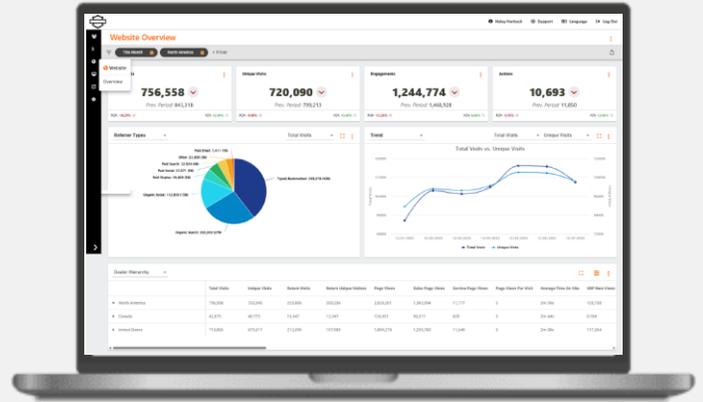




Website Traffic Analysis

Harley-Davidson Dealer Digital Analytics Dashboard (DDAD) provides comprehensive visibility into session trends, enabling you to monitor month-over-month performance and identify concerning patterns before they impact lead generation and sales opportunities.

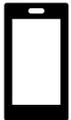


Step 1 – Assess Traffic Quality

Use the Traffic Source Breakdown to identify channels driving low Action Rates. Stronger channels like Paid Search and Organic generally convert better than Display or Social, so low performance in specific sources likely points to targeting adjustments.

Step 2 – Evaluate Action Distribution

Ensure key mobile CTAs are easy to find and functioning properly. CTAs should be prominent on mobile, especially on inventory detail and contact pages, since most users prefer calling.

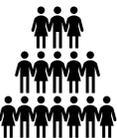


Step 3 – Review User Experience

Review whether pop-ups or interstitials disrupt the experience and use bounce rate data to pinpoint landing pages that need optimization. Use tools like Google PageSpeed Insights to assess page load performance, as slow pages drive higher bounce rates and lower engagement.

Step 4 – Cross Check Engagement

Review tool engagement metrics to identify whether low utilization contributes to subpar Action Rate. Lower engagement in financing calculators, trade-in estimators, or payment tools directly affects overall conversion performance.



Key Takeaway:

Unlike simple traffic or lead metrics, **Action Rate** reflects the sophisticated interplay between who visits your website, what they experience during their session, and how effectively your conversion pathways facilitate their progression toward purchase consideration. Understanding this complexity enables targeted interventions that address root causes rather than symptoms.

LEARN MORE & ENROLL TODAY AT [Harley-davidsondigital.com](https://www.harley-davidson.com/dealer-digital-analytics)

Questions? Contact your Virtual Marketing Consultant at 1-833-886-7221 or by email at info@harley-davidsondigital.com.