INVENTORY LEADS IN RESPONSIVE DESIGN

A Study in Conversion for WorldDealer Automotive Websites

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ABSTRACT

WorldDealer, Inc. is a retail automotive marketing company. In late 2013, it was determined that the company would migrate all dealers from an antiquated adaptive website platform to a responsive website platform called AutoView. This platform would provide all WorldDealer clients with a better user experience and greater potential for lead conversion.

In the last year, conversions on the website are down, and are down significantly from two years ago. One critical piece of the responsive sites that was changed the least is the inventory display. Through data analysis from Google Analytics and MouseStats, it was confirmed that the inventory pages—search results page (SRP) and vehicle details page (VDP) were areas of significant loss.

This paper reviews the data and user interface design to determine points where the user experience is suffering leading to the decrease in lead conversion. It then suggests changes based on research for improving lead conversion through enhanced user interaction and user experience.

TABLE OF CONTENTS

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INTRODUCTION

WorldDealer, Inc is a retail automotive marketing company providing automotive dealers a full range of advertising and marketing products. A large segment of the company's business is in digital advertising, particularly in full-service website design and support. In 2013, the decision was made to migrate all dealers to a responsive website platform called AutoView. This report will analyze the difference between responsive, adaptive and adaptive hybrid website platforms to support the decision, then it will examine lead conversion from the inventory pages – search results pages (SRP) and vehicle details pages (VDP). Finally, it will suggest modifications to the inventory pages based on the research and analytical data and present potential design mock-ups.

In the automotive marketplace, the internet is becoming more and more critical to the shopping process. It is estimated in a recent AutoTrader study, that 71% of buyers used the internet to shop, while 50% of them used it as their primary source. (Fig. 1) These buyers spend roughly 19 hours online shopping and researching their vehicle.[1]

Fig. 1: Percentage of buyers using the internet to shop for their vehicle.

The 2011 Automotive Buyer Study from AutoTrader shows that 71% of shoppers consult online sources and 50% of those use the internet as a primary source.[1]

With this surge in internet traffic over recent years, there is still a disparity in lead traffic. AutoTrader, in their Dealer Walk-In Study, showed that 8 of 10 consumers walk into the dealership without any prior contact of the dealership.[2] That means 20% of consumers in the auto buying market make contact and a small portion are making that contact online. The challenge is making sure the leads derived from a dealership website are qualified leads and converted into sales.

With 68 % of dealership website visits consisting of car shopping activities (inventory search, vehicle details page views, and viewing special offers)[3] it is critical to ensure that a dealership website is providing the best user experience it possibly can. It is not uncommon that a WorldDealer website on the AutoView responsive platform will perform better than the average proposed by AutoTrader (Appendix A).

In AutoTrader's Car Buyer of the Future Study, it is shown that 42% of car buyers use multiple devices to shop for a vehicle and it is projected to reach 80% by 2020.[4] As the lines between mobile and desktop blur with the evolution of multi-purpose tablets and smarter smart phones, it is necessary for automotive website providers to choose and utilize a web strategy that serves more devices and thinks mobile first through the application of connection commerce rather than e-commerce. This is a focus WorldDealer is taking on head first.

Many automotive website providers are gearing their marketing and website strategies to ensure they are able to convert on any channel.[5] The methods by which they design and develop websites generally fall into three categories: responsive, adaptive and adaptive hybrid (or responsive with server side). Determining the best technique for a website is
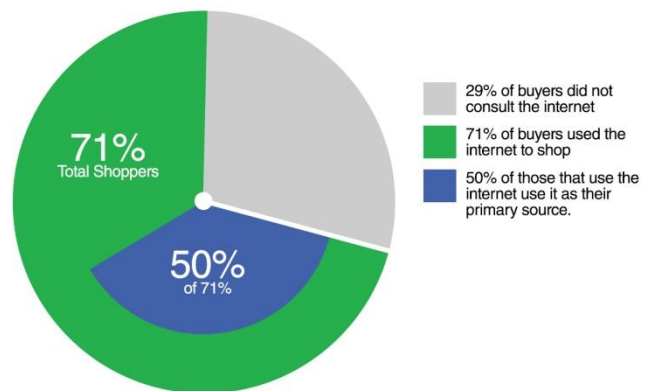
much more complicated than simply choosing one and going with it. While Google does recommend responsive websites because of their 1 to 1 site ratio, they will also support these other methods if conducted properly and in a way that serves the best content, user experience, relevance and performance.[6] To better understand why WorldDealer has chosen to go the route of responsive design, it is necessary to examine the three primary types of website design.

Responsive Design

In the simplest terms, responsive design is a website utilizing one set of code that manipulates as the screen size changes. It should be considered a philosophy of design just as much as a web-building tool and/or technical approach.[8] Google has long said that they prefer the 1 to 1 ratio of responsive websites for their search engine optimization (SEO) capabilities. This is done primarily through cascading stylesheets (CSS) on the client side of the website. This method offers a nearly seamless transition across all devices, if developed correctly with the right screen size breaks.

According to Smashing Magazine, 11% of all websites are currently responsive and that number is steadily climbing.[7] This is being driven by the vast variety of screen resolutions and types of devices available. As designers weigh their options for accommodating as many screen sizes as possible, they can choose to either design for the soon-antiquated standard of 960 pixels wide for desktop monitors and 320 pixels for iPhones, or they can design for as many break points as they can and want.[9] An article from Smashing Magazine asks, "should we suffer the consequences of losing visitors from one device for the benefit of another?"[10] Of course no one wants to lose visitors and in the case of WorldDealer clients, they could be losing sales.

The synergy in content is the primary benefit of a responsive website. It is one set of code that, through media queries, is delivered to a variety of devices in a variety of ways. It is built on the old philosophy from the early days of the web called Fluid Grid Design, which allowed a site to expand and contract to whatever the browser was.[9] In this means, a site will not only benefit from the user experience across devices, but also in search engine optimization (SEO) and social interaction.

While responsive design is the "it" technique and is growing in design market share, it does have some draw backs that are necessary to

Consider this scenario: an Internet Marketing Associate posts a link on Facebook that directs followers back to their new car specials. In this instance, the website has gained a qualified backlink to their site. A follower clicks on the link from their mobile phone while on lunch.

RESPONSIVE WEBSITE: The user is presented with the new car specials without hindrance on the same URL structure. They can forward this link to friends or family and they can also view the site without issue from a desktop. The user can also fill out a lead form on either their phone or their desktop, completing the lead cycle.

ADAPTIVE WEBSITE: The user could be presented with a 404 error or end up on the mobile home page of the website. This results in the user having to make additional clicks to get back to their desired content. While the initial presentation of the site may be seconds faster than the responsive, the ultimate path to lead completion is longer and presents more potential for lead abandonment.

consider; the largest being site speed. Approximately 72% of all responsive websites serve the same number of bytes regardless of the platform it is served on.[7] The best way to combat this is to think about the purpose of the design and to consider mobile design first through an approach that Brad Frost calls Progressive Enhancement.[11]

Adaptive Design

Adaptive design came about to fill the space as mobile use has increased. Initially, adaptive design was a highly stripped down, stand-alone mobile site that often lacked in user experience. As web technologies—and devices—have evolved, so has the technique of adaptive web design.

John Rampton says in an article from Forbes, "adaptive design focuses on the user not the browser."[12] What Rampton is referring to is how content is delivered. In an adaptive site, content is delivered to the consumer based on server side code that determines the user's device.[13] In this way, a designer can create specific website templates and content based on unique device parameters and typical user patterns.

The main advantage of an adaptive approach to website design is the speed of delivery. By polling the device on the server side and presenting device specific code, a website can offer up optimized images, multi-media and content. This reduces the size of the code and increases site speed. It is also speculated that an adaptive approach allows designers to provide consistent, predictable sites.[9]

The down sides to adaptive can rack up quickly. The two biggest concerns are in its ability to keep up with the ever changing stream of resolutions and devices as well as continuity of url structure. In an adaptive strategy, the designer creates multiple mobile sites which are dependent on the device. This results in more code-- more places to update and maintain content-- and more places for error. It can also open the door to losing a potential user who is served either a mobile site that does not properly fit their device or worse, is presented a desktop site. Often, too, adaptive sites are built on a separate subdomain and/or url structure. These technology gaps can lead to hindrance and hesitation in the internet shopping experience.[14]

Adaptive Hybrid Design

Adaptive Hybrid, also known as Responsive Server Side (ReSS), is a method that aims to bridge the gap between responsive and adaptive design. On the surface, the designers only need to build two, or three at the most, responsive sites. This allows for minimal media query break points and enhanced content delivery for faster load times by producing the sites through server-side technology. The biggest impact is on image delivery. Through server-side technology, multiple images can be loaded and displayed depending on the screen resolution of the user.[15]

Much like the other two options, though, there are draw backs. In the same vain as adaptive, there is a higher cost involved in the development and maintenance of multiple sites under one domain umbrella. While it is possible to incorporate different types of URL masking to disguise your hybrid solution, having multiple sites and platforms still opens a door for a page to be missing or broken, leading to roadblocks for user interaction. The responsive aspect to this

method still presents a larger amount of content being served to all devices than a typical adaptive process, however you do gain additional device cross functionality by being able to utilize media queries.

For WorldDealer, the decision to go responsive was weighed in contrast to their existing, and aging, adaptive platform. The work involved in upgrading and updating the adaptive offering for WorldDealer clients to make a better, more seamless user experience, was on par with the work that would go into transitioning all clients to responsive websites, but the long-term positives of responsive out-weighed the negatives. The responsive sites, while giving up some in the area of site speed, perform better from an over-arching analytics position, are easier to maintain for both the dealer and the WorldDealer client support staff, and they create a seamless SEO presence.

DATA & DESIGN ANALYSIS

The general public does not know the difference between responsive or adaptive design. They only know if a site works and, more importantly, if a site works for them.[7] "The unbiased publications I read almost all came to the same conclusion—functionality of the site was much more important than the type of design used," said J.D. Rucker in an article from Driving Sales.[17] In its simplest form, the flow of any ecommerce site, regardless of industry, should be to attract visitors to the site, guide them to the inventory, and then get them to the product details page, where they will hopefully convert into a sale.[16] The problem WorldDealer faces, having gone from an adaptive site platform to responsive is in lead conversion, particularly off the inventory pages. J.D. Rucker says, "I've seen dealer websites that switched from adaptive to responsive that watched their website leads drop as a result." Traffic across a large cross-section of WorldDealer website clients shows that traffic over all from 2013 to 2015 is up and general lead conversions are up as well (Appendix B). Having eliminated or minimized technology gaps that can complicate the shopping experience by going to responsive, the question then becomes: where are people getting lost in the design? With the least changed element in the design from year to year being the inventory, it is suspected that the inventory is a place where lead generation can be enhanced the most.

Analytic Review

To properly evaluate the shopping experience as it relates to the inventory, all metrics must be considered. For this, the primary source of data is derived from Google Analytics. A report from AutoTrader about the role of the internet in vehicle sales, encourages dealers to look beyond the number of email leads and phone calls received. This, however, can be misleading as it is critical to understand where shoppers are doing their research and how they are making their purchase decisions before arriving at the dealership, particularly when 45% of users use the internet to research pricing and to compare models.[18] For this analysis, the data of 15 dealerships were compared over a 5 month span (January 1st through May 31st) for 3 consecutive years (Appendix C). The data was segmented out using regular expressions to eliminate direct traffic to thank you pages, which are typically the result of bot traffic, and to pair-down the results as needed to acquire the proper metrics for comparison. A thank you pageview is the result of a person filling out a form

that is sent to the dealer, called a lead. The initial evaluation compares total pageviews to those from thank you pages—an indicator of conversion. A pageview is defined by Google as:

> "A view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page, and then returns to the original page, a second pageview is recorded as well."

For this reason, conversion metrics for pageviews alone are often very low. It is a metric worth noting, however, as it can indicate other potential flaws in user interface design by revealing a decrease in pageviews. Conversion percent of pageviews was calculated by dividing the number of thank you pageviews by the total number of page views then multiplied by 100. The thank you pageviews considers all pages views derived from the new and used website directories combined excluding special offers and any direct access views.

For this analysis, total pageviews are down from 2014 by 7.9%, total thank you page pageviews are up only .2% and those from inventory are only up .1%, neither increase is considered statistically significant. (Fig. 2) The important statistic of note in the pageview segmentation is that of the total thank you pageviews, over 64% are derived from inventory. This shows that, although traffic is down from the previous year, the primary source of lead conversion is still from the inventory.

Fig. 2: Cumulative Google Analytics Data for Pageviews and Related Conversions			
	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Pageviews	3038575	4004744	3688420
Total Thank You Pageviews	7229	6082	6295
Thank You Pageviews from Inventory	4964	3883	4041
% of Total Pageviews Converted	0.24%	0.15%	0.17%
% of Total Pageviews Converted from Inventory	0.16%	0.10%	0.11%
% of Total Thank You Pageviews from Inventory	68.67%	63.84%	64.19%

The second evaluation considers page sessions and the number of leads derived from lead forms on inventory pages. A session is defined by Google as "a group of interactions that take place on your website within a given time frame."[19] A session impacts analysis of inventory lead conversion by taking into account time spent on the site. A user can participate in multiple sessions over the course of their buying decision, however since sessions are a factor of time, it is less than a specific pageview and considers all pageviews in a given session. Analyzing the conversion of each session helps to identify where in the marketing funnel a prospective buyer will commit to making contact with the dealer online. To calculate session conversion, the number of thank you pageviews was divided by the total number of sessions then multiplied by 100. In comparing the data, the number of sessions are down 7.29% from January 1, 2015 through May 31, 2015 compared to the same time frame in 2014. In comparing January through May 2015 to 2013, there was a 33.44% increase in sessions. (Fig. 3) While the conversion percentage has increased from 2014, it is significantly down from 2013 marks. The decrease in sessions coupled with the increase in pageviews can indicate that people are spending more

time on the site. More time on site but a decrease in conversions indicates there is a potential flaw in the user experience design that is causing hesitation in conversion.

Fig. 3: Cumulative Google Analytics Data for Sessions and Related Conversions			
	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	499805	724357	666961
Total Thank You Pageviews	7229	6082	6295
Thank You Pageviews from Inventory	4964	3883	4041
% of Total Sessions Converted	1.45%	0.84%	0.94%
% of Total Sessions Converted from Inventory	0.99%	0.54%	0.61%

The third comparison is users. A user is defined as any person or device interacting with the site. It is often tracked through cookies and IP address and is the most statistically significant means of measuring lead conversion through Google Analytics and most other analytics software systems. To calculate conversion of users, thank you pageviews were divided by total users then multiplied by 100. In looking at the cumulative data, total users are only up .28% from 2014, only up 3% in lead conversion and down significantly from 2013 for conversion.(Fig. 4) This set of data parallels what was found in the session data by showing that users are creating more sessions but converting less.

Fig. 4: Cumulative Google Analytics Data for Users and Related Conversions			
	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Users	338000	519134	517675
Total Thank You Pageviews	7229	6082	6295
Thank You Pageviews from Inventory	4964	3883	4041
% of Total Users Converted	2.14%	1.17%	1.22%
% of Total Users Converted from Inventory	1.47%	0.75%	0.78%

While the cumulative metrics show a slight increase over 2014, this doesn't account for normalization of the data to exclude outliers. If you look at each of the 15 dealerships individually, it is noted that the majority are down in all conversion metric segments, with significant decreases from 2013 compared to 2015. This clearly indicates not only a decrease in overall site conversion, but a significant decrease in conversion production from the inventory displays.

Heat Mapping & User Interaction Videos

The critical elements of online shopping, regardless of the type of inventory, are relevant content and tools that support the decision making process.[18] Through analyzing heatmaps and user interaction videos from MouseStats, it is possible to see where the primary focus of user attention is. Heatmaps track user clicks, scroll action and focus attention on a given website while a user interaction video records the page movements within a given users' session. These provide a clearer visual representation of user interaction that pairs nicely with hard data acquired from Google Analytics. In examining a small sample of heat maps from Ron Hibbard Toyota, Findlay Toyota and Kelly Automotive Group— chosen because they represent a good cross-section of WorldDealer clients— it was determined that the majority of users

focus on the left inventory search on the SRP, with up to 51% making a click action on Ron Hibbard Toyota. (Fig. 5). Additionally, by looking at the mouse move map and the scroll & attention map, it can be determined that the content above the fold down to the first five in the vehicle inventory get more attention than those towards the middle of the page. In the case of Findlay and Kelly, scrolls and mouse movements did pick up again in the bottom five listings, but it was still significantly less than above the fold. (Appendix D).

Fig. 5: Click and Mouse Move Statistics from Mouse Stats Click Mapping				
	Top Search Click %	Top Search Mouse Move %	Left Search Click %	Left Search Mouse Move %
Kelly Automotive Group (KellyCar.com)	5.85%	9.32%	27.22%	2.18%
Ron Hibbard Toyota (RonHibbardToyota.com)	2.22%	0.83%	51.11%	14.67%
Findlay Toyota (FindlayToyota.com)	2.26%	2.72%	35.34%	15.50%

For users in a responsive design, it is necessary to make search options easy to learn, use and not obstruct the ability to find the piece of inventory of interest. To better understand user search process, nearly two hours of user interaction video was reviewed for Ron Hibbard Toyota. The videos were segmented to only include users with a duration longer than one minute and under five minutes for May 1, 2015 to May 7, 2015. The average video contained 5.37 pageviews with a little fewer than three SRP pageviews per video session across all devices and averaged significantly less VDP pageviews at 0.66 per session. MouseStats also showed that users are split 51% to 49% for desktop to mobile use, with Windows operating systems possessing 43% of the user sessions. (Fig. 6) The fairly even split in user operating system demographics makes proper responsive design even more critical.

Fig. 6: Percentage of MouseStats Sessions for Operating System and Browser
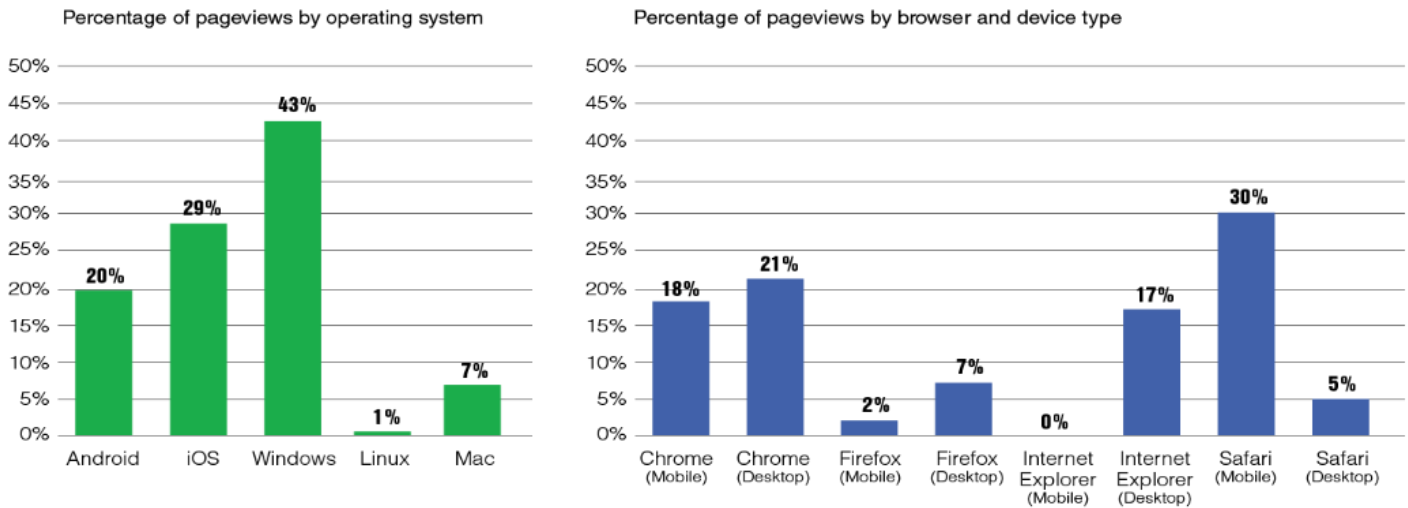
Through video analysis, most users opted to scroll through and use the pagination over the two search and sort function blocks—one located above the search and the other to the left. For the desktop users, twice as many opted to use the side search over the top search. As the site responds for smaller browsers, the search options are limited to a top search, which resulted in an even higher ratio of users scrolling and utilizing pagination.

Design Theory

The essential goal of an automotive website is to motivate a user to an offline action by online content.[2] This employs the philosophy of connection commerce where you are connecting people to the product they want to purchase over allowing them to purchase right at the point of decision on the website. It is projected in an AutoTrader study of dealership walk-ins that 61% of those using the internet did not contact the dealer before visiting the dealership.[2] Through better design, it is potentially possible to sway the margin between online and offline contact to conversion.

Before applying physical design you have to understand the role of the website in the purchasing funnel, particularly the inventory pages. Nearly 50% of buyers who submit a new car lead will end up buying a used car.[21] For this, it's important to understand the target consumers for each type of page—what problem are they trying to solve or need are they trying to fulfill with the product.[22] In looking at the demographic reports for January 1, 2015 through May 31, 2015 for Kelly Automotive Group and Baierl Automotive corporate sites on vehicle details pages, you can get an idea of who is traveling through the site and who is at the highest level to convert on those pages. For both sites, it is a male in the 25-34 age range (Fig. 7). Additionally, Google Analytics shows 3,544 VDP pageviews from in-market segment users for Kelly Automotive Group and 17,343 for Baierl Automotive. Google defines an in-market segment group as users in a segment that are more likely to be ready to purchase based on a specific category, in this case autos. The segment is determined by cookie data gathered through search & user website trends and these users are considered to be farther along in the purchase funnel. The discrepancy in the data for the two sites is related to the geographic proximity of the dealerships to a major city. The Kelly Automotive Group is located in the Lehigh Valley, approximately 50 miles from downtown Philadelphia, PA. Baierl Automotive is only 17 miles from downtown Pittsburgh, PA. While the quantity of pageviews is significantly different, the proportional relationship holds up.

Fig. 7: Comparison of Age & Gender Demographics for KellyCar.com and Baierl.com Vehicle Details Pages
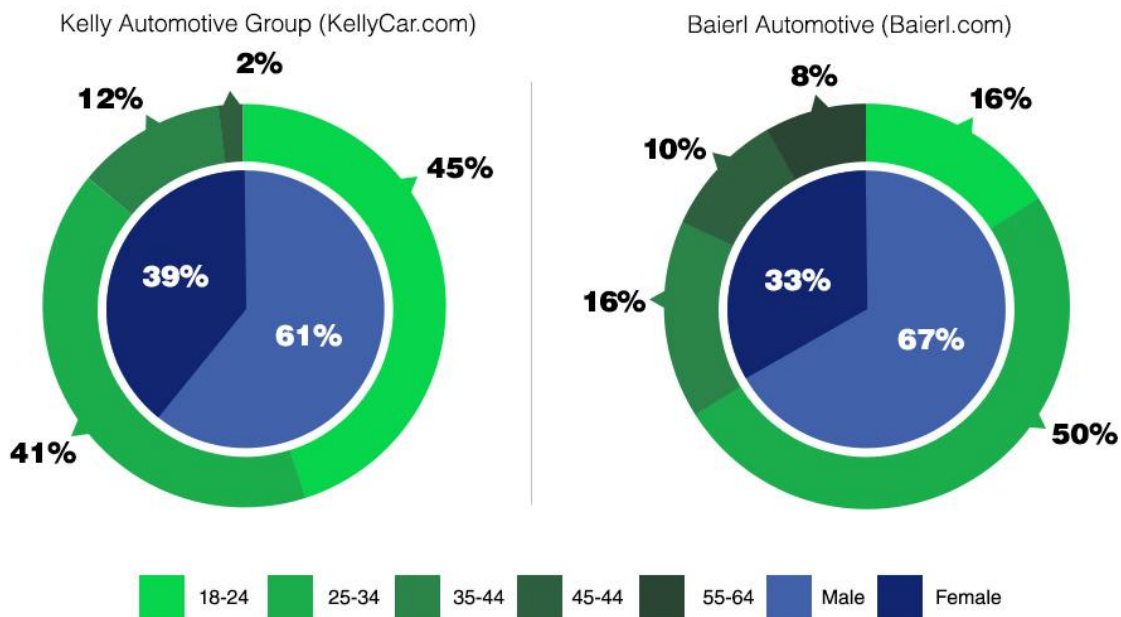
Once the target demographics have been evaluated, the next stage in physical design is to consider product, price, promotion and place—the four P's of marketing.[33] For the product, what does the consumer want and need to make the purchase decision on a vehicle? Talia Wolf from Conversioner explains in an article from Unbounce that "60% of our brain is geared towards visual context, so the first thing we see is visual. It's important to use the images on your page in order to guide user attention."[23] Similarly, a product assessment takes about 90 seconds and up to 90% of that assessment is based on color.[26] From this it is critical to have clear calls to action—buttons and icons—that stand out by utilizing contrasting colors. It is also necessary to have large, clear photos of the vehicle to fully illustrate what the user is looking for. On lot photos are always considered better than stock or glamor shot photos on the inventory because it shows the actual vehicle for sale, not just a representation of what the vehicle might look like. Additionally, suggestive selling techniques like showing similar vehicles, providing video test drives and video walk-arounds can aid in decision making and conversion.[25]

Price is always a critical factor in any sales driven market. People want to feel as if they have received the best deal possible with the least amount of hassle. In an infographic on the Conversion Scientist, the quality of a sale price is often perceived by its font size and relation to the full price. [24] This infographic also suggests that the sale price be a smaller font than the full price, however this is against standard convention. With a variety of pricing options available to an auto dealer, and ultimately their consumer, the best solution is to show the final sale price more prominent as it is the price the consumer could possibly pay. Price and promotion are highly related in this aspect as many dealers want to include specials and incentives into the inventory displays. In the pricing section, a pricing matrix can be used against the inventory database to make calculations on the fly to show users how much they can save on any given vehicle model. Flexibility for this pricing feature and function must be included in the design as not every dealer will utilize it and not every manufacturer will allow it for brand compliance.

Fig. 8: F/E Pattern of Typical Eye Movement On a Webpage

Place deals with the actual layout of the page. All pages must adhere to some level of hierarchy to ensure users are moving through the page in a desired manner with the best potential for lead conversion. Most users' eye movements tend toward an F/E pattern (Fig. 8). As a user moves down the page they will move across the page less. It is estimated that 69% of time is spent looking at the left side of a given web page and 80% of the time is spent above the fold.[27] For this reason, it is beneficial to start with the more prominent items not only at the top of the page but also on the left.

Another thing to consider is page length. While page length is great for SEO, it can be problematic for consumers who want information and quickly. By ensuring that only the necessary content is on the page and the most important, or headline type items, are above the fold, a site is

more likely to convert into a sale because the user does not have to wade through to find what they are looking for. In the automotive industry this can be challenging for both the search and details pages as dealers want to put as much information as possible at every level. A good theoretical comparison for search is with any major search engine. In most cases, less is more—when you search for an item, you get a short description of the site and content that is over 200 characters, on average, is cut off. On the search page for the auto industry, is every detail about the vehicle required and relevant to get someone's interest? Probably not. The vehicle details pages can be considered more like a conversion landing page. This is the point where the person has potentially taken another step in the purchasing funnel and is ready to learn more about the product, but you still need to not overwhelm them with too many details. [28]

These theories hold true regardless of the browser size of the user. A mobile user, however, has some unique issues that require addressing. Thinking only browser size impacts design, fails to consider the user's needs. While images are important—people like pretty pictures—they also must load quickly. Approximately 40% of users will leave a page if it takes more than three seconds to load.[23] Among the top retailers, regardless of market, the median time from load to the ability to interact is 5.3 seconds with only 18% of sites being 3 seconds or less and 26% being 8 seconds or longer.[30] Mobile users also benefit from greater mobile functionality like click to call and GPS integration, but these features are unnecessary on a desktop or larger browser.[29] If a site is designed in a modular manner in responsive web design platform with the mobile user in mind first, it should translate easily to a desktop version that is also user friendly and optimized for conversion.

REDESIGN

Search Results Page (SRP) (Appendix E)

Currently WorldDealer SRPs are formatted with two search functions and horizontal listings. The left hand search function is a typical trend in ecommerce as it allows users to pare down their choices by selecting filters. As was illustrated in the analytics section, this portion of the design is a good method. The design of it will need to be reworked to better function in a responsive environment and add additional features such as a trim search, search by minimum and maximum price rather than price range, and search by payment. The method of filters should also be reformatted into a list rather than a tag cloud style, which appears more unorganized. Through watching user interaction videos, this presentation of filters may be posing user confusion and hindering the proper use of the left search functions to their full capability (Fig. 9).Two options are proposed for handling this left search in smaller browsers given the responsive nature of WorldDealer websites: putting it at the top of the search page in collapsible containers or integrate a flyout menu, similar to that of Target Cartwheel and many other apps and mobile sites. Placing the search functions at the top pushes the site down, which can hinder searchability for a mobile user. The flyout menu is preferred and can be integrated through media queries. It is a convenient way to have a large navigation with a small footprint on a mobile site. Since the same content would be served, the impact on load time is minimal as it loads the same code and one additional jQuery module, not two sets of code.

Fig. 9: Current and Proposed Left Search Functions on SRP
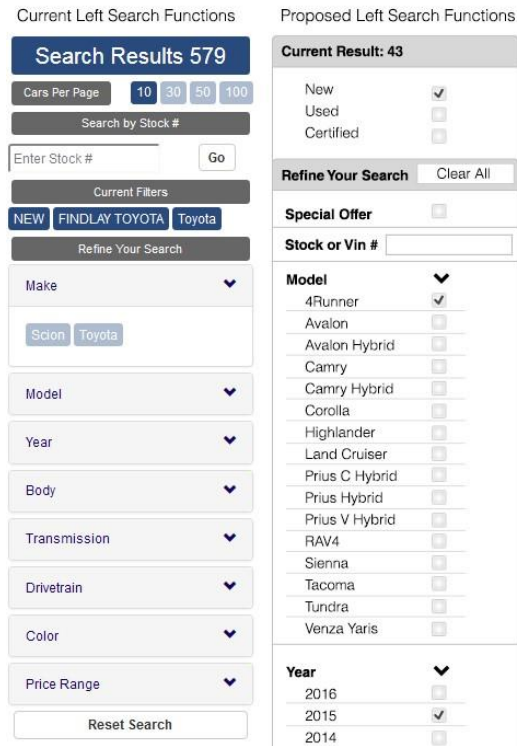
Left image illustrates the current left search functions on WorldDealer websites while the right shows a proposed option for future search functions. The focus is on clean design and more white space to highlight the user options.

Fig. 10: Current and Proposed Search
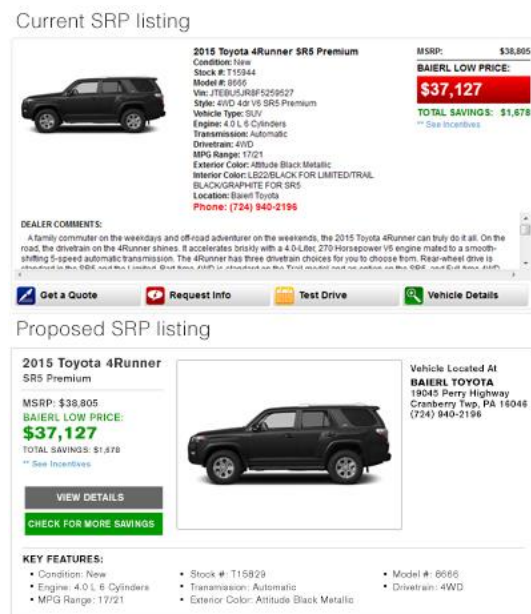
The top search is a legacy feature from previous SRP displays and is designed as a "quick search" type of tool bar. In heat map testing, some sites do show more activity on the top search than others, but they are considered outliers in the vast data pool. Due to the redundancy, and standard hierarchy convention, this tool bar will be removed from future designs and any elements that do not duplicate will be added to the left search functions.

The horizontal vehicle display is common in the automotive industry; it allows for a wider presentation of information. Currently the vehicle listing shows nearly half the available information that is received in the data feed from a dealer's data management system (DMS). While this gives a clear view of a vehicle to a potential consumer, it does hinder the objective of getting them into the vehicle details pages and submitting a more qualified lead. There is a greater correlation between VDP and sales than SRP and sales, so why chance not getting the user to where they need to go that will benefit sales the most.[16] It is recommended that much of the information be removed—strip it down to the bare bones of what is necessary for user search and compliance—to regain the focus on the vehicle and VDP point of entry.

Considering F/E eye movement theory and hierarchy, the proposal is to move the price to the left and put the photo in the middle. The vehicle details would then occupy that area now consumed by vehicle comments. The VDP point of entry would be limited to one or two links in contrasting colors (Fig. 10). By rearranging the SRP in this means, the focus goes to the price, then to the photo (which will be larger), with lesser priority on the details and location. The right side, under the location can be used to display additional icons for certification, brand awareness promotion, or third party utilities like Carfax or AutoCheck. Beneath the key features, a collapsible container can be added for dealers wishing to display vehicle comments.

As an alternative, a grid format, more in line with typical ecommerce displays, is proposed. This format is designed as a quick view and works well with a small screen display. It would provide less upfront details, but allow for more vehicles to appear above the fold. Users could toggle between the two displays by using small icons near the top of the page.

Vehicle Details Pages (VDP) (Appendix F)

The VDP pages in the current design put a high priority on the vehicle name and vehicle image. The issue is that the focus should be on price and the point of conversion. The balance of the page to engagement is oddly weighted to the right where people are naturally less likely to look in a standard F/E eye movement concept. Additionally, the amount of data above the fold can feel overwhelming to the user, making it difficult to find the information actually needed to aid the purchase decision and ultimately to convert. In the proposed design, the price of the vehicle is moved to the left and interactive media (photos and videos) moved to the right. This design mimics that of the SRP, which creates synergy in design and can aid in function mapping for a better user experience. With the design being modular, it can also be flipped for dealers that demand the photo be to the left.

In the right lead generation section of the current VDP, the concept was to place the buttons and links that a user may need as close to each other as possible. While this holds true in the most basic of sense to Wikimotive's *How Your Eyes Move* article, it also hinders decision making processes by providing too many options.[27] No longer is there a hierarchy to the buttons because they are all the same size, shape, and color pallet. Even the submit button on the form blends in with the other calls to action. By moving the form to the left near the price, it prompts the user to take action on the price shown. The text and color of the call to action button would be modifiable so that each dealer can tailor their sales message to their specific user base and optimize conversion.

The form itself does not need any design changes. It is estimated that only one of every five people submit a form after starting it and that the average number of fields in a form is 9.8. Optimal number of fields is less than seven because of proximities in user attention.[32] The form on the VDP only contains 5 fields—first name, last name, phone number, email, and comment— which are necessary to gain contact information of the potential buyer and learn any additional information on the buyer's specific purchase needs. The vehicle details of stock number, VIN, make, model and year are automatically populated to the dealer in the email lead for convenience and allows the dealer to better understand what vehicle is of interest for the sale.

The previous extra calls to action would be moved farther down the page, roughly just below the fold. They need to be available to the user but not so prominent that they distract. The links available would be standard, but could be determined by the dealer if they choose. The intention is to provide consistency and flexibility to the dealer so they can, again, tailor their message, while still maintaining conversion based hierarchy.

The long list of vehicle features would be moved below the multi-media section. While this section does contain critical information about a vehicle, the issue at hand is conversion. This information needs to remain above the fold, but the depth, redundancy and weight does not need to be as great as it currently is. In this same thinking, the dealer comments and vehicle specifications would be put into collapsible containers. This is to control the page length and minimize overwhelming the user.

Additional features that are industry standard, and required for some manufacturers, are pricing calculators and similar vehicles. The pricing calculator module helps people understand if they can afford a vehicle they are looking at. It does come with caveats, particularly relating to the default interest rate. In the proposed design it is located in the right section next to the vehicle description and under the extra calls to action. The similar vehicles section spans the bottom of the VDP and shows 4 vehicles of similar type, style or price range. It's a useful tool for site retention and aids users in finding other vehicles that may fall into their search categories.

When it comes to smaller screens and mobile devices, the VDP would adjust so the photo is first. Although mobile users want a site that loads quickly, they also tend to be visually motivated. In a Cars.com/Nielsen study, it is projected that 77% of mobile users in the automotive market use the site to view photos.[31] The multi-media section would be followed by the pricing and lead form and all other modules in a stacked manner. The vehicle description would still retain the collapsible sections to minimize page length.

SUMMARY OF FINDINGS & CONCLUSION

The decision by WorldDealer to pursue a responsive website solution puts the company at the forefront of offering omni-channel automotive marketing solutions. While many competitors offer it as an option, all WorldDealer clients receive a responsive website solution for their marketing needs. Responsive design is not without its flaws, but through proper design, the problems can be mitigated.

Through analysis of Google Analytics data, MouseStats user interaction videos and various heat maps, it is concluded that lead generation off the inventory displays—SRP and VDP—are down some in 2015 from 2014 and down significantly from 2013. While speculation in the automotive industry shows leads from online sources are down across the board, indicating people are less likely to submit information online, there is a need to recapture a portion of those potential consumers. This can be accomplished by redesigning the inventory to put a greater focus on access to the VDP and point of conversion.

The redesign would retain many of the features in the current build but make them more user friendly, better utilize white space and align them in accordance with F/E eye movement theory. It puts additional weight on the price and lead generation form, while still being able to increase the size of the image gallery presented to the user, thus reorganizing the hierarchy while maintaining dealer wants and needs.

It is risky to go against automotive website user convention by placing the price to the left of the photo, however it is a risk worth taking for the potential gain in lead conversion. To mitigate risks, the design would be built with flexible modules that can be organized in a variety of ways. Not only does this provide risk management in the event of theory failure, but it provides options to dealers. WorldDealer can develop one inventory system, but allow dealers to feel as if they have received a custom solution to maximize the purchasing needs of their user base.

The implementation requires a review by the WorldDealer team of proposed mock-ups for new, used and certified vehicles for both SRP and VDP as well as common break point mock-ups. Once the design is approved, the technical

team will begin the build. Timeline of the build and launch is dependent on migration of the inventory databases, build of new display look and functionality, and testing. It is expected that this new display will significantly enhance WorldDealer's client lead conversion off the inventory as well as provide a unique and enhanced offering in the automotive marketing space.

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Appendix A: Percentage of Total Pageviews of Car Shopping Activities (CSA)

Kelly Automotive Group (KellyCar.com)

Segment	4/10/2014-4/9/2015	% of Total	4/10/2013-4/10/2014	% of Total
Total pageviews	588078		485320	
Used Search Pageviews	205944	35.02%	147919	30.48%
Used VDP Pageviews	42654	7.25%	28259	5.82%
Used Specials Pageviews	15823	2.69%	4091	0.84%
New Car Search Pageviews	44582	7.58%	25427	5.24%
New VDP Pageviews	76699	13.04%	4962	1.02%
New Car Specials Pageviews	17811	3.03%	4128	0.85%
Certified Search Pageviews	9007	1.53%	6159	1.27%
Certified VDP Pageviews	7143	1.21%	3682	0.76%
Total CSA Pageviews	419663	71.36%	224627	46.28%

Kelly Mitsubishi (KellyMitsubishi.com)

Segment	4/10/2014-4/9/2015	% of Total	4/10/2013-4/10/2014	% of Total
Total pageviews	215871		147660	
Used Search Pageviews	51227	23.73%	28164	19.07%
Used VDP Pageviews	9485	4.39%	2283	1.55%
Used Specials Pageviews	2265	1.05%	1311	0.89%
New Car Search Pageviews	42512	19.69%	25959	17.58%
New VDP Pageviews	10873	5.04%	1436	0.97%
New Car Specials Pageviews	3849	1.78%	2039	1.38%
Certified Search Pageviews	3517	1.63%	827	0.56%
Certified VDP Pageviews	2029	0.94%	36	0.02%
Total CSA Pageviews	125757	58.26%	62055	42.03%

Kelly Buick GMC (KellyCarBuickGMC.com)

Segment	4/10/2014-4/9/2015	% of Total	4/10/2013-4/10/2014	% of Total
Total pageviews	254190		134671	
Used Search Pageviews	64125	25.23%	22889	17.00%
Used VDP Pageviews	8494	3.34%	1568	1.16%
Used Specials Pageviews	4128	1.62%	1364	1.01%
New Car Search Pageviews	45973	18.09%	24162	17.94%
New VDP Pageviews	12377	4.87%	1270	0.94%
New Car Specials Pageviews	6473	2.55%	2201	1.63%
Certified Search Pageviews	5206	2.05%	4977	3.70%
Certified VDP Pageviews	3129	1.23%	405	0.30%
Total CSA Pageviews	149905	58.97%	58836	43.69%

Kelly Nissan (KellyNissanOfRoute33.com)

Segment	4/10/2014-4/9/2015	% of Total	4/10/2013-4/10/2014	% of Total
Total pageviews	750907		585214	
Used Search Pageviews	183360	24.42%	156075	26.67%
Used VDP Pageviews	34874	4.64%	9251	1.58%
Used Specials Pageviews	9735	1.30%	4864	0.83%
New Car Search Pageviews	143443	19.10%	87727	14.99%
New VDP Pageviews	34331	4.57%	6123	1.05%
New Car Specials Pageviews	10162	1.35%	10143	1.73%
Certified Search Pageviews	31032	4.13%	29164	4.98%
Certified VDP Pageviews	18382	2.45%	9820	1.68%
Total CSA Pageviews	465319	61.97%	313167	53.51%

Kelly Risk Free (KellyRiskFree.com)

Segment	4/10/2014-4/9/2015	% of Total	4/10/2013-4/10/2014	% of Total
Total Traffic	346114		306487	
Used Search	177371	51.25%	107812	35.18%
Used VDP	38317	11.07%	7643	2.49%
Used Specials	6680	1.93%	4134	1.35%
Certified Search	12812	3.70%	16470	5.37%
Certified VDP	4999	1.44%	600	0.20%
Total CSA	240179	69.39%	136659	44.59%

Baierl Automotive (Baierl.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	576712		764590	
Used Search Pageviews	281819	48.87%	243853	31.89%
Used VDP Pageviews	39923	6.92%	21450	2.81%
Used Specials Pageviews	4361	0.76%	3153	0.41%
New Car Search Pageviews	58026	10.06%	74667	9.77%
New VDP Pageviews	10837	1.88%	7003	0.92%
New Car Specials Pageviews	4701	0.82%	5020	0.66%
Certified Search Pageviews	32843	5.69%	32694	4.28%
Certified VDP Pageviews	23964	4.16%	13046	1.71%
Total CSA Pageviews	456474	79.15%	400886	52.43%

Baierl Toyota (BaierlToyota.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	257816		273980	
Used Search Pageviews	57262	22.21%	39622	14.46%
Used VDP Pageviews	8943	3.47%	5882	2.15%
Used Specials Pageviews	3218	1.25%	1396	0.51%
New Car Search Pageviews	60864	23.61%	61788	22.55%
New VDP Pageviews	16148	6.26%	10267	3.75%
New Car Specials Pageviews	7107	2.76%	2245	0.82%
Certified Search Pageviews	13269	5.15%	8952	3.27%
Certified VDP Pageviews	6641	2.58%	3352	1.22%
Total CSA Pageviews	173452	67.28%	133504	48.73%

Baierl Kia (BaierlKia.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	150293		165504	
Used Search Pageviews	23978	15.95%	23823	14.39%
Used VDP Pageviews	2909	1.94%	3034	1.83%
Used Specials Pageviews	2725	1.81%	1332	0.80%
New Car Search Pageviews	36568	24.33%	31779	19.20%
New VDP Pageviews	11007	7.32%	5214	3.15%
New Car Specials Pageviews	7303	4.86%	5006	3.02%
Certified Search Pageviews	9376	6.24%	4364	2.64%
Certified VDP Pageviews	4993	3.32%	2518	1.52%
Total CSA Pageviews	98859	65.78%	77070	46.57%

Baierl Honda (BaierlHonda.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	266422		323554	
Used Search Pageviews	57233	21.48%	48148	14.88%
Used VDP Pageviews	6043	2.27%	5598	1.73%
Used Specials Pageviews	3548	1.33%	1422	0.44%
New Car Search Pageviews	61988	23.27%	54290	16.78%
New VDP Pageviews	14007	5.26%	5106	1.58%
New Car Specials Pageviews	6403	2.40%	10452	3.23%
Certified Search Pageviews	22536	8.46%	28618	8.84%
Certified VDP Pageviews	10819	4.06%	4118	1.27%
Total CSA Pageviews	182577	68.53%	157752	48.76%

Baierl Ford (BaierlFord.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	185820		138524	
Used Search Pageviews	34949	18.81%	18941	13.67%
Used VDP Pageviews	3251	1.75%	1037	0.75%
Used Specials Pageviews	3002	1.62%	708	0.51%
New Car Search Pageviews	50332	27.09%	27892	20.14%
New VDP Pageviews	12253	6.59%	3404	2.46%
New Car Specials Pageviews	5775	3.11%	1922	1.39%
Certified Search Pageviews	10276	5.53%	5474	3.95%
Certified VDP Pageviews	6636	3.57%	2627	1.90%
Total CSA Pageviews	126474	68.06%	62005	44.76%

Ron Hibbard Toyota (RonHibbardToyota.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	156282		159763	
Used Search Pageviews	46293	29.62%	34362	21.51%
Used VDP Pageviews	4291	2.75%	3892	2.44%
Used Specials Pageviews	3052	1.95%	2983	1.87%
New Car Search Pageviews	35050	22.43%	21044	13.17%
New VDP Pageviews	9646	6.17%	4097	2.56%
New Car Specials Pageviews	1320	0.84%	1209	0.76%
Certified Search Pageviews	5518	3.53%	3281	2.05%
Certified VDP Pageviews	3397	2.17%	2298	1.44%
Total CSA Pageviews	108567	69.47%	73166	45.80%

Pittsburgh East Nissan (PittsburghEastNissan.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	172959		196091	
Used Search Pageviews	47651	27.55%	9552	4.87%
Used VDP Pageviews	10451	6.04%	428	0.22%
Used Specials Pageviews	2218	1.28%	1215	0.62%
New Car Search Pageviews	40344	23.33%	12645	6.45%
New VDP Pageviews	10613	6.14%	337	0.17%
New Car Specials Pageviews	2689	1.55%	1754	0.89%
Certified Search Pageviews	4028	2.33%	829	0.42%
Certified VDP Pageviews	1092	0.63%	37	0.02%
Total CSA Pageviews	119086	68.85%	26797	13.67%

West Hills Nissan (WestHillsNissan.com)

Segment	1/1/2015-5/31/2015	% of Total	1/1/2014-5/31/2014	% of Total
Total pageviews	174039		166327	
Used Search Pageviews	50218	28.85%	10195	6.13%
Used VDP Pageviews	3106	1.78%	518	0.31%
Used Specials Pageviews	787	0.45%	1320	0.79%
New Car Search Pageviews	41659	23.94%	10250	6.16%
New VDP Pageviews	10011	5.75%	484	0.29%
New Car Specials Pageviews	1581	0.91%	1947	1.17%
Certified Search Pageviews	7662	4.40%	1440	0.87%
Certified VDP Pageviews	8981	5.16%	17	0.01%
Total CSA Pageviews	124005	71.25%	26171	15.73%

Appendix B: Year to Year Comparison Data of General Traffic Stats

Kelly Automotive Group (KellyCar.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	43,555	30,206	238,829	5.48	0:04:05	38.54%	67.99%
1/1/2014 - 5/31/2014	38,469	28,360	263,146	6.84	0:04:31	29.94%	72.47%
1/1/2013 - 5/31/2013	23,665	16,685	177,199	7.49	0:04:24	31.51%	68.16%

Kelly Mitsubishi (KellyMitsubishi.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	24,388	19,623	100,027	4.1	0:02:52	39.51%	79.70%
1/1/2014 - 5/31/2014	14,277	11,448	72,856	5.1	0:03:37	34.82%	79.04%
1/1/2013 - 5/31/2013	10,866	8,664	51,681	4.76	0:03:07	30.52%	78.11%

Kelly Buick GMC (KellyCarBuickGMC.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	29,482	21,477	115,974	3.93	0:02:52	40.73%	71.39%
1/1/2014 - 5/31/2014	13,856	10,995	63,795	4.6	0:03:12	34.32%	77.74%
1/1/2013 - 5/31/2013	10,898	8,485	52,827	4.85	0:03:12	27.52%	76.49%

Kelly Chrysler Dodge Jeep Ram (KellyCarChrysler.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	28,148	22,030	98,733	3.51	0:02:46	47.41%	77.23%
1/1/2014 - 5/31/2014	11,670	9,587	54,752	4.69	0:03:14	30.45%	80.68%
1/1/2013 - 5/31/2013	9,377	7,683	35,562	3.79	0:02:50	33.13%	81.34%

Kelly Nissan (KellyNissanOfRoute33.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	62,237	38,958	327,142	5.26	0:04:33	36.45%	60.53%
1/1/2014 - 5/31/2014	45,375	30,776	284,676	6.27	0:04:24	28.65%	65.68%
1/1/2013 - 5/31/2013	32,536	22,658	213,972	6.58	0:04:56	27.16%	67.07%

Kelly Risk Free (KellyRiskFree.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	28,646	19,646	164,429	5.74	0:04:39	38.31%	66.92%
1/1/2014 - 5/31/2014	23,025	17,153	138,189	6	0:03:39	41.09%	72.13%
1/1/2013 - 5/31/2013	38,379	28,453	129,805	3.38	0:01:42	66.36%	70.47%

Baierl Automotive (Baierl.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	111,180	78,633	576,712	5.19	0:03:22	48.38%	68.99%
1/1/2014 - 5/31/2014	162,907	132,560	764,590	4.69	0:02:41	58.26%	79.87%
1/1/2013 - 5/31/2013	65,814	41,136	568,387	8.64	0:05:05	24.60%	62.12%

Baierl Toyota (BaierlToyota.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	59,828	40,968	257,816	4.31	0:03:20	32.03%	65.95%
1/1/2014 - 5/31/2014	51,167	34,379	273,980	5.35	0:03:51	31.50%	63.83%
1/1/2013 - 5/31/2013	35,068	22,360	216,403	6.17	0:03:36	24.69%	60.15%

Baierl Kia (BaierlKia.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	35,231	25,568	150,293	4.27	0:03:29	38.80%	70.85%
1/1/2014 - 5/31/2014	29,173	19,861	165,504	5.67	0:04:06	29.71%	65.51%
1/1/2013 - 5/31/2013	28,046	20,156	145,216	5.18	0:03:20	34.37%	70.01%

Baierl Honda (BaierlHonda.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	41,853	27,783	260,554	6.23	0:03:48	28.03%	63.06%
1/1/2014 - 5/31/2014	88,057	69,756	323,554	3.67	0:02:05	53.54%	76.77%
1/1/2013 - 5/31/2013	41,853	27,783	260,554	6.23	0:03:48	28.03%	63.06%

Baierl Ford (BaierlFord.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	42,331	30,767	185,820	4.39	0:03:22	36.22%	70.78%
1/1/2014 - 5/31/2014	22,443	14,520	138,524	6.17	0:04:24	22.42%	61.89%
1/1/2013 - 5/31/2013	16,797	10,796	111,419	6.63	0:04:45	23.66%	64.23%

Ron Hibbard Toyota (RonHibbardToyota.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	33,156	20,818	156,282	4.71	0:03:13	30.74%	60.34%
1/1/2014 - 5/31/2014	28,666	17,353	159,763	5.57	0:03:40	26.44%	56.67%
1/1/2013 - 5/31/2013	26,093	16,043	135,699	5.2	0:04:08	24.98%	58.30%

Findlay Toyota (FindlayToyota.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	153,255	93,664	767,637	5.01	0:03:00	37.51%	58.02%
1/1/2014 - 5/31/2014	144,596	89,474	939,384	6.5	0:04:15	30.56%	58.14%
1/1/2013 - 5/31/2013	120,078	78,267	782,879	6.52	0:04:13	29.10%	61.30%

West Hills Nissan (WestHillsNissan.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	36,004	24,027	174,039	4.83	0:03:31	38.17%	64.32%
1/1/2014 - 5/31/2014	24,464	15,790	166,327	6.8	0:03:03	15.09%	60.79%
1/1/2013 - 5/31/2013	19,630	13,522	96,467	4.91	0:02:34	19.26%	64.69%

Pittsburgh East Nissan (PittsburghEastNissan.com)

	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
1/1/2015 - 5/31/2015	33,781	21,765	172,959	5.12	0:03:56	33.16%	61.82%
1/1/2014 - 5/31/2014	26,212	17,122	196,091	7.48	0:03:06	14.24%	61.68%
1/1/2013 - 5/31/2013	20,705	15,039	114,690	5.54	0:02:35	17.14%	68.54%

Appendix C: Year to Year Comparison of Lead Conversion

Graphic representation of lead conversion across sample dealerships
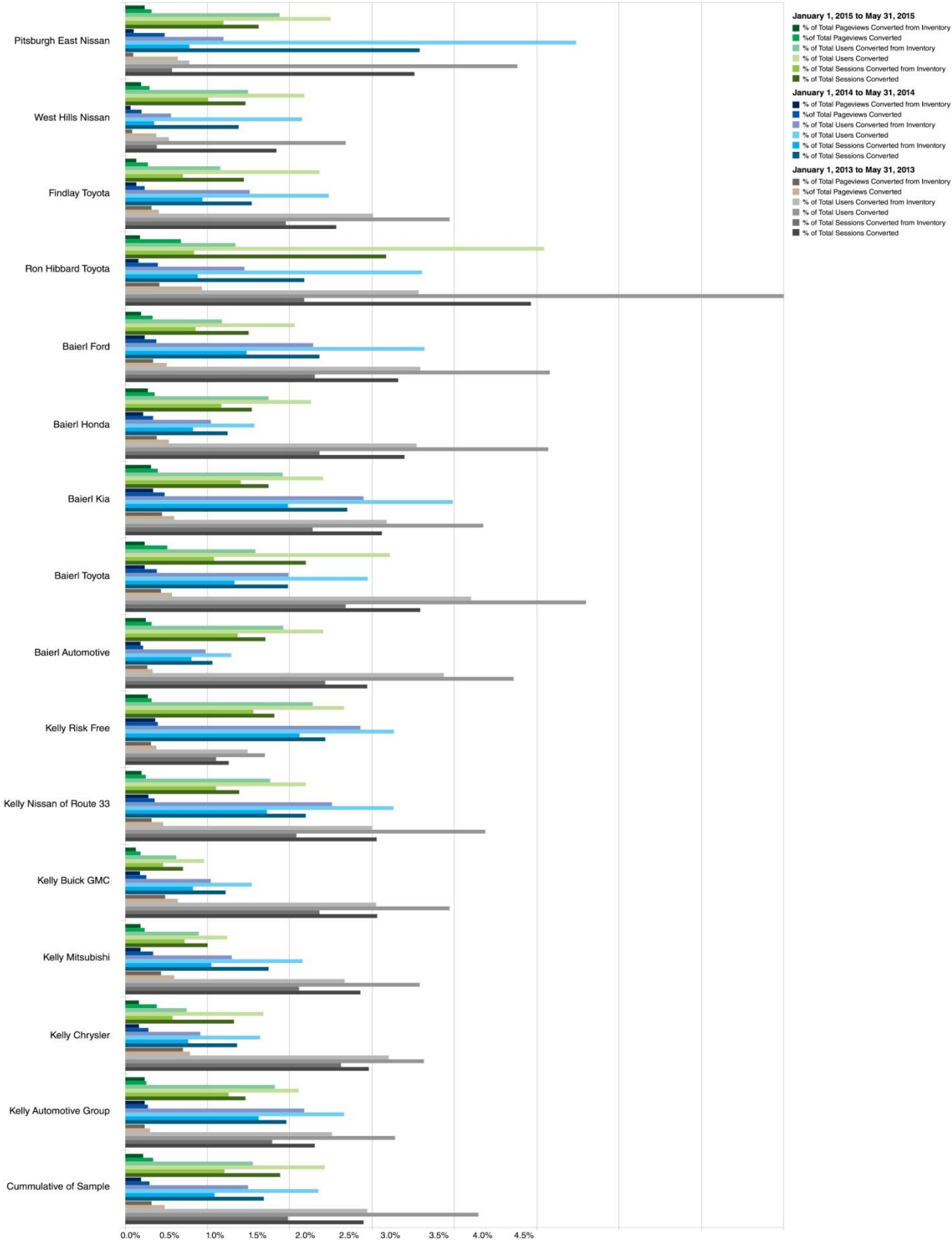
Raw data from Google Analytics of lead conversion across sample dealerships

Kelly Automotive Group (KellyCar.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	23665	38469	43555
Total Users	16685	28360	30206
Total Pageviews	177090	262928	238694
Total Thank You Pageviews	273	378	316
Thank You Pageviews from Inventory	210	310	275
% of Total Sessions Converted	1.15%	0.98%	0.73%
% of Total Sessions Converted from Inventory	0.89%	0.81%	0.63%
% of Total Users Converted	1.64%	1.33%	1.05%
% of Total Users Converted from Inventory	1.26%	1.09%	0.91%
% of Total Pageviews Converted	0.15%	0.14%	0.13%
% of Total Pageviews Converted from Inventory	0.12%	0.12%	0.12%
% of Total Thank You Pageviews from Inventory	76.92%	82.01%	87.03%

Kelly Chrysler Dodge Jeep Ram (KellyCarChrysler.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	9377	11670	28148
Total Users	7683	9587	22030
Total Pageviews	35562	54752	98733
Total Thank You Pageviews	139	79	185
Thank You Pageviews from Inventory	123	44	82
% of Total Sessions Converted	1.48%	0.68%	0.66%
% of Total Sessions Converted from Inventory	1.31%	0.38%	0.29%
% of Total Users Converted	1.81%	0.82%	0.84%
% of Total Users Converted from Inventory	1.60%	0.46%	0.37%
% of Total Pageviews Converted	0.39%	0.14%	0.19%
% of Total Pageviews Converted from Inventory	0.35%	0.08%	0.08%
% of Total Thank You Pageviews from Inventory	88.49%	55.70%	44.32%

Kelly Mitsubishi (KellyMitsubishi.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	10866	14277	24388
Total Users	8664	11448	19623
Total Pageviews	51645	72784	99948
Total Thank You Pageviews	155	124	121
Thank You Pageviews from Inventory	115	74	88
% of Total Sessions Converted	1.43%	0.87%	0.50%
% of Total Sessions Converted from Inventory	1.06%	0.52%	0.36%
% of Total Users Converted	1.79%	1.08%	0.62%
% of Total Users Converted from Inventory	1.33%	0.65%	0.45%
% of Total Pageviews Converted	0.30%	0.17%	0.12%
% of Total Pageviews Converted from Inventory	0.22%	0.10%	0.09%
% of Total Thank You Pageviews from Inventory	74.19%	59.68%	72.73%

Kelly Buick GMC (KellyCarBuickGMC.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	10898	13856	29482
Total Users	8485	10995	21477
Total Pageviews	52786	63698	115880
Total Thank You Pageviews	167	85	103
Thank You Pageviews from Inventory	129	57	67
% of Total Sessions Converted	1.53%	0.61%	0.35%
% of Total Sessions Converted from Inventory	1.18%	0.41%	0.23%
% of Total Users Converted	1.97%	0.77%	0.48%
% of Total Users Converted from Inventory	1.52%	0.52%	0.31%
% of Total Pageviews Converted	0.32%	0.13%	0.09%
% of Total Pageviews Converted from Inventory	0.24%	0.09%	0.06%
% of Total Thank You Pageviews from Inventory	77.25%	67.06%	65.05%

Kelly Nissan (KellyNissanOfRoute33.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	32536	45375	62237
Total Users	22658	30776	38958
Total Pageviews	213972	284676	327142
Total Thank You Pageviews	497	501	427
Thank You Pageviews from Inventory	340	388	341
% of Total Sessions Converted	1.53%	1.10%	0.69%
% of Total Sessions Converted from Inventory	1.04%	0.86%	0.55%
% of Total Users Converted	2.19%	1.63%	1.10%
% of Total Users Converted from Inventory	1.50%	1.26%	0.88%
% of Total Pageviews Converted	0.23%	0.18%	0.13%
% of Total Pageviews Converted from Inventory	0.16%	0.14%	0.10%
% of Total Thank You Pageviews from Inventory	68.41%	77.45%	79.86%

Kelly Risk Free (KellyRiskFree.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	38379	23025	28646
Total Users	28453	17153	19646
Total Pageviews	129805	138189	164429
Total Thank You Pageviews	242	280	262
Thank You Pageviews from Inventory	213	245	224
% of Total Sessions Converted	0.63%	1.22%	0.91%
% of Total Sessions Converted from Inventory	0.55%	1.06%	0.78%
% of Total Users Converted	0.85%	1.63%	1.33%
% of Total Users Converted from Inventory	0.75%	1.43%	1.14%
% of Total Pageviews Converted	0.19%	0.20%	0.16%
% of Total Pageviews Converted from Inventory	0.16%	0.18%	0.14%
% of Total Thank You Pageviews from Inventory	88.02%	87.50%	85.50%

Baierl Automotive (Baierl.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	65814	162907	111180
Total Users	41136	132560	78633
Total Pageviews	568388	764590	576712
Total Thank You Pageviews	970	861	946
Thank You Pageviews from Inventory	800	653	754
% of Total Sessions Converted	1.47%	0.53%	0.85%
% of Total Sessions Converted from Inventory	1.22%	0.40%	0.68%
% of Total Users Converted	2.36%	0.65%	1.20%
% of Total Users Converted from Inventory	1.94%	0.49%	0.96%
% of Total Pageviews Converted	0.17%	0.11%	0.16%
% of Total Pageviews Converted from Inventory	0.14%	0.09%	0.13%
% of Total Thank You Pageviews from Inventory	82.47%	75.84%	79.70%

Baierl Toyota (BaierlToyota.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	35068	51167	59828
Total Users	22360	34379	40968
Total Pageviews	216403	273980	257816
Total Thank You Pageviews	627	507	660
Thank You Pageviews from Inventory	469	340	322
% of Total Sessions Converted	1.79%	0.99%	1.10%
% of Total Sessions Converted from Inventory	1.34%	0.66%	0.54%
% of Total Users Converted	2.80%	1.47%	1.61%
% of Total Users Converted from Inventory	2.10%	0.99%	0.79%
% of Total Pageviews Converted	0.29%	0.19%	0.26%
% of Total Pageviews Converted from Inventory	0.22%	0.12%	0.12%
% of Total Thank You Pageviews from Inventory	74.80%	67.06%	48.79%

Baierl Kia (BaierlKia.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	28046	29173	35231
Total Users	20156	19861	25568
Total Pageviews	145216	165504	150293
Total Thank You Pageviews	438	395	308
Thank You Pageviews from Inventory	321	288	245
% of Total Sessions Converted	1.56%	1.35%	0.87%
% of Total Sessions Converted from Inventory	1.14%	0.99%	0.70%
% of Total Users Converted	2.17%	1.99%	1.20%
% of Total Users Converted from Inventory	1.59%	1.45%	0.96%
% of Total Pageviews Converted	0.30%	0.24%	0.20%
% of Total Pageviews Converted from Inventory	0.22%	0.17%	0.16%
% of Total Thank You Pageviews from Inventory	73.29%	72.91%	79.55%

Baierl Honda (BaierlHonda.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	41853	88057	60750
Total Users	27783	69756	41465
Total Pageviews	260554	323554	266422
Total Thank You Pageviews	713	548	468
Thank You Pageviews from Inventory	492	365	360
% of Total Sessions Converted	1.70%	0.62%	0.77%
% of Total Sessions Converted from Inventory	1.18%	0.41%	0.59%
% of Total Users Converted	2.57%	0.79%	1.13%
% of Total Users Converted from Inventory	1.77%	0.52%	0.87%
% of Total Pageviews Converted	0.27%	0.17%	0.18%
% of Total Pageviews Converted from Inventory	0.19%	0.11%	0.14%
% of Total Thank You Pageviews from Inventory	69.00%	66.61%	76.92%

Baierl Ford (BaierlFord.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	16797	22443	42331
Total Users	10796	14520	30767
Total Pageviews	111419	138524	185820
Total Thank You Pageviews	279	264	316
Thank You Pageviews from Inventory	193	165	183
% of Total Sessions Converted	1.66%	1.18%	0.75%
% of Total Sessions Converted from Inventory	1.15%	0.74%	0.43%
% of Total Users Converted	2.58%	1.82%	1.03%
% of Total Users Converted from Inventory	1.79%	1.14%	0.59%
% of Total Pageviews Converted	0.25%	0.19%	0.17%
% of Total Pageviews Converted from Inventory	0.17%	0.12%	0.10%
% of Total Thank You Pageviews from Inventory	69.18%	62.50%	57.91%

Ron Hibbard Toyota (RonHibbardToyota.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	26093	28666	33156
Total Users	16043	17353	20818
Total Pageviews	135699	159763	156282
Total Thank You Pageviews	641	313	528
Thank You Pageviews from Inventory	285	125	140
% of Total Sessions Converted	2.46%	1.09%	1.59%
% of Total Sessions Converted from Inventory	1.09%	0.44%	0.42%
% of Total Users Converted	4.00%	1.80%	2.54%
% of Total Users Converted from Inventory	1.78%	0.72%	0.67%
% of Total Pageviews Converted	0.47%	0.20%	0.34%
% of Total Pageviews Converted from Inventory	0.21%	0.08%	0.09%
% of Total Thank You Pageviews from Inventory	44.46%	39.94%	26.52%

Findlay Toyota (FindlayToyota.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	120078	144596	153255
Total Users	78267	89474	93664
Total Pageviews	728879	939384	767637
Total Thank You Pageviews	1542	1108	1102
Thank You Pageviews from Inventory	1177	681	541
% of Total Sessions Converted	1.28%	0.77%	0.72%
% of Total Sessions Converted from Inventory	0.98%	0.47%	0.35%
% of Total Users Converted	1.97%	1.24%	1.18%
% of Total Users Converted from Inventory	1.50%	0.76%	0.58%
% of Total Pageviews Converted	0.21%	0.12%	0.14%
% of Total Pageviews Converted from Inventory	0.16%	0.07%	0.07%
% of Total Thank You Pageviews from Inventory	76.33%	61.46%	49.09%

West Hills Nissan (WestHillsNissan.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	19630	24464	36004
Total Users	13522	15790	24027
Total Pageviews	96467	166327	174039
Total Thank You Pageviews	181	170	262
Thank You Pageviews from Inventory	37	45	180
% of Total Sessions Converted	0.92%	0.69%	0.73%
% of Total Sessions Converted from Inventory	0.19%	0.18%	0.50%
% of Total Users Converted	1.34%	1.08%	1.09%
% of Total Users Converted from Inventory	0.27%	0.28%	0.75%
% of Total Pageviews Converted	0.19%	0.10%	0.15%
% of Total Pageviews Converted from Inventory	0.04%	0.03%	0.10%
% of Total Thank You Pageviews from Inventory	20.44%	26.47%	68.70%

Pittsburgh East Nissan (PittsburghEastNissan.com)

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	20705	26212	33781
Total Users	15309	17122	21765
Total Pageviews	114690	196091	172959
Total Thank You Pageviews	365	469	273
Thank You Pageviews from Inventory	60	103	204
% of Total Sessions Converted	1.76%	1.79%	0.81%
% of Total Sessions Converted from Inventory	0.29%	0.39%	0.60%
% of Total Users Converted	2.38%	2.74%	1.25%
% of Total Users Converted from Inventory	0.39%	0.60%	0.94%
% of Total Pageviews Converted	0.32%	0.24%	0.16%
% of Total Pageviews Converted from Inventory	0.05%	0.05%	0.12%
% of Total Thank You Pageviews from Inventory	16.44%	21.96%	74.73%

Cumulative of Sample

	1/1/2013-5/31/2013	1/1/2014-5/31/2014	1/1/2015-5/31/2015
Total Sessions	499805	724357	666961
Total Users	338000	519134	517675
Total Pageviews	3038575	4004744	3688420
Total Thank You Pageviews	7229	6082	6295
Thank You Pageviews from Inventory	4964	3883	4041
% of Total Sessions Converted	1.45%	0.84%	0.94%
% of Total Sessions Converted from Inventory	0.99%	0.54%	0.61%
% of Total Users Converted	2.14%	1.17%	1.22%
% of Total Users Converted from Inventory	1.47%	0.75%	0.78%
% of Total Pageviews Converted	0.24%	0.15%	0.17%
% of Total Pageviews Converted from Inventory	0.16%	0.10%	0.11%
% of Total Thank You Pageviews from Inventory	68.67%	63.84%	64.19%

Appendix D: MouseStats Heatmaps

Kelly Automotive Group (KellyCar.com)

MouseStats Click Map
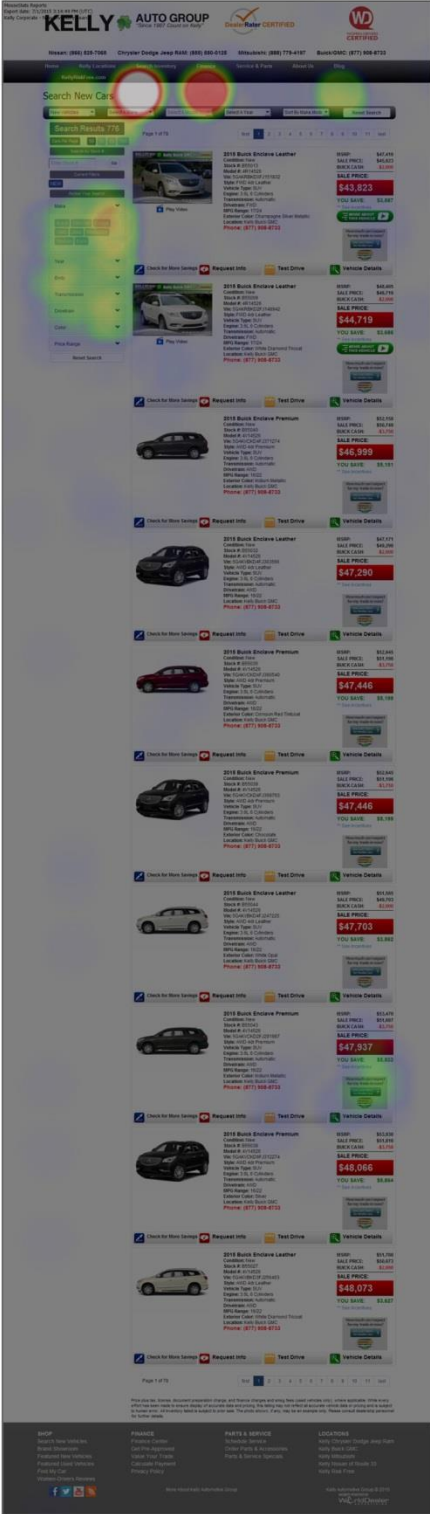
MouseStats Mouse Move Map
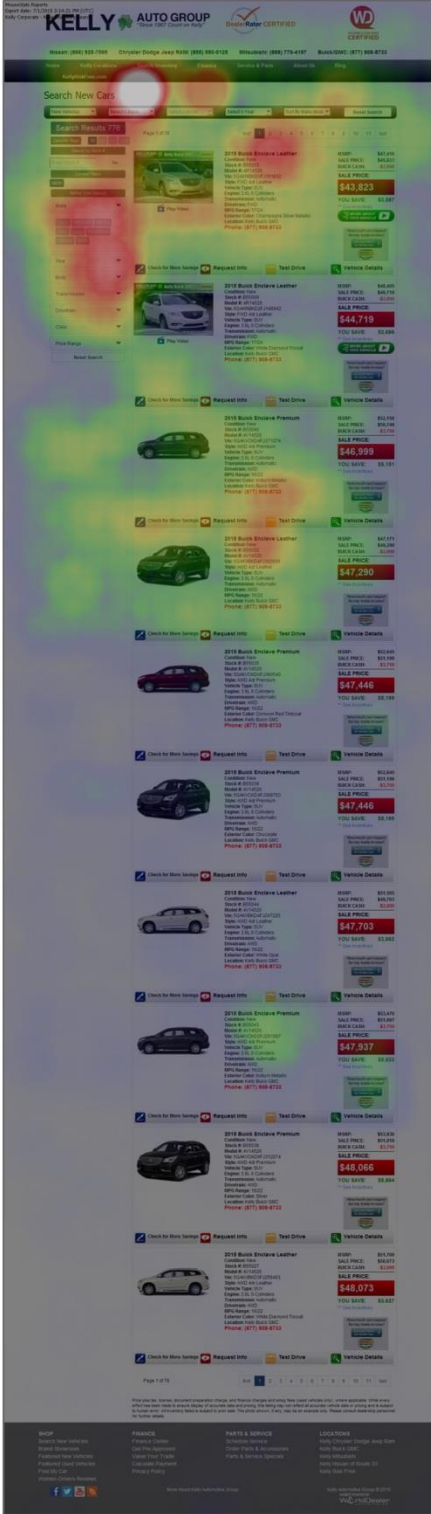
MouseStats Scroll & Attention Map

Findlay Toyota (FindlayToyota.com)

MouseStats Click Map
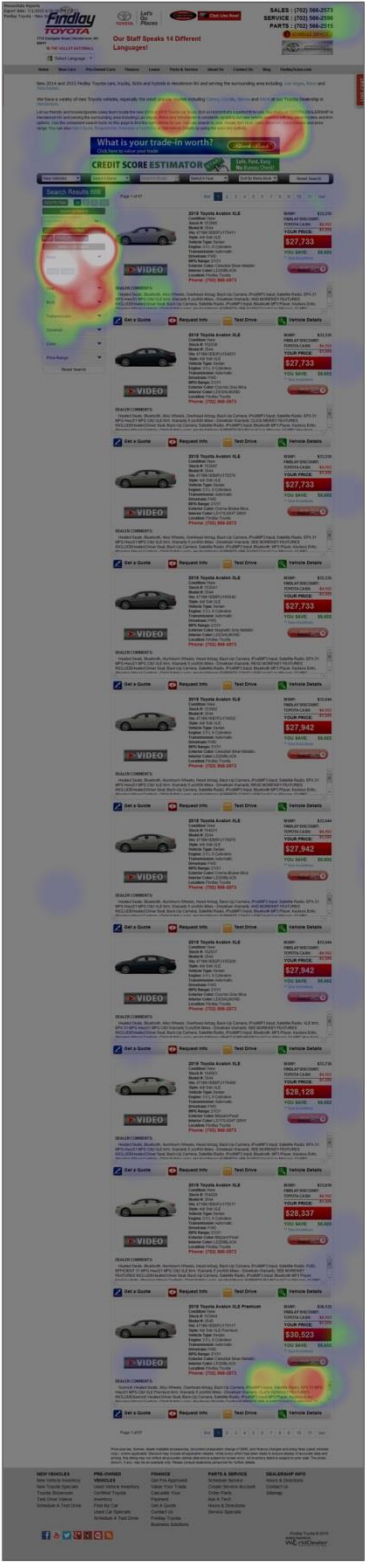
MouseStats Mouse Move Map
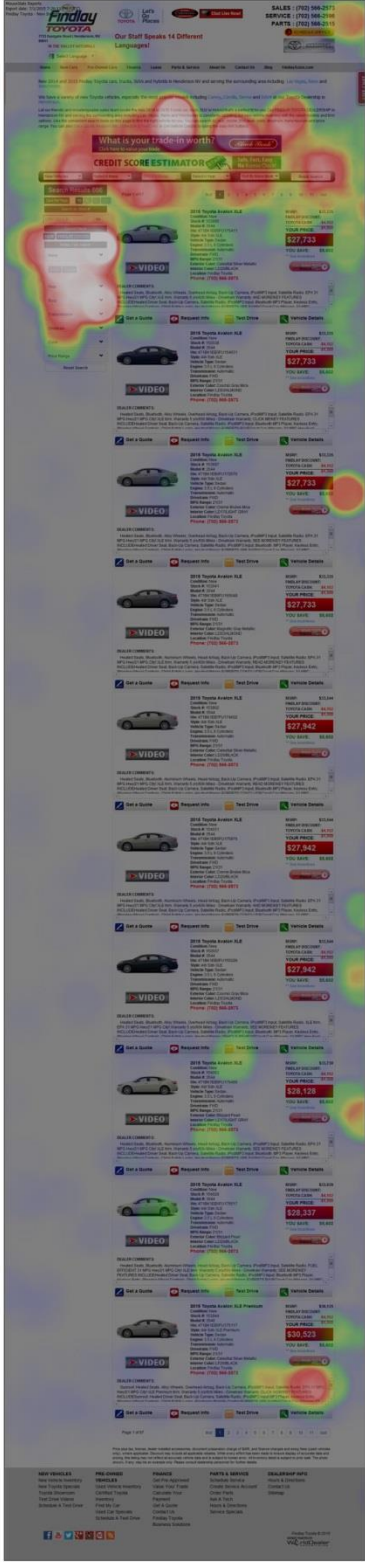
MouseStats Scroll & Attention Map
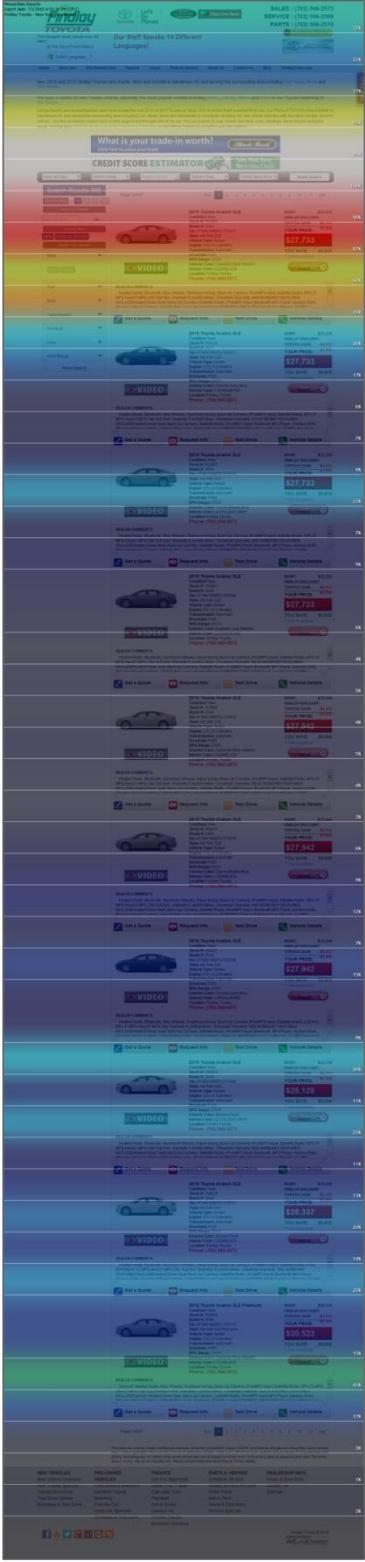
Ron Hibbard Toyota (RonHibbardToyota.com)

MouseStats Click Map
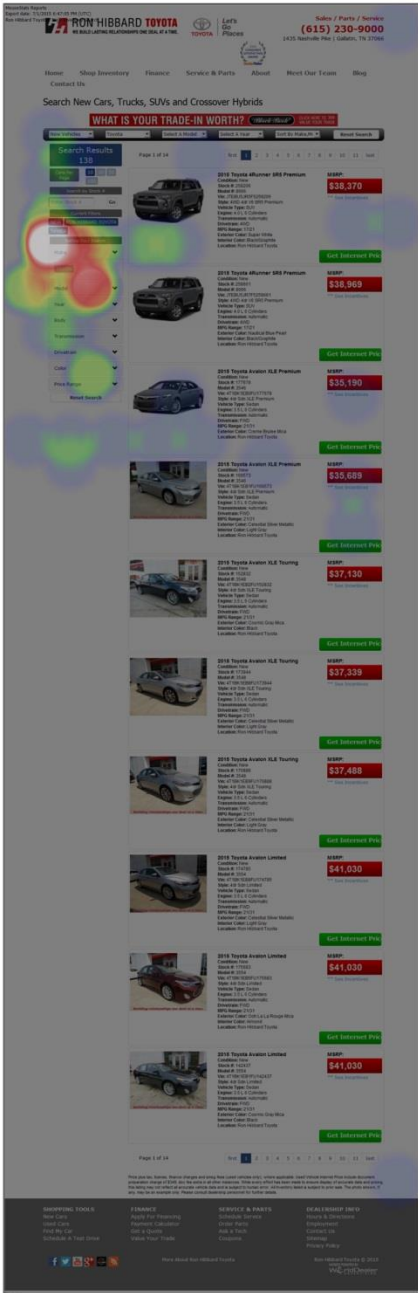
MouseStats Mouse Move Map
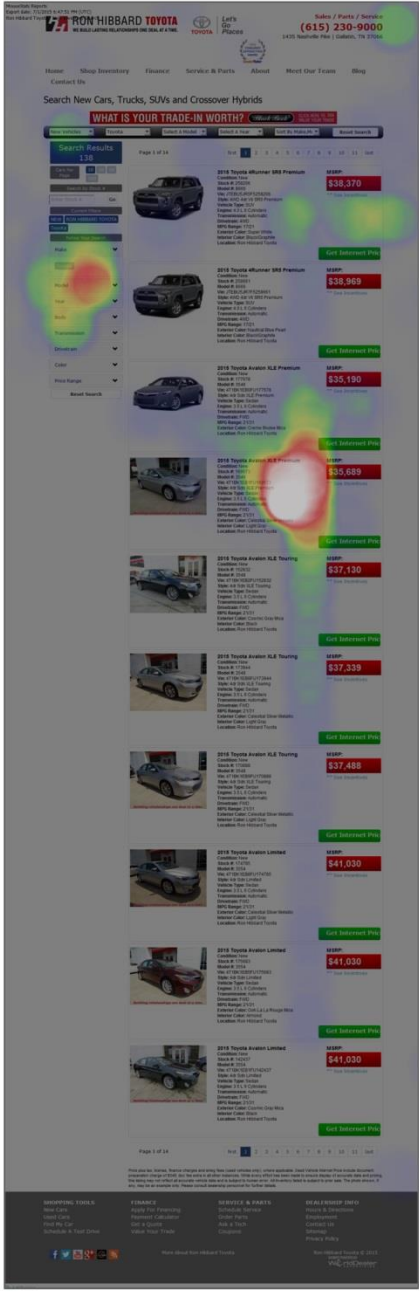
MouseStats Scroll & Attention Map
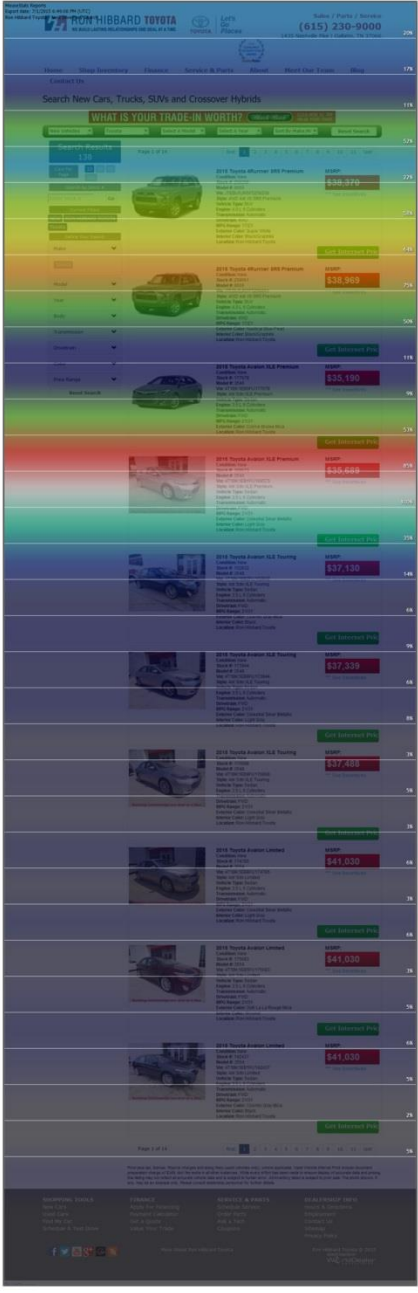
Appendix E: Proposed Search Results Pages (SRPs)

New Vehicle SRP

SRP for Mobile Users

Proposed new vehicle search results page features a comprehensive, easy to use left search function, prominence of price and larger inventory photo and streamlined vehicle features. It also allows for dealer comments in a collapsible container.

For mobile users, the information is trimmed down even more to focus on the vehicle, pricing and entrance to the VDP.

Used Vehicle SRP

Proposed used vehicle search results page follows in the same design as the new vehicle SRP. The right space under the vehicle location can be used for special promotions and third party utilities.

Appendix F: Proposed Vehicle Details Pages (VDPs)

New Vehicle Details Page

Proposed new vehicle details page escapes the tradition of the left aligned photo to put more focus on the vehicle price and conversion form. It would be designed in a flexible manner so that if a dealer requests, the photos/video can be swapped with the conversion element.

Used Vehicle Details Page

Used VDP For Mobile Users

Proposed used vehicle details page is in similar format to the new vehicle page.

For the mobile user, the location is placed adjacent to the price and includes click to call and click to navigate functions, which can enhance mobile conversion.