NISSAN

Dealer Website Program
BEST PRACTICES

As more consumers embrace the virtual dealership experience, it's valuable to ensure that experience is as seamless and enjoyable as possible. The following best practices can help enhance your website and potentially improve customer engagement.

1 MOBILE FIRST

Most customers shop on their smartphones.

- The mobile website experience for your customers should be your top priority.
- Make sure your website looks engaging and easy to use in mobile, desktop and tablet view.

3 INVENTORY ACCESSIBILITY

Display inventory at or near the top of your homepage to make it easy for customers to find.

Include links or buttons for New, Certified and Used Nissan inventory.

2 TRANSPARENT PRICING

Clearly define the final sale price of the vehicle.

Recommended: Price, Sale Price, Final Price, Our Price
Avoid: Internet Price, Today's Price, ePrice

- Display pricing directly with **no action required** from the customer
- Display pricing without strikethroughs
- Display your final sale price in **bold, black** text larger than the MSRP
- Include individual discounts line-by-line in a **price stack**
  ◦ Display rebates, incentives, discounts, etc., as negative amounts
  ◦ Specify exact details vs. generic terms ("Bonus Cash" vs. "Discount")
  ◦ Display conditional offers separately below the pricing stack
  ◦ Provide applicable details and conditions via a hyperlink

4 SIMPLIFIED NAVIGATION

Display 5-7 tabs in the primary navigation area on mobile, desktop and tablet.

Display Electric and/or Buy@Home tabs in the navigation (if applicable).

5 IMAGERY & ACTIONS

Display actual photos of in-stock vehicles. Identify in-transit vehicles clearly and display stock photos.

Use 2-4 Calls to Action per page to reduce distractions and drive customer behavior.