



**Dealer Inspire®**

A CARS COMMERCE SOLUTION

# Website Playbook

## CHAPTER 6



Reporting that powers dealer strategy

# Turn website data into dealership decisions

Your dealership is already tracking the numbers that matter — unit sales, gross profit, service ROs, CSI. But your website? That's where most shoppers start their journey. And if you're not measuring what's happening there with the same scrutiny, you're leaving opportunities (and profit) on the table.

Below, you'll find the essential KPIs that help diagnose performance across your site. Each one is trackable in GA4 and tied directly to sales outcomes — not vanity metrics.

	<b>What it is</b>	<b>Why they matter</b>	<b>How to use them</b>
<b>Key Event Rate</b>	% of visitors who complete high-intent actions (forms, calls, chats)	Clearest signal of real sales opportunities	Compare by form type and department to identify growth potential
<b>Form Completion Rate</b>	% of users who finish a form after starting it	Identifies friction causing lead drop-off	Break down by form and device to guide simplification
<b>VDP Engagement Rate</b>	% of VDP sessions meeting engagement conditions	Confirms whether pricing, photos, and merchandising connect with buyers	Monitor changes to validate merchandising improvements
<b>Scroll Depth</b>	How far users scroll down a page	Indicates content and layout effectiveness	Prioritize fixes on key pages with shallow engagement
<b>Device-Specific Performance (Mobile)</b>	Engagement and conversions by device	Over 60% of traffic is mobile; poor performance drives missed opportunities	Monitor mobile load times, sessions, and key events
<b>Views Per Session + Session Duration</b>	Supporting engagement signals	Adds context to intent when paired with conversion metrics	Use as directional indicators, not core KPIs

# Conversion enablement metrics

While website KPIs measure how effectively you capture demand, conversion enablement metrics show what happens after a shopper becomes a lead.

These metrics live in your CRM and showroom — not GA4 — but they're just as important for diagnosing breakdowns between online performance and in-store execution.

	<b>What it is</b>	<b>Why they matter</b>
<b>Lead-to-Appointment Rate</b>	Tracks the percentage of website leads that convert to scheduled appointments	May indicate poor lead quality or breakdowns in your follow-up process.
<b>Show-to-Close Rate</b>	Measures how many appointments turn into actual sales	If this rate is low, the issue is likely offline — either in process, pricing, or sales execution.
<b>Cost Per Lead (CPL)</b>	Your total marketing spend divided by total leads generated	A good CPL is only meaningful when the leads are converting — so always pair this with quality and close-rate metrics.



## Don't just track conversions — pressure-test where they're coming from.

Not all leads are created equal. Take time to assess the quality of your leads across third-party marketplaces, paid media, social campaigns, and organic traffic. Even the strongest-performing website won't drive results if your lead sources or follow-up processes are underperforming.

### Use this exercise to uncover:

- Which channels are producing high-quality leads — and which aren't
- Where your follow-up processes may be falling short
- Whether performance gaps are rooted in lead quality or operational execution

# Turn performance signals into strategic actions

You've tracked the right KPIs. You've identified what's happening — and what's not. Now it's time to act.

*This table helps you move from insight to impact. Each row is a diagnostic guide:*

**"If"** = the signal your data is sending | **"Diagnosis"** = what's likely causing it | **"Then"** = what to do next

KPI	If	Diagnosis	Then	Tool to use
<b>Organic Traffic</b>	flat or declining	Outdated content, SEO or local visibility gaps	Refresh SEO, update content, review local keywords	DI Reporting + GA4 (Traffic acquisition)
<b>Pages per Session</b>	< 3 pages	Low engagement or weak content flow	Add personalization (Recently Viewed, Recommended)	GA4 Exploration + Views per Session
<b>Lead Form Conversion Rate</b>	Sustained drop	Form friction or poor mobile usability	Shorten forms, reduce fields, test mobile	DI Reporting + GA4 (Form events)
<b>Chat Engagement</b>	High volume, low leads	Unclear prompts or weak follow-up	Refine prompts, improve agent response	DI or Chat tool reporting
<b>Service Scheduler Submissions</b>	High visits, low completions	Required field friction or unclear availability	Simplify steps, show next available appointment	GA4 (asc_comm events)
<b>Site Speed (Load Time)</b>	Long load times	Heavy images, unused scripts, technical issues	Compress images, remove unused scripts	<a href="#">Website Health Report</a>

## PRO TIP

## Track AI search traffic in GA4

AI-powered platforms like ChatGPT, Perplexity, Gemini, and others now cite dealership websites directly and send real traffic. Without tracking it, this visibility remains hidden in standard GA4 reports.

### How to set up AI traffic tracking in GA4

1. In GA4, go to **Explore** and create a new **Exploration** report
2. Set **Session source / medium** as your dimension
3. Add metrics: **Sessions**, **Engaged sessions**, and **Key events**
4. Create a new **Session segment** and name it “**AI & LLM Traffic**”
5. Copy this **regex filter** for the session source:

```
(chatgpt|openai|perplexity|gemini\.\.google|copilot\.\.microsoft|claude|grok)
```

This filter captures referrals from major AI platforms. Update as new tools emerge to keep your data current

### Why it matters

AI-driven traffic is a fast-growing — and mostly invisible — source of demand. If you’re not tracking it, you’re flying blind while competitors gain visibility.

By surfacing these sessions early, you’ll better understand where today’s most curious, tech-forward shoppers are finding your dealership — and how to stay in front of them.

# Making reporting work for your dealership

Data is the most impactful when it drives action. The best reporting frameworks connect insights to decisions, creating a continuous improvement cycle.

## Focus on the metrics that matter

- Align KPIs to dealership goals (lead growth, service revenue, appointment show rates)
- Prioritize performance metrics over vanity stats

## Diagnose and act fast

- Use friction signals (low form conversion, high bounce, etc.) to guide site updates
- Small fixes like shortening forms or clarifying CTAs can unlock major gains

## Build a reporting rhythm

- **Weekly:** Spot early signals and fix tracking issues
- **Monthly:** Review trends and set strategic priorities
- **Real-time:** Monitor active campaigns to optimize spend

## Want to go deeper?

Explore the full playbook for more reporting strategies and examples — or revisit the first five chapters to put your entire digital strategy into action.

[Read Chapter 6](#)