

Important features

Our custom website system comes with all the features you expect, plus:

- Responsive site architecture
- Best-in-class mobile experience
- All-in-one web contact form
- Rich content navigation
- Customizable search
- Structured data for rich snippets
- User profile "be-back" system
- Flexible page editing
- Content scheduling
- Robust lead management

281-866-9180

@drivingforceauto.com

DRIVING **FORCE**
SELL MORE.

CUSTOMSHOP
0 1 2 3 4 5 6 7 8 9 10 11 12
DEALER WEBSITES

Our Custom Shop is at your service.

Good UX: Responsive design



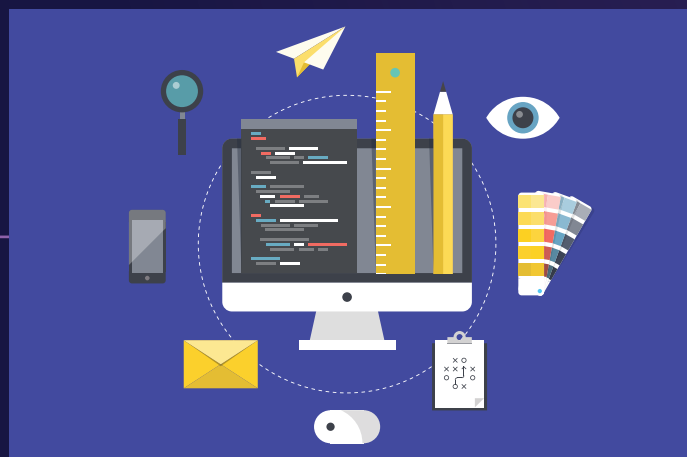
Our content delivery is user-focused and optimized for speed, design and functionality on any device.

Our flexible platform allows users to view your site anywhere, while allowing you to optimize user experiences separately for desktop, tablet and mobile.

Under the hood: unparalleled SEO



Boutique development and support



A rich, cross-device experience



Dynamic rich snippets bring your site to life on search engines, before users ever see your home page.

A clean, modern design aesthetic allows users to find what they're looking for quickly and easily.

Do you have special lead-routing requirements? Shared inventories? Specialized departments? Specialized inventory? We've got you covered.

Our support team will handle

- Specials
- Landing pages/promotions
- Slideshows
- Pop-in forms and calls to action
- Installation of 3rd party software
- Any other day-to-day site maintenance

Lead conversion at your fingertips



Value Pricing: We charge you an affordable, flat monthly fee that covers everything you need to keep your site up-to-date and up in the search results. No hidden extra charges, no a la carte fees for services that you need on a daily, weekly or monthly basis.

Jeff Wardwell

5206 Cypress Creek Parkway
Houston, TX 77069

jeff@drivingforceauto.com

281-866-9180

www.drivingforceauto.com

Concierge support and development

We know the most important thing on your agenda is selling cars. That's why we dutifully attend to the day-to-day tasks associated with running your website: so you don't have to.

We'll keep your content fresh and your incentives up-to-date, roll out promotions, keep your pricing rules valid and your staff information current. We will interact with third party providers on your behalf, and work with them to integrate their products into your website. You're in good hands.

A new standard for SEO

Structured data

We've rebuilt our website SEO from the ground up to take advantage of microdata, a kind of structured data format that we wrap around every possible element in every page on your website. Search engines then use this data to create "rich snippets" in their search results, like the one below:



No other company provides this level of optimization.

Sold customer reports

Our sold customer reports increase the total number of relevant pages indexed by search engines, which in turn boosts your store's placement in search results. A single dealer site can have thousands of relevant indexed pages, providing organic search results for the vehicles you sell and the markets you serve.

Blog

Our CMS includes native blog support. Why host your blog on a separate URL with its own SEO rules? Keep your blog where it belongs--on your domain. Create multiple blogs for every department, marketing effort or interest. Each blog post links to a unique page with HTML5 compliant titles, URLs, meta information and content.

True customizability

We design your site to fit you: no stale templates, cookie cutter designs, or graphics that looked stylish ten years ago.

Vehicle pricing breakouts: some states require dealers to show all discounts and rebates associated with a vehicle's price. Our system is set up to display this information clearly.

Expandability: create unlimited special pages to showcase promotions, introduce new models, chronicle your dealer's community service, or engage directly with the folks in your community. We'll coordinate these special activities for you.

We also include integrated dynamic tracking phone numbers for unlimited marketing purposes.

@drivingforceauto.com