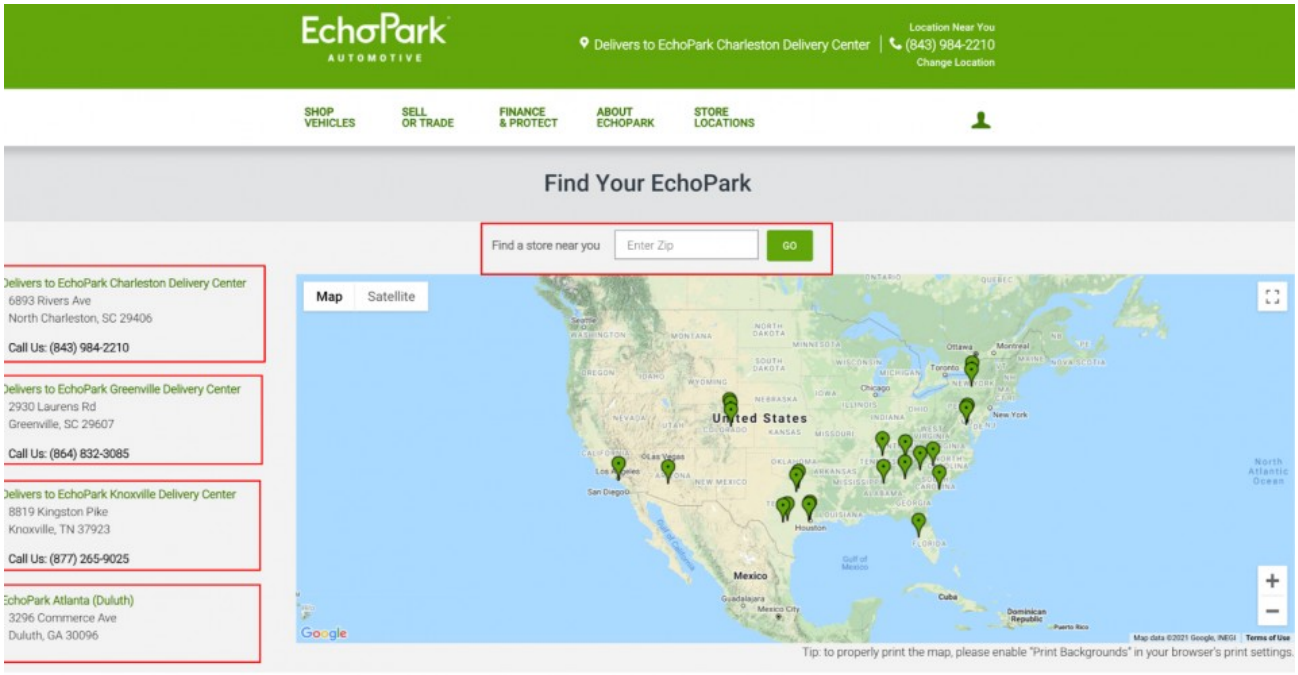
How to Create a Powerful Car Dealership Website – 6 Step Checklist

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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