

Dealer Web Site Service



A dealership's web site is one of the most important Internet marketing investments they can make. The buyer's first impression of the dealership is directly influenced from their web site. Much of the latest research shows that the dealer web site is growing in importance and is a key influence on a car buyer's decision on where to buy their next vehicle.

The web site should have four primary objectives to create a powerful, distinctive web presence.

Garner high search results rank for key search terms on the four major search engines

More than 80% of prospective car buyer's start their search using one of the four major search engines, Google.com, Yahoo.com, MSN.com, or ASK.com.

Portray the brand, image, and culture of the dealership

The dealer web site must look as professional as the physical facility and provide tools that deliver the same level of service a dealer expects their employees to provide to walk-up customers.

Develop trust and confidence in the consumer

Inventory and data accuracy on the dealer web site is paramount to developing trust and confidence.

Get the consumer to contact or visit the dealership

Ultimately, the dealer's web site should drive visitors to contact or visit the dealership. A vehicle purchase is an impulse decision. All pages should prominently display dealership contact information.

Liquid Motors develops custom dealer web sites at a price that is comparable to many template based solutions. What is not comparable is the functionality. Our dealer web sites are custom developed with the four key objectives in mind in order to maximize their effectiveness.

When you are ready to take the next step to a professional, branded image for your web site, our professional staff is here to assist you in any way. Please take a minute to call for a brief, no-cost evaluation and consultation.



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