

DEALERON SPEAKERS @ NADA 2018

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MICHAEL DEVITO *Chief Creative Officer*

Pave the Path to Purchase: Turn Website Traffic into Sales

More than half of your online traffic comes from mobile users, but most dealer websites still focus on the desktop experience. In this session dealers will learn how to create a “mobile-first” approach to increase sales from your current mobile traffic; best practices for conversion and testing to maximize your leads, calls and sales; how to identify and fix website speed and load time problems; how to Use Google and Apple Wallet coupons to generate and retain fixed ops business; and the right way to transition your dealership to an e-commerce model for sales and service.

Session 1

Thursday, March 22, 2018
1:00PM to 2:00PM
Room N103

Session 2

Saturday, March 24, 2018
10:30AM to 11:30AM
Room N220



GREG GIFFORD *VP of Search*

The Lego Master Builder's Guide to Local SEO for Car Dealers

Local SEO is vital to the success of every dealership, yet many dealers still don't invest in SEO (either internally or through a third party). Every shopper has a smartphone, and voice assistants are a fixture; if you're not found when a buyer begins to search, you're out of the game. This session will explain which factors influence the visibility of your dealership in searches, based on in-depth research that reverse engineers Google's local algorithm for dealers. You'll find out exactly what you should be doing, both on your site and off, to ensure that your dealership is found wherever customers are searching.

Session 1

Thursday, March 22, 2018
4:00PM to 5:00PM
Room N253

Session 2

Saturday, March 24, 2018
9:00AM to 10:00AM
Room N259/261