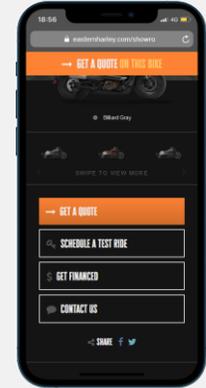


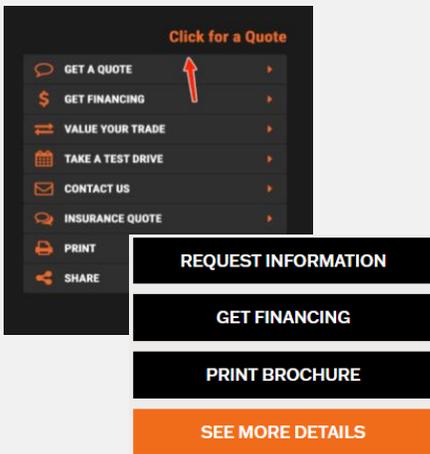


Website Optimization

- **Why is it important?** The process of optimizing your website ensures customers can easily navigate your website, find what they need, and complete actions, ultimately driving customer conversions.
- **What's the first step?** Test your website on mobile to ensure fonts and CTAs are legible, as 70% of customers visit dealer websites via mobile devices.



Tips for Generating Website Leads



Position Your Buttons Closer to the Object of Desire

- Determine the “object of desire”
- Position CTAs alongside key selling points

Make Your Buttons Look Like They Should Be Clicked

- Color, shape, and contrast matter
- Provide value in exchange for the Form Submission

Certified DDP Provider	Website Packages
Dealer eProcess	\$699-\$1,499/mo
Dealer Spike	\$549-\$1,149/mo
DX1	\$429/mo
Fox Dealer	\$899-\$1,399/mo
Motive	\$599-\$2,400/mo
Room 58	\$499-\$1,799/mo
Power Go *CAN only	\$535-\$2,365/mo

Test Your Website Like a Customer Would!

- If a non-tech savvy person struggles, your customers will too
- Identify issues such as difficult-to-read CTAs or fonts that force customers to take extra steps

To optimize your certified website further, contact your certified website provider or assigned VMC to get started.

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