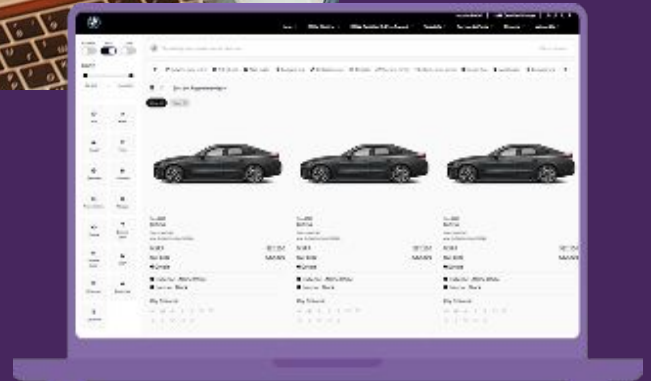
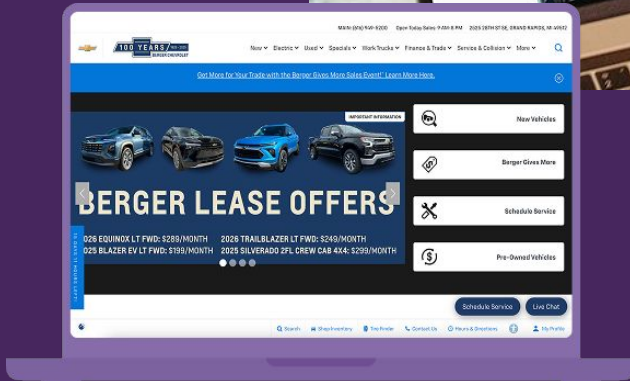
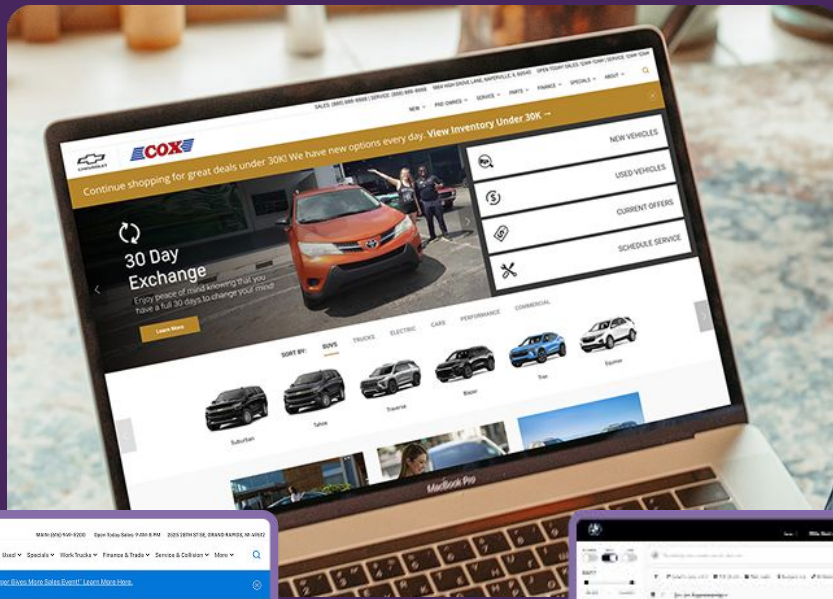


Website Playbook

CHAPTER 2



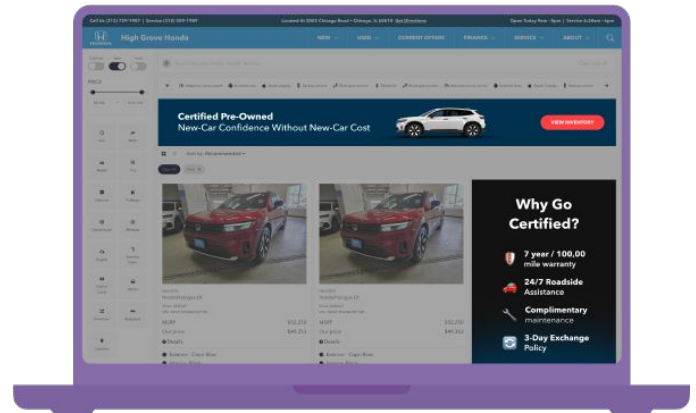
**Give every shopper
the best first impression**

Why first impressions matter

Your homepage and SRPs are the front door to your dealership. In just a few seconds, shoppers decide whether to keep moving forward with you, or keep moving to a another dealer. A strong first impression guides them with clarity, relevance, and trust.

The Mission

- Highlight value and urgency with timely messaging.
- Personalize banners and tools based on shopper behavior.
- Simplify CTAs to create a clear next step.



Start here: know your real entry points

Check your landing page report in Google Analytics to see where shoppers actually start their journey. Prioritize messaging updates where traffic is highest.

<input type="checkbox"/> Landing Page	Sessions	Active users	New users	Average engagement time per session
<input checked="" type="checkbox"/> Total	38,855 100% of total	29,668 100% of total	28,521 100% of total	44s Avg 0%
<input checked="" type="checkbox"/> 1 /	10,790 (27.77%)	8,322 (28.05%)	7,726 (27.09%)	1m 09s
<input checked="" type="checkbox"/> 2 /new-vehicles	3,897 (10.03%)	3,422 (11.53%)	3,118 (10.93%)	1m 09s
<input checked="" type="checkbox"/> 3 /value-your-trade	1,909 (4.91%)	1,529 (5.15%)	1,497 (5.25%)	2s
<input checked="" type="checkbox"/> 4 /used-vehicles	1,704 (4.39%)	1,164 (3.92%)	867 (3.04%)	2m 06s

Dealers who consistently optimize their homepage and SRPs see measurable lifts in leads and conversions. When your site adapts to shoppers instead of staying static, every visit becomes an opportunity to win business.



1. Homepage

Your homepage is where most shoppers decide if they trust you. Whether they want to buy, sell, or service, they need a clear path within seconds. Keep it fresh, relevant, and aligned to what today's market demands.

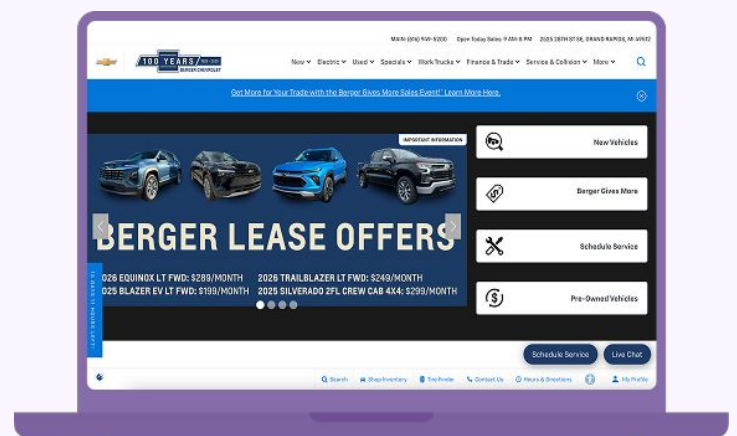
Homepage best practices

- **Clear shopper paths:** Every homepage visitor wants to either buy, sell, or service a car. If they can't see that path in seconds, they'll bounce.
- **Keep messaging fresh:** Update copy with market conditions — year-end clearance, fuel spikes (EVs/hybrids), rate specials, seasonal shifts like AWD in winter or trucks in fall.
- **Personalize the experience:** Serve messages based on behavior and location — last vehicle viewed, multi-visit shoppers, or geo-specific offers.
- **Strong CTAs:** Buttons like “View 200+ In-Stock Now” or “Get Your Trade Value in 30 Seconds” move shoppers forward. Don't bury service — give it equal visibility with easy “Schedule Now” CTAs.

SUCCESS STORY

The power of consistent homepage optimization

Most dealers set their homepage and forget it. Berger Chevrolet went the other way. By committing to update their homepage every month with new CTAs and relevant messages, they kept their site in step with what shoppers actually cared about. The payoff? They nearly doubled their leads¹.



+93% leads from monthly homepage updates¹



2. Used Search Result Pages

Used shoppers are serious but cautious — cross-shopping, price-sensitive, and ready to bounce if SRPs feel like walls of VINs and confusing CTAs. Your Used SRP must build confidence and guide action.

Used SRP best practices

- **Messaging that reassures:** Use prime spots to reinforce affordability, trust, or urgency. Example: “Certified Pre-Owned with Warranty Coverage.” Inline banners can highlight financing or special offers.
- **Personalization for intent signals:** Trigger banners based on browsing — fleet shoppers see commercial programs, luxury buyers see premium warranty coverage.
- **CTAs that focus:** Decide which action matters most (test drive, check availability, start financing) and make these buttons impossible to miss.

CASE STUDY

When it comes to CTAs less is more

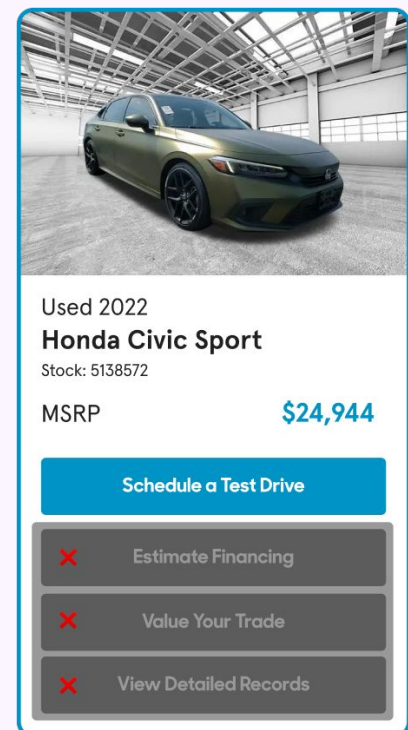
Too many buttons on an SRP create noise. When every section is shouting for attention, the real next step gets buried. Our data shows that when dealers pared down their SRPs to only the most valuable actions, engagement and conversions went up — in some cases by as much as five times²

5X+

increase in conversion
rate with fewer CTAs²

~2X

higher conversions
when excess CTAs
are eliminated





3. New Search Result Pages

New SRPs should do more than list inventory — they need to highlight value, surface tools, and guide buyers deeper into the funnel.

New SRP best practices

- Use inline banners to add value: Feature calculators, trade-in tools, OEM offers, and proof points (ratings, loyalty programs).
- Adapt to shopper behavior: First-time visitors see broad offers, while returning visitors see nudges like “Still deciding? Chat with us now.”
- Cut cluttered CTAs: Fewer, stronger CTAs — like “View Vehicle Details” or “Explore Payment Options” — help shoppers take the next step without distraction.

SUCCESS STORY

Personalization that drives results

Never satisfied with great results, Cox Chevrolet uses our Personalizer technology to optimize their website for each individual visitor — dynamically greeting shoppers with the most relevant message, offer, and vehicle for them.



+122%

conversion rate
when personalized
messages shown³

+325%

time on site when
personalized
messages shown³

Bonus messaging ideas

Keep your site feeling fresh and relevant. These examples give you ready-to-use headlines and CTAs you can rotate by audience type

Audience Type	Headline Example	CTA
Price-Conscious	“Don’t Let Tariffs Price You Out — Shop Smart Today”	“Shop Deals Under \$30k”
Trade-In Curious	“Your Car’s Never Been Worth More”	“Get My Trade Value”
First-Time Buyer	“Start Smart: Real Payments, No Surprises” ¹	“See My Payments”
Service-Focused	“Skip the Line. Book Service in Seconds”	“Schedule Now”
Lease Ending	“Lease Ending Soon? Let’s Plan Your Next Move”	“View Lease-End Options”
EV Shopper	“EVs In Stock, Charged Up, and Ready to Go!”	“Shop Electric Now”
Fleet/Commercial	“Work Trucks and Vans Built for Business”	“See Fleet Options”

Want to go deeper?

Explore the full playbook for more homepage and SRP strategies — plus a look at what’s next in Chapter 3: SEO for the AI age.

[Read Chapter 2](#)
