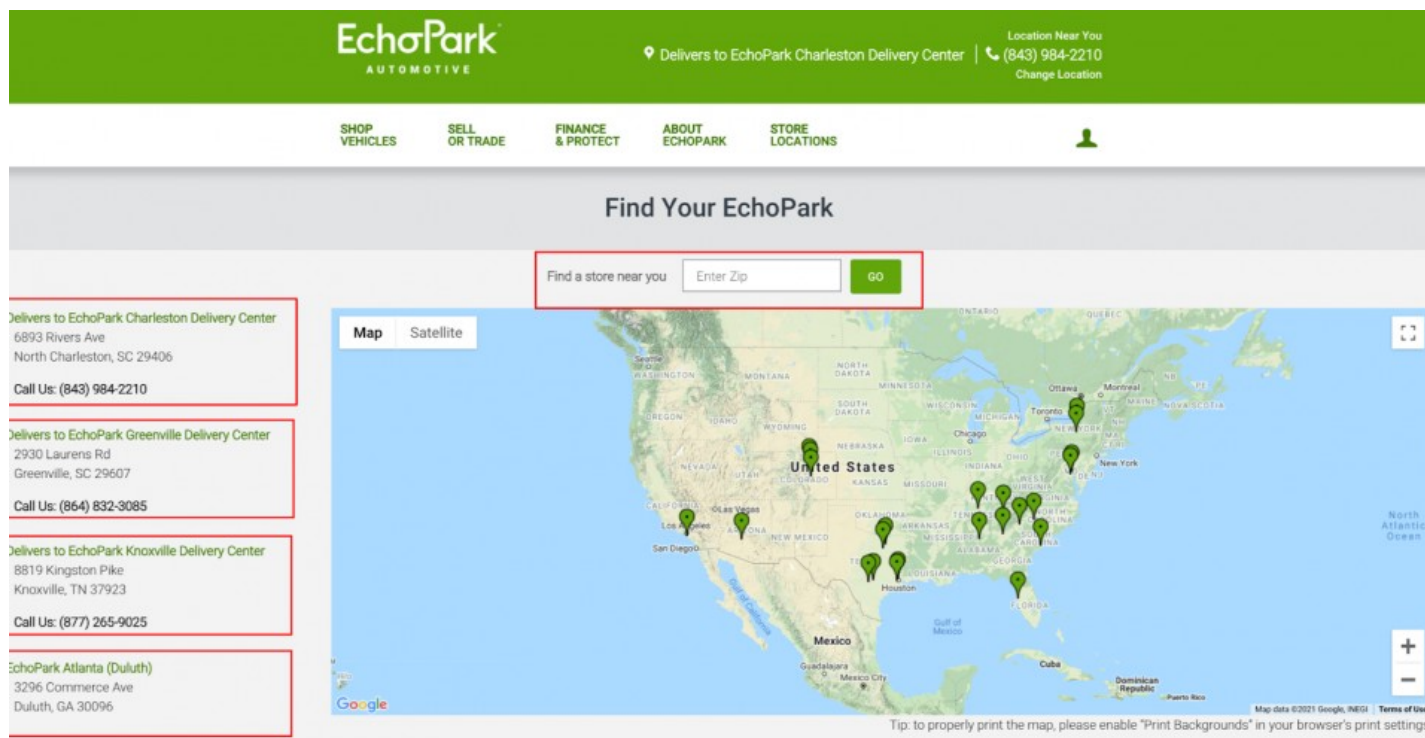


How to Create a Powerful Car Dealership Website – 6 Step Checklist

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.]

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- A search engine bar that works across the website.
-

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