

# Automotive Website Buyer's Guide

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## How do I determine which website provider is right for me?

Choosing the right website provider for your automotive dealership means navigating a complex array of options and features. To assist in making the most informed decision, we've compiled key questions focusing on crucial aspects such as website functionality, design flexibility, integration capabilities, support services, and billing practices. Engaging your team in this evaluation process is essential. Their insights will ensure the chosen provider aligns perfectly with your dealership's specific needs and ambitions, helping you select a solution that not only meets but exceeds your expectations. Visit [www.DrivingSales.com](http://www.DrivingSales.com) to learn about the top-rated website providers.

## Questions for Dealership and Team

1. Objectives and Challenges
  - a. What are our main goals for launching or revamping our website? (e.g., increasing leads, enhancing user experience, improving brand visibility)
  - b. What specific challenges are we facing with our current website provider or setup? (e.g., outdated designs, poor mobile responsiveness, SEO inefficiencies)
2. User Requirements and Technical Considerations
  - a. Who are the primary users of our website, and what are their needs? (e.g., car buyers, existing service customers)
  - b. How tech-savvy is our team in managing website content, and what level of support will they need/want?
3. Features and Functionality
  - a. What key features from our current website do we want to have on the new site? (e.g., chat functionality, easy-to-use contact forms)
  - b. What features have you seen on other sites that you like? Provide URLs if possible.
  - c. Which dealership websites do you really like? Why?
4. Integration and Compatibility
  - a. What existing digital tools and platforms (e.g., CRM systems, chat, inventory management) need to integrate with our new website?
5. Support, Training, and Compliance
  - a. What level of ongoing support and training do we expect from the website provider?
  - b. What are our requirements regarding data security and compliance with online business regulations?
6. Budgeting and ROI

- a. What is our budget for a new website, including design, development, and ongoing maintenance costs?
  - b. How will we measure the ROI of our new website? (e.g., increase in leads, traffic growth)
7. Vendor Experience and Industry Fit
  - a. What experience does the vendor have specifically with automotive dealerships?
  - b. Can the vendor provide case studies or references from other dealerships?
8. Implementation and Adoption
  - a. How do we plan to implement the new website, and what is the expected timeline?
  - b. What training will be provided to ensure our team can effectively use and manage the website?

## Questions for Website Providers

To ensure you select a website provider that best supports your dealership's unique needs and goals, it's crucial to engage potential providers with targeted questions. The following questions are designed to uncover detailed insights about each provider's features, functionality, and the value it can bring to your operations. Use these inquiries to facilitate meaningful discussions with providers and make an informed decision.

1. Onboarding
  - a. How long will it take to have our new site up and running from the day we sign an agreement?
  - b. What do you need from our team to begin development? Provide a list of requirements and a list of additional helpful items you may need.
  - c. Will we lose any reporting data from our old site (e.g., Google Analytics, Google Tag Manager, Google Search Console, etc.)?
2. Design and Functionality
  - a. How customizable is your platform in terms of design and user interface? Can we easily adapt the design to match our dealership's branding?
  - b. Do you take a mobile-first approach? How do you ensure the website is optimized for mobile devices?
  - c. Are there any limitations in the mobile experience that we should be aware of?
3. SEO and Content Management
  - a. What built-in SEO tools does your platform offer to help improve our website's visibility?
  - b. How easy is it for our team or a vendor to update SEO settings and content?
  - c. How user-friendly is your content management system for non-technical staff?
  - d. Can we schedule content updates in advance? How in-depth can these updates be?
4. Third-Party Integration
  - a. What existing third-party tools and services (e.g., CRM, social media) does your platform integrate with?
  - b. Is there API access for custom integrations?
5. Website Performance

- a. How frequently do you provide performance reports? How do you define and measure success for a dealership website in terms of traffic, lead generation, and conversions?
  - b. What key performance indicators (KPIs) do you track and report for dealership websites?
  - c. Do you use a proprietary performance dashboard or reporting algorithm? Can you customize the reporting dashboard to focus on metrics that are most relevant to our goals?
  - d. If requested, will you utilize Google Analytics reporting for our performance reports?
  - e. Do your reports include actionable insights and recommendations?
6. Support and Training
- a. What types of customer support do you offer? Are there different levels of service?
  - b. What is the average response time for support inquiries?
  - c. What resources or training programs do you provide to help us effectively manage the website? Are these resources included in the monthly cost, or are they an extra charge?
7. Security and Compliance
- a. What security measures are in place to protect our website and customer data?
  - b. How often are security updates performed?
8. Pricing and Contract Terms
- a. Can you outline your pricing structure and any potential hidden costs?
  - b. What are the contract terms, especially concerning length, startup costs, cancellation policies, and your obligations?

This comprehensive list will help ensure that you have a full understanding of both the operational functionality and the financial commitments involved in adopting a new website provider, allowing you to make an informed decision that best suits your dealership's needs.

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