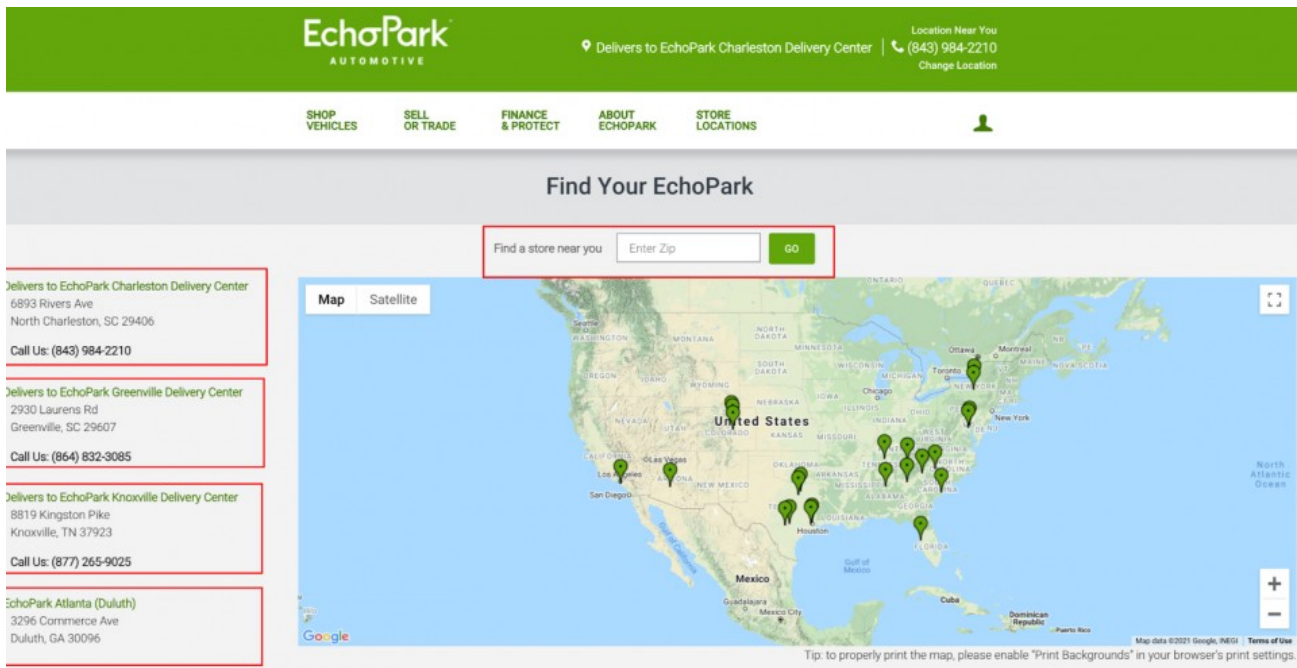


How to Create a Powerful Car Dealership Website – 6 Step Checklist

Use this free checklist to revamp or redesign your car dealership's website design and increase foot traffic to your locations.



☐ Add contact details such as email and phone number

☐ Add a Store Locator

☐ List your address

☐ Optimize For Mobile

☐ Include Crisp & Clear Messaging with Great Images

☐ Focus on highlighting your USP

☐ Focus on highlighting the value you offer

☐ Add Contact Information or a way for people to contact you

☐ Phone number

☐ Email

☐ Chat

☐ Contact form

☐ Embed Video. In the video:

☐ Address the pain/problem

☐ Touch on the benefits

☐ Highlight the USP

☐ Explain the car selection & buying process

☐ Make Navigation Easy

☐ Include links to products & services

☐ Include links to all your dealer locations

☐ A way to sort your inventory so potential customers can find what they are looking for quickly. (If possible, break it down by make, body style, brand, price, color, and features.)

☐ A search engine bar that works across the website.

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