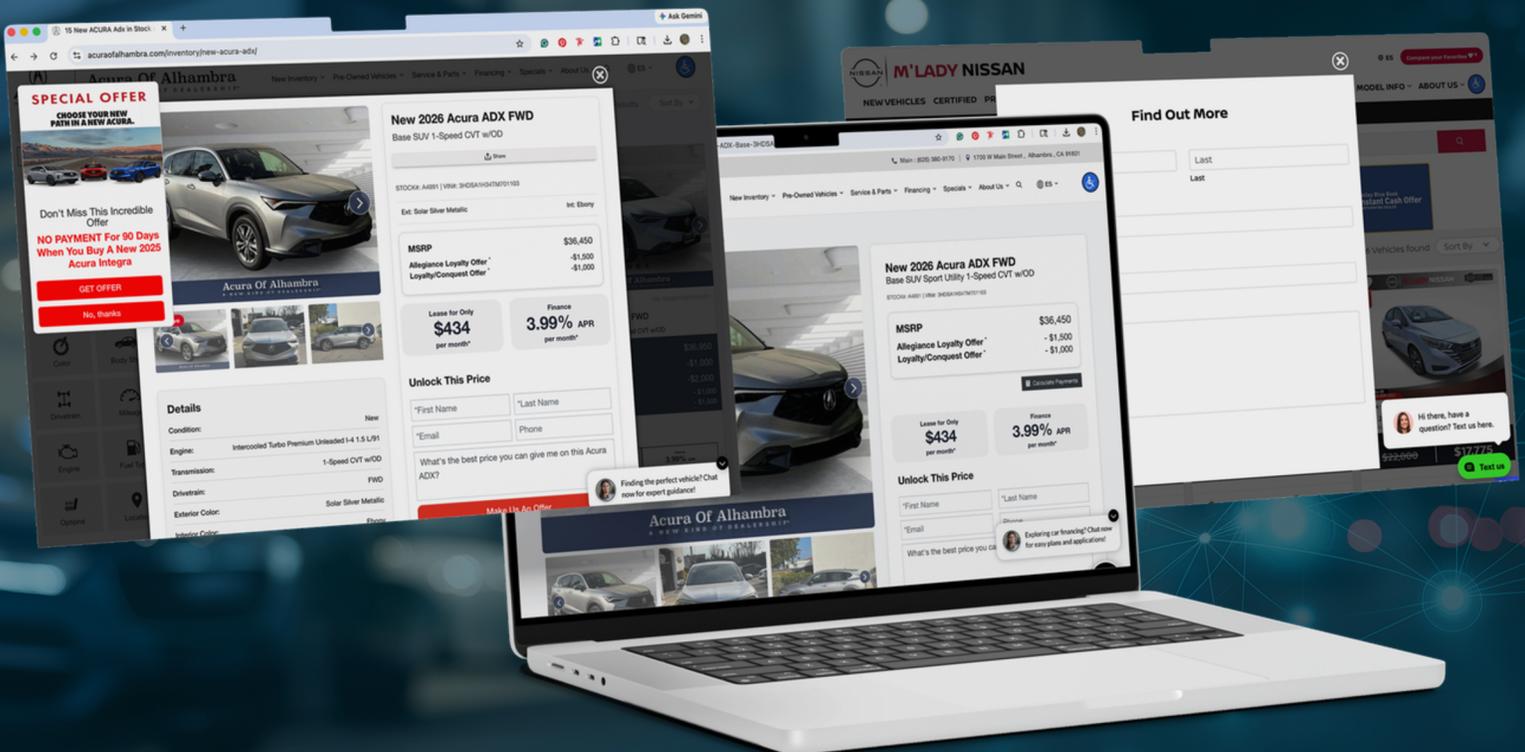


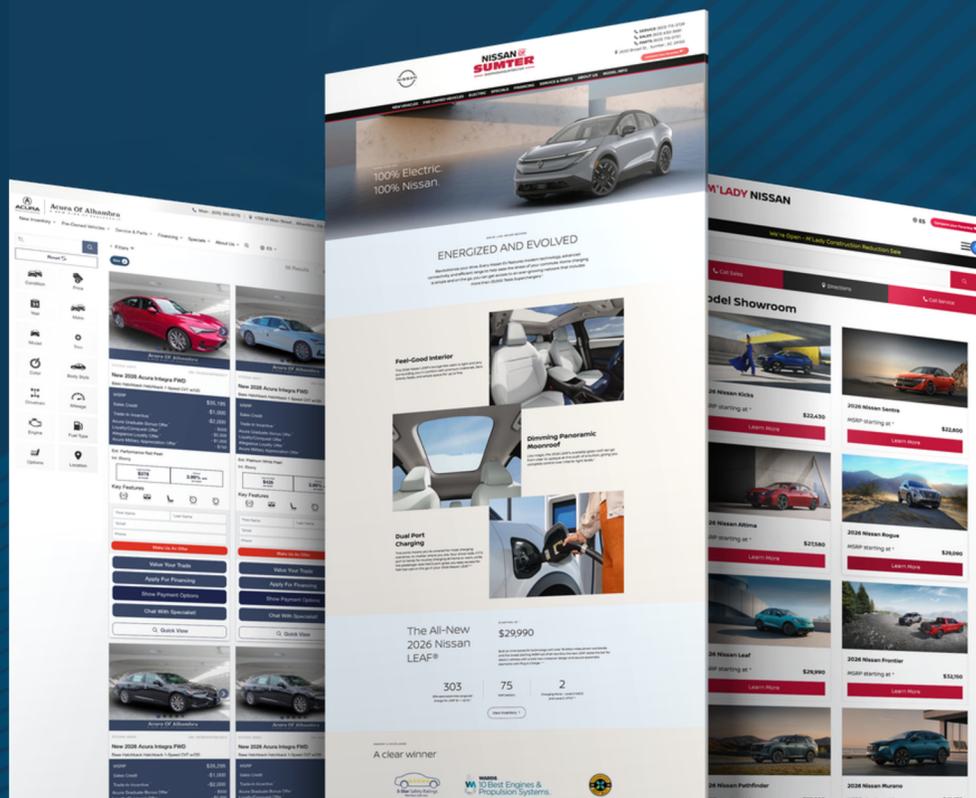
The Complete Guide to Dealership Website Optimization

What high-performing dealership websites do differently to drive sales



WHAT'S INSIDE

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Is your website turning ad spend into sales?

No matter how much you invest in marketing—paid ads, email campaigns, SEO, billboards, or social media—every effort ultimately leads shoppers to your website. It's the place where all your campaigns converge, and where every click, impression, and dollar spent is put to the test.

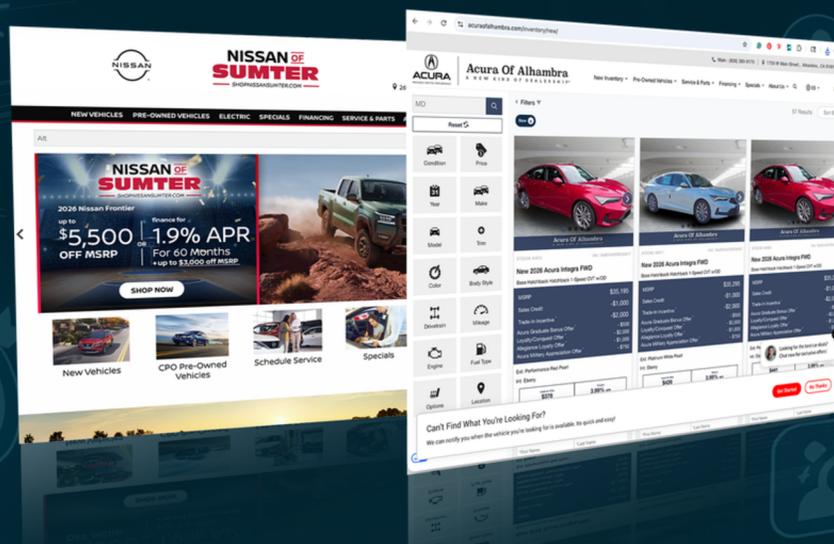
But success isn't just about driving traffic to your website. What matters most is what happens after a shopper arrives.

- ➔ Are they able to find what they need quickly?
- ➔ Is your site built to convert, not just show off cars?

The difference between a website that works and one that doesn't is measured in leads, sales, and lasting impressions.

Every marketing dollar you spend is only as effective as your website's ability to convert visitors into leads.

If your website isn't optimized, your campaigns can't reach their full potential.



What stops website shoppers from converting?

Most dealership websites don't fail due to one big, obvious mistake. Instead, they lose shoppers because of small, fixable points of friction that compound the moment someone arrives.

Friction is anything that slows a shopper down, distracts them, or makes the next step feel unclear.

Common Website Friction Areas:



Cluttered pages: Overwhelms shoppers and makes it hard for them to focus, leading to higher bounce rates and lost leads.



Cluttered VDPs with competing CTAs: Too many buttons and directive options creates decision paralysis, so shoppers often leave without taking action.



No clear shopper journey: When the path isn't obvious, shoppers get confused and abandon the site before converting.



Slow load times: Shoppers are impatient. If your site is slow, they'll leave before you have a chance to engage them.



Too many third-party tools: Excessive tools and add-ons can slow down your website and disrupt the shopper's experience, costing you conversions.

Friction doesn't announce itself. It shows up as buyer hesitation, confusion, or high bounce rates; and friction quietly erodes the return on every marketing dollar you spend.



Increase your website conversions



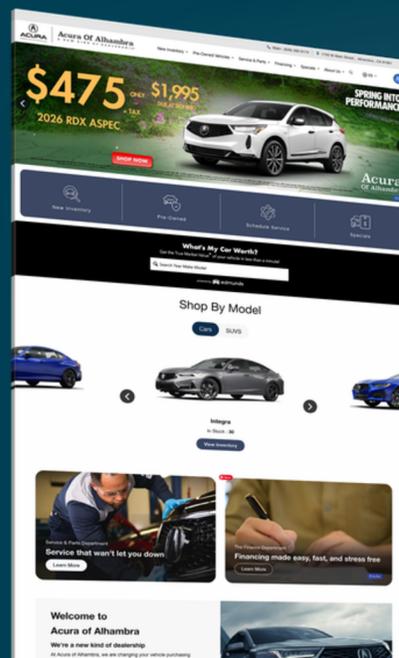
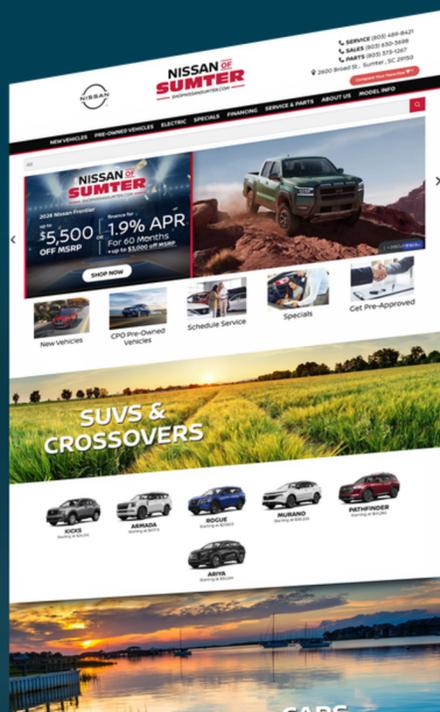
The best dealership websites aren't complicated. They're *intentional*. Instead of trying to do everything, they focus on what works for shoppers and dealers alike.

- ❑ **Effortless navigation:** Shoppers should always be one click away from what they need—inventory, specials, contact, or service.
- ❑ **Fast, responsive experiences:** Quick load times keep shoppers engaged and reduce bounce rates.
- ❑ **Clear offers above the fold:** Specials and incentives are visible immediately, matching ad messaging and shopper intent.
- ❑ **24/7 support:** If your site breaks on a Friday night, you need help fast. Reliable support ensures pricing is always correct and issues are resolved before they impact sales.

❑ **Focused calls to action on VDPs:** Fewer CTAs, clearer priorities per page.

When one of our dealers streamlined their VDPs from 12 buttons to three key options, lead conversion rates improved from the traditional 7–15% range to 10–20%.

You don't always need to rebuild your website to see results. By focusing on navigation, simplifying CTAs, and ensuring fast, reliable support, you can transform your site into a high-performing sales tool.



The power of mobile-optimized websites

More than 70% of dealership website traffic now comes from smartphones and tablets.*

That means your website is a pocket-sized sales tool that needs to deliver speed, clarity, and convenience wherever shoppers are.

Mobile shoppers expect more:



Fast Load Times:

Mobile users are even less patient than desktop visitors, so every second counts.

On average, sites built with **our platform** saw page load times decrease by 22%, helping keep shoppers engaged and moving forward.



Easy Comparisons:

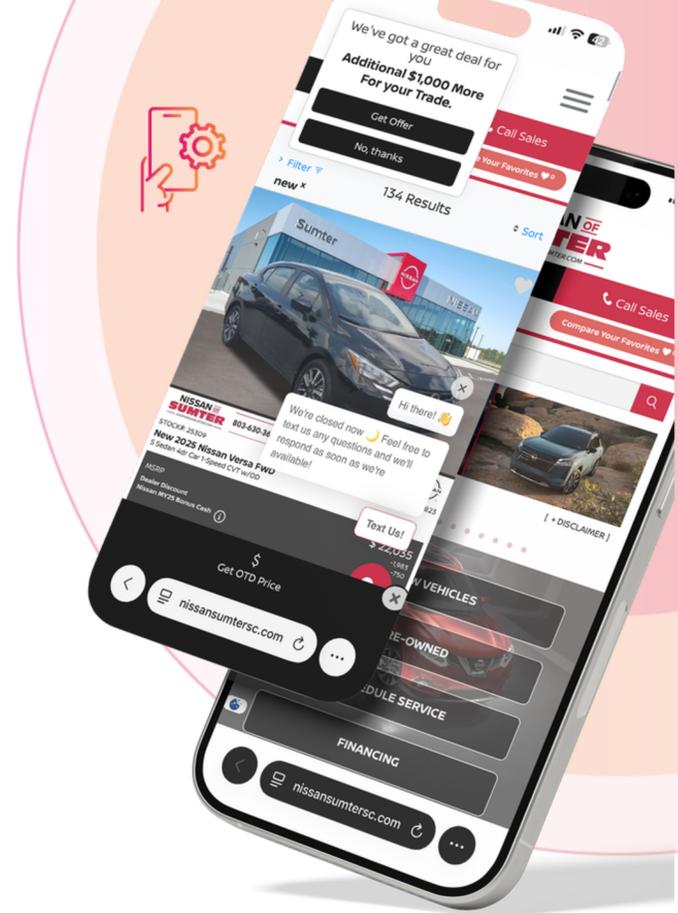
Shoppers want to browse inventory, compare vehicles, and check offers without pinching, zooming, or hunting for information.



Frictionless Forms:

Lead forms, chat, and tap-to-call features must be thumb-friendly and simple.

*Shift Digital's trends report.



Changes you can make now to optimize for mobile:

- Use layouts designed for mobile screens, not just resized desktop pages
- Prioritize thumb-friendly navigation and quick-action elements (tap to call, chat, or submit a form)
- Keep key actions visible and accessible, so shoppers can move from browsing to buying in seconds

Optimizing for mobile multiplies the impact of every marketing effort and ensures you're capturing every qualified lead.

Your path to a higher-converting website

Is your dealership ready for a high-performing automotive website? The next step is determining the most effective path to achieve it.

1 Attempt to optimize your website yourself using tools like AI

AI-powered website tools promise quick fixes, but they often lead to cookie-cutter recommendations that miss the mark for your brand and your shoppers.

- AI recommendations can be generic, outdated, or irrelevant to current shopper behavior.
- DIY approaches increase the risk of missing brand or OEM compliance.

2 Hire a new team member

Bringing optimization in-house can seem appealing, but it's rarely efficient.

- It's time-consuming, expensive, and still risks missing brand compliance
- One hire rarely brings the depth needed to get it right.

3 Partner with an expert vendor who does this all the time, like Catalyst IQ

- ✓ Deep expertise in compliance, shopper behavior, and what drives results.
- ✓ Website performance as part of a broader strategy, not a one-off fix.
- ✓ An iterative optimization loop focused on small changes that deliver big impact over time.
- ✓ 24/7 support to resolve issues, improve performance, and prevent outages.

Small changes can have a big impact but only if you have the expertise to execute them effectively. The right partner brings expertise, efficiency, and ongoing optimization, so your website keeps working for your business.

KEY BENEFITS DEALERS ON OUR PLATFORM HAVE SEEN:	AVERAGE PAGE LOAD TIMES DECREASE BY	BOUNCE RATES DROP BY	PAGE VIEWS PER SESSION INCREASE BY
	22%	35%	28%

Meet Catalyst IQ

Catalyst IQ is redefining automotive marketing intelligence. Our connected ecosystem brings together everything dealers need to drive measurable growth—high-performance websites, digital advertising, organic search, and lead capture and nurture tools—all working in sync to help you sell more cars, faster.

Partner with an automotive marketing expert



Website Development: Mobile-first, lightning-fast websites designed to engage shoppers and convert leads.



Engage (Lead Capture & Nurture): Turn anonymous website traffic into actionable shoppers with personalized offers, dynamic nurture, and one-tap verified leads.



SEO / AEO / GEO: Real-time market, inventory, and competitor insights power your organic strategy, helping you show up in traditional search, AI answers, and generative results.



Digital Advertising: VIN-specific, cross-channel campaigns across Search, Display, Social, Video, and CTV—optimized in real time to match market conditions and shopper behavior.



Expert support, 24/7: Our team lives and breathes automotive websites. We handle compliance, optimization, outages, and ongoing improvements so you can focus on selling cars.

Schedule a demo today to learn how our website solutions can help your dealership convert more shoppers and maximize every marketing dollar.

**SCHEDULE
DEMO**



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