

---

# Five ways to make your website stand out.

a website customization guide  
by **AutoRevo**.

# Do you want to look like everyone else?

Is your website helping your dealership, or does it drive potential customers away? Since you don't get a second chance to make a first impression, you need to have the best website in your market. Most car buyers start their purchase process online, checking out an average of 9.5 dealer websites before filling out a lead form or making a phone call.

Your online presence needs to be just as great as your dealership if you want potential buyers to contact you. In this guide, we'll talk about what you can do to make your website unique so that it will attract more customers and get those customers to convert into buyers.



---

## Customizing your dealership website

When you spend money on something for your dealership, you expect good return on your investment. Paying a website provider for a site that's bland and based off an overused template is a waste of money. Why give up your hard-earned profits for something that isn't going to help bring new customers to your dealership?

Customers are doing more research than ever before when purchasing a vehicle. The latest data shows that car buyers are averaging 24 research touch points – including visiting dealer websites, checking search engines, and going to consumer review sites. We also know that potential customers will browse multiple dealer websites before making a call or submitting a lead form. If a customer is unimpressed with your website, that could blow your chance at a sale.

Stand out in your market as the leader and wow customers with your website. Your dealership's site needs to be inviting, personalized, and helpful. In this guide, we're going to cover five actionable steps you can take to make sure your website is increasing your sales and leads.

---

## 5 - Update your slideshow.

We dealerships all the time with slideshow images that haven't changed in ages, which is a shame, because a slideshow on your home page is a great way to regularly engage with customers. Don't just show a bunch of stock images – every dealer website does that, and it's boring. Advertise specials, coupons, or community events. The slideshow is an excellent way to catch a customer's attention, but if you don't pay attention to it, neither will your customers.

## 4 - Get a professional logo.

According to an article in the Houston Chronicle, logos are *"intended to be the 'face' of a company: They are graphical displays of a company's unique identity... Good logos should be unique and comprehensible to potential customers."* A well-designed logo sets your dealership apart from your competitors and creates a more professional image. Logos make a company more readily recognizable and are an important part of branding and advertising.

## 3 - Take control of your pages.

Don't get stuck with just Home, Inventory, Financing, About Us, and Contact as your menu options. Your dealership is unique, so your site should be too. Customers are doing research, and a few pages with generic text and stock images won't convert well. Do you do service? Add a few pages that talk about your service department. Do you buy cars from customers? Let them know, and put up a lead form to make it easy. Upload actual pictures of your dealership so people get a sense of who you are. Adding custom pages helps your site stand out from competitors and keeps your customers engaged.

---

## 2 - Write custom copy.

Don't keep the boring boilerplate text that your provider put on your site when you signed up, and don't copy your text from other sites. Your potential customers are on your site wanting to know if you're the kind of dealer they want to do business with, so get some original text on your site that lets them know who you are. Plus, the search engines want you to have quality custom content on your site – and will reward you for it. Matt Cutts from Google says, *"Try to make a site that is so fantastic you become an authority in your niche."*

You can't be an authority if you copy text from other sites or leave placeholder text anywhere on your site. Search engines and customers can spot dull, impersonal writing from a mile away, and you'll lose out on search rankings and sales if you don't take the time to write the content for your site.

## 1 - Get a website specifically designed for you.

You've seen them: the cookie-cutter dealer websites. The only differentiation between them is the name, address, and inventory; otherwise, they're all the same color scheme and template. Then there are the homemade sites that look like a high-school project. These sites are messy, unfinished, and don't serve as a good resource for potential customers.

A custom website design gives your dealership professional image online, and it often costs less than you'd think. Sites created by a designer are branded, beautiful, and unique. No other website will match your dealership's site.

---

With all the time, money, and effort you've put into your dealership, shouldn't you have a website that reflects your high standards? Put these tips into practice, and soon you'll have a website that's beautiful, unique, and converting more leads than ever before. It's worth every penny.

Remember - potential customers don't decide to buy a car and just jump online and call the first dealer they see... They're going to view multiple dealer websites, so you need to do everything you can to make your site stand out from the other sites they're going to see. Take the time to customize your site and make it unique to your dealership - your customers will thank you with more leads.

*I'm Zach, AutoRevo's Dealer Trainer, and I'm here to help any way I can. I have an extensive background in marketing vehicles exclusively on the Internet. I'm not a software guy - I'm a car guy who experienced firsthand the value in the tools that AutoRevo provides. Feel free to contact me with any questions or concerns. I look forward to helping you be more successful.*

# We hope you enjoyed this guide...

Unlike other providers who forget about you until you complain about a technical problem, AutoRevo is dedicated to helping each and every dealer succeed.

This dealer website customization guide is one of many free guides that we provide for our dealers. We've worked with thousands of dealers through the years, and we want to share our knowledge and experience to help dealers be the best they can be.

Real data, real solutions, and real success. From vehicle acquisition to point of sale, we're with you every step of the way.

