NISSAN ®

# BEST PRACTICE GUIDE:
Optimizing Dealer Websites

As consumers embrace the virtual dealership experience, it's important to make that experience as easy and enjoyable as possible for your customers. The following best practices will optimize your website and improve customer engagement.

Visuals are representative only, (keep in mind - mobile first approach) as 70% of traffic comes through mobile devices.
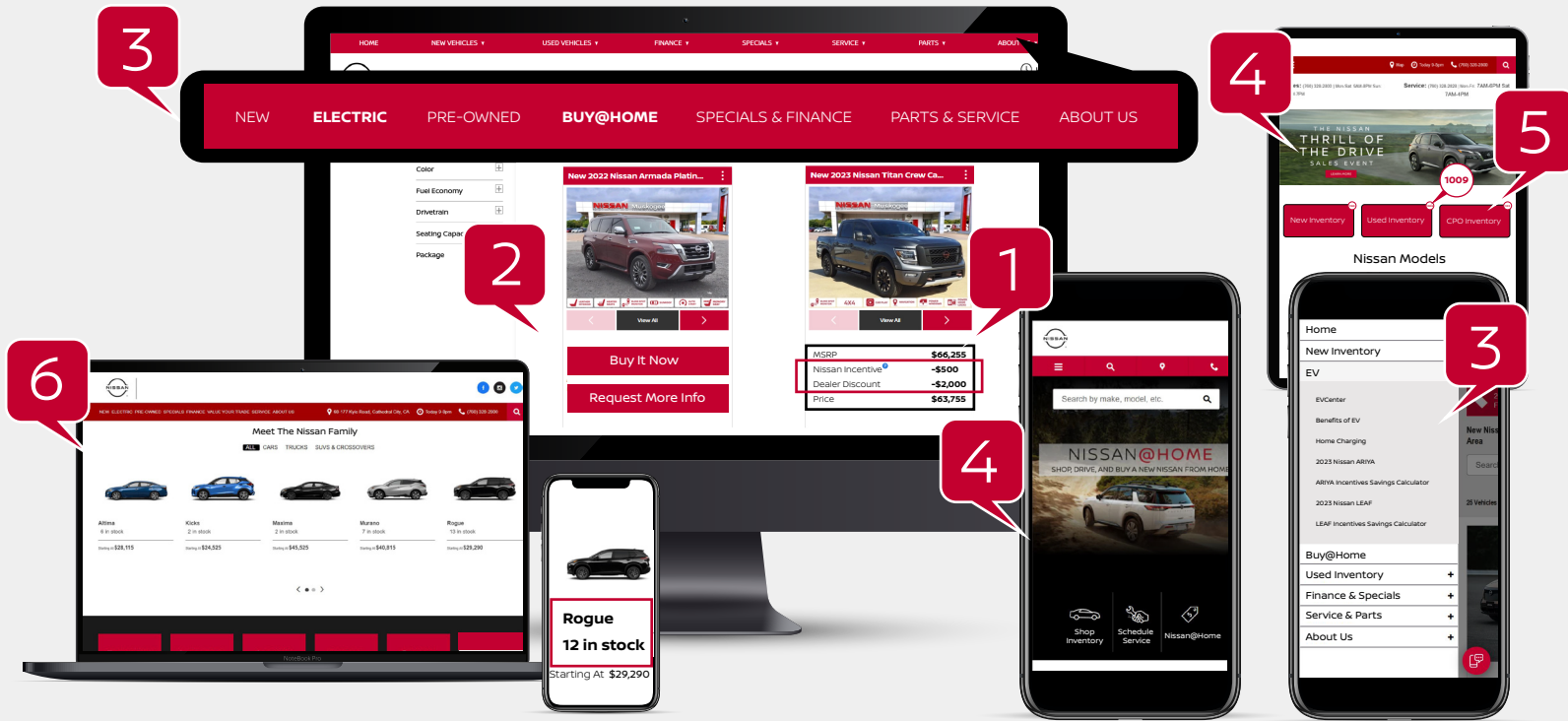
IMPROVE EASE OF VIEWING INVENTORY

1 Vehicle Pricing

Transparent vehicle pricing increases Vehicle Description Page (VDP) views and ultimately generates more leads.

- Pricing displayed with no action required from the consumer
  - 'Contact for Pricing' verbiage or CTA should not be present
- Display 'Discount' or 'Incentive' pricing to show dealer incentives/offers
- Pricing displayed in black text and bold font
- Pricing displayed with no strikethroughs
- Non Digital Retail (DR) dealers should showcase pricing options (i.e. Lease pricing or Finance pricing) or have Digital Retail CTA link available

2 Vehicle Details - Imagery & Call To Action (CTA)

Showcasing realistic photos of in-stock vehicles enhances engagement and consumer experience.

- Display custom photos for new vehicle inventory listings
- Display stock photos for in-transit vehicles
- Clearly designate vehicles as *in-transit* to ensure customers understand those units are on the way, but not physically on-site
- Limit CTAs to no more than two to keep customers engaged
- Recommended CTA verbiage:
  - Buy It Now or Buy@Home
    - *Buy@Home if dealer is using Nissan DR tool
  - Request More Info

Avoid Interruptions

- Pop-ups should not block website functionality
- Chat tools should not re-open once closed during a visitor session

INCREASE ENGAGEMENT

3 Streamline Navigation

The navigation should be clear and concise to provide efficient direction for consumers as they navigate your site.

- Limit main navigation tabs to 5-7 categories on desktop and mobile
  - Buy@Home and EV Certified dealers should display respective tabs
- Condense the number of pages listed in secondary navigation on desktop and mobile

4 Enhanced Appearence

The homepage should include direct CTAs, buttons and links to guide consumers through the site and encourage further action.

- Ensure legibility on mobile
- Display only one set of rotating banners on the homepage
  - Limit the rotation to 3-5 banners at a time
  - Set banners to rotate every 5-10 seconds
  - Include CTAs on all banners to promote engagement

ENHANCE ACCESSIBILITY TO INVENTORY

5 One-Click Inventory

Inventory should be quick and easy to locate on the homepage allowing customers to view instantly.

- Include buttons or links to New, Certified and Pre-Owned Nissan inventory on the homepage

6 Model Availability

Displaying inventory availability in the model line up on the dealers' homepage provides a seamless experience for customers.

- Display the quantity of available units for each Nissan model on the home page
- Link Nissan models to respective inventory pages