GLOSSARY

Modern Template Design (3 to Choose From)

Three unique templates to choose from when creating new pages to further differentiate and customize your site.

Website Hosting

Dealer Inspire will host your new website.

Responsive Mobile Website Ready

A responsive website design will adapt intelligently to each mobile device type, providing a clean, complete experience to all visitors.

Inventory Feed

Dealer Inspire can accept an inventory feed from unlimited sources, and deliver exports to various third parties the dealership needs inventory syndicated to. Stock photos are provided by Chrome, and we have the capability to export both photos and videos.

Rebates and Incentives

Dealer Inspire will be able to create a regional incentives page based on OEM information.

Basic “Thank You” Pages after Conversion

Simple pages that appear after a conversion (filling out a form, submitting a lead, etc.) has taken place.

Custom Blog or News

Fresh content being regularly added to your website is a best practice for ongoing SEO strategy and increases organic traffic.

Smart Credit Application

50% of financing applications are started but never completed. To remedy this, Dealer Inspire has reinvented the credit application. The Smart Credit Application collects contact information and sends it to your CRM in the event of an incomplete credit application or leaving the page.

Reputation Widget

There has to be a better way to collect reviews. That’s the question we asked when developing our built-in reputation management system. Instead of bombarding customers with options we ask them to choose the platforms they use most, resulting in more reviews for the dealership.

Google Analytics

Google Analytics is the primary analytics tool utilized by Dealer Inspire.

Clicky Analytics

Clicky is similar to Google Analytics, but it’s another trusted web analytics tool. Dealer Inspire pays to use Clicky. This makes Clicky a little more accountable to its paying customers.

Goal/Conversion Tracking

When we start working together, we’re going to define goals. Then we’re going to improve these goals; through a series of A/B testing, consumer survey, watching visitor perform tasks on your website, and by adjusting our marketing strategy. We’re going to find friction points and we’re going to fix ‘em. Traffic is expensive, let’s make sure the people we have on our website are finding what we need them to find. CRO Services include the following: development of your unique selling proposition (USP), A/B testing, visitor behavior tracking.

Dedicated Sales and Service Call Tracking Numbers (Minutes Billed based on Usage)

Phone Tracking Dashboard provides detailed information about each caller. A callers location, date of the call, time of the call, and duration of the conversation is listed here. Additionally, the Phone Tracking Dashboard allows you to listen to each call.

Wordpress Based CMS with Over 1000 Configurable Options

Dealer Inspire websites are built on top of Wordpress, the most agile Content Management System (CMS) and an ideal system for modern dealership marketing teams.

Support of All Required Third-Party Integrations

Support for the third-party integrations are handled through the same support channels.

Technical Support

Dealer Inspire already has the necessary staffing in place for the BMW support including an Operations Manager, OEM Project Team Lead, Performance Manager, and Analyst. There will be dedicated call center support for dealers.

Search Engine Optimization Set-Up (SEO)

Every single page of the Dealer Inspire platform allows for customization. Each page and post can be optimized for SEO title and meta descriptions. Dealerships can tweak snippets that appear in search engine result pages (SERPs).

▶ **Next Page**

GLOSSARY

Meta Titles
Your meta title is visible to users and search engine spiders; it shows search engines and your visitors what your page is about.

Meta Description
Your meta description appears directly below your meta title when your site information displays in the search engine result page. Optimizing the meta title and meta description helps to drive the appropriate users to your site - organically.

Breadcrumbs
Breadcrumbs are visual navigational elements that helps users know where they are in the website and quickly jump back to the area of interest. Additionally, the Dealer Inspire platform supports the Breadcrumb Schema.

Open Graph
Open graph meta tags are optimized to create great presence on social networks. The tags connect your vehicles and services to a shared vocabulary that allows Facebook, Google+ and a variety of other websites to format your content in a way that makes sense.

Canonical Tags
Canonicalization is a big advancement in the fight against duplicate content and allowing search engines to determine which version to keep in their index. When necessary, specialists will be able to point search engines to the right place quickly.

301 Redirects for the Top Pages on Previous Website
An SEO tool that redirects If a 301 or wildcard redirect is necessary, your team will have the tools they need.

Schema.org and Rich Snippet Creator
A platform for structured data to appear in a way that maximizes the benefit of rich content efforts. This allows dealerships to tweak the snippets that appear in search engine result pages (SERPs).

3 Dedicated Call Tracking Phone Numbers. Minutes will be Billed according to Usage.
Phone tracking dashboard provides detailed information about each caller. A callers location, date of the call, time of the call, and duration of the conversation is listed here. Additionally, the Phone Tracking Dashboard allows you to listen to each call.

Custom Compliant Design
Dealer Inspire can create custom pages that are brand compliant.

Personalization with Geofencing
Personalizer is an amazing functionality that allows you to create customized messages to targeted visitors. You can create an unlimited amount of content that pertains to specific visitors, all with a few keystrokes.

Event Plugins
The event plugin for Dealer Inspire allows for easy content content creation on multiple websites. Create one post and push it to multiple websites in your group. Great for events, specials, and other information that multiple sites need to share.

True ROI Dashboard
The True ROI Dashboard is the heart of the reporting system and is unique to Dealer Inspire. By combining sales data together with marketing analytics we’re able to attribute sales for each marketing strategy – providing a true ROI on marketing.

Real Time Lease and Finance Calculator
Calculate a lease/payment based off of OEM rates/residuals/etc., and prompt a lead form.

Roxanne Advanced True ROI Dashboard
An advanced feature on the True ROI dashboard that allows you to track cookies across devices to ensure that touch points can extend to visitors on any device they use.

Sales, Traffic and AOR/DMA Mapping in Dashboard (with Dealers DMS Data when Available)
The ROI section of Dealer Inspire can be customized to provide a visualization of sales data around your AOR/DMA.