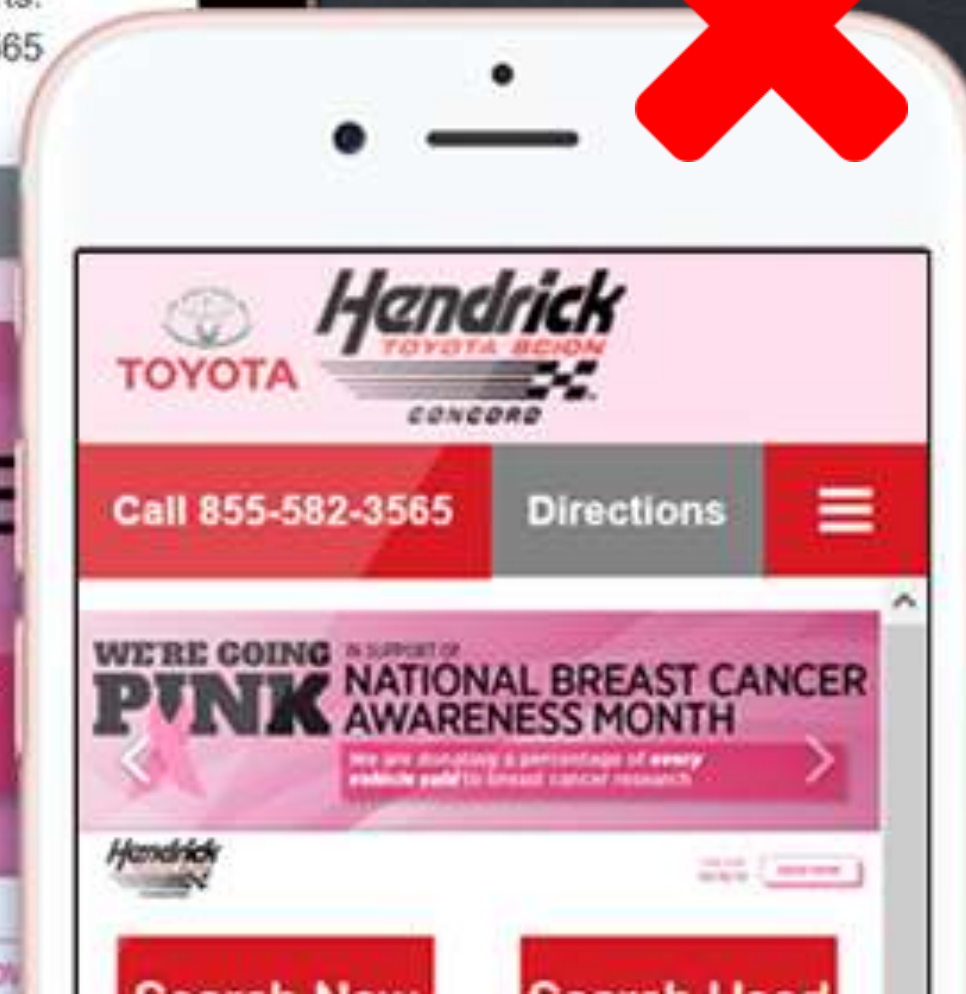
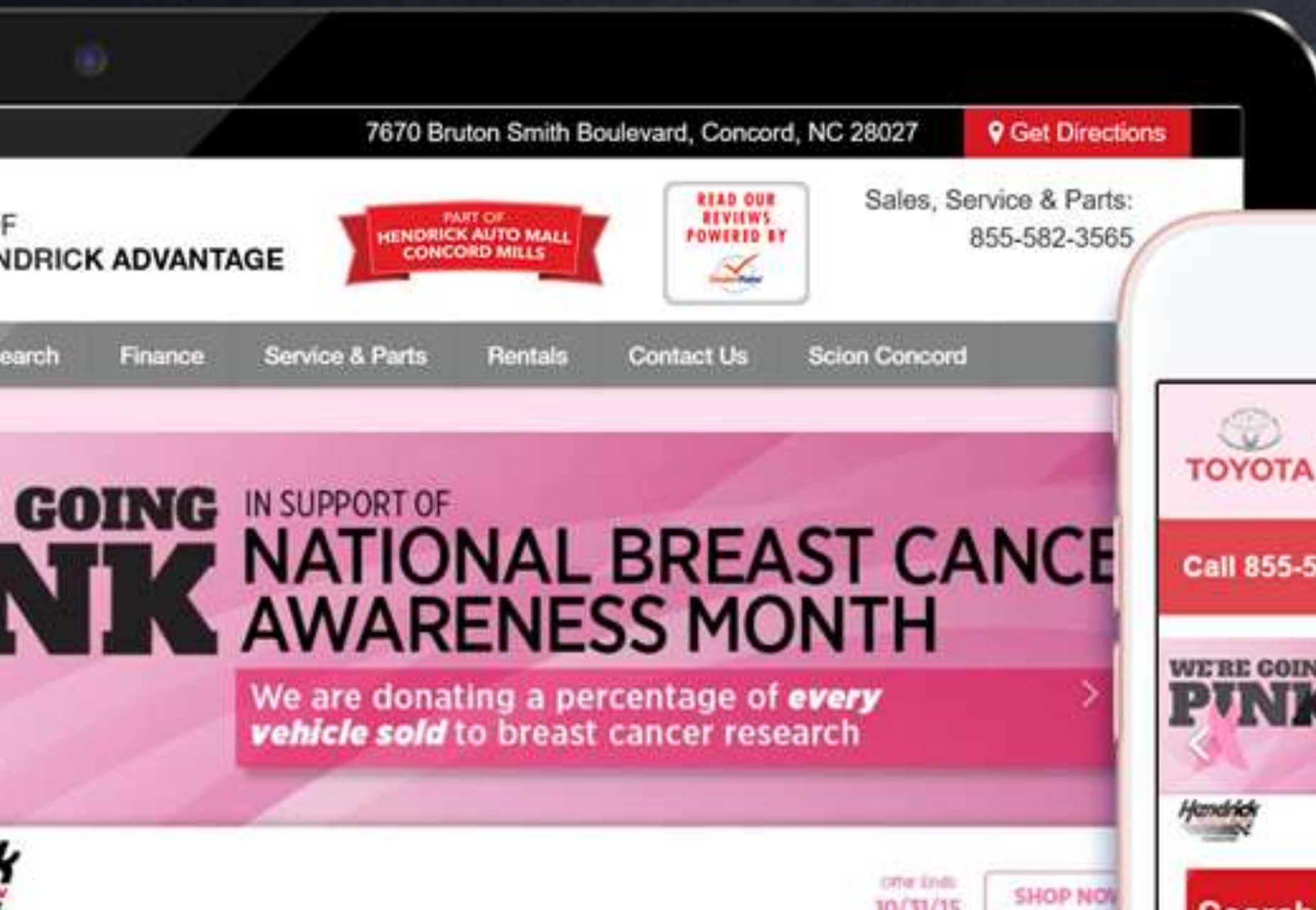
Optimize Experience for Mobile



Don't Rely on Rotating Banners



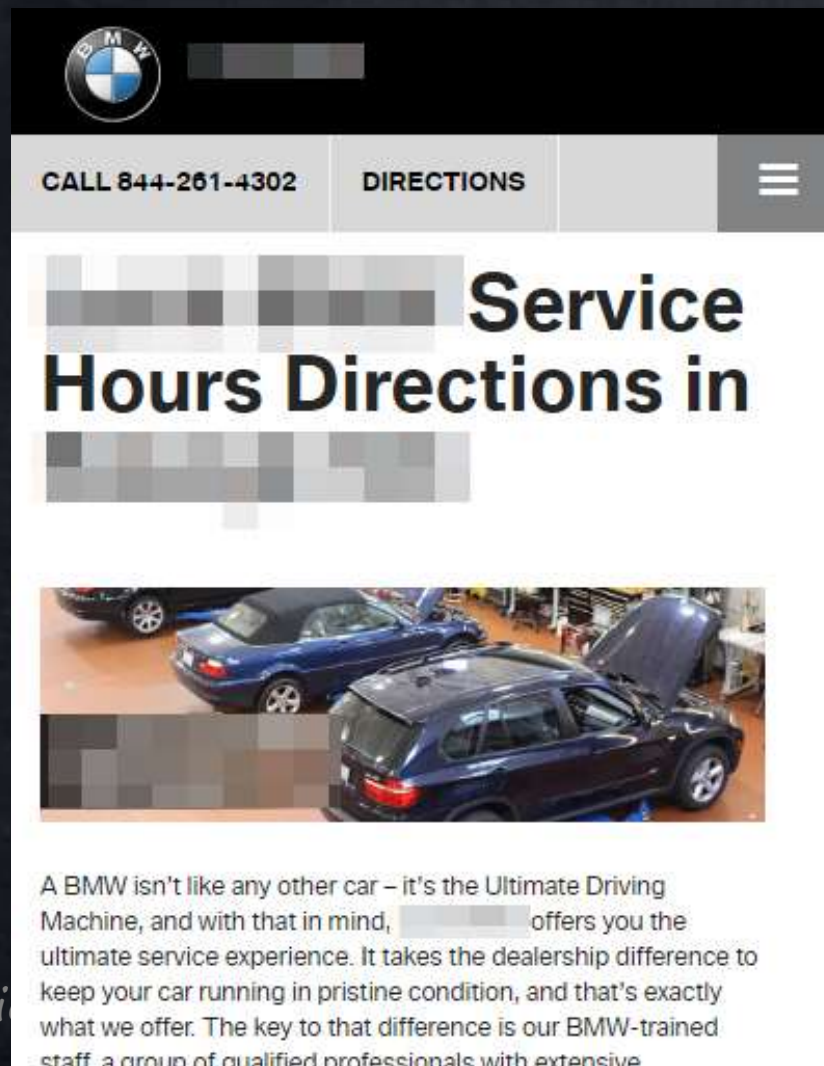
Design for the Device



Landing Pages Take Time and Skill

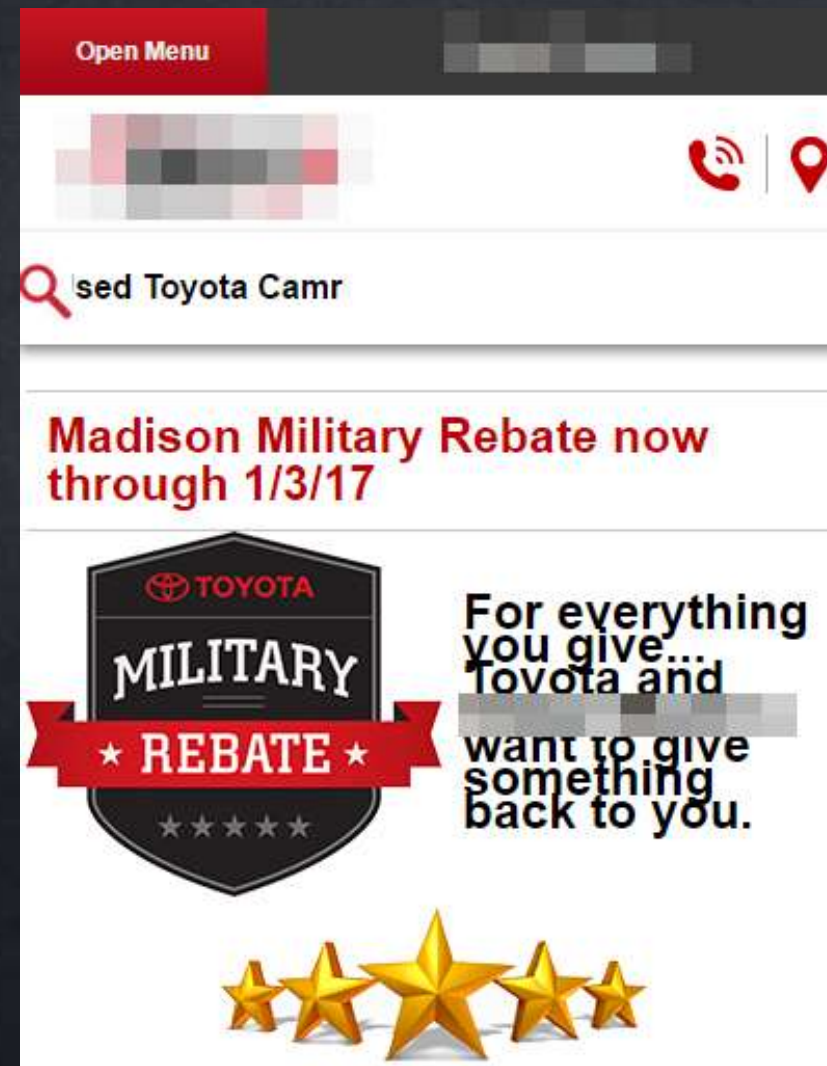
Service Center

- No Hours
- No Directions
- No CTA



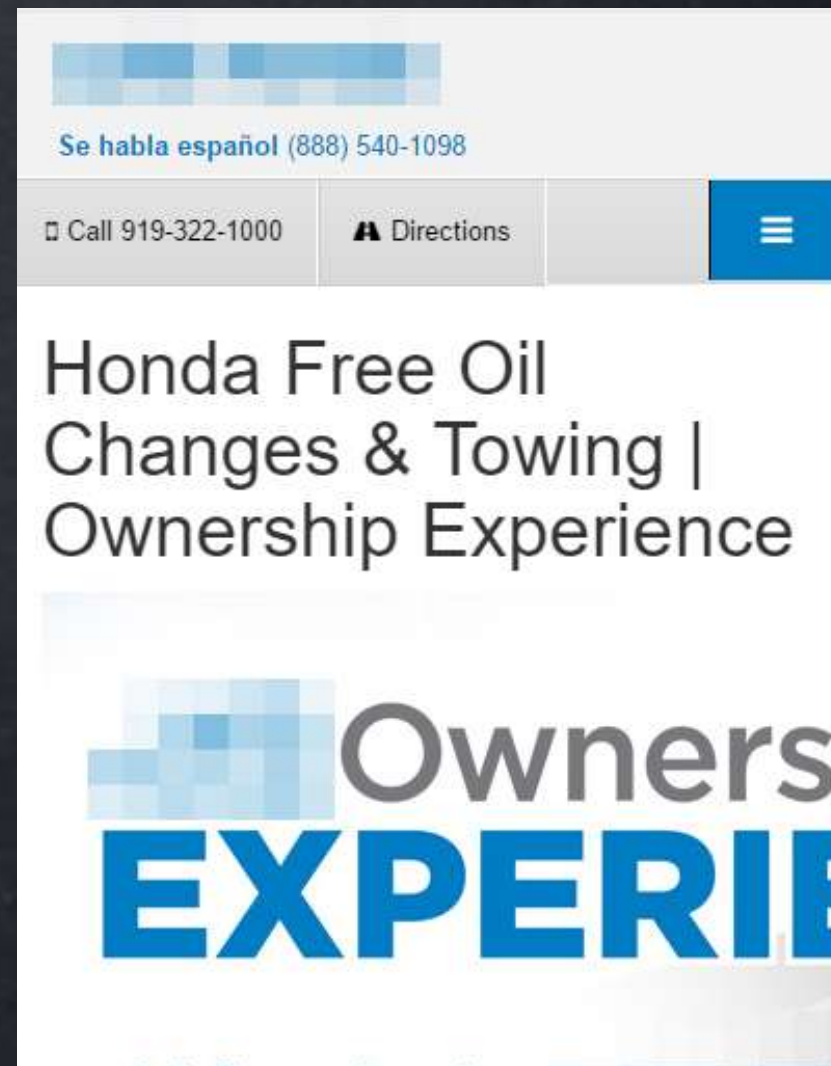
Military Rebates

- Talks about Toyota Camry
- No CTA



Owner's Experience

- Off Message
- No CTA
- Cut Off Message

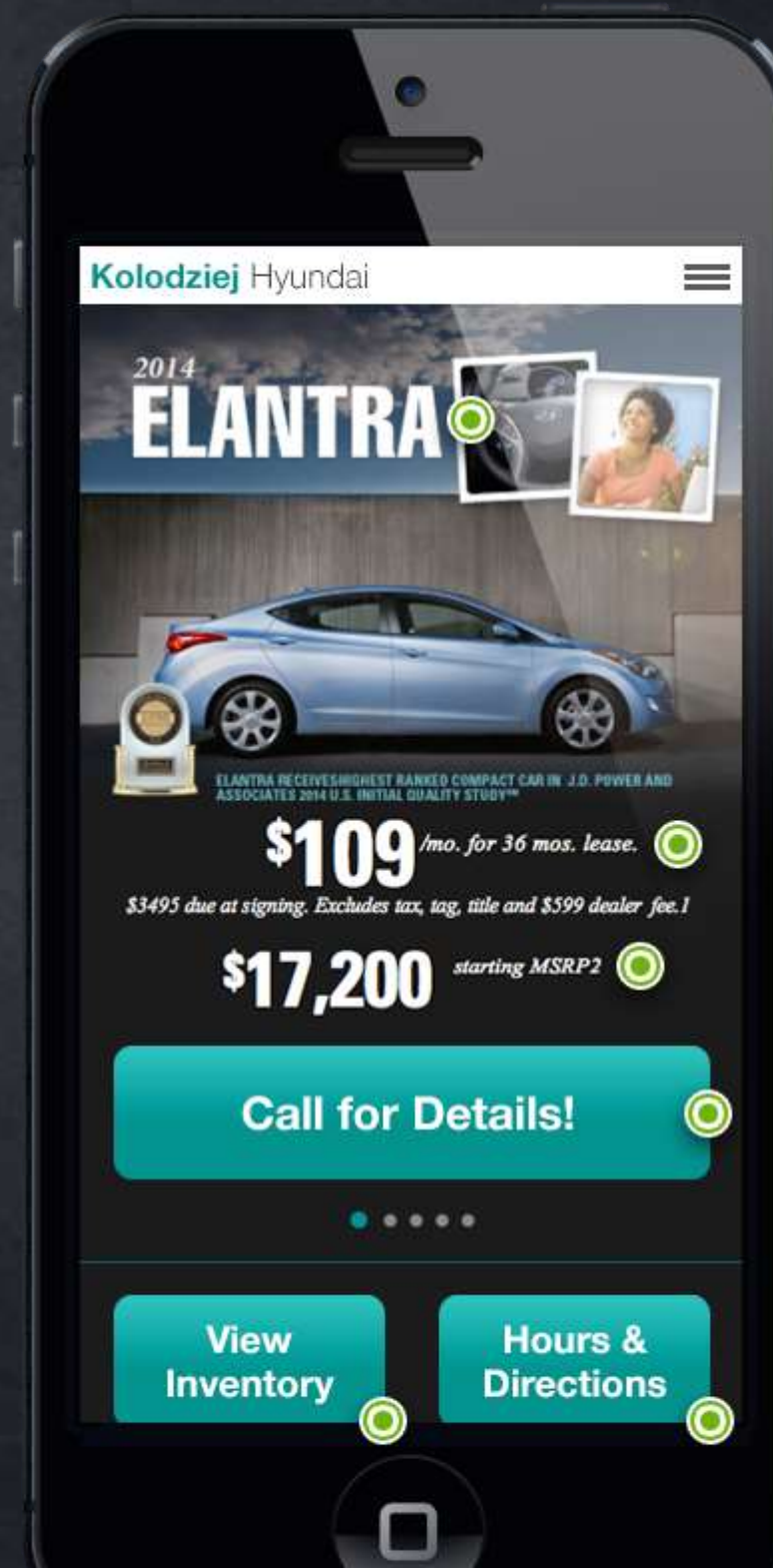


Best Practice Landing Page

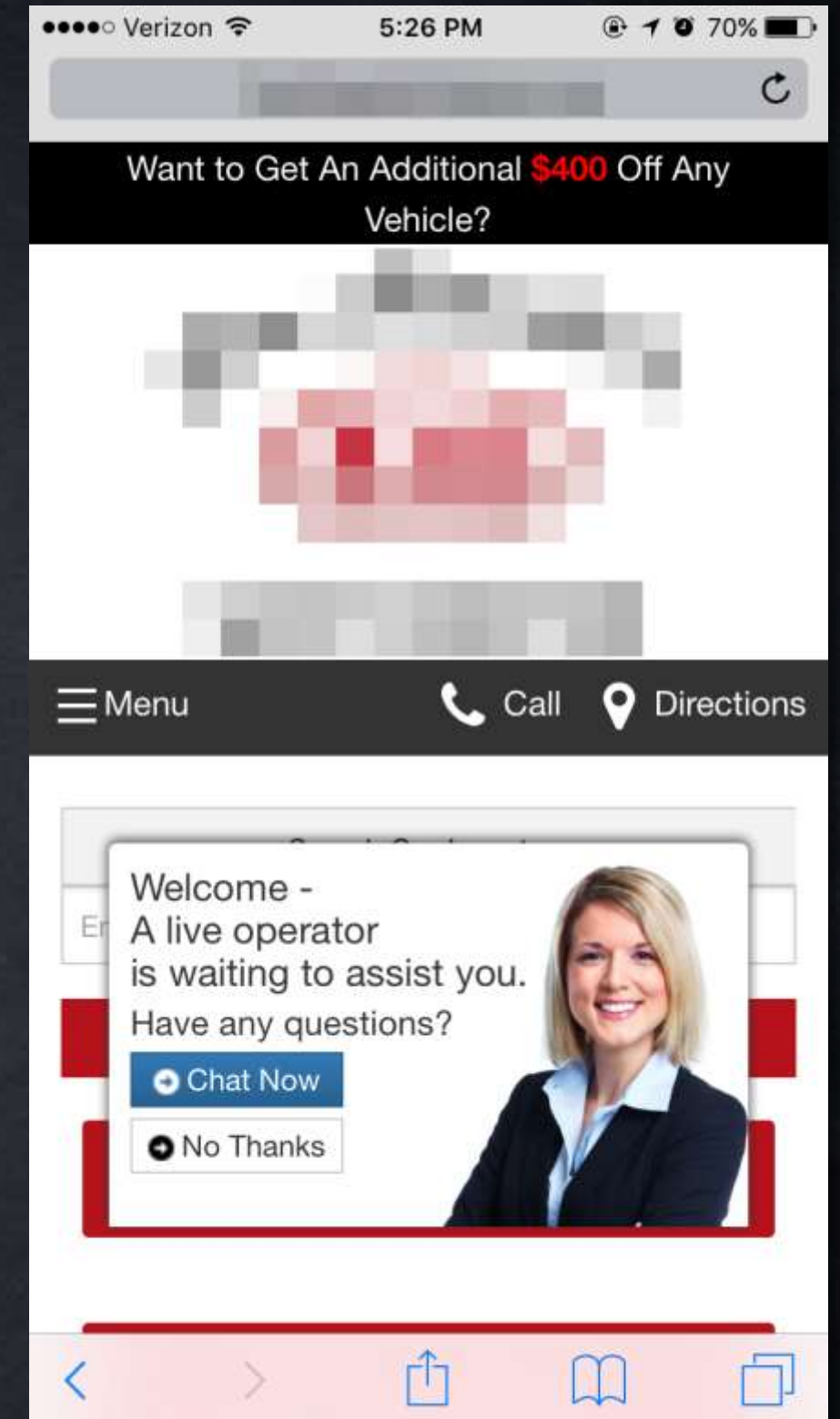
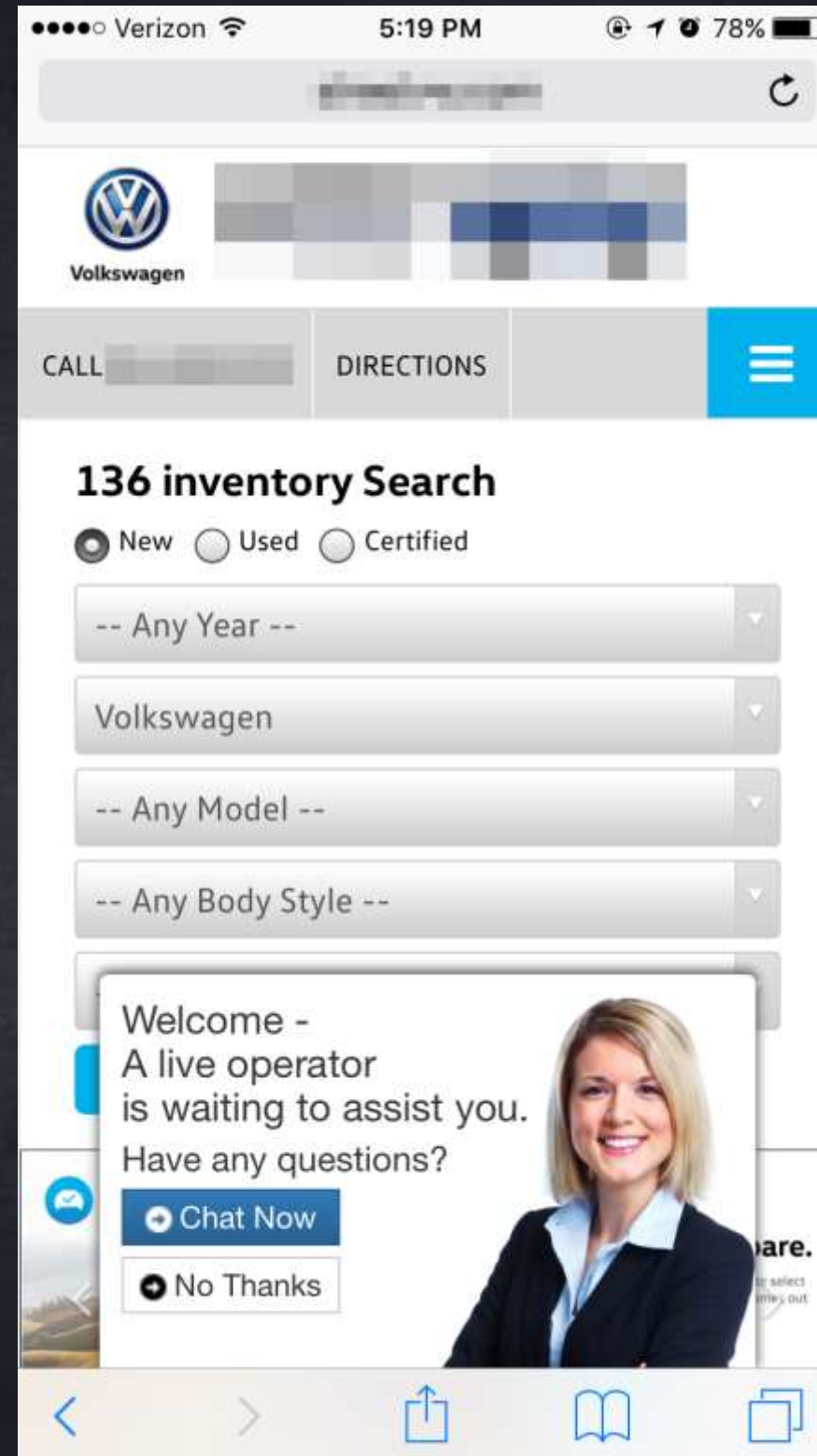
200%
Increase

In Click-To-Call
Conversion Rate

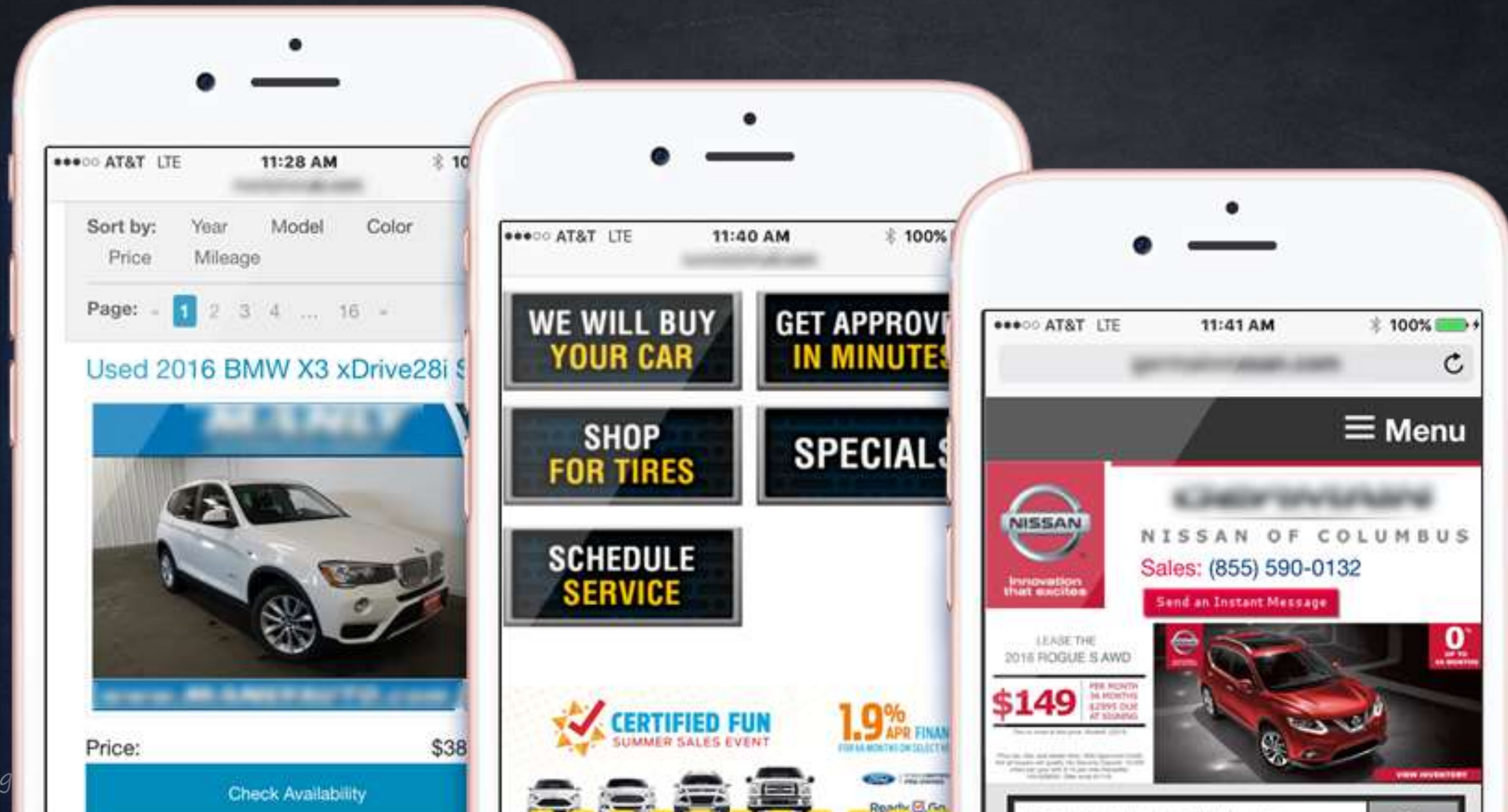
(single above the fold call to action)



Layers / Popups are Terrible for Mobile



Sticky Nav with Phone #, Address



Sticky Nav with Phone #, Address

CALL 877-543-4200 DIRECTIONS

INVENTORY SEARCH
16 Vehicles Available

Basic Search | Advanced Search | Search By Stock

New

Any Year

Chrysler

Any Model

SEARCH


SEARCH NEW

SEARCH USED

OUR SPECIALS

TEST DRIVE


CALL 877-543-4200 DIRECTIONS



Minivan, RUCP53, 6 Cyl - 3.6 L,
Automatic, FWD,
Brilliant Black Crystal Pearlcoat,
18 City / 28 Hwy, 2C4RC1EG0HR565196,
D5084

CLICK TO CALL REQUEST SALE PRICE

2017 CHRYSLER PACIFICA TOURING-L

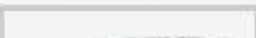


MSRP: \$37,055
Internet Price: Call for Price

Minivan, RUCH53, 6 Cyl - 3.6 L,
Automatic, FWD,
Dark Cordovan Pearlcoat,
18 City / 28 Hwy,
2C4RC1BGXHR525213, D4881

CLICK TO CALL REQUEST SALE PRICE

2017 CHRYSLER PACIFICA LIMITED



MSRP: \$47,800
Internet Price: Call for Price

CALL 877-543-4200 DIRECTIONS

FEATURES OPTIONS SPECS WARRANTY

Comfort

- Audio system with AM/FM radio satellite radio, wireless headphones, touch screen, color screen and Uconnect® 8.4A
- Steering wheel mounted remote audio controls
- Thirteen Alpine speakers
- Antenna
- Cruise control
- Trip computer: includes
- Card key power locks : includes power windows ; automatic locking
- Leather upholstery leather
- Driver and front passenger seat captains front seat heated with 12-way power power height, 2-way electric and power tilt
- Split-folding rear seats: tip/tumble, manual recline and manual fore/aft
- Third row seats: split-folding, split bench with seating for three fold flat to floor
- Alloy & leather-trimmed tilt telescoping steering wheel

I'M INTERESTED

First Name

Last Name

Email Address

Phone Number

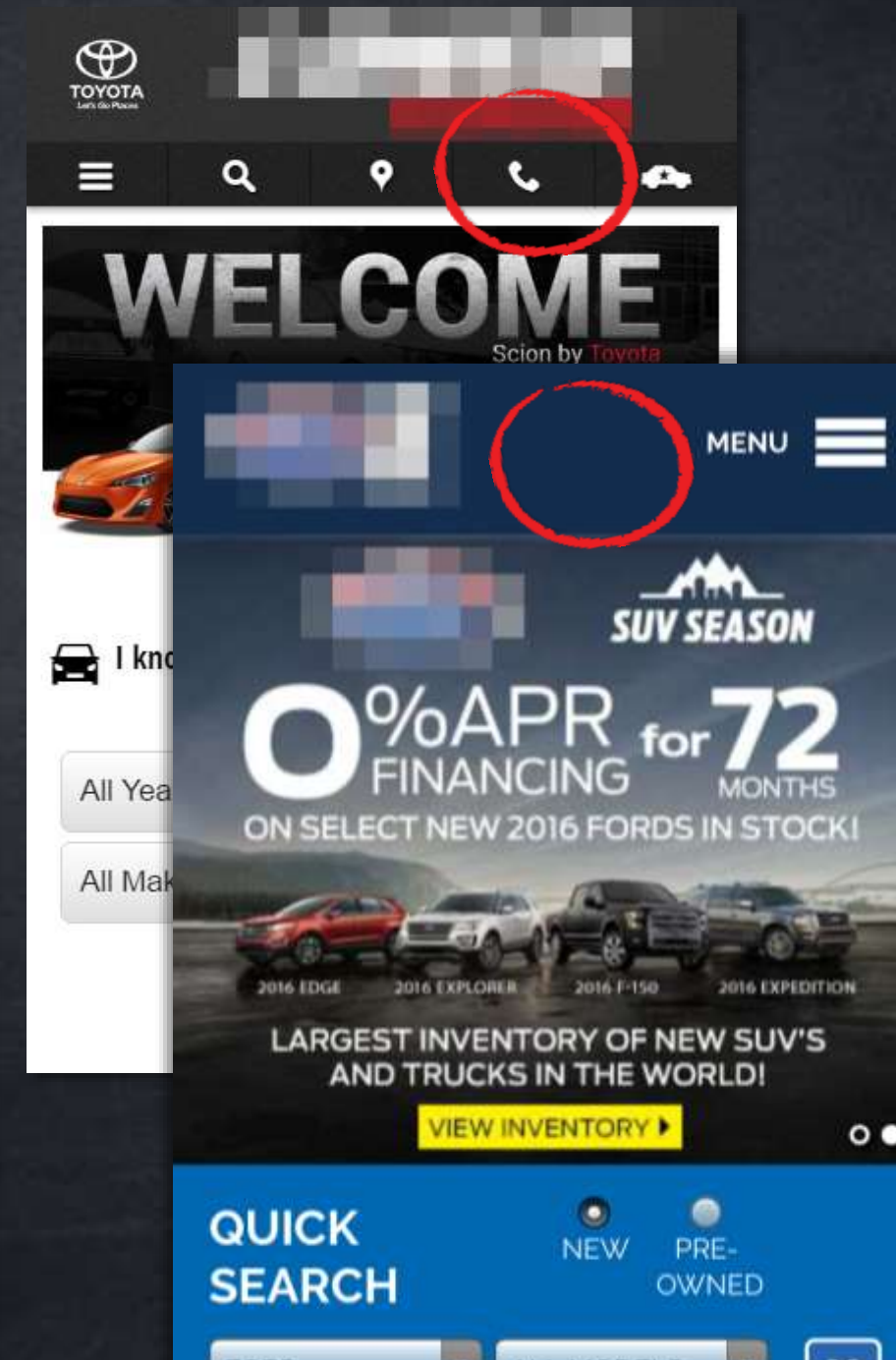
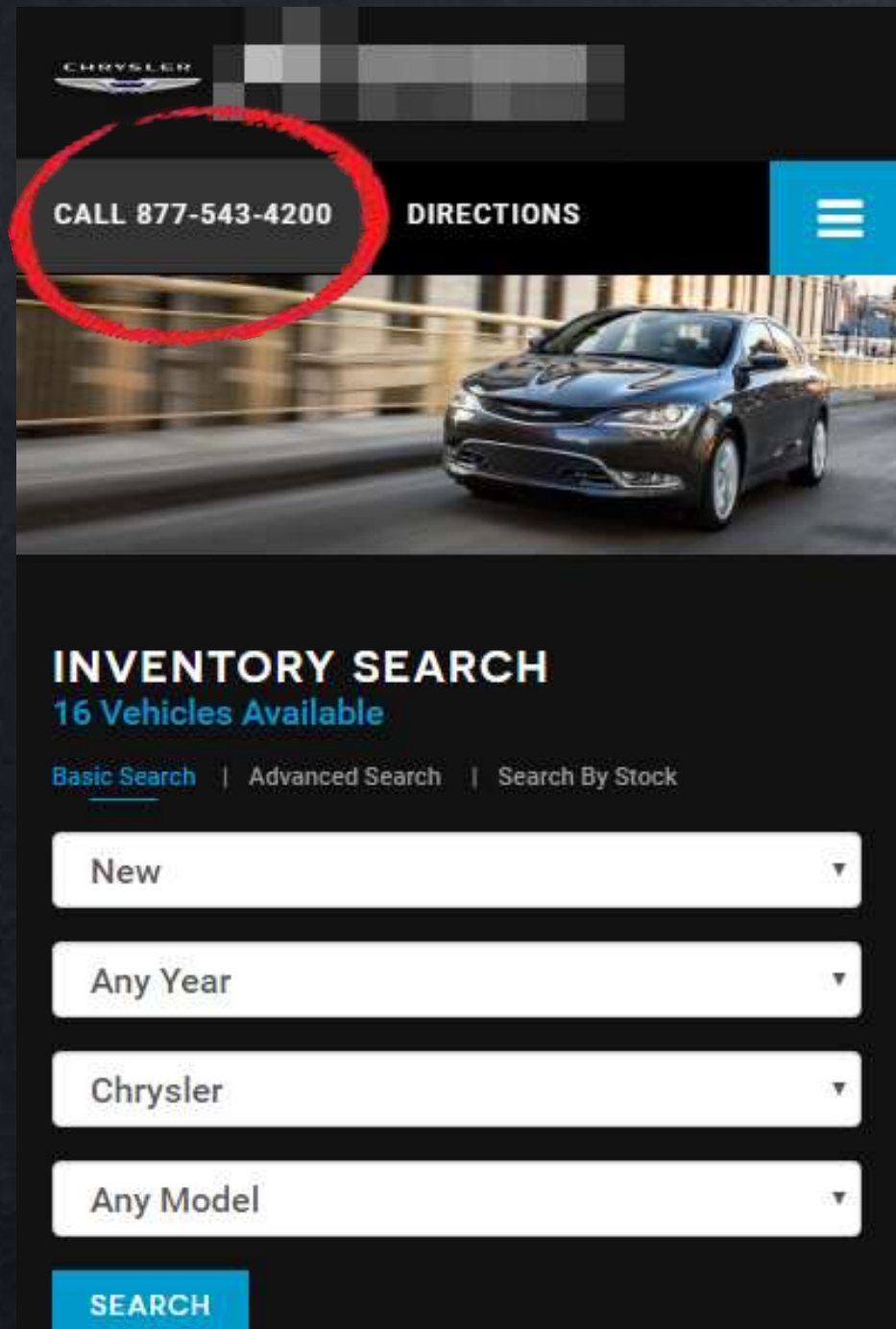


Phone Calls: Top Task on Mobile



Right

30%
Increase
in Calls



Wrong



@DealerOn
@ElianaRaggio

Icons: Use Text and Standards




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, 509448


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

2.0L I-4 cyl, Black, GH517677 2HGFC2F70GH517677



2016 Honda Civic EX Sedan

Please Call

Get Your DARCARS Price

2.0L I-4 cyl, Orchid, GE202838 19XFC2F79GE202838

Live Chat



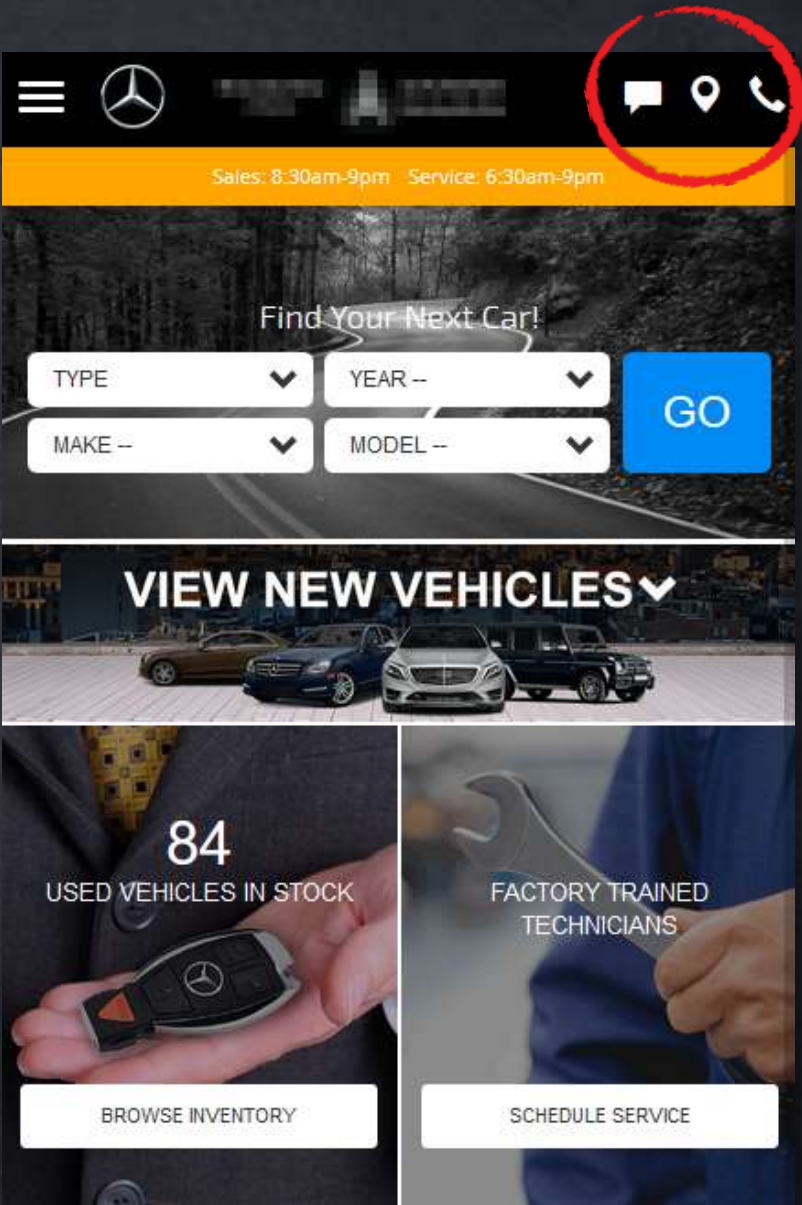
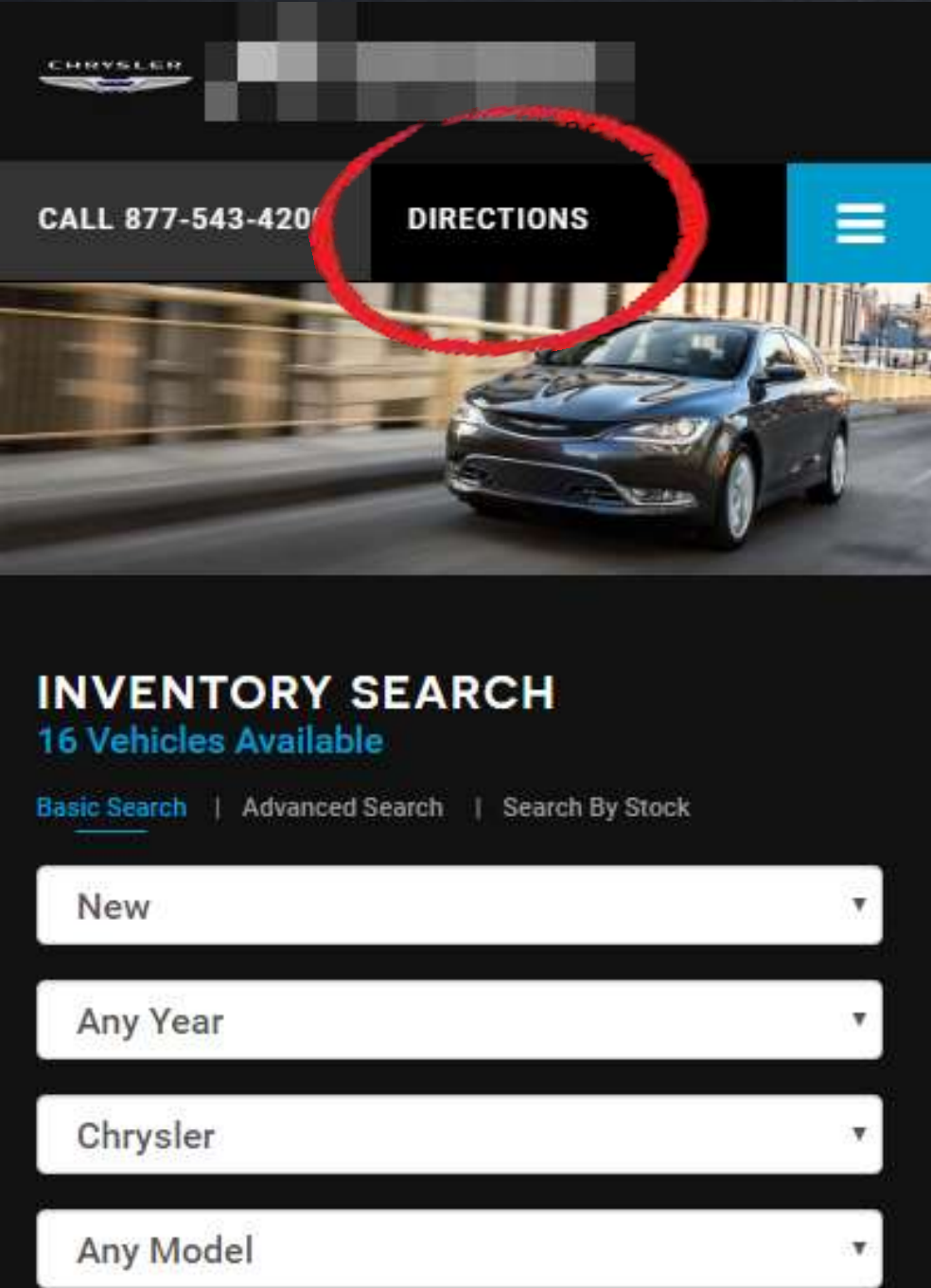
@DealerOn
@ElianaRaggio

Directions: 2nd Task for Mobile



Right

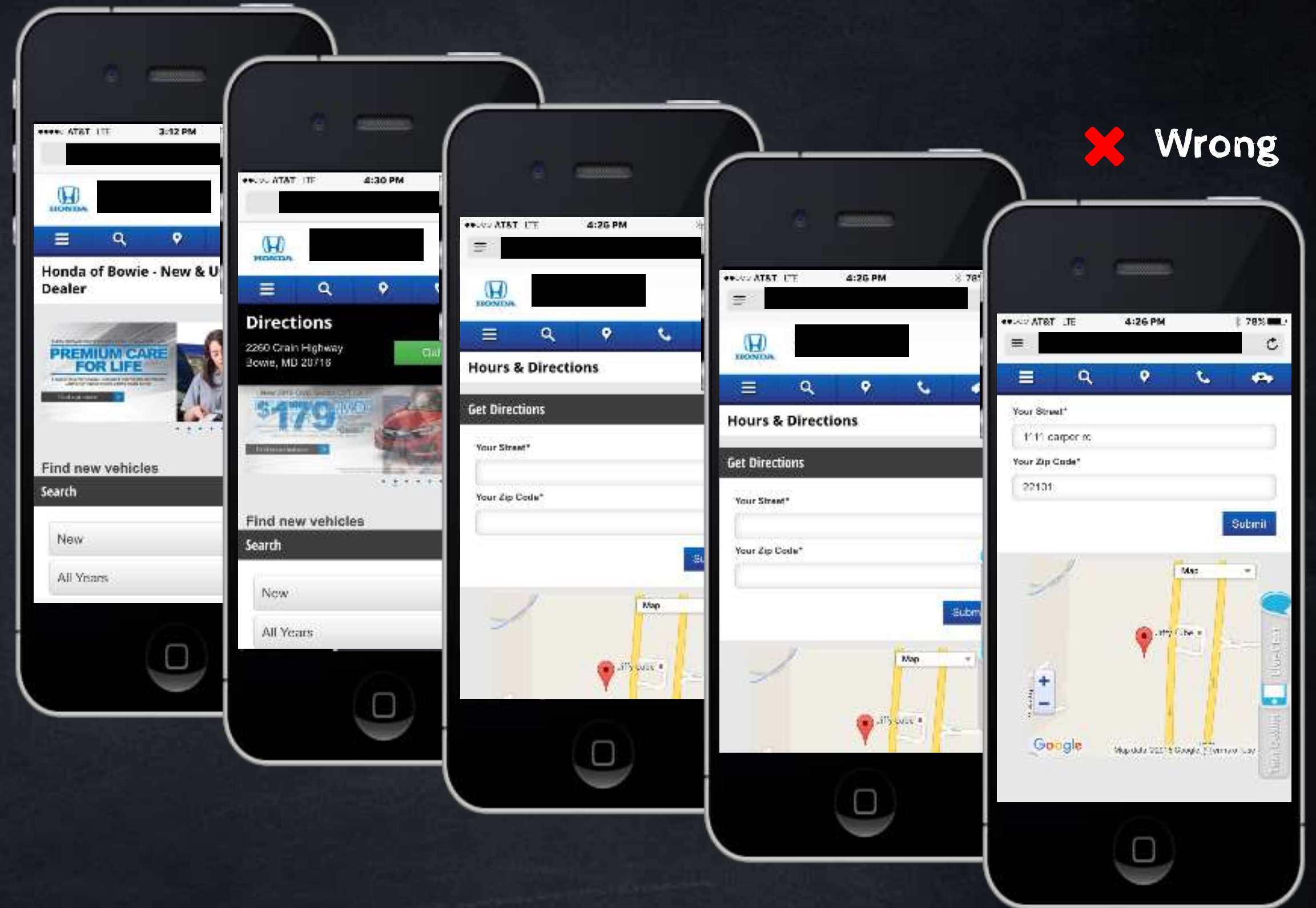
30% Increase in Calls



Wrong



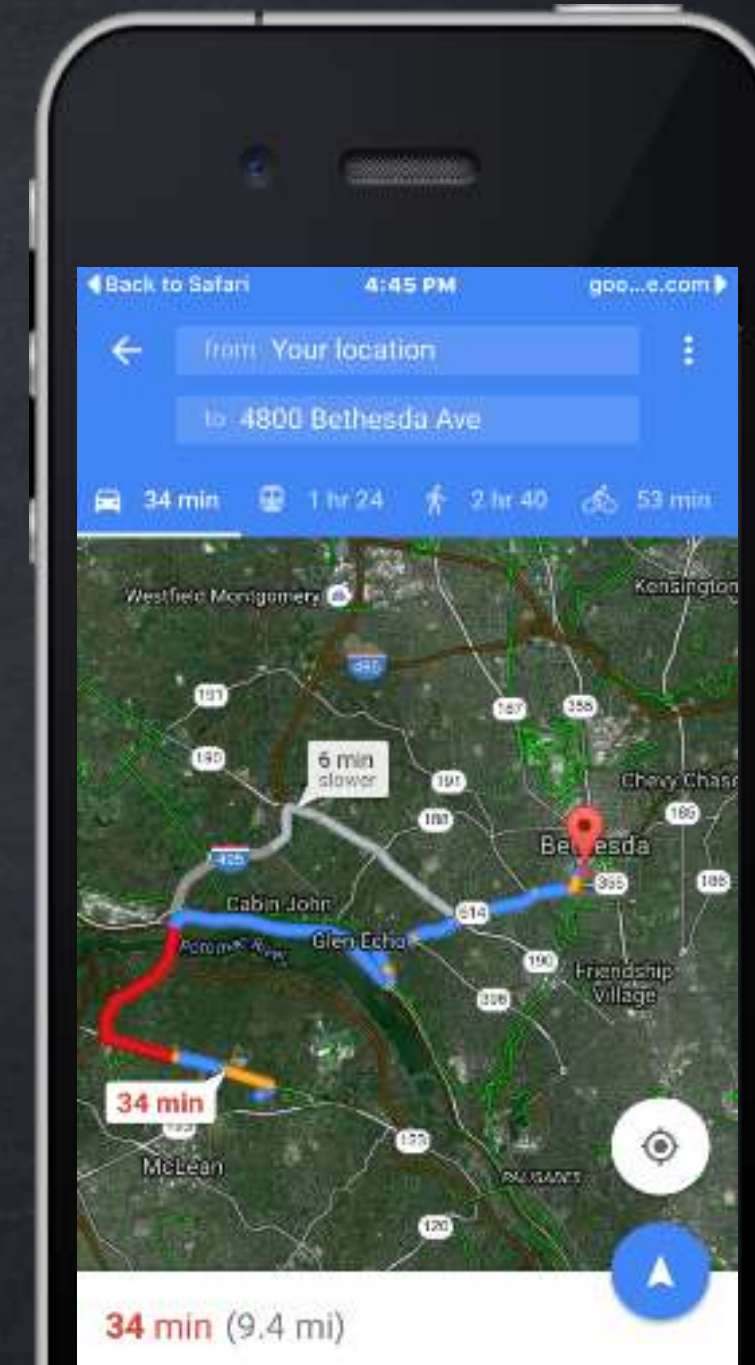
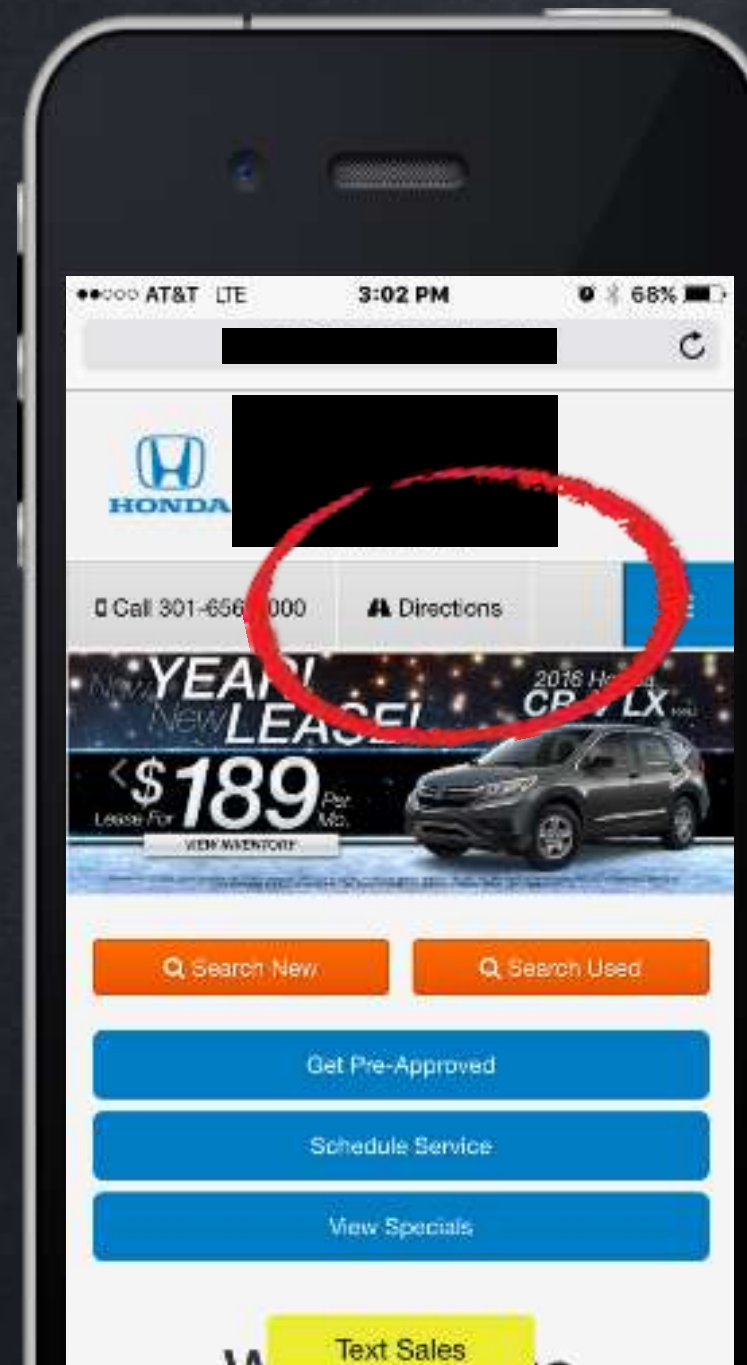
Not Fast, Not
Simple, Not Easy



Directions: 2nd Task for Mobile



Mobile Used Right!



Remove Unnecessary Fields

I would like to request your best ePrice quote for this **2016 Honda Odyssey EX-L**.

Your questions/request

Please email or call me back as soon as possible with more information.

Thank you,

Full Name

Phone

Email

*ZIP Code

Send Request

I would like to request your best ePrice quote for this **2016 Honda Odyssey EX-L**.

Your questions/request

Please email or call me back as soon as possible with more information.

Thank you,

C

(213) 855-5555

C@d.com

*ZIP Code

Send Request

Please check errors

possible with more information.

Thank you,

C

(213) 855-5555

C@d.com

*ZIP Code

Send Request

Please check errors

Please enter a valid 5-digit ZIP code

Done



Make Mobile Form Data Entry Easy



Right

CALL 877-543-4200 DIRECTIONS

*E-Mail Address

Email Address

*Phone Number

() - x

Comments:

Comments

1 2 ABC 3 DEF 4 GHI 5 JKL 6 MNO 7 PQRS 8 TUV 9 WXYZ

Next Sym

Directions

Email Address

Phone Number:

() - x

Comments:

Comments

Send

The I On

1 2 3 4 5 6 7 8 9 0

Q W E R T Y U I O P

A S D F G H J K L

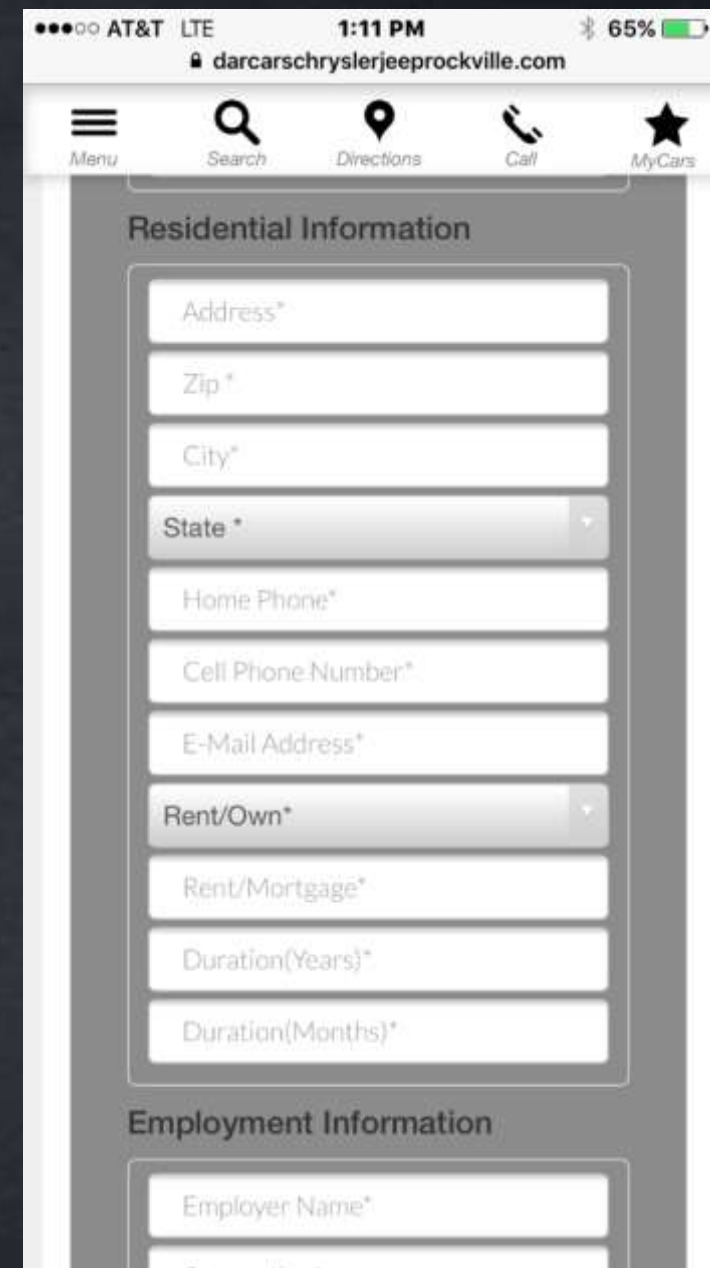
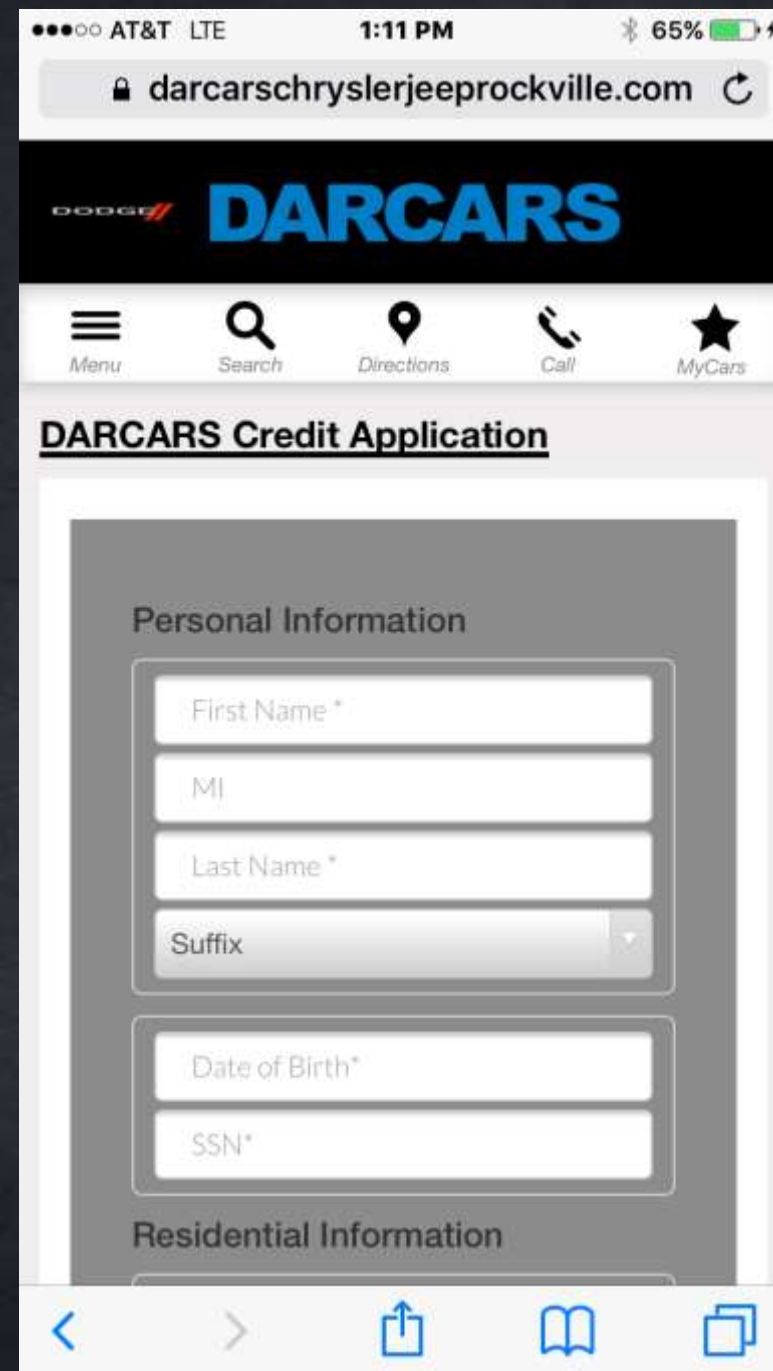
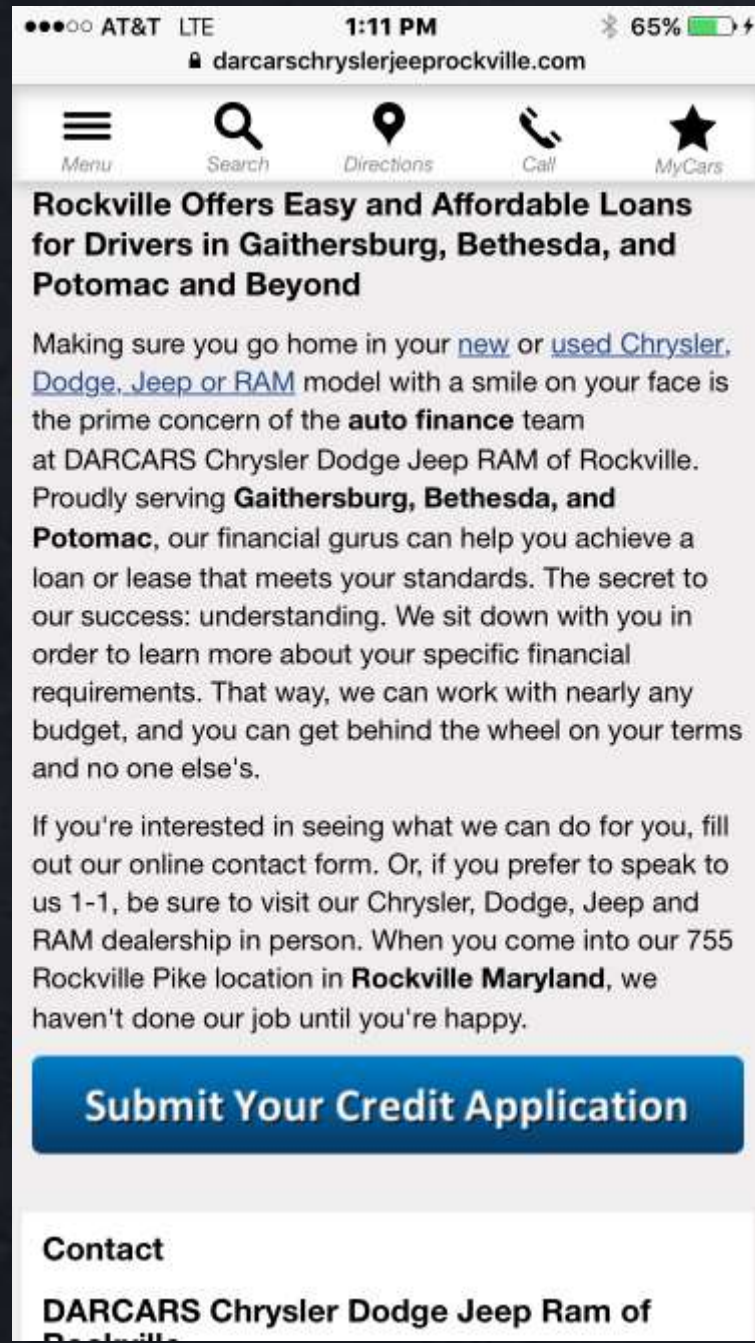
↑ Z X C V B N M



Wrong



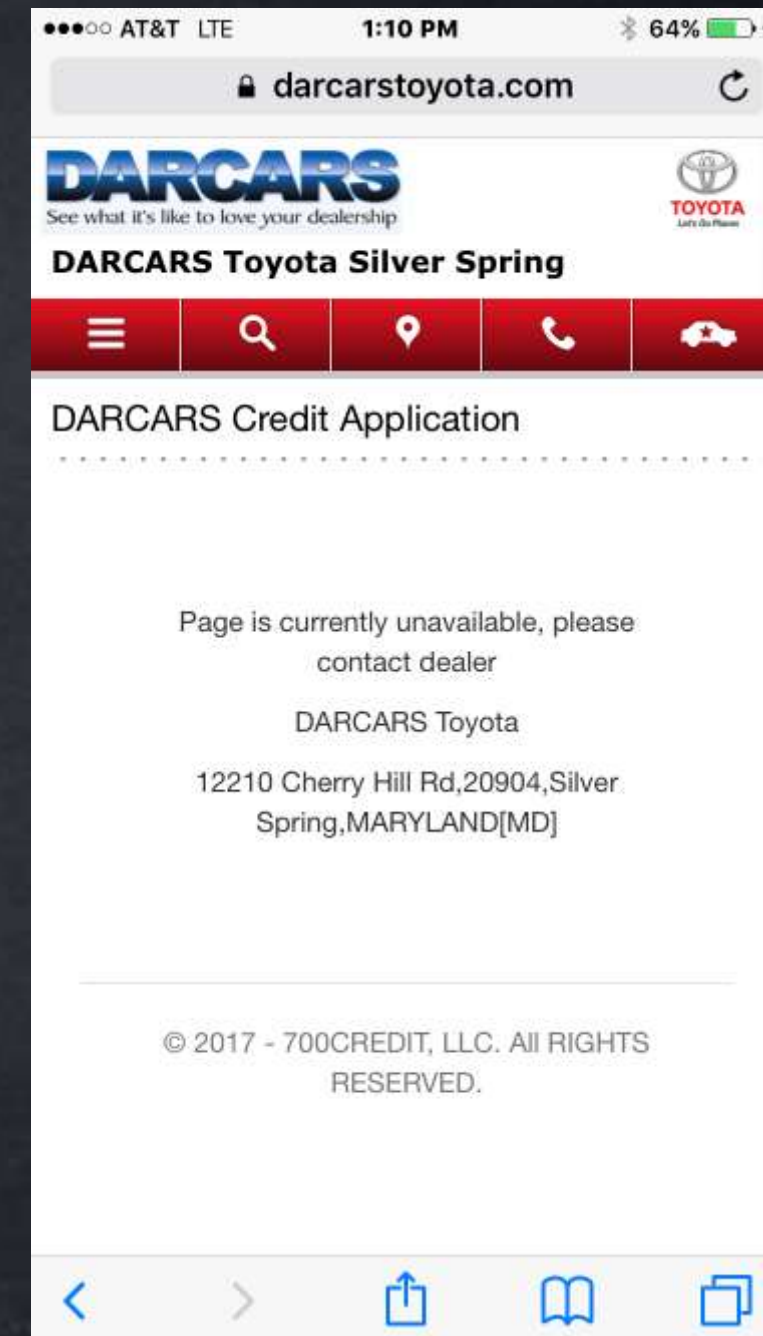
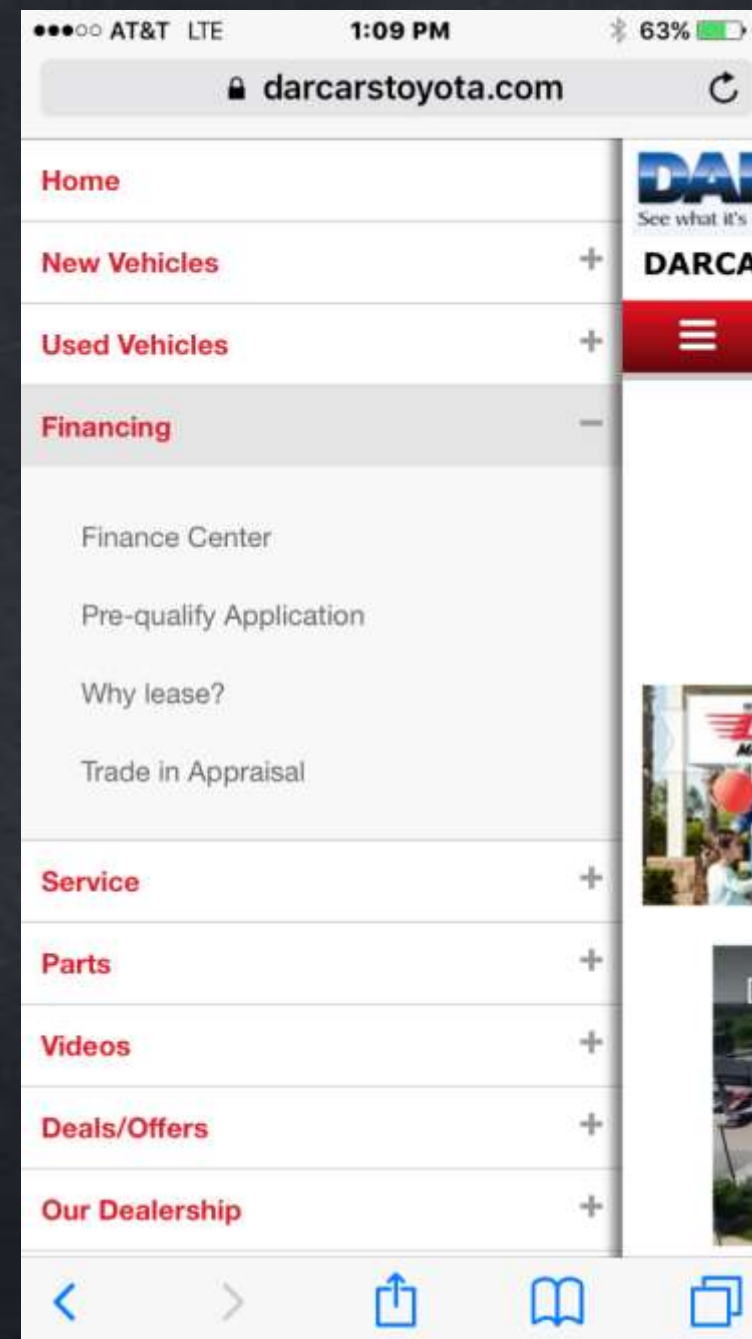
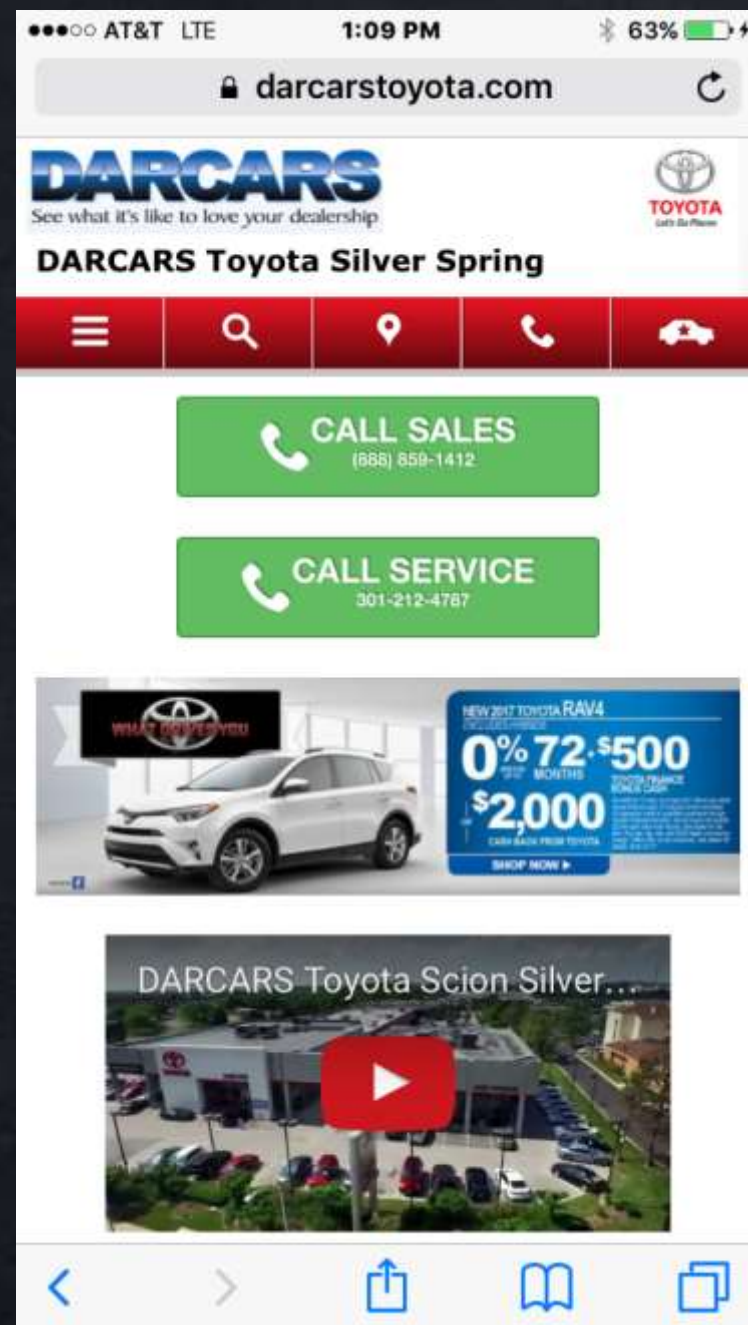
Credit App Example #1



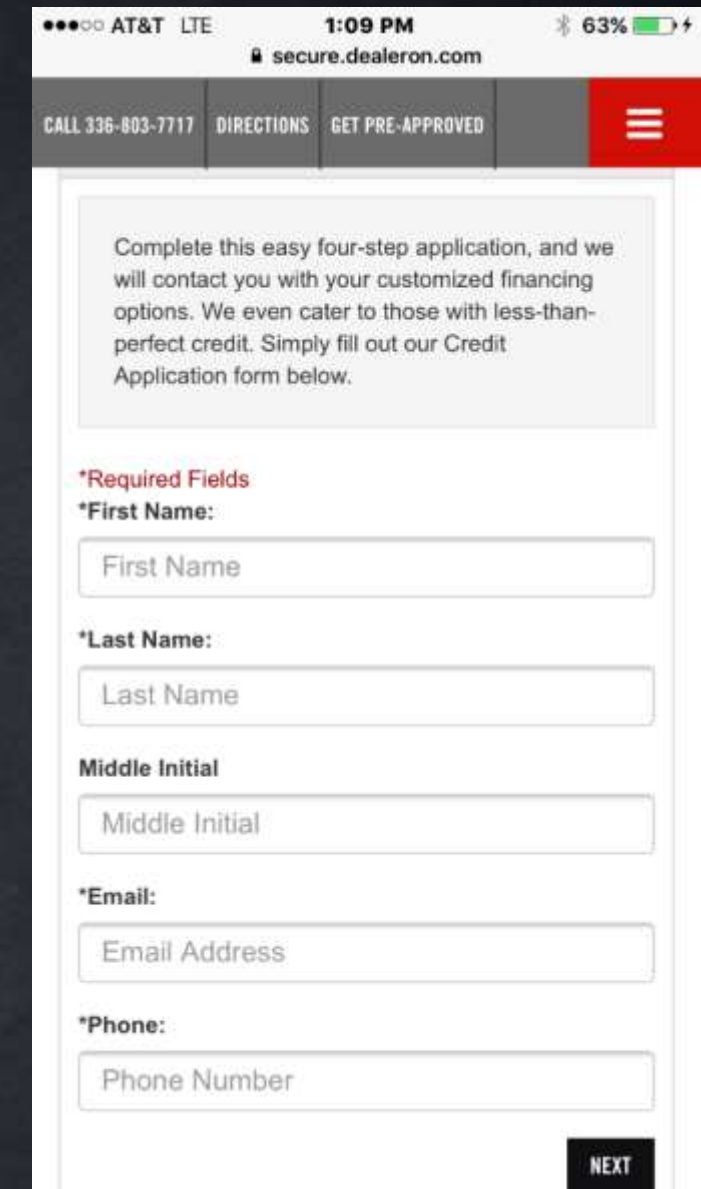
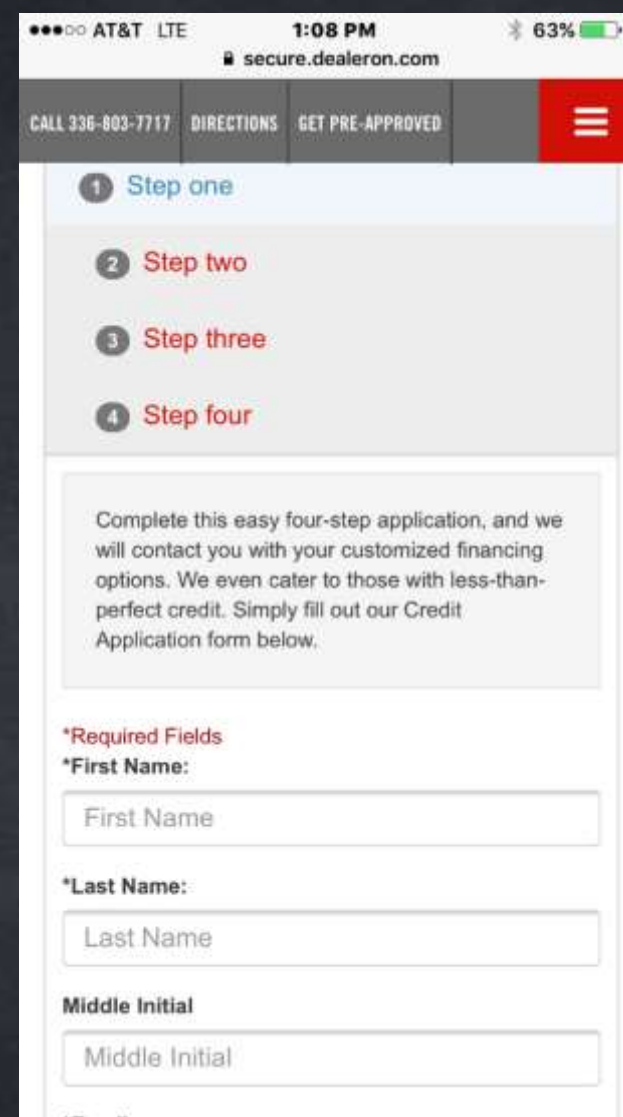
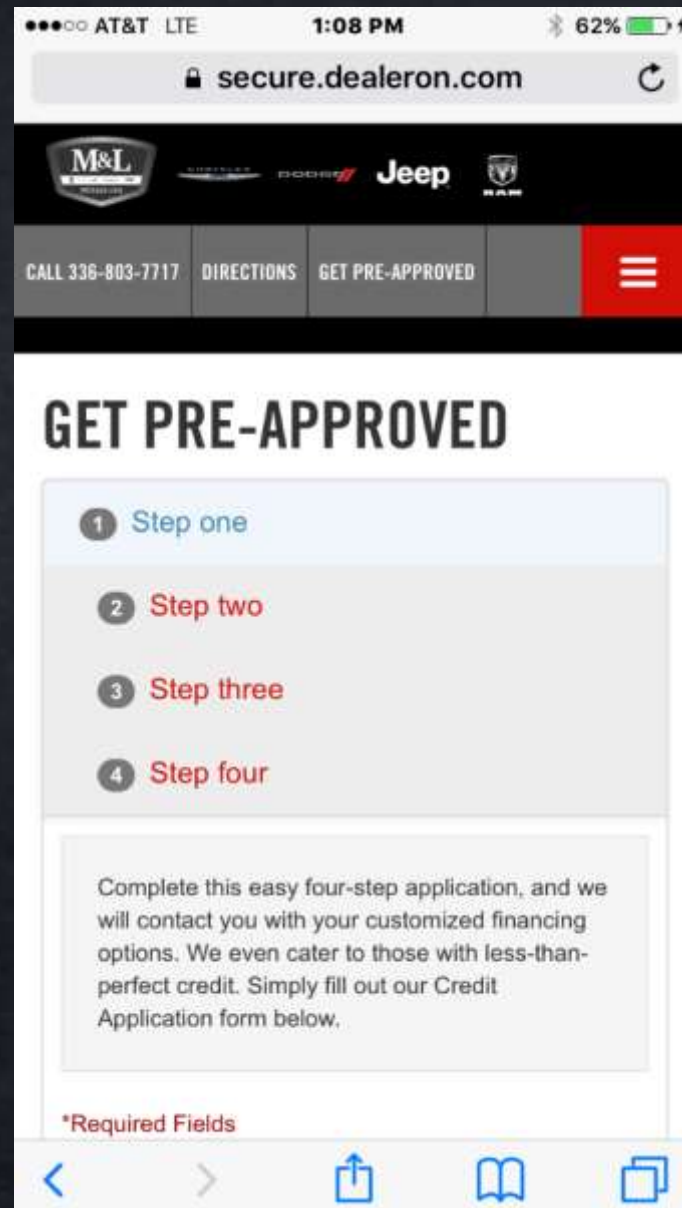
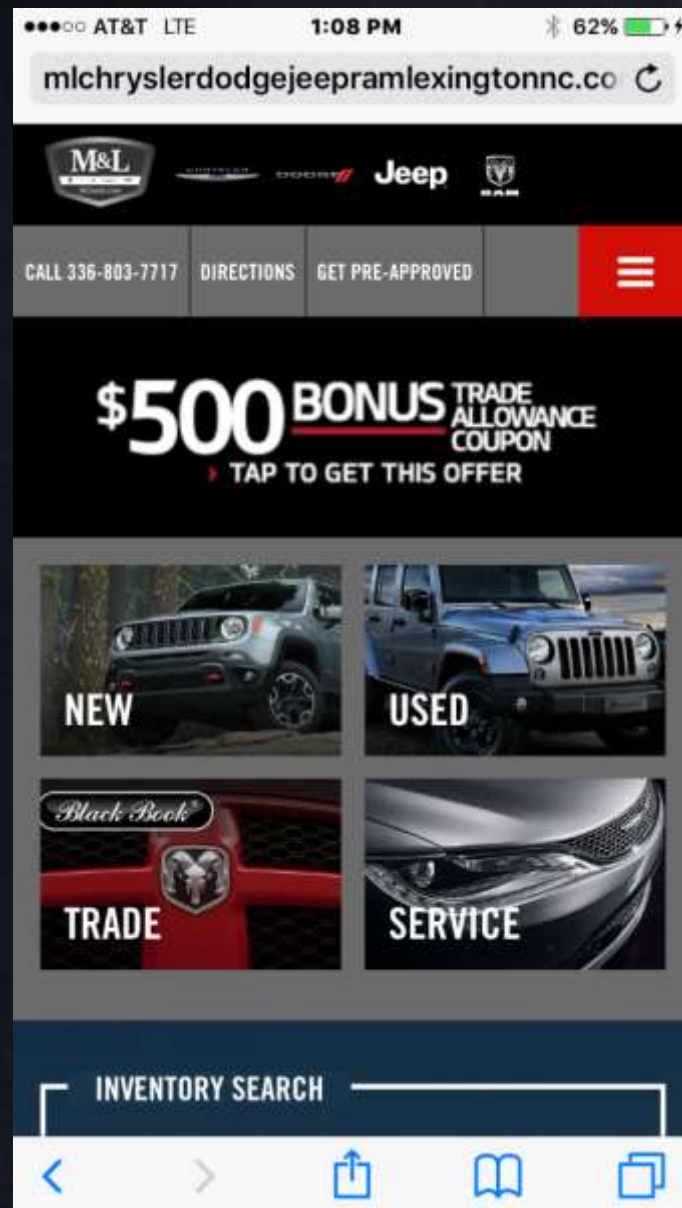
Wrong



Credit App - Problematic on Phones



Credit App - Make It Easy to Do



Coupons & Structured Data




Schema.org

hendrickchevrolet.com

Call 844-361-8848

Directions



Value Your Trade

Select Vehicle

POWERED BY TRADEPENDING

Price Drop !

VIN: 1FTFW1EF7EFA22609 Stock #: G3550A
Model Code: W1E Mileage: 50,174

2014 Ford F-150 XLT

★★★★☆ 4.49 (39 Reviews) - Edmunds.com

LIVE CHAT

2014 ford f-150 cary nc

Used 2014 Ford F-150 For Sale | Raleigh NC | Cary | PC85364

Hendrick Chevrolet › ... › F-150 › XLT

See the used 2014 Ford F-150 XLT for sale at Hendrick Chevrolet near Raleigh, Durham & Chapel Hill NC. Price, review & MPG. PC85364.

Rating
4.5 ★★★★★ (37)

Used 2014 Ford F-150 For Sale | Raleigh NC | Cary | G3550A

Hendrick Chevrolet › ... › F-150 › XLT

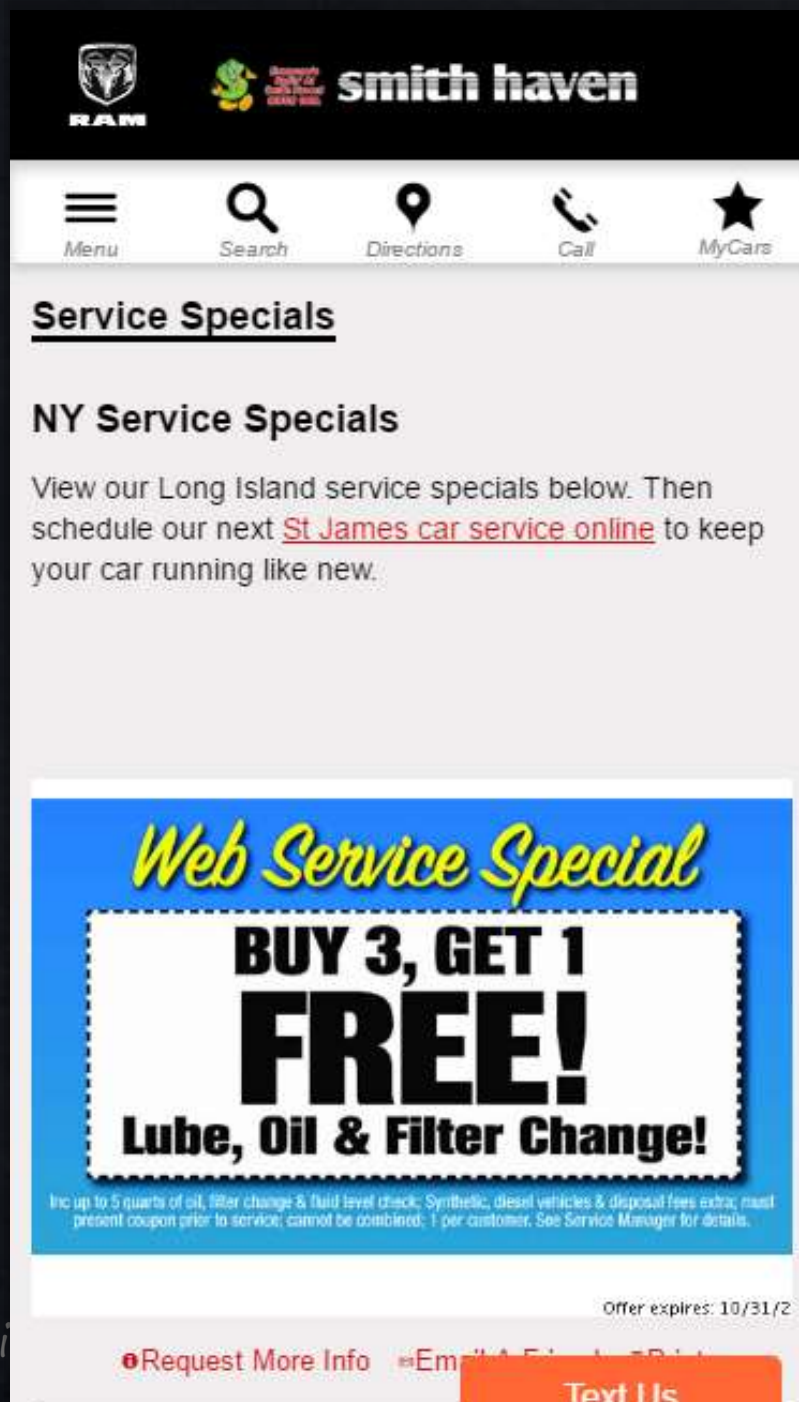
See the used 2014 Ford F-150 XLT for sale at Hendrick Chevrolet near Raleigh, Durham & Chapel Hill NC. Price, review & MPG. G3550A.

Rating	Price	Availability
4.5 ★★★★★ (38)	\$26,888...	In stock

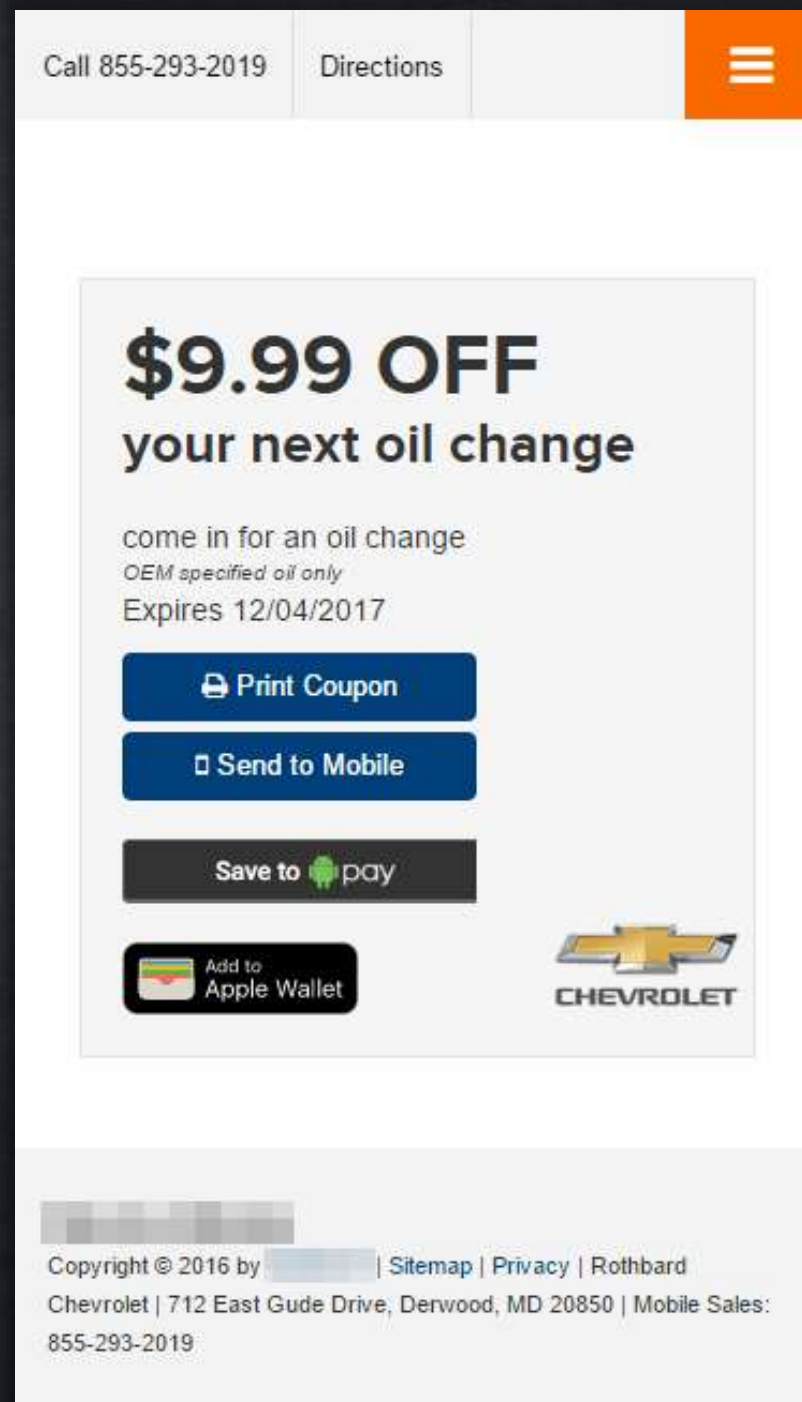
25-50%
Increase

In Click-Thru Rate

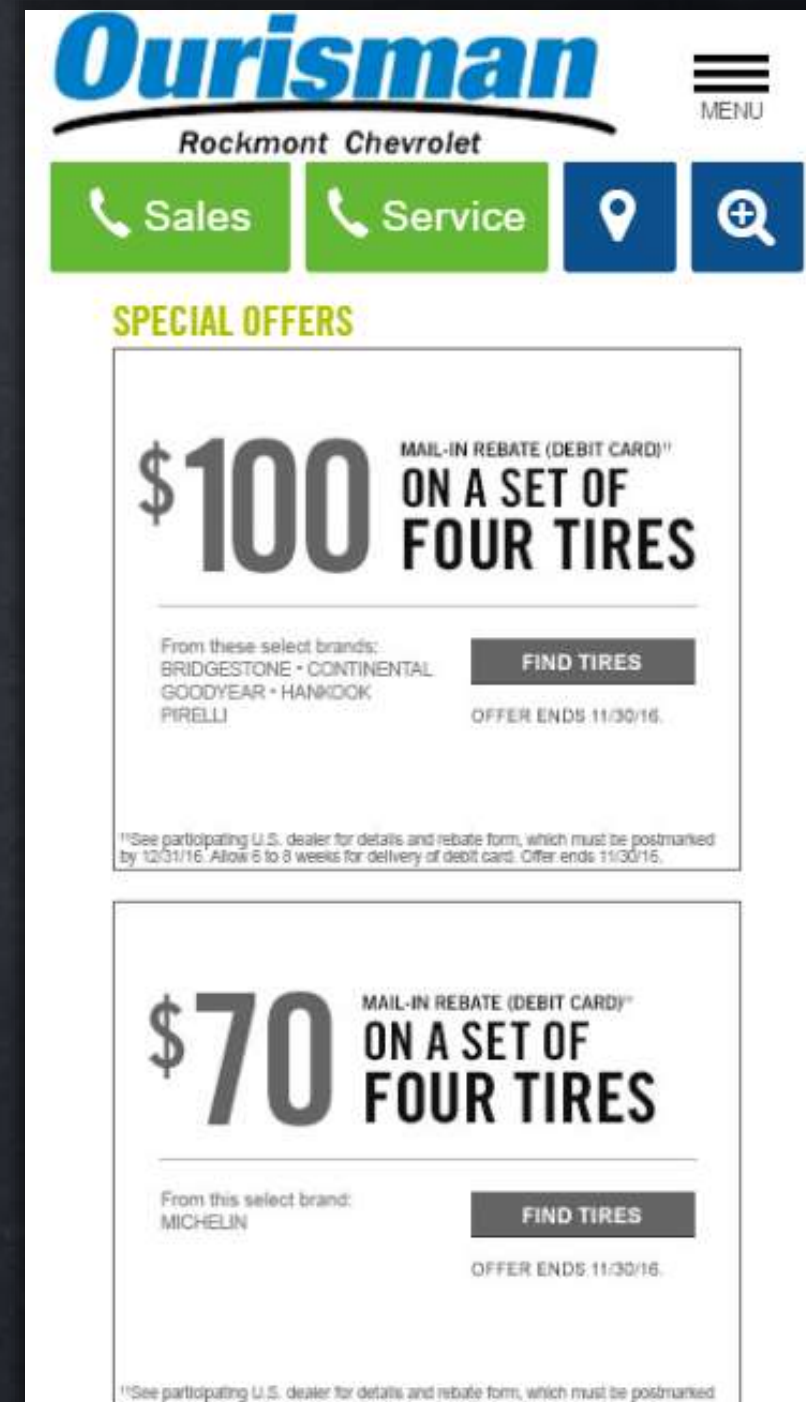
Can't Print from Mobile



The screenshot shows the mobile app for Smith Haven RAM. At the top, there are logos for RAM and Smith Haven. Below the logos is a navigation bar with icons for Menu, Search, Directions, Call, and MyCars. The main content area is titled "Service Specials" and "NY Service Specials". It includes a text block about Long Island service specials and a link to "St James car service online". At the bottom, there is a large blue banner for a "Web Service Special" offering "BUY 3, GET 1 FREE! Lube, Oil & Filter Change!".



The screenshot shows a mobile coupon for an oil change. At the top, there are links for "Call 855-293-2019" and "Directions", and a hamburger menu icon. The main content area features a large discount: "\$9.99 OFF your next oil change". Below this, it says "come in for an oil change" and "OEM specified oil only". The coupon expires on 12/04/2017. There are three buttons: "Print Coupon", "Send to Mobile", and "Save to pay" (with an Android logo). At the bottom, there is an "Add to Apple Wallet" button and the Chevrolet logo. The footer contains copyright information and contact details for Rothbard Chevrolet.

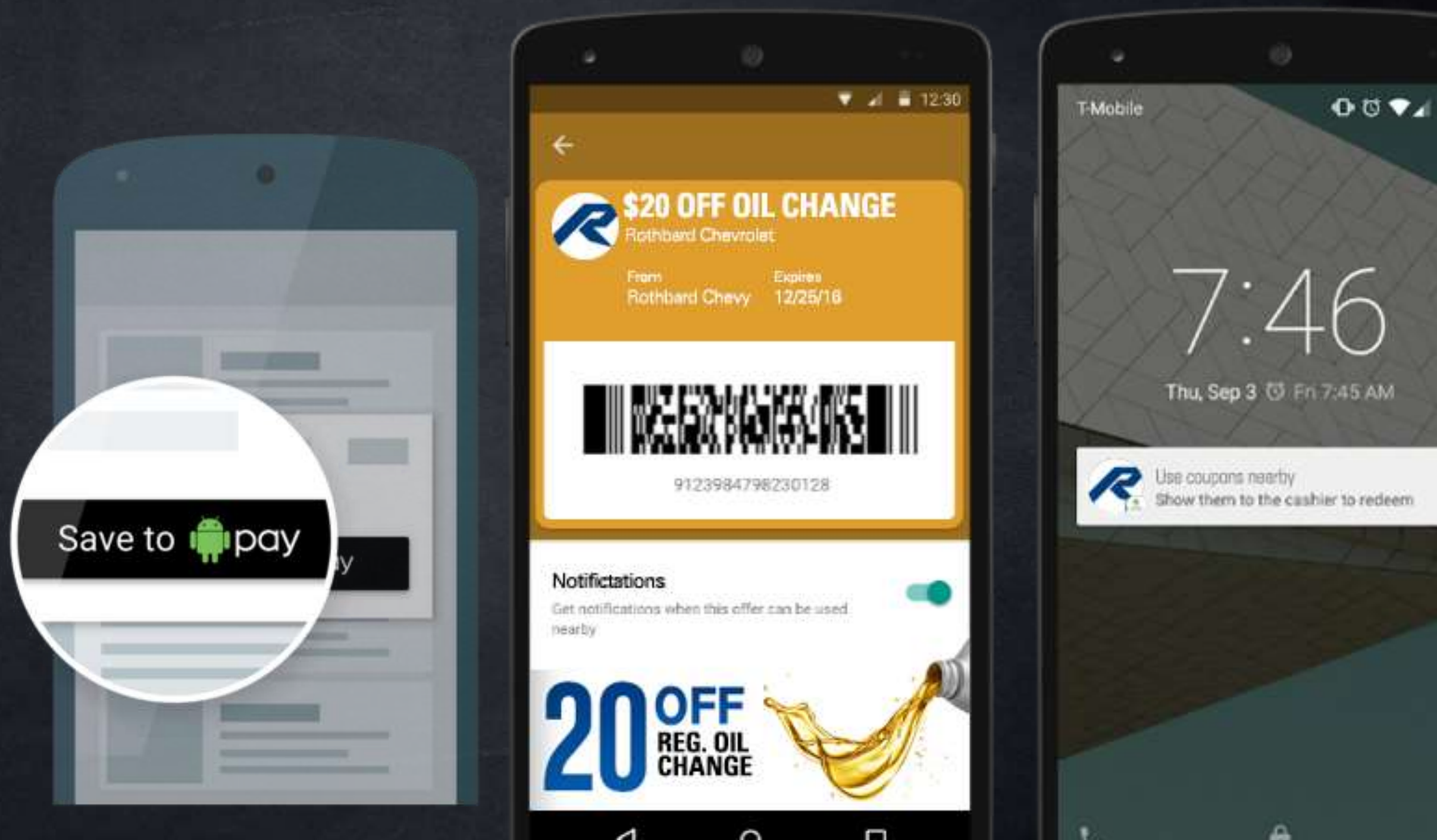


The screenshot shows the mobile app for Ourisman Rockmont Chevrolet. At the top, there is the Ourisman logo and a "MENU" button. Below the logo are buttons for "Sales" and "Service", and icons for location and search. The main content area is titled "SPECIAL OFFERS" and features two large coupons. The first coupon offers "\$100 MAIL-IN REBATE (DEBIT CARD) ON A SET OF FOUR TIRES" from select brands (Bridgestone, Continental, Goodyear, Hankook, Pirelli). The second coupon offers "\$70 MAIL-IN REBATE (DEBIT CARD) ON A SET OF FOUR TIRES" from Michelin. Both coupons include a "FIND TIRES" button and a note about the offer ending on 11/30/16.

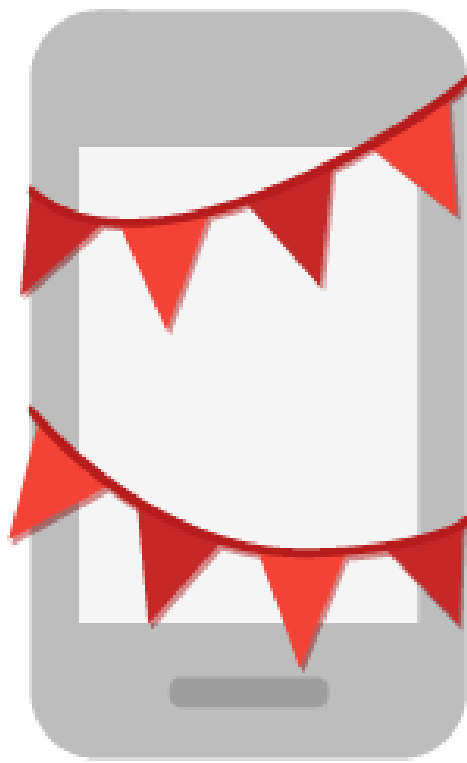


E-Wallet Coupons

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



Conquering the Mobile Consumer



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

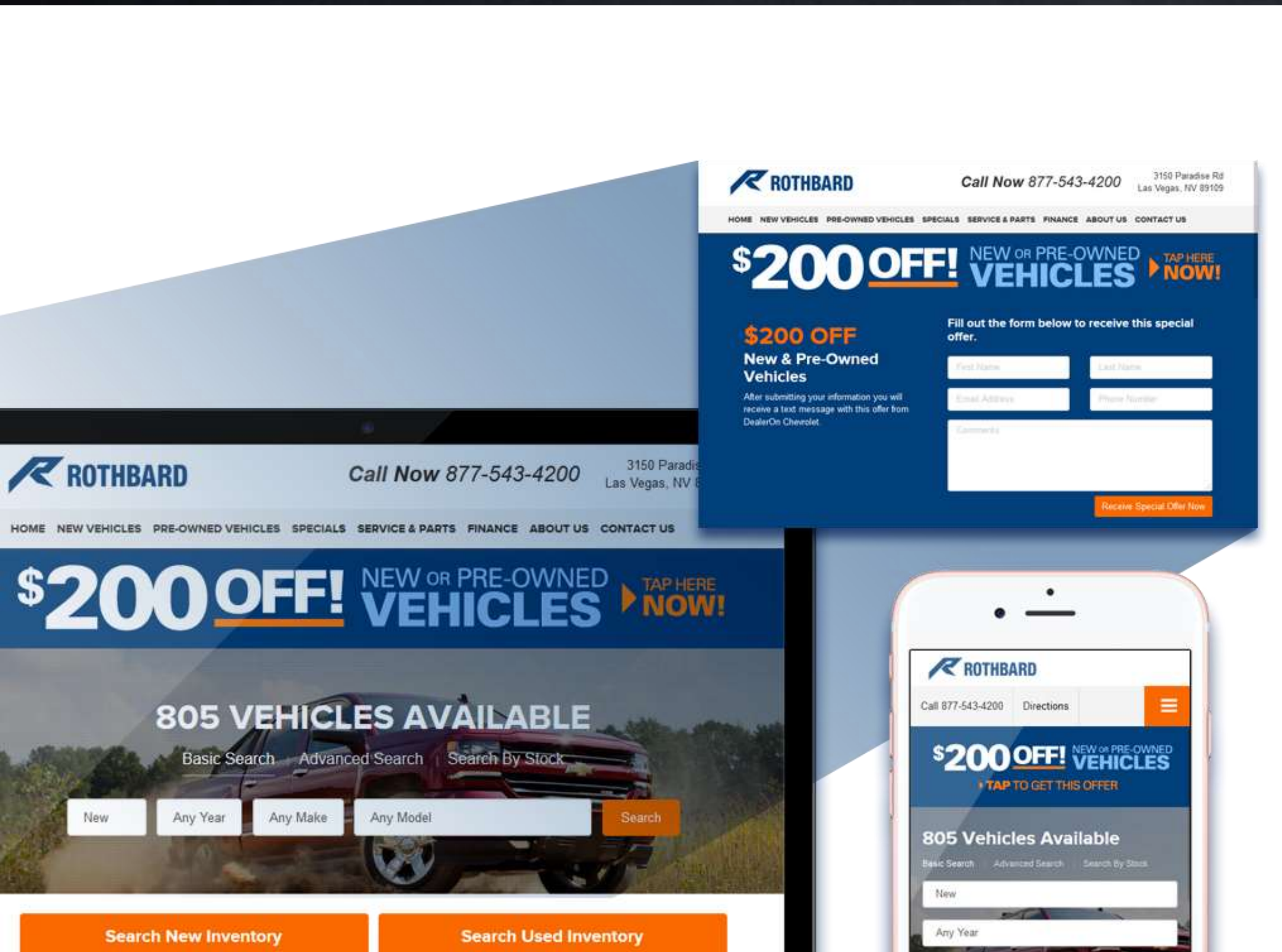
Top action people perform with their phones while on the lot is confirming that they are getting a good price on a vehicle

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

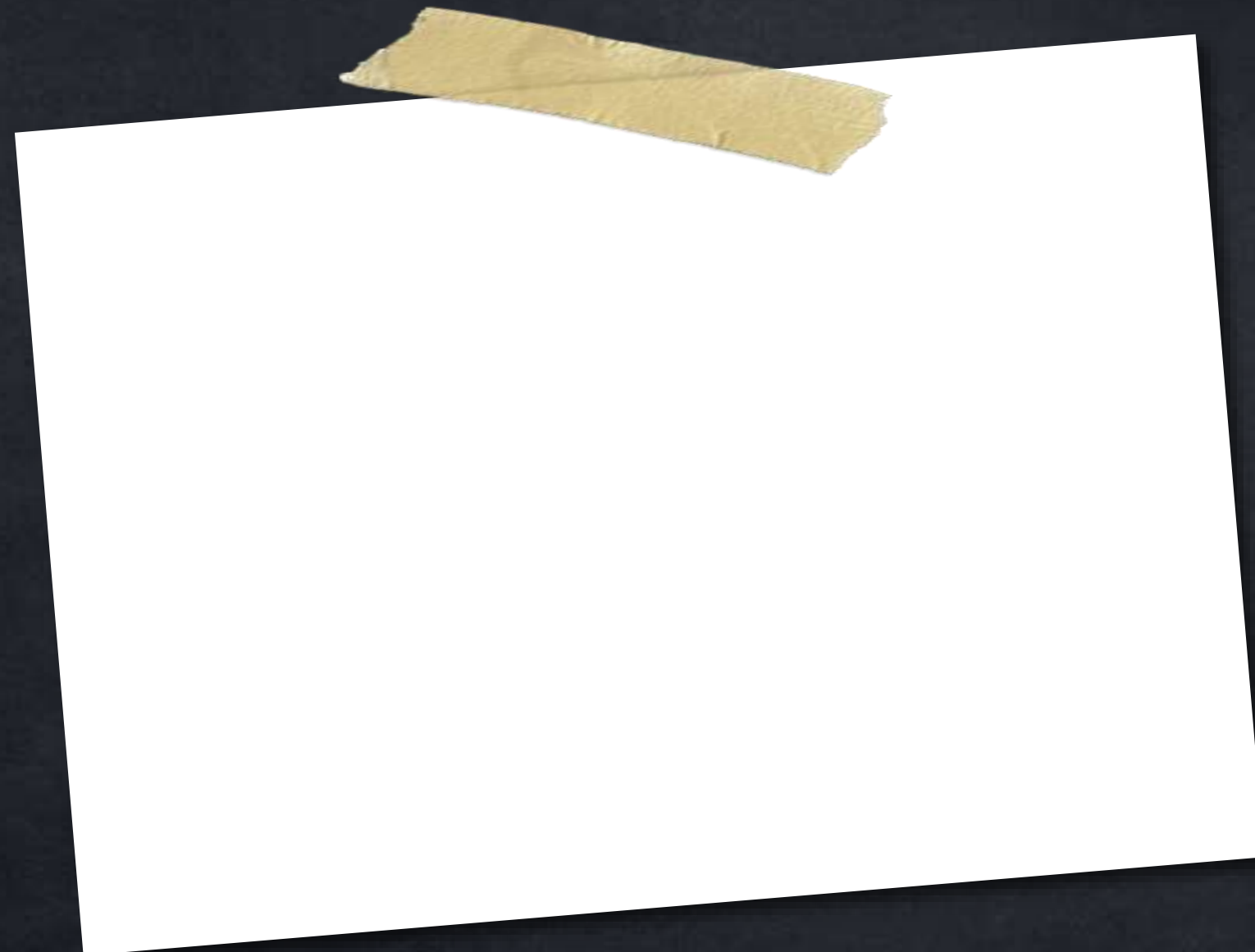
- * Action Item 1 - Run your site through Google Mobile Speed Test & Webpagetest.org
- * Action Item 2 - Make sure you are measuring calls and Click-to-calls from your site
- * Action Item 3 - Test your site's Structured Data @ <https://search.google.com/structured-data/testing-tool/u/0/>
- * Action Item 4 - Begin using Geo-Fencing and Location Data to personalize user experience and offers



Q&A: ASK OUR EXPERT



PRIZE ALERT



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



@DealerOn
@ElianaRaggio

Today's Expert



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Chief Marketing Officer at DealerOn

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@DealerOn
@ElianaRaggio

AFTER THE SHOW



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



CHECK OUT OUR NEXT WEBINAR

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

The NEW Rules of SEO!



Kevin Doory

Director of Search & Social, DealerOn