



## **Four Tips that Work: How to Turn Your Website Traffic into Showroom Sales**

Autobyte has cut through the online clutter. Here are four simple and cost effective ways to reach and engage with a broader audience of in-market car buyers and to drive that traffic to key areas of your website for optimal conversion.

### **1) Be where in-market automotive traffic is.**

As consumers start the purchase process, they use traditional search to consider multiple makes and models and as they continue along the Internet path to purchase, they narrow their choices by going to research sites. At the critical stage of finalizing their purchase sits vertical search, where active consumers on a publisher site like Autobyte find the specific inventory they're looking for before visiting a showroom. This is where dealers need to be.

### **2) Develop targeted content to drive conversions.**

Just as having a vertical search presence is important, it is equally important to have targeted content to drive engagement. The best offers target the exact make and model of interest, and the consumer's geographic location for maximum conversion. Website traffic technology, like that offered by Autobyte, drives this low-cost, in-market traffic straight to a dealer's website.

### **3) Link to the right pages of your site.**

The entire vertical search process culminates with the dealer website visit. That makes the pages to which dealers drive traffic a critical consideration. Contrary to popular belief, Howe advises against linking too deeply on your site. "We know that people often do not buy the vehicle they originally intended, so we suggest linking to pages that offer people a wider scope of inventory," she said.

### **4) Offer helpful website tools to drive conversions.**

Reaching and engaging with increased volumes of in-market traffic is important, but don't neglect the experience once consumers get to your site. Conversions depend on the tools dealers provide to get car buyers to stop researching and visit the dealership. Offer a texting solution that assists with compliance and engages the consumer. Provide virtual showroom technology that enables dealers to co-browse key areas of the website with customers. Offer shop by payment tools. And be sure to implement instant retargeting technology. Bear in mind that it's important to immediately engage with a consumer and make it easy to transact or get information.

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