

Understanding Website Experience



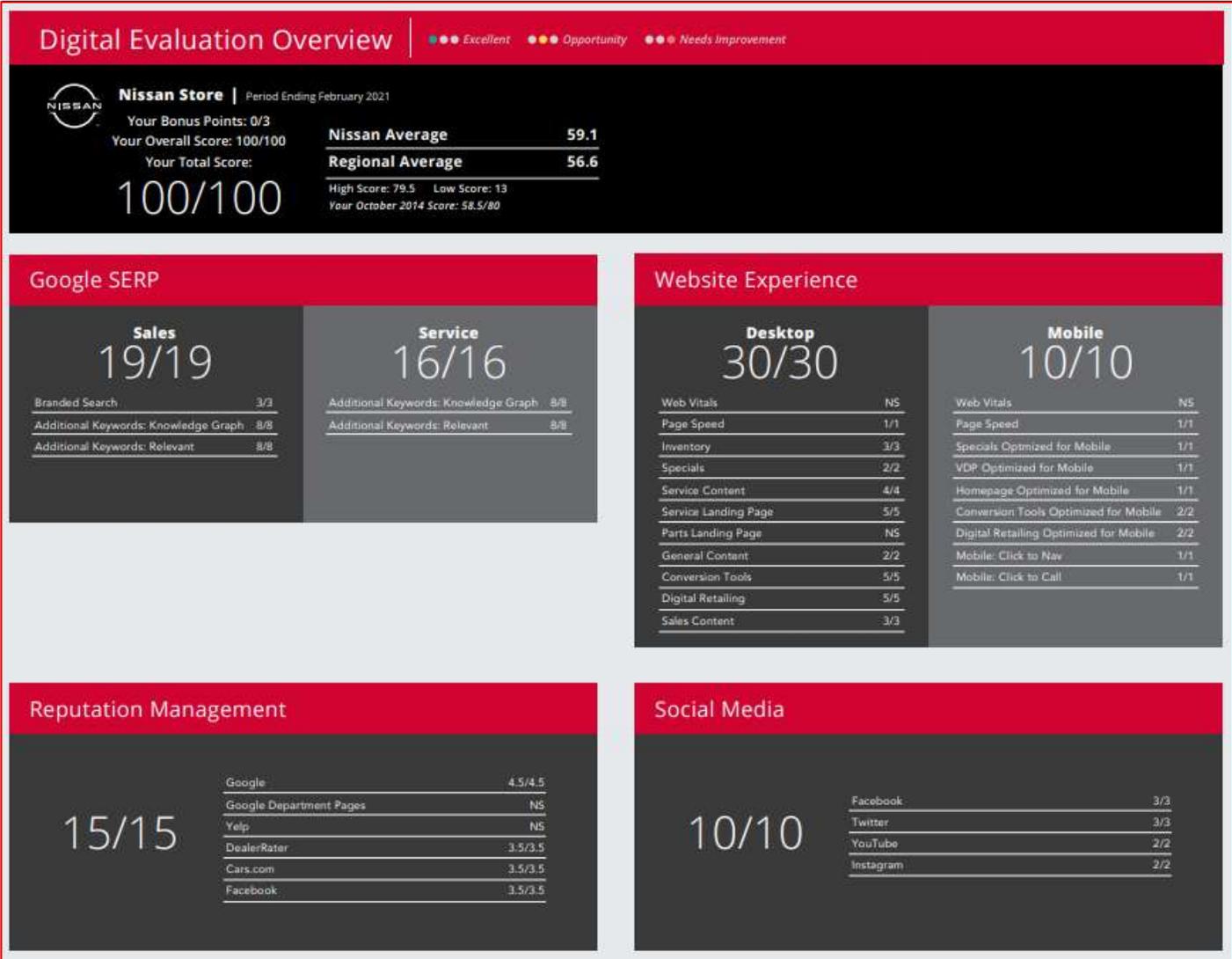
Dealer Digital Evaluations DDE™

The Dealer Digital Evaluation presents a snapshot of the “virtual dealership” -- what a consumer encounters when conducting online research. It evaluates approximately 180 online data points along the consumer research arc.

The criteria being evaluated contributes to cultivating a positive online presence as well as an increase in website traffic and conversions. Focus is placed on areas that the dealer can control to enhance and improve the customer experience on the website.



DDE Quadrants



Website Experience

Drives Conversion

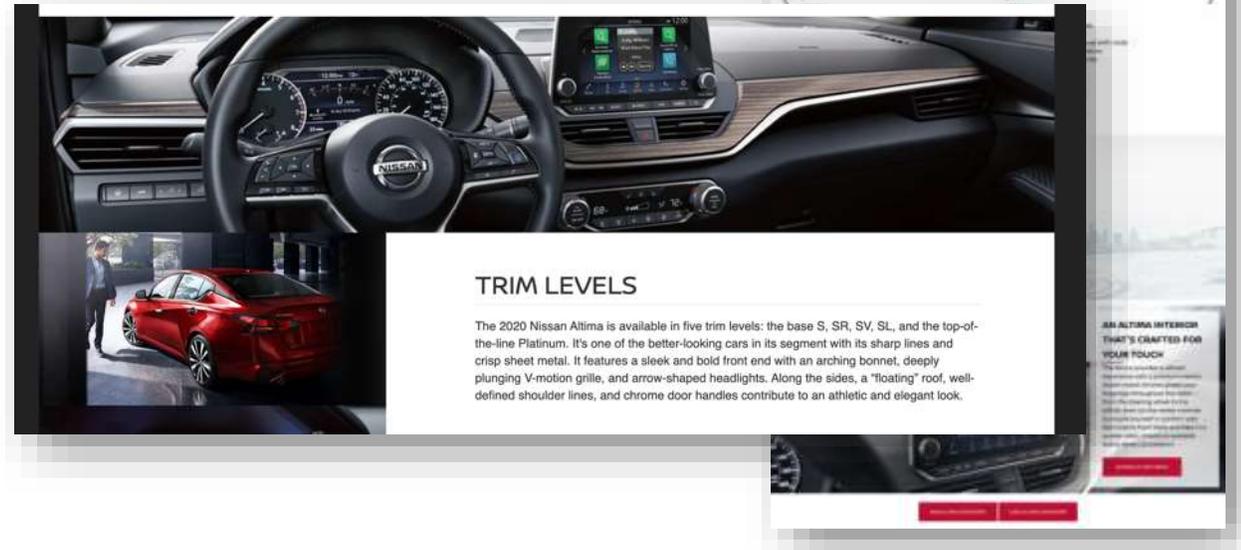
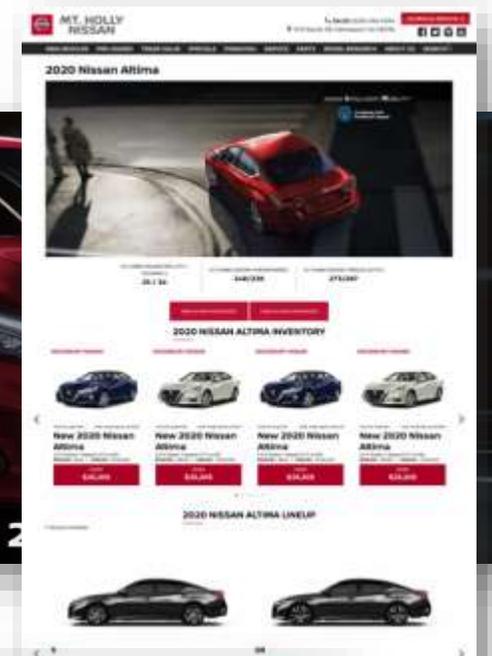
Analyzes the effectiveness of a Dealer Website and how well it is optimized for SEO, New & Certified Inventory, Current Specials, Mobile, and other elements that improve conversion.

Website Best Practices



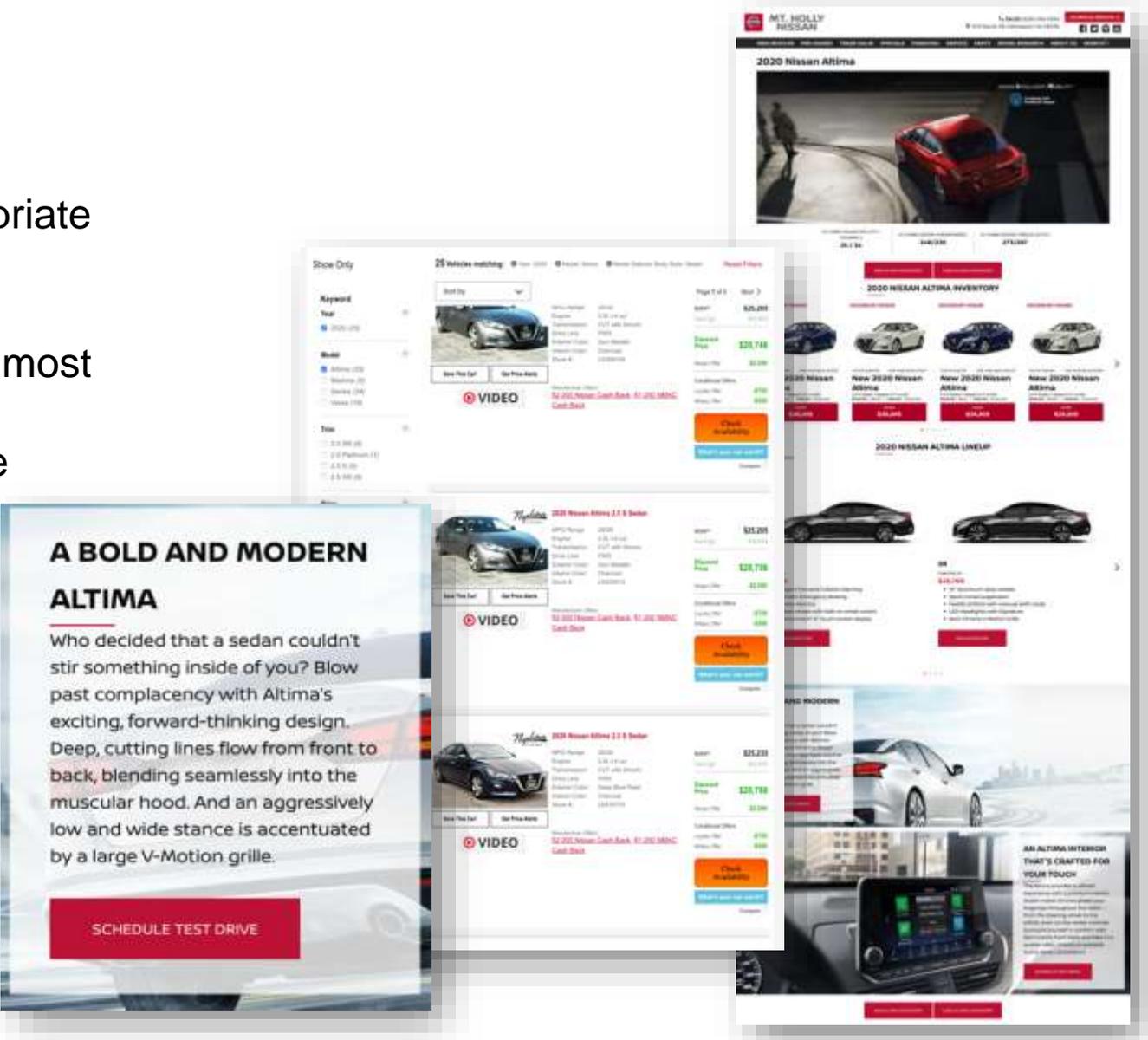
Sales Best Practices

- **Vehicle Photos:** Photos engage the customer visually. They help the customer picture themselves in the vehicle they are interested in.
- **Specifications:** Be the local expert on the product. Customers can find this information on the Nissan USA site or third-parties, but why not keep the customer close to the point of conversion?
- **Pricing:** Customers want to know if they are in the realm of consideration for a vehicle



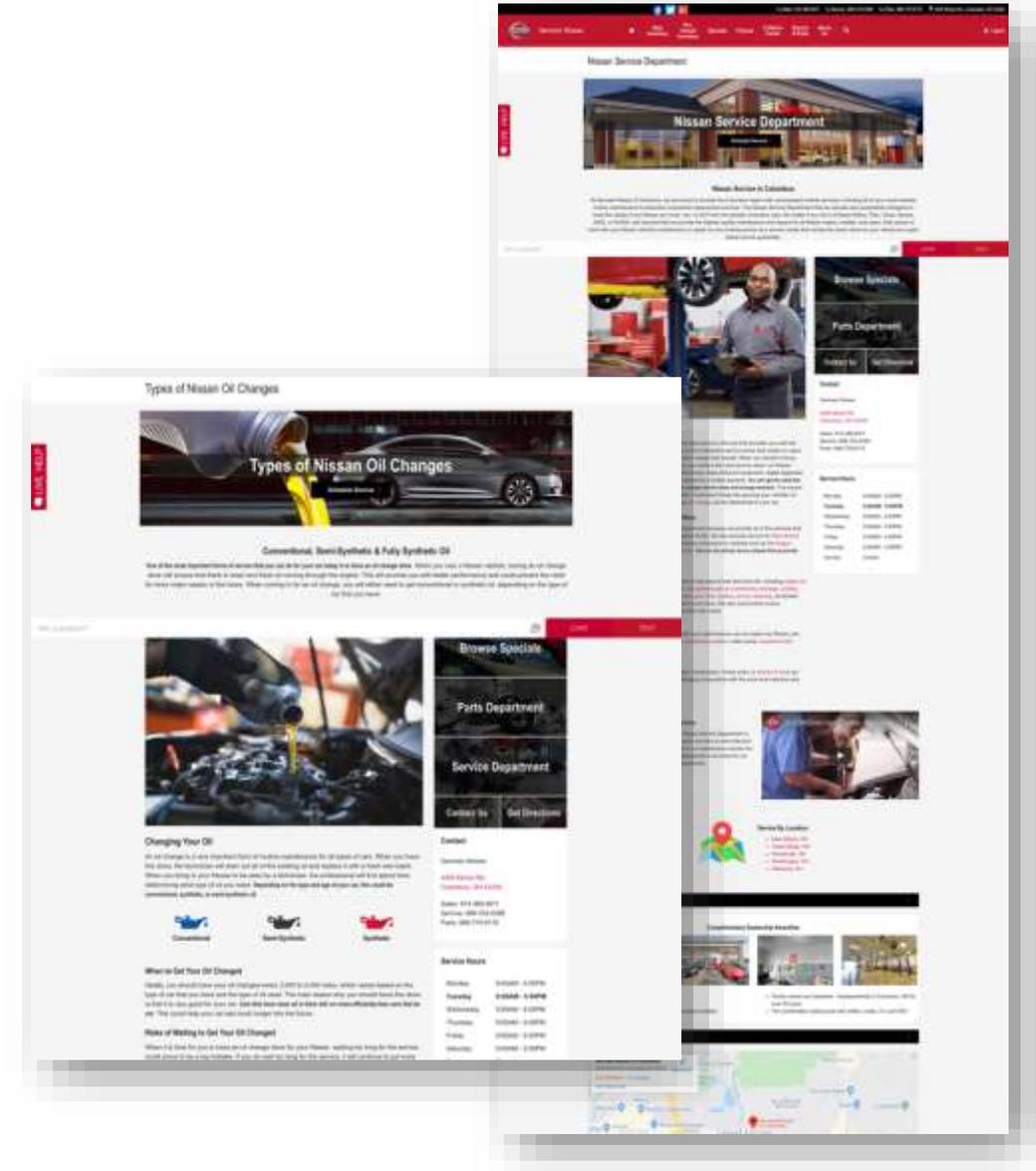
Sales Best Practices

- **Opportunity to Engage:** Pair content with appropriate CTAs so customers take action.
- **Shorten the Path:** Customers are looking for the most friction-free pathway to the information they are seeking. Reduce clicks on the website and ensure relevant information once they arrive.



Service Best Practices

- **Key Defection Areas:** Customers will commonly take their vehicle to be serviced away from the dealership for things like **oil changes, tires, brakes, batteries, and windshield wipers**. This disrupts the connection with the dealership and reduces the opportunity for dealers to identify other possible service or repair needs.
 - Create content educating customers on the importance of performing these services at the dealership
 - Overcome the price objection by including relevant specials near the content
 - Create immediate engagement by placing service schedulers near to or in-line with the content.



Service Best Practices

- **Photos:** Much like on the sales side of the business, customers like a visual to set expectations. Photos of your service drive paints a picture of what their experience will be like.
- **Availability:** Given the current climate, it's more important than ever to show customers how you're there for them. **Hours, contact information, and amenities** should be prominent and easy to find on a dealer's site. A solid landing page provides a hub for service content on the dealer site.

WHY CHOOSE NISSAN ATLANTA?

When it comes to servicing your vehicle, you have choices, but Nissan is your best choice and here's why. Our inspiration to go above-and-beyond

SCHEDULE SERVICE

SERVICE AND PARTS SPECIALS

SERVICE HOURS

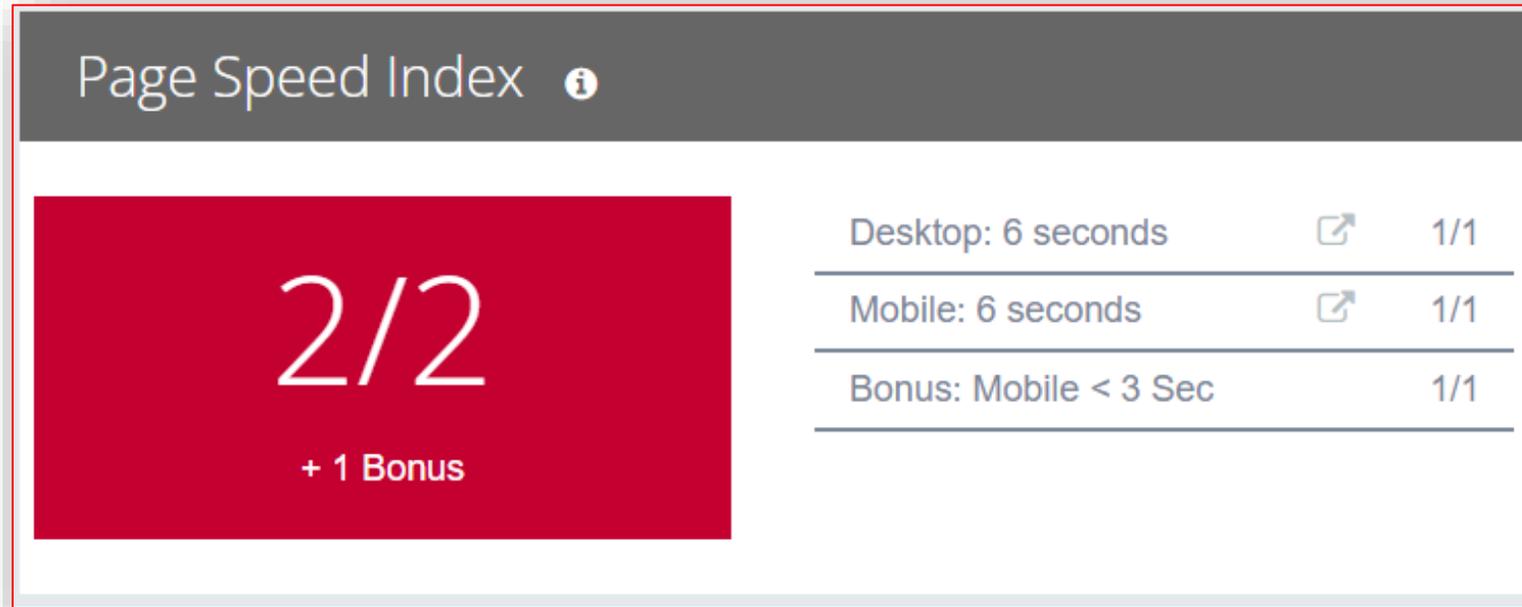
Monday	7:30AM - 6:00PM
Tuesday	7:30AM - 6:00PM
Wednesday	7:30AM - 6:00PM
Thursday	7:30AM - 6:00PM
Friday	7:30AM - 6:00PM
Saturday	8:00AM - 1:00PM
Sunday	Closed

Call our Service Department at (910) 590-2005 to schedule your service appointment today!

Website Experience Criteria



Website Experience | Page Speed Index



Page speed is becoming increasingly important for a consumer's experience. How quickly your pages load on mobile and desktop helps determine the likelihood a consumer will bounce or click-away from the website. **Google studies have reported that 53% of consumers will abandon a mobile page if it took longer than 3-seconds to load and that a 2 second delay in load time resulted in abandonment rates of 87%.**

- We measure the Page Speed Index of your homepage using WebPageTest.org, which is a tool maintained by Google that provides several measurements of page speed and user experience on a webpage. In this report, we're evaluating the Speed Index metric, which looks at the combined time it takes for all elements of the page to load.
- In order to receive points your **website** needs to load within 6-seconds on **Mobile** and **Desktop**.
- **Bonus:** If a dealership achieves a **Mobile Page Speed of 3 seconds or less**, they will receive 1 bonus point in the Website Experience section.

Website Experience | Page Speed

Performance Summary

Here's how this site performed in this test. **Please note:** Supported metrics will vary based on the browser being tested. Also, the way a site performs in some countries will perform in others, so we encourage testing in a variety of browsers.

Re-run the test | Export Files

For Page Speed, we're looking at the Speed Index metric, located here in your WebPageTest report. Links to test results can be found in the Website Experience section of the Digital 360 Dashboard or the Next Steps page.

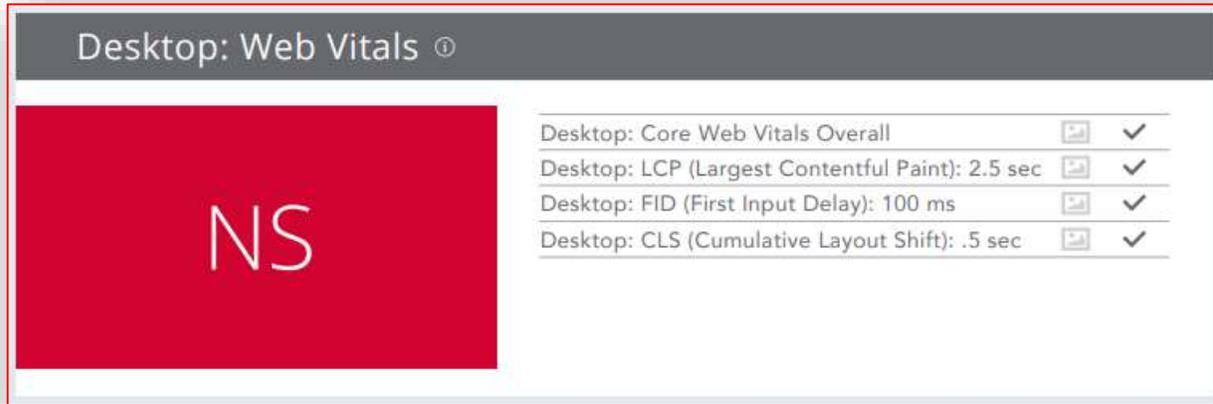
Observed Metrics (Based on Median Run by SpeedIndex)

FIRST VIEW (RUN 1)

First Byte	Start Render	FCP	Speed Index	LCP	CLS	TBT	Total Bytes
.918s	1.074s	1.128s	2.411s	3.184s	.187	≥.438s	616 KB

Speed Index measures how quickly content is visually displayed during page load. To learn more about the Speed Index metric, and ways to improve it, you can visit <https://web.dev/speed-index>.

Website Experience | Web Vitals



Web Vitals is a new initiative that Google is providing as a way for businesses to tailor their websites for optimal user experience, based on a few key metrics. Our team will be evaluating these metrics through Google’s Lighthouse tool, measuring your dealership against Google’s recommended standard. Meeting the average threshold for these metrics will lead to an improved SEO ranking and a better user experience for customers visiting your dealership website. These categories will incorporate “all-or-nothing” scoring, where the dealership must achieve the recommended threshold on all 3 metrics to receive points for either “Desktop: Core Web Vitals Overall” or “Mobile: Core Web Vitals Overall”. These measurements can be used in combination with the Speed Index captured in the Page Speed section to better understand the performance of your dealership website. The 3 metrics we will be evaluating on both your **Desktop** and **Mobile** site are –

- **Largest Contentful Paint (FCP)** – Measures “perceived load speed”. Marks the point in the page load timeline when the page’s main content has likely loaded. Google recommends that this time should be 2.5 seconds or less.
- **First Input Delay (FID)** – Measures page responsiveness on a website. Looks at the amount of time a page takes to load after a customer has clicked a CTA and attempts to reduce unresponsive pages on a site. Google recommends that a page should have a FID of 100 milliseconds or less.
- **Cumulative Layout Shift (CLS)** – Measures how much a page shifts after it is perceived to have fully loaded or the visual stability of a page. Works to prevent those instances where a customer tries to click on a link and it suddenly moves, causing them to click something else. Google recommends that a page has a CLS of .1 or less to provide a good experience to consumers.

Website Experience | Web Vitals



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics: [See calculator](#).

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view

● First Contentful Paint
0.6 s

■ Speed Index
1.8 s

■ Largest Contentful Paint
1.9 s

■ Time to Interactive
4.5 s

▲ Total Blocking Time
880 ms

● Cumulative Layout Shift
0.018

View Treemap

Links to Lighthouse test results can be found in the Website Experience quadrant of the Digital 360 Dashboard or on the Next Steps page of the evaluation.

Note: the Overall Performance score shown in your Google Lighthouse results compares your site to all websites tested by Google and is not specific to the automotive industry. The benchmarks used in the Web Vitals category of the Dealer Digital Evaluation have been established using only automotive industry averages.

Website Experience | Sales Content

Sales Content ⓘ	
3/3	Nissan Sentra  .5/.5
	Nissan Altima  .5/.5
	Nissan Titan  .5/.5
	Nissan Rogue  .5/.5
	Nissan Pathfinder  .5/.5
	Nissan Kicks  .5/.5
	Nissan Leaf  ✓

- 35% of new car buyers finished their online research by visiting a dealership website.*
- Customers visit an average of 2 dealerships before deciding on a purchase, a large decrease from previous years. A large reason for this is that 62% of purchasers would rather research vehicles online than speak with a salesperson.*

*"Cox Automotive Car Buyer Journey Study: Pandemic Edition". Cox Automotive. <https://www.coxautoinc.com/wp-content/uploads/2021/02/Cox-Automotive-Car-Buyer-Journey-Study-Pandemic-Edition-Summary.pdf>

On your dealership website, our team looks for Model Specific Landing Pages for the **Sentra, Altima, Titan, Rogue, Pathfinder, Kicks, and Leaf.**

- Each model needs a **dedicated page** for each individual model reflecting the most recent release of that model. If the dealer does not have any current model year inventory in stock, they are permitted to display a model landing page for the previous model year.
- Each landing page needs **basic model information, photos, trim levels** and **pricing** in order to receive points.
 - Basic model information should be engine performance metrics (MPG, Horsepower, 0-60 speed, etc.)
 - Note that inventory listings on the MSLP are not evaluated for this information. Items must be included separate from inventory.

Website Experience | Sales Content



\$19,510*

Starting MSRP

VIEW INVENTORY

2022 NISSAN SENTRA

OVERVIEW

GALLERY

COU

TRIMS

S



\$19,510

Starting MSRP

29/39

Est. MPG

SV



\$20,570

Starting MSRP

29/39

Est. MPG

SR



\$22,100

Starting MSRP



2.5 S

STARTING AT: \$24,650

- Wheels: 16" x 7" Steel with Wheel Covers
- Front Bucket Seats-inc. 6-way manual driver's seat and 4-way manual front passenger's seat

- Radio: AM/FM Audio System-inc. 6 speakers, 7" color touch-screen display audio system, Bluetooth hands-free phone system, streaming audio via Bluetooth, hands-free text messaging assistant, 1 front illuminated USB port (type-C) for compatible devices, SiriusXM radio

- Engine: 2.5L DOHC 16-Valve 4-Cylinder
- Electronic Stability Control (ESC)

- Base: 3 Year/36,000 Miles
- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal

- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal



2.5 SV

STARTING AT: \$25,650

- Wheels: 17" Machined Alloy-inc. painted inserts
- Front Bucket Seats-inc. 6-way power driver's seat and 4-way manual front passenger's seat

- Radio: AM/FM Audio System-inc. 6 speakers, NissanConnect featuring Apple CarPlay, Android Auto, 8" color touch-screen display, 1 front illuminated USB port (type-C) for compatible devices, SiriusXM radio w/advanced audio features, Bluetooth hands-free phone system, streaming audio via Bluetooth, hands-free text messaging assistant, 2 rear illuminated USB ports (type-A, 1 type-C) for compatible devices, Siri Eyes Free and Google Assistant voice recognition

- Engine: 2.5L DOHC 16-Valve 4-Cylinder
- Electronic Stability Control (ESC)

- Base: 3 Year/36,000 Miles
- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal

- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal



2.5 SR

STARTING AT: \$26,650

- Wheels: 17" Machined Alloy-inc. painted inserts
- Front Sport Bucket Seats-inc. 6-way power driver's seat and 4-way manual front passenger's seat

- Radio: AM/FM Audio System-inc. 6 speakers, NissanConnect featuring Apple CarPlay, Android Auto, 8" color touch-screen display, 1 front illuminated USB port (type-C) for compatible devices, SiriusXM radio w/advanced audio features, Bluetooth hands-free phone system, streaming audio via Bluetooth, hands-free text messaging assistant, 2 rear illuminated USB ports (type-A, 1 type-C) for compatible devices, Siri Eyes Free and Google Assistant voice recognition

- Engine: 2.5L DOHC 16-Valve 4-Cylinder
- Electronic Stability Control (ESC)

- Base: 3 Year/36,000 Miles
- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal

- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal



2.5 SL

STARTING AT: \$30,090

- Wheels: 17" Machined Alloy-inc. painted inserts
- Heated Front Bucket Seats-inc. 6-way power driver's seat w/2-way power lumbar and 4-way manual front passenger's seat

- Radio: AM/FM w/Bluetooth Premium Sound System-inc. 9 speakers, NissanConnect service powered by SiriusXM, Nissan door-to-door navigation, premium traffic and MapCare w/complementary trial, SiriusXM Traffic, SiriusXM Travel Link, RSS, RDS, aux-in, NissanConnect featuring Apple CarPlay, Android Auto, 8" color touch-screen display, SiriusXM satellite radio w/advanced audio features, Bluetooth hands-free phone system, streaming audio via Bluetooth, hands-free text messaging assistant, 2 rear illuminated USB ports (type-A, 1 type-C) for compatible devices, Siri Eyes Free and Google Assistant voice recognition

- Engine: 2.5L DOHC 16-Valve 4-Cylinder
- Electronic Stability Control (ESC)

- Base: 3 Year/36,000 Miles
- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal

- 27 MPG City / 37 MPG Highway
- Fuel Capacity: 16.2 gal

VIEW INVENTORY

VIEW INVENTORY

VIEW INVENTORY

VIEW INVENTORY

MSRP, Trim Levels, and MPG all included.

Website Experience | Specials



Specials ⓘ		
Sales Specials	📄	1/1
Nissan College Graduate Program	📄	✓
Nissan Military Program	📄	✓
Service Specials	📄	1/1
Oil Change	📄	✓
Tires	📄	✓
Brakes	📄	✓
Battery	📄	✓

In the Specials section, we check for Sales and Service related specials. Any instance of an expired special or a blank specials page for either criteria will result in no points being awarded.

- We check any instance of a **Sales Special or Incentive** on your dealership website.
- **Nissan College Graduate and Military Program** are non-scored items. To receive credit, you must have written content related to these programs and the disclaimer information cannot be expired. There can be a single page dedicated to each of these or information can be included on a general specials page.
- For Service Specials, these have to be clearly listed and not expired. Parts specials will also receive credit here. Complimentary specials such as a free car wash or battery check will not receive points.
- On the service specials page, the dealership must also include specific specials for **Oil Change, Tires, Brakes, and Batteries**. These can be service or parts specials.

Website Experience | Specials

Service Specials

Tire Rotation and Balance*
\$5.00 Off

Rotate and balance 4 tires. Check and adjust tire pressure. Complimentary multi-point inspection.

NTB

Request More Info >

Offer Details

Nissan Value Advantage® Brake Service*
\$25.00 Off

Includes installation of Nissan Value Advantage® Brake Pads and Rotors. Complimentary multi-point inspection.

NNVABSS

Request More Info >

Offer Details

Nissan Recommended Services*
10% Off

Preventive scheduled maintenance is an important investment to help optimize the performance, safety features and resale value of your Nissan.

NNRS

Request More Info >

Offer Details

Conventional Oil & Filter Change*
10% Off

Includes Genuine Nissan Oil Filter and up to 5 quarts of motor oil (per vehicle specification). Complimentary multi-point inspection.

NOCONGF

Request More Info >

Offer Details

Genuine Nissan Battery Replacement & Installation*
\$139.00

24-month complimentary replacement. 34-month limited warranty. Complimentary multi-point inspection.

NGNRBI

Request More Info >

Offer Details

Buy 3 Tires, Get 1 For \$1.00

Our Popular Spring Tire Sale is Back!

Request More Info >

Offer Details

Tires, Oil Change, Brakes, and Batteries specials all available.

MILITARY PROGRAM

YOU SERVE, YOU SAVE

U.S. PROGRAM OVERVIEW

From your hometown to 33 Overseas (Overseas) & Active (Active) Military, we have you covered. We'll help you get the most out of your service with a variety of special offers, including:

- 1. **10% OFF** on new vehicles
- 2. **10% OFF** on used vehicles
- 3. **10% OFF** on parts and accessories

Request More Info >

OVERSEAS PROGRAM OVERVIEW

MCS MILITARY ASSISTANCE

With Assistance in the Overseas Military Assistance (OMA) program, we'll help you get the most out of your service with a variety of special offers, including:

- 1. **10% OFF** on new vehicles
- 2. **10% OFF** on used vehicles
- 3. **10% OFF** on parts and accessories

Request More Info >

GET YOUR FAVORITE NISSAN—FOR LESS

2021 ROGUE*

MSRP \$28,999

1. 10% OFF (MSRP)

Request More Info >

2022 SENTRA*

MSRP \$18,999

1. 10% OFF (MSRP)

Request More Info >

2022 FRONTIER*

MSRP \$24,999

1. 10% OFF (MSRP)

Request More Info >

2021 TITAN*

MSRP \$34,999

1. 10% OFF (MSRP)

Request More Info >

PROMOTIONS

DEPLOYED OVERSEAS?

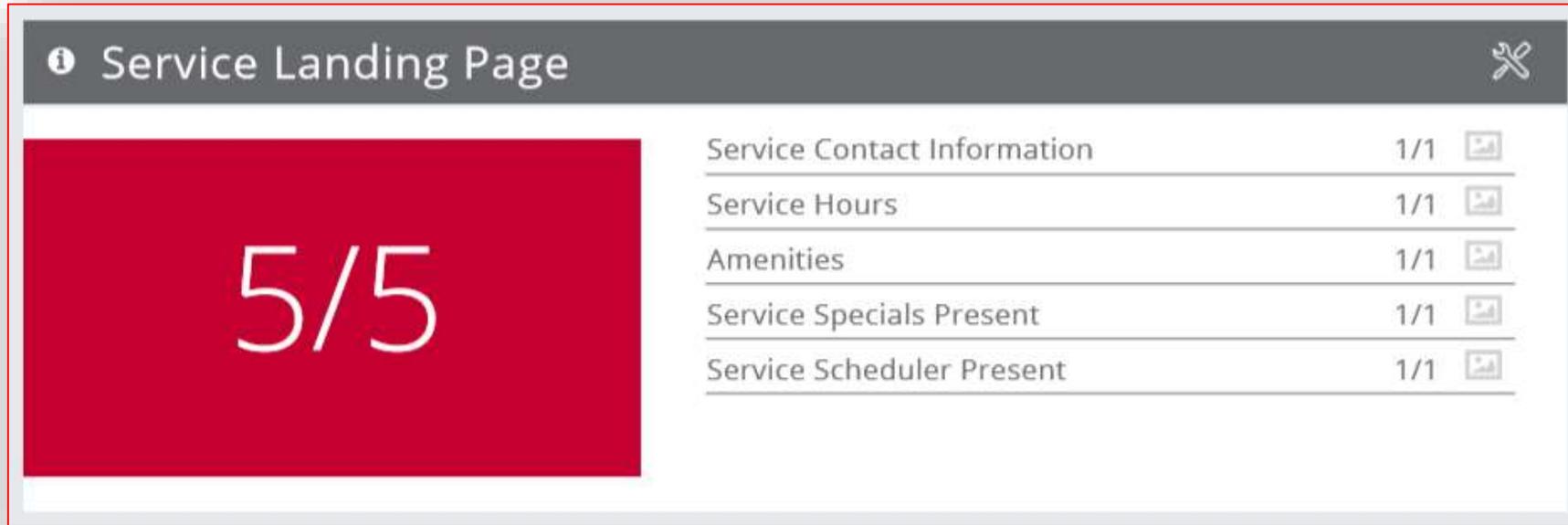
Use the Nissan Military program (NMP) to get the most out of your service with a variety of special offers, including:

- 1. **10% OFF** on new vehicles
- 2. **10% OFF** on used vehicles
- 3. **10% OFF** on parts and accessories

Request More Info >

Information on College Grad and Military Programs can be included on separate landing pages or one combined page.

Website Experience | Service Landing Page



The screenshot shows a 'Service Landing Page' with a score of 5/5. A checklist on the right side of the page lists five required elements, each with a '1/1' score and a checkmark icon:

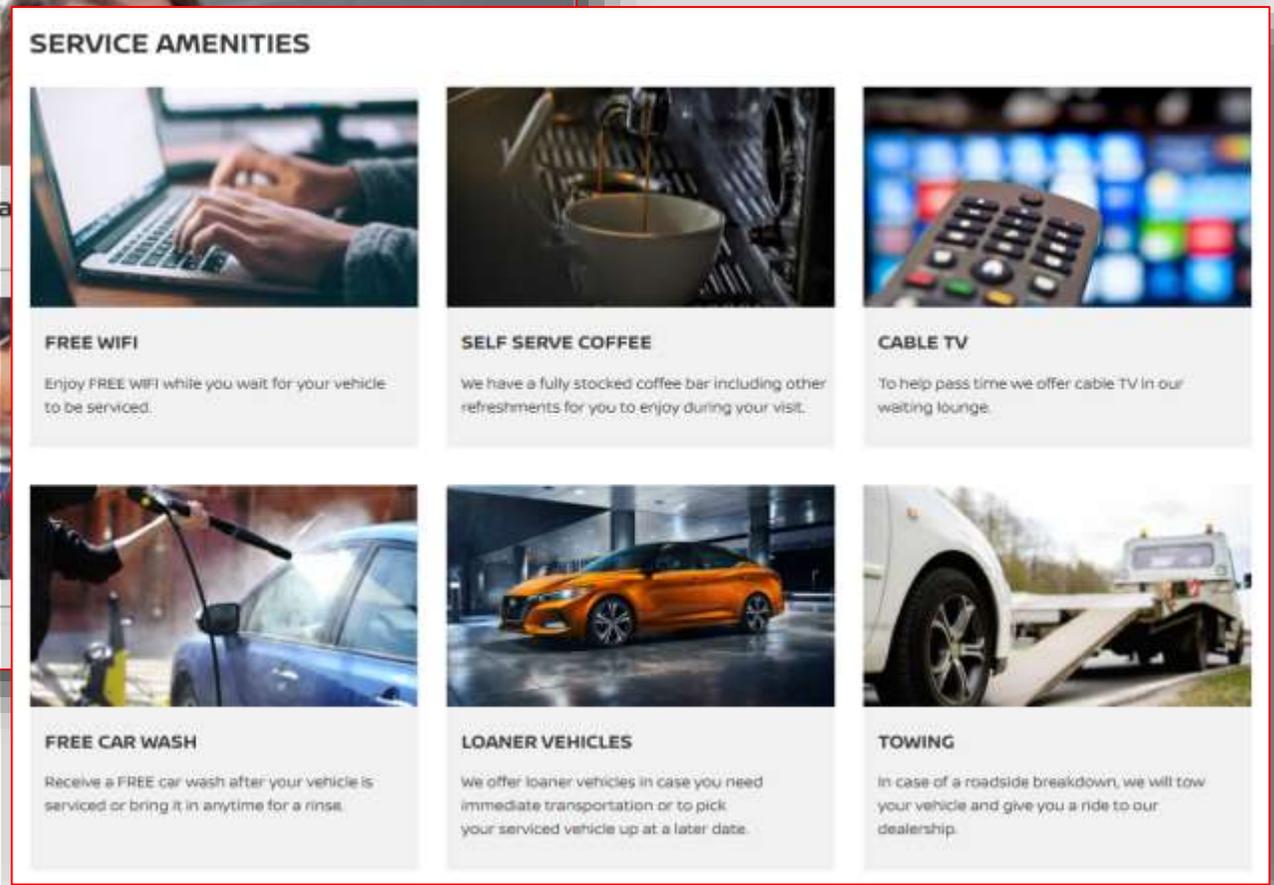
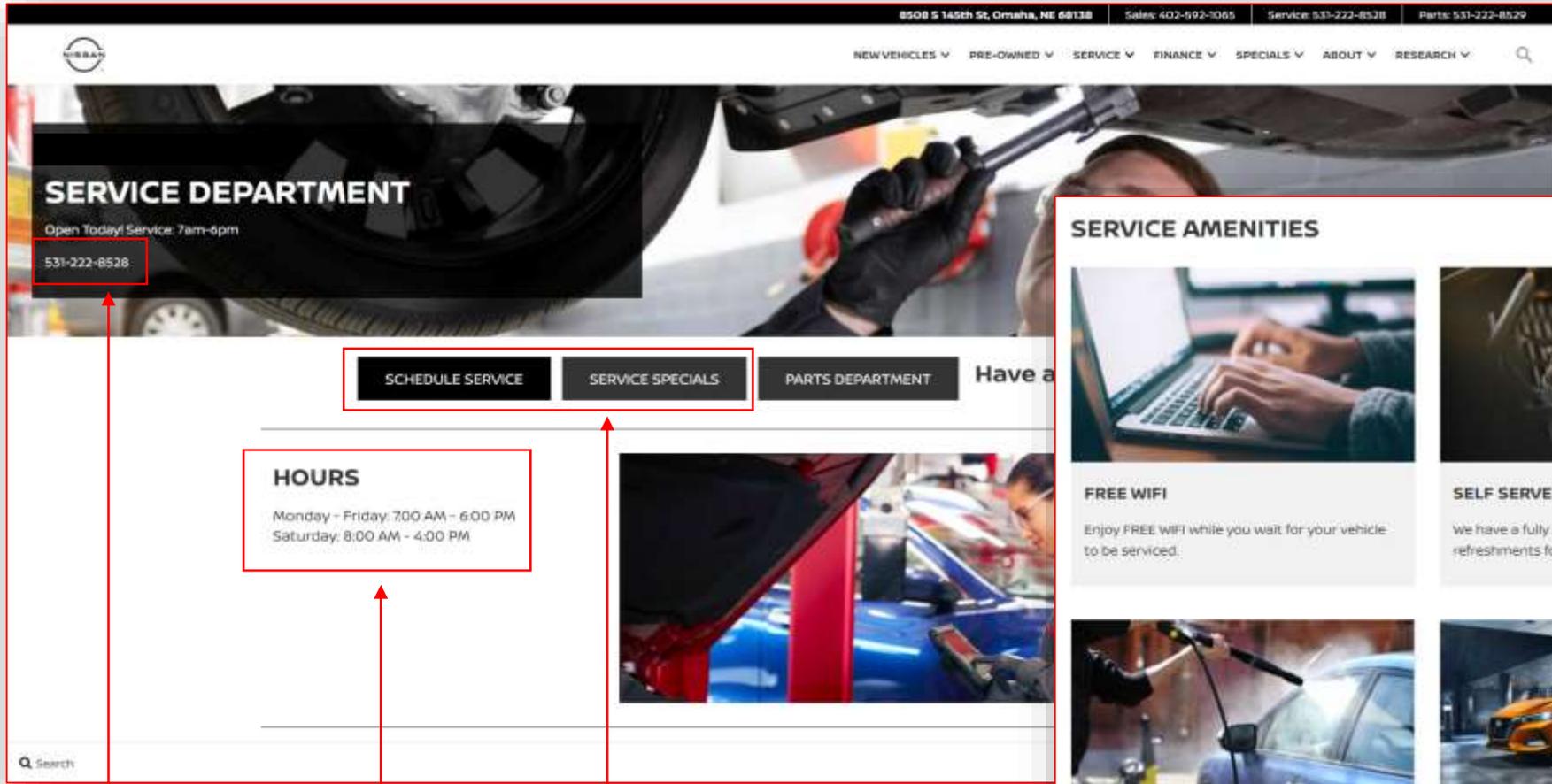
Element	Score	Status
Service Contact Information	1/1	✓
Service Hours	1/1	✓
Amenities	1/1	✓
Service Specials Present	1/1	✓
Service Scheduler Present	1/1	✓

For Service Landing Page, we are looking at your main Service Landing Page and whether the information is on the page or one-click away from the landing page. One-click from the navigation bar does not count toward scoring.

- **Service Hours** and a **Local Service Contact Number** need to be located on the Service Landing Page and be specific to the dealership. If there is no phone number in the body of the page: we will check the Header and Footer of the page to see if they have a service specific local number. If hours or contact information aren't found in the body of the service landing page, we will look in the header or footer for service specific information. Information must be labelled as "Service" to receive credit.
- **Amenities** can be found anywhere under the service navigation and must include tangible amenities, such as Wi-Fi, a Service Shuttle, and free Food and Beverages.
- A **Service Scheduler** and **Service Specials** need to be either on the page or one click away.

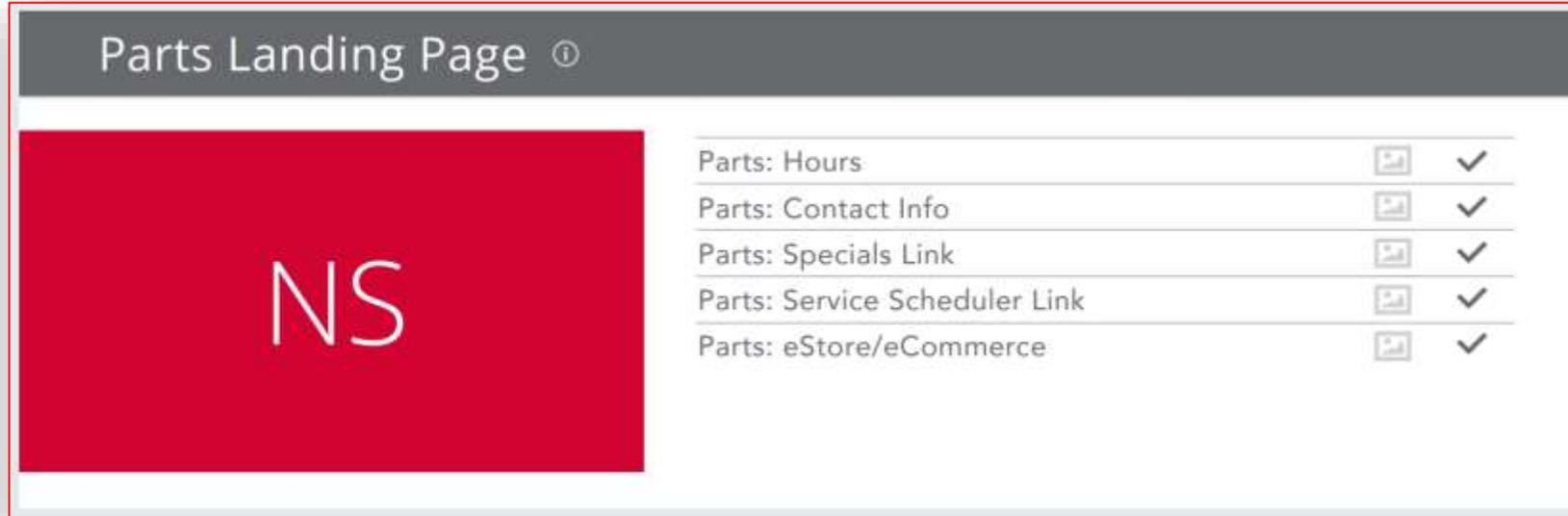
Website Experience | Service Landing Page

Section of service landing page dedicated to listing amenities.



Service contact info and hours + links to schedule service and service specials are all included.

Website Experience | Parts Landing Page



The Parts Landing Page scoring is similar to the Service Landing Page. Here, we are looking for a dedicated parts informational page on your dealership website that includes each of the scored items either on the page or one click away. Note that we do not evaluate “Order Parts” pages as a Parts landing page. You need a separate informational page to be scored here. Note also that this is a non-scored category of the evaluation.

- **Parts Hours** and a **Local Parts Contact Number** need to be located on the Parts Landing Page and be specific to the dealership. If hours or contact information aren't found in the body of the parts landing page, we will look in the header or footer for parts specific information. Information must be labelled as “Parts” or “Service/Parts” to receive credit.
- A **Service Scheduler** and **Parts Specials** need to be either embedded in the page or found one click away.
- A **Parts eStore or eCommerce site** needs to be accessible through the service/parts navigation on your dealership website. This does not have to be linked to on the parts landing page to receive points, but it is best practice to do so. This can also link off site, but it must be specific to your dealership and a link must be present under the service/parts navigation.

Website Experience | Parts Landing Page

Links to schedule service and parts specials are included in the body of the page.

Parts

- > Parts Center
- > Online Parts eStore
- > Pay for Parts or Accessories

Separate links in navigation to Parts landing page and Parts eStore.

Parts specific contact info and hours are listed.

Parts Center

Get Started

- > Order Parts & Accessories
- > Parts Specials
- > Schedule Installation
- > Pay Online

Find Genuine Nissan Parts & Accessories in Sterling, VA

There's a lot that goes into each and every Nissan being made to be safe, efficient, capable and fun to drive. But at the heart of every car, truck and SUV from this brand's lineup are Genuine Nissan Parts, which you may need to have replaced further down the road. When that time comes, we're here at our Sterling, VA Nissan dealership and with our parts department having anything and everything you may need in stock, we'll be able to get your vehicle back in its best shape. Order parts online or schedule a service visit so we can let you know what you need and we'll be ready to help you out.

Many of the parts and accessories here are the kinds of easy fixes that you may need from time to time. Replacing bulbs for headlights and taillights takes no time at all, and we'll have the right matches for your brakes, engine, transmission and other systems with your Nissan. By sticking to your routine maintenance schedule, our expert service techs will have a solid idea of what your Nissan needs to continue driving safely and capably, and to keep its value up to its highest possible level. See what kinds of parts specials we're running as well and we'll be delighted to start you off on a quick test drive.

Find the right parts here at Brown's Dulles Nissan in Sterling by coming over today and we'll find what your specific model needs.

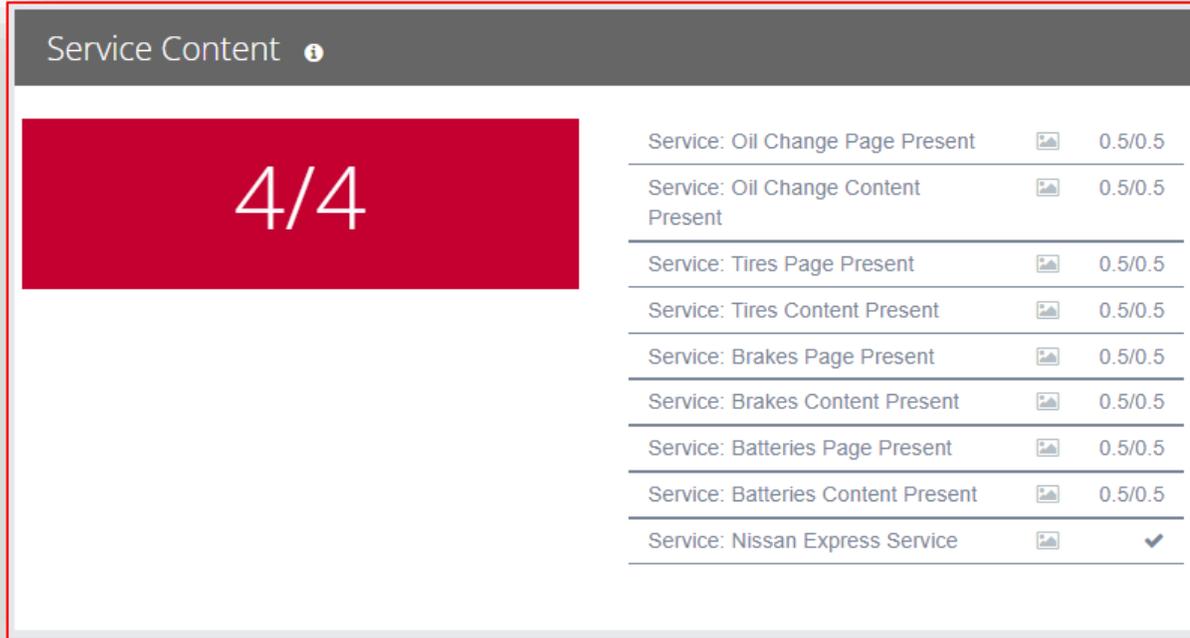
Get in Touch

Contact our Parts Department at
(855) 875-9517

Parts Hours

Monday	7:30am - 7:00pm
Tuesday	7:30am - 7:00pm
Wednesday	7:30am - 7:30pm
Thursday	7:30am - 7:00pm
Friday	7:30am - 7:00pm
Saturday	7:30am - 4:00pm
Sunday	Closed

Website Experience | Service Content



Service Content ⓘ		
Service: Oil Change Page Present		0.5/0.5
Service: Oil Change Content Present		0.5/0.5
Service: Tires Page Present		0.5/0.5
Service: Tires Content Present		0.5/0.5
Service: Brakes Page Present		0.5/0.5
Service: Brakes Content Present		0.5/0.5
Service: Batteries Page Present		0.5/0.5
Service: Batteries Content Present		0.5/0.5
Service: Nissan Express Service		✓

On average, 2 in 10 millennial car owners find their mechanics on the internet – it's important to optimize the aftersales section of your website to surface in organic search results.*

*"Digital Marketing Stats Every Auto Dealer Should Know". *Maritz Motivation*. <https://blog.maritzmotivation.com/digital-marketing-auto-dealer-stats>

In the **Service Content** section, we are checking for specific information on each of these Service Topics: **Oil Change, Tires, Brakes, and Batteries**. We also look for information on Nissan Express Service under the service navigation.

- This category utilizes tiered scoring. Having a dedicated page for each individual type of service content (i.e. a Brakes landing page for Brakes content, Oil Change landing page for Oil Change, etc.) will result in a full point for each, while having all content types included on one central page will result in .5 points for each.
 - No additional information is required, just information about the types of service that can be performed for each of these at the dealership.
- Information on **Nissan Express Service** can be found either on its own dedicated page or on the main service landing page. This is a non-scored question on the evaluation.

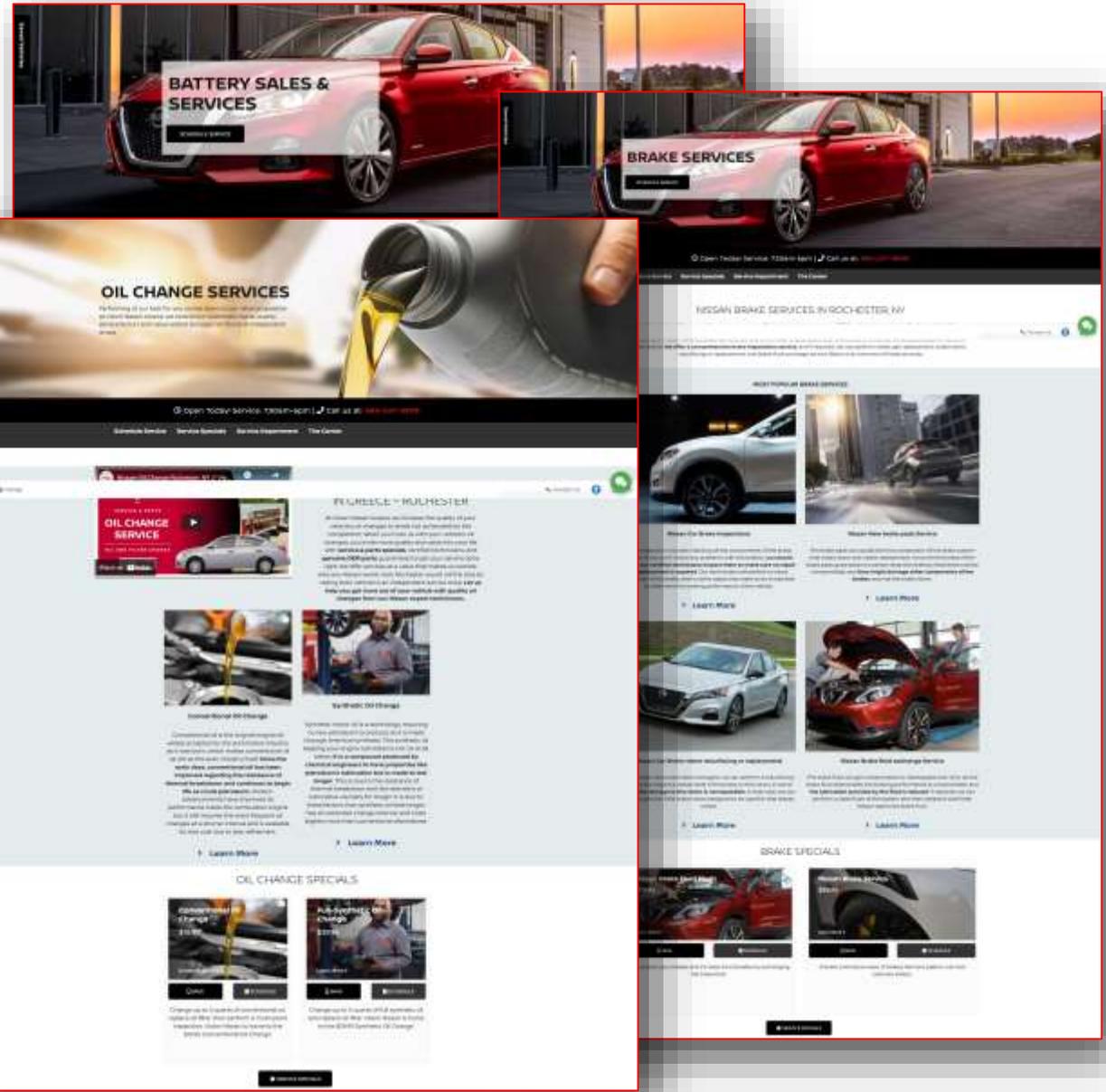
Website Experience | Service Content

Our professional service department also offers a range of quality service options, including:

- **Tire service:** We offer tire sales, services, and repairs to drivers who have low tire pressure, flats, and or need patches. Tire maintenance will ensure your set lasts longer!
- **Oil changes:** Oil changes and filter replacements ensure that your engine not only performs well but stays lubricated. Skipping an oil change can cause your vehicle to overheat, amongst other issues.
- **Brake repairs:** Your Nissan's stopping system is easily one of the most important components in the vehicle. We handle brake bleeding services and minor and major part replacements.
- **Battery Diagnostics:** If lights are flickering on and off or there's a huge need for jump-starts, you may need a new battery.

We encourage drivers to book service appointments online, so we can get the ball rolling. We handle all installation services with the utmost care, while still taking an adequate amount of time to ensure all safety and performance measures are met. Talk with our service department the next time you need additional Nissan services, and we'll be right there to walk you through the process.

.5 point is awarded for each content being mentioned on your website, but an additional .5 point is awarded if dedicated landing pages are available for each.



Website Experience | Inventory

- Multiple custom photos versus a stock photo increases click-through to New Car VDPs by 133% and Used/CPO VDPs by 349%.*
- Adding price and photos increases New Car VDP views by 10% and Used/CPO VDP views by 87%.*

**"Telling Your Value Story Through Photos". Cox Automotive.

<https://www.coxautoinc.com/learning-center/telling-your-value-story-through-photos/>

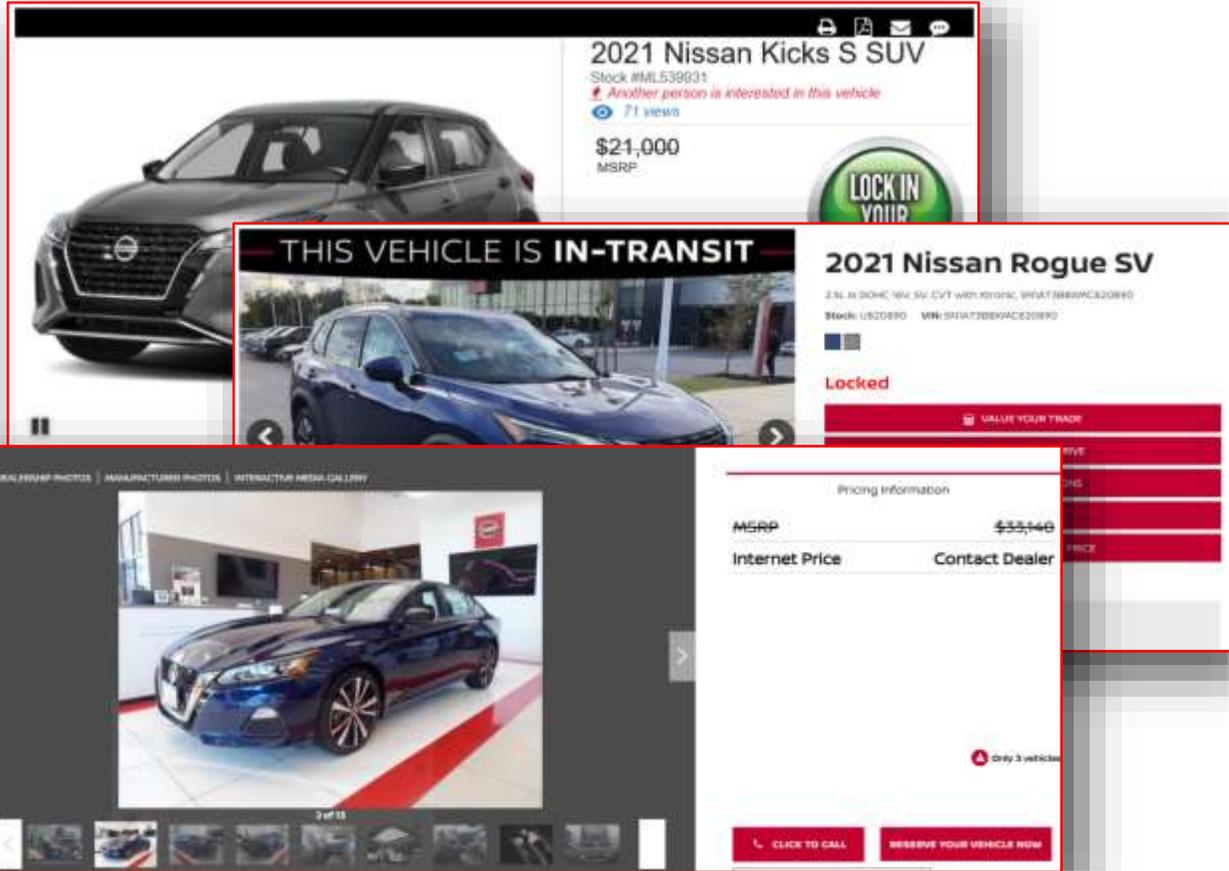


Inventory ⓘ		
CPO: Custom Photos		.5/.5
CPO: Clearly Identified		.5/.5
CPO: Custom Descriptions		.5/.5
New: Custom Photos		1/1
New: VDP - Price Listed w/o Strikethrough		1/1
New: Walkaround Video		✓
Number of CTAs on VDP		3
Digital Retailing Lead Form		✓

When our team checks your inventory, we are looking beyond whether you have custom photos.

- When looking at **Nissan Certified Pre-Owned Inventory**, we look at 3 items:
 - **Clearly Identified:** We must be able to easily see that an inventory listing is Certified or not. This can be by including a filter on the page between Certified and Non-Certified or including a Certified logo on listings.
 - **Custom Photos:** On the first page of Certified Pre-Owned Inventory, we check to see that the majority of photos are custom.
 - **Custom Descriptions:** A custom description must be present on at least 5 CPO listings. This can include Carfax Information, miles on the car, what makes it unique, etc.
- For **New Inventory Custom Photos**, our team checks the first page of 5-random models to see whether the majority of images present includes custom photos.
- On 5 individual VDPs, we check for a **Price Listed without a Strikethrough**. It must be a total price, not monthly payments. If the only pricing available on the VDP has a strikethrough, points will not be awarded. There must be a final price included with no strikethrough.
- We also check a random VDP to see if you are including **Walkaround Videos** of new inventory. We will also count SpinCar or similar 360° tools for this criteria. Currently, this is a non-scored element of the evaluation.
- Our team will check a random VDP to count the **number of CTAs** that relate to the purchase of the vehicle. These can be a call to action such as “Buy Now”, “Get e-Price”, “Calculate Payments”, “Get Financing”, etc. While this is a non-scored element of the evaluation, it provides you with deeper insight into how a customer is perceiving your website and how easy it is for them to start the buying process.
- Lastly, on a random VDP, the team will look for a **Digital Retailing Lead Form**. This is any call to action on the VDP that should lead to an interactive Digital Retailing platform, that actually takes a customer to a simple contact or lead form. For example, if a link to “Buy Now” leads to a lead form and not a DR tool, credit would not be awarded here. This is also a non-scored item for now.

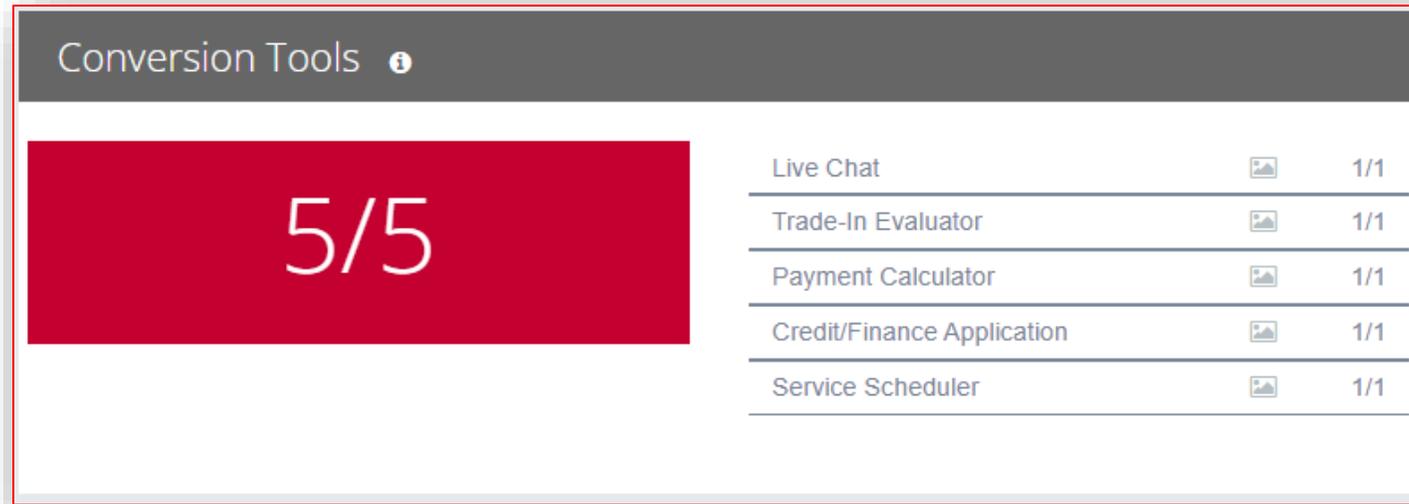
Website Experience | Inventory



A final vehicle price must be listed on the VDP, without a strikethrough.

A Spincar tool or a link on the VDP to a video would both receive points for a Walkaround video.

Website Experience | Conversion Tools



The Digital Retailing from the Phase 2 Criteria has been split into 2 separate categories – **Conversion Tools** and a new Digital Retailing category. While the two categories look at similar items, the criteria for Conversion Tools allows for items to receive credit if they are included separately from a Digital Retailing platform. However, they will also receive credit if included as part of a DR tool.

- A **Live Chat** tool must be present on the website. We will give credit to any tools that allow a customer to interact directly with the dealership, including chat and text tools.
- A **Trade In Evaluator** must be embedded in the dealership website. A form will receive credit but it must include trade in specific information.
- A **Payment Calculator** must be present somewhere on the dealership website. Having a Digital Retailing tool will result in points being awarded for a Payment Calculator.
- A **Credit/Finance Application** must be embedded in the dealership website. We will allow this tool to link off site if the dealership website is not secure, but otherwise it must be embedded to receive credit.
- A **Service Scheduler** must be present under service navigation. Lead forms will not receive credit here. The tool must be fully interactive and embedded in the dealership website.

Website Experience | Digital Retailing Stats

- 65% of recent new vehicle purchasers expect more online purchase options for vehicles after COVID.
- 83% of consumers want to do one or more steps of the purchase process online and 7 out of 10 are more likely to buy from a dealership if they can start the process online.
- The annual growth of automotive digital sales from 2015 to 2019 was 7.61% compared to 1.73% for total sales.
- 59% of consumers want to reserve a vehicle for a test drive online.
- 57% of consumers want to negotiate the purchase of a vehicle online.
- Filling out paperwork was the number one frustration for customers during the purchase process.
- A digital negotiation process led to a 24% increase in customer satisfaction versus in-person. Including digital paperwork led to a 9% increase.

Sources:

- Zaremba, Thomais. "The auto dealer's guide to navigating today's digital landscape". *Think With Google*. <https://www.thinkwithgoogle.com/future-of-marketing/digital-transformation/auto-dealer-guide/>
- "2019 Car Buyer Journey Study". *Cox Automotive*. <https://www.coxautoinc.com/learning-center/2019-car-buyer-journey-study/>
- Wyld, Patrick. "The Definitive Guide to Automotive Digital Retailing: Secret Tips, Checklists & Steps to Implement". *AutoFi*. <https://www.autofi.com/blog/automotive-digital-retailing/>



AVERAGE TIME SPENT...

	Heavy Digital Buyer*	Light Digital Buyer*	Impact
Browsing Vehicles/ Interacting with Sales	38min	45min	- 6min
Test Drive	21min	26min	- 5min
Negotiating Price/ Trade-in Offer	21min	32min	- 11min
Discussing & Signing Paperwork	33min	50min	- 17min
Vehicle Delivery	14min	16min	- 2min

Images from "Cox Automotive Car Buyer Journey Study: Pandemic Edition". *Cox Automotive*. <https://www.coxautoinc.com/wp-content/uploads/2021/02/Cox-Automotive-Car-Buyer-Journey-Study-Pandemic-Edition-Summary.pdf>

Website Experience | Digital Retailing Tool Present

As part of our Digital Retailing section, our team checks for features and elements that would allow a consumer to complete components of their purchase online without any required dealership involvement. All tools need to be included in a Digital Retailing platform and working in order to receive points.

Digital Retailing ⓘ

5/5
+0 Bonus

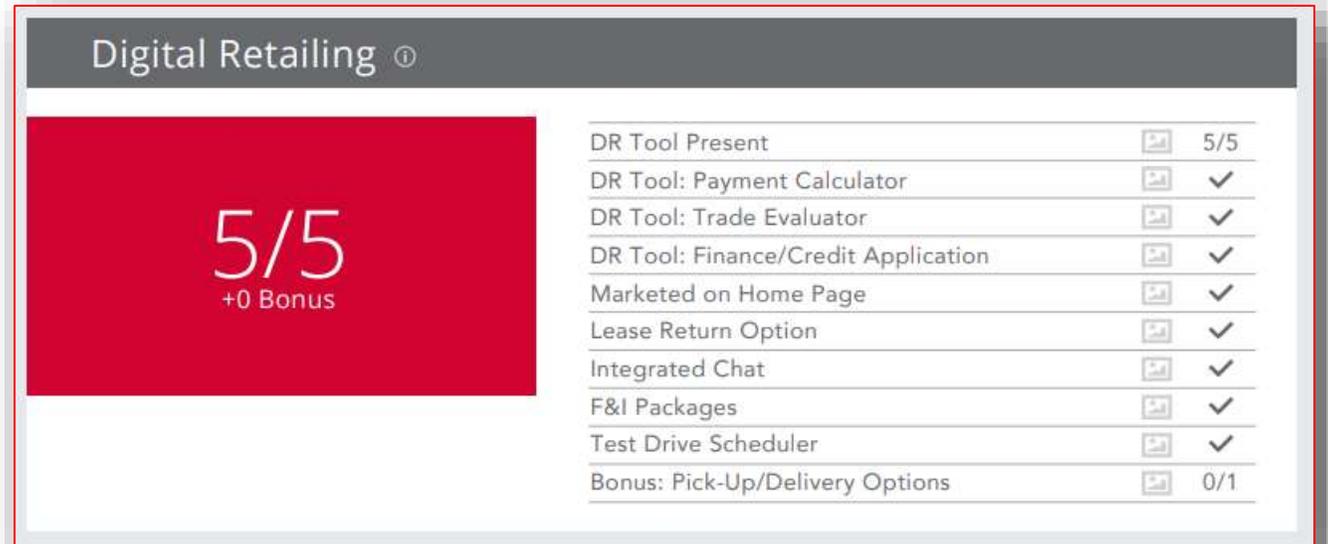
DR Tool Present	📄	5/5
DR Tool: Payment Calculator	📄	✓
DR Tool: Trade Evaluator	📄	✓
DR Tool: Finance/Credit Application	📄	✓
Marketed on Home Page	📄	✓
Lease Return Option	📄	✓
Integrated Chat	📄	✓
F&I Packages	📄	✓
Test Drive Scheduler	📄	✓
Bonus: Pick-Up/Delivery Options	📄	0/1

- To replace the Bonus question that we included for Digital Retailing in our Phase 2 Criteria, we are introducing a new scored item for **Digital Retailing Tool Present** that is worth 5 points. To receive points, your tool must include a **Payment Calculator, Trade Evaluator, and Finance/Credit Application**. This is an all-or-nothing criteria, so if any of these three items are missing from the tool, the 5 points are not awarded. Additionally, these tools must be included in the DR tool to receive points. If they are included elsewhere on your website, points will not be awarded here.

Website Experience | Digital Retailing

We will also look for the following items to be included in your Digital Retailing tool, but each of these is non-scored, so whether or not you include them will not affect your score.

- The Digital Retailing tool should be **Marketed on the Homepage**. This can be a banner, static link to the tool, etc. but content pointing towards the DR tool must be present in the body of the homepage to receive credit.
- The Digital Retailing tool should include a **Lease Return Option**.
- An **Integrated Chat Tool** must be present in your Digital Retailing tool. This should be in addition to a chat tool for the full website if you also have that.
- **F&I Packages with Price** for the vehicle that can be added to their order. A digital menu of these items can also exist outside of the Digital Retailing tool under the Research or Finance tab. Examples include Extended Service Contract, Prepaid Maintenance, Insurance Packages, Theft Protection, Hazard Protections, Roadside Maintenance, etc.
- **Test Drive Scheduler** included on the VDP, either in the Digital Retailing tool or separately on the page. We will award credit for either a lead form or interactive tool for this item.
- **Bonus: Pick Up/Delivery Options** should include the option for customers to have their new vehicle delivered off-site or schedule a pick-up in-store on a desired date/time. If a customer is able to see pick up/delivery options in the Digital Retailing tool without submitting lead information, a bonus point will be awarded.



Digital Retailing ⓘ		
DR Tool Present		5/5
DR Tool: Payment Calculator		✓
DR Tool: Trade Evaluator		✓
DR Tool: Finance/Credit Application		✓
Marketed on Home Page		✓
Lease Return Option		✓
Integrated Chat		✓
F&I Packages		✓
Test Drive Scheduler		✓
Bonus: Pick-Up/Delivery Options		0/1

Website Experience | Digital Retailing

Trade In and Lease Return are available.



Choose Trade Option

Get a real-time offer for your trade and save up to 30 minutes at the dealership.

Select trade option.

- Trade A Car
- Return a Lease
- No Trade

[Which option should I choose?](#)

NEW ARRIVAL

2022 Nissan Sentra SV

MSRP \$24,855

Trade Offer: -\$4,931

Estimated payment* **\$305**/mo.

84 months | 4.88% APR | \$4,931 Down Pmt.

Term	APR	Payment
<input checked="" type="checkbox"/> 84 Months	4.88%	\$305/mo
<input type="checkbox"/> 72 Months	3.54%	\$334/mo
<input type="checkbox"/> 78 Months	8.19%	\$359/mo

Payment Calculator and Finance Application are included.

Website Experience | Digital Retailing

Chat feature included as part of D.R. platform.

Test drive and delivery can be scheduled.

F&I Packages able to be included.

The collage displays four mobile app screens from the Nissan digital retailing platform. The top-left screen, titled "Protect Your Vehicle", recommends additional products based on user information and purchase history. The bottom-left screen, titled "What's next?", offers options to schedule a test drive, upload documents, or schedule delivery. The middle-right screen, titled "Payments", shows financing options with a monthly payment of \$469 and a down payment of \$2000. The rightmost screen shows a welcome message and a chat icon. Red boxes and arrows highlight specific features mentioned in the text annotations.

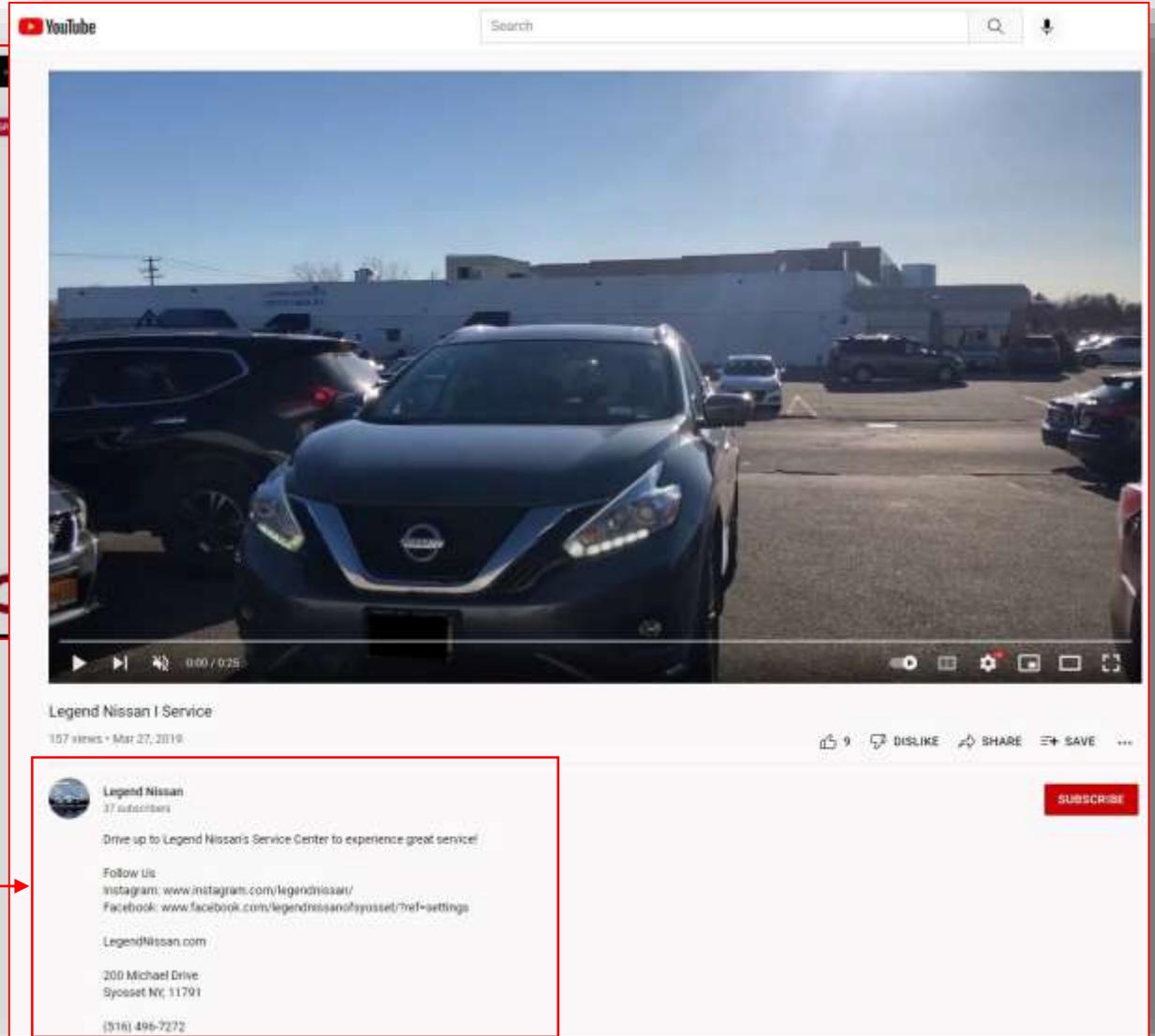
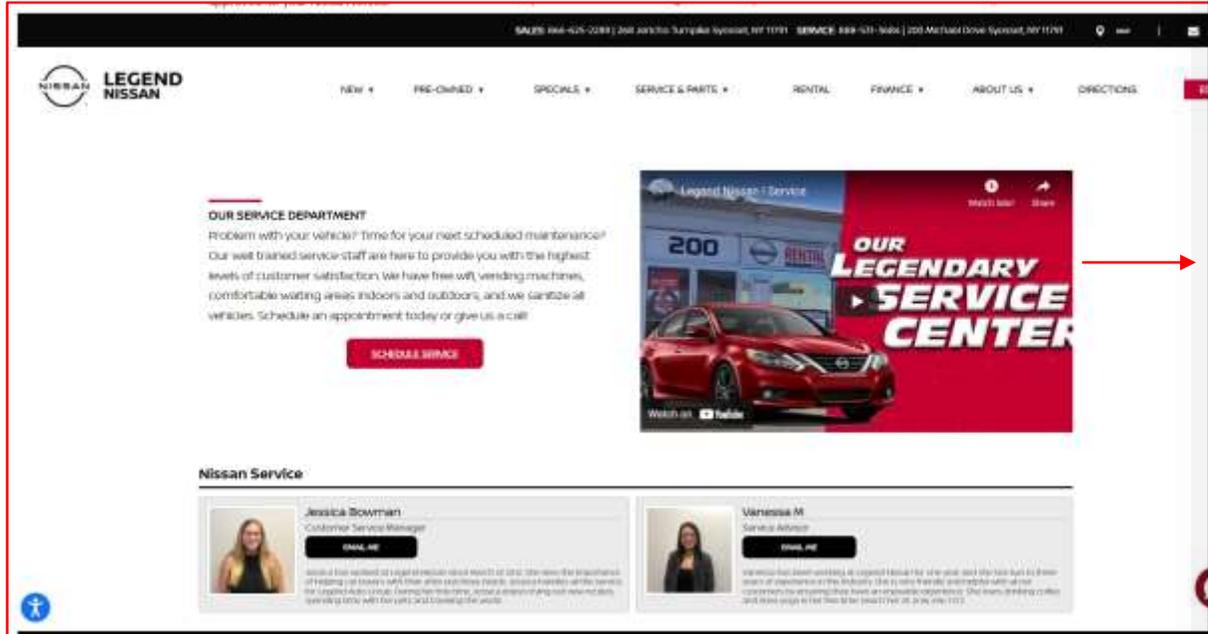
Website Experience | General Content

General Content ⓘ		
	Testimonials	 .5/.5
	Social Links	 .5/.5
	About Us	 .5/.5
	Custom Embedded YouTube Video	 ✓

General Content encompasses several different items that can live on the homepage and other relevant areas outside of the sales and service tab.

- Our team checks your homepage, and relevant tabs for **testimonials**. Both written testimonials and video testimonials will receive credit for this criteria.
- **Social Links** to the dealership's Facebook, Twitter, Youtube, and Instagram profiles must be present on the website homepage. All 4 links must be present to receive points. If any of the 4 are missing from your homepage, points are not awarded for this item.
- Our team checks for an **About Us** page in your website navigation. This should be a dedicated landing page that includes information about your dealership and describes what sets your dealership apart from the competition. Amenities are encouraged but not required to pass this criteria.
- We check your dealership website for a **Custom Embedded YouTube Video**. In order to pass this criteria, the video needs to be uploaded to your dealership channel, be custom to your dealership, and include at least one form of contact information in the video description on Youtube. The video must be embedded in your dealership website to receive credit.

Website Experience | General Content



Video is uploaded to dealership's Youtube profile and includes contact information in the video description on Youtube.

Website Experience | Nissan Business Advantage

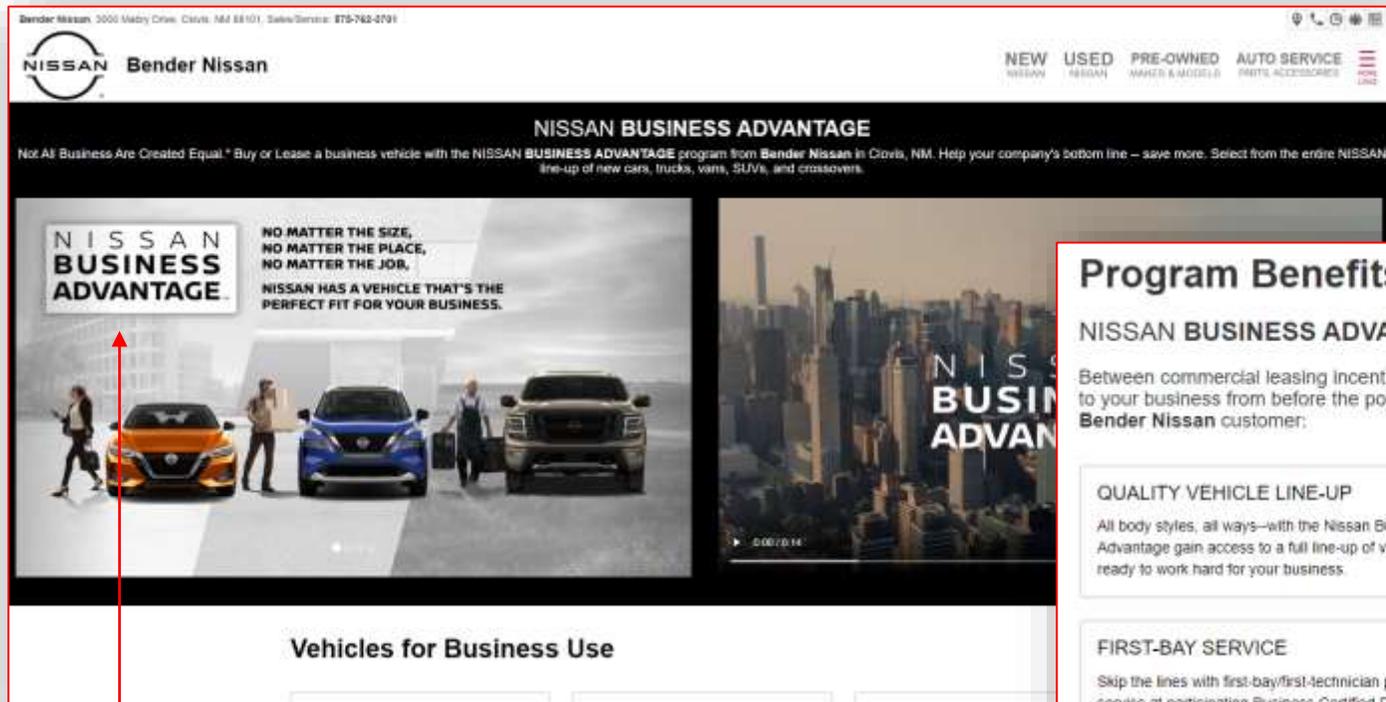


While this category previously only surfaced for dealerships on the LCV program, it will now surface for all dealerships. This is a non-scored category that looks at several items involving the Nissan Business Advantage department at your dealership and how it is included in your website. Our team checks for –

- A link to information about the Business Advantage department or a link to Business Advantage inventory must be **Present in the Navigation Bar**.
- A **Dedicated Landing Page** for Business Advantage must be present in your website navigation.
 - This page must include a **Nissan Business Advantage Logo, Hero Image, and “Vehicle Solutions for all Businesses” tagline** to receive credit.
- Information on **24/7 Roadside Assistance** for Nissan Business Advantage Customers must be present on a Business Advantage landing page.
- Information on **Priority Service** for Nissan Business Advantage Customers must be present on a Business Advantage landing page.
- Information about **Upfits** and available options through the **Nissan Business Advantage Program**.
- Information about **Pre-Paid Maintenance Plans** for Nissan Business Advantage Customers must be present on a Business Advantage landing page.
- **Incentives/Offers** for the Business Advantage program must be located on the landing page or be one click away.
- **Business & Fleet Inventory** must be included on your dealership website and be either linked to or embedded on the Business Advantages landing page.

Website Experience | Nissan Business Advantage

Roadside Assistance, Priority Service, and Pre-Paid Maintenance information included.



Nissan Business Advantage logo included on landing page.

Program Benefits

NISSAN BUSINESS ADVANTAGE

Between commercial leasing incentives and service plans extending long after purchase, NISSAN BUSINESS ADVANTAGE is a commitment to your business from before the point of purchase to the end of your business vehicles journey. Below are benefits that you will enjoy as a Bender Nissan customer:

- QUALITY VEHICLE LINE-UP**
All body styles, all ways—with the Nissan Business Advantage gain access to a full line-up of vehicles ready to work hard for your business.
- ROADSIDE ASSISTANCE**
Keep your business off of the side lines with comprehensive roadside assistance, including trip interruption reimbursement on some models.
- COURTESY DELIVERY**
We deliver your vehicles and fleet anywhere in the U.S., so you don't have to worry.
- FIRST-BAY SERVICE**
Skip the lines with first-bay/first-technician priority service at participating Business Certified Dealers.
- CENTRALIZED BILLING**
When combined with the strength and innovation of Nissan Motor Acceptance Company (NMAC) and its leasing programs, Nissan will meet all your fleet sales, maintenance and program needs.
- SHIP-THROUGH**
Nissan offers a ship-thru program on vehicles produced in the US and Mexico. There is a minimum of 10 vehicles, a \$150 'Nissan Ship Through Fee' applies, and will be displayed on the Monroney window sticker on the vehicle.
- PRE-PAID MAINTENANCE**
Plan ahead with a variety of available pre-paid maintenance plans, with flexibility to accommodate your schedule.
- COMMERCIAL UPFIT ALLOWANCE**
Qualifying customers will receive support from the Commercial Upfit Incentive Program. These customers will be able to choose from cargo management equipment on trucks and vans.
- COMMERCIAL SALES TEAMS**
For sales of 1 to 10 vehicles, you will work with a Dealer Business & Fleet Team. For sales of 11 and more vehicles, you will work with a Regional Fleet Team from NISSAN corporate.

Website Experience | Business Advantage

Upfits & Accessories

Upfit to Work Better and Smarter

An upfit is a set of vehicle accessories or augmentations for an existing vehicle that are customized to the worker's needs. Upfits can include shelving, roof units, cooling units, hangars, and more. Upfitted vehicles are designed with efficiency and ease in mind, and can allow workers to bring that extra edge on the road and to the job site.

Upfits and Your Job

Customize your fleet with unique upfit solutions and accessories to help your vehicle work better and smarter for you. Some jobs or vocations lend themselves to upfits more than others. If you work in real estate, then an upfit might not suit your needs in the same way that it would these vocations:

- Electrician
- Plumber
- Contractor
- HVAC Specialist
- Internet & Cable Install

Car Wrapping

Eye catching designs (for your business around (corporate)) will help with

Business Financing

Line of Credit, Leasing
Nissan Motor Acceptance Co. flexible financing and leasing

NISSAN BUSINESS ADVANTAGE

FLEETAIL 2.0 PROGRAM

MY YEAR 2022 OFFERS
Fleettail Account Manager Program

Whether you're buying or leasing a **SMALL FLEET** (1 to 10 vehicles) or a **LARGE FLEET** (11 or more vehicles), you will find the NISSAN BUSINESS ADVANTAGE program from Bender Nissan in Clovis, NM to be the right fit for your business. So, which NISSAN are you going to get for your business? Click for details.

FLEETAIL 2.0 PROGRAM					
MY YEAR 2022 OFFERS					
Fleettail Account Manager Program					
\$55 OFF MSRP	MODEL	MAKE	YEAR	INFO	
\$6,000	ARMADA	NISSAN	2022	Expires: 12/31/2022 23:59	
\$8,150	TITAN	NISSAN	2022	Tim. KC. CC. Expires: 12/31/2022 23:59	
\$4,000	ROGUE	NISSAN	2022	Expires: 12/31/2022 23:59	
	ROGUE SPORT	NISSAN	2022	Expires: 12/31/2022 23:59	
	MAXIMA	NISSAN	2022	Expires: 12/31/2022 23:59	
	ALTIMA	NISSAN	2022	Expires: 12/31/2022 23:59	
	LEAF	NISSAN	2022	Expires: 12/31/2022 23:59	
	370Z	NISSAN	2022	Expires: 12/31/2022 23:59	
	KICKS	NISSAN	2022	Expires: 12/31/2022 23:59	
	SENTRA	NISSAN	2022	Expires: 12/31/2022 23:59	
	VERSA	NISSAN	2022	Expires: 12/31/2022 23:59	
	PATHFINDER	NISSAN	2022	Expires: 12/31/2022 23:59	

Upfit information, incentives, and inventory are all included on landing page.

Website Experience | Mobile Optimization

Mobile Optimization ⓘ		
9/9	Specials Optimized for Mobile	1/1
	VDP Optimized for Mobile	1/1
	Homepage Optimized for Mobile	1/1
	Conversion Tools Optimized for Mobile	2/2
	Digital Retailing Optimized for Mobile	2/2
	Mobile: Click to Nav	1/1
	Mobile: Click to Call	1/1

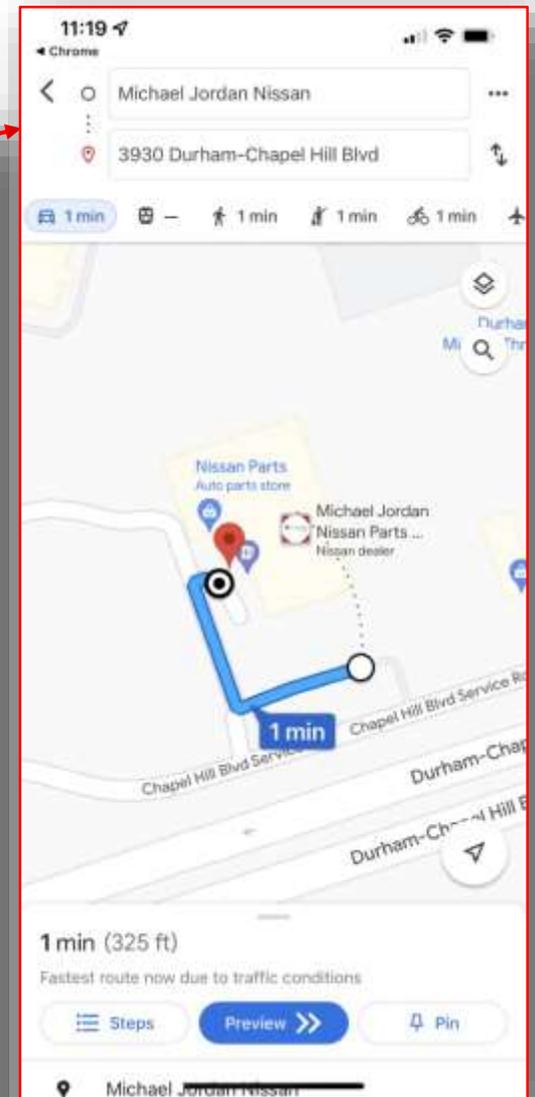
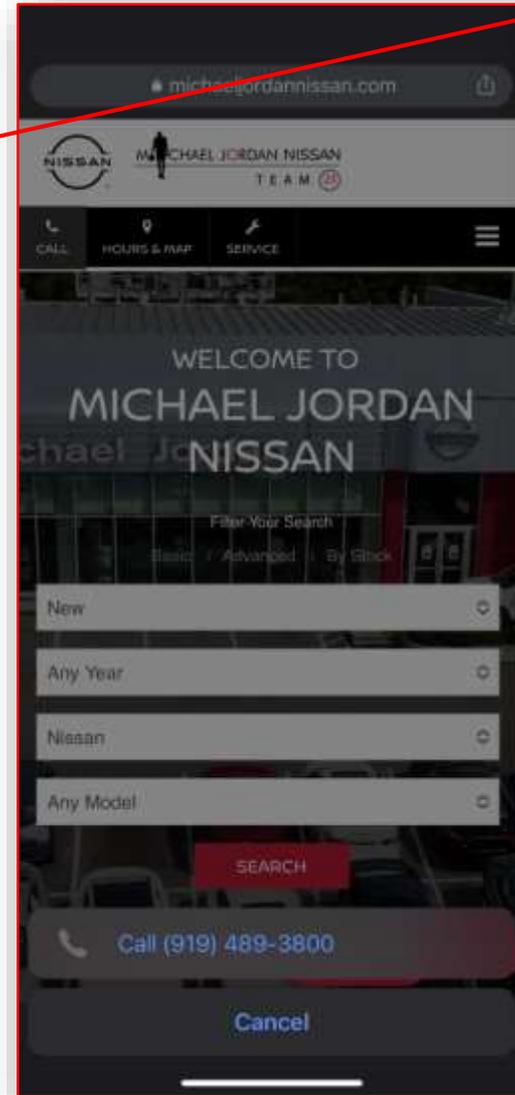
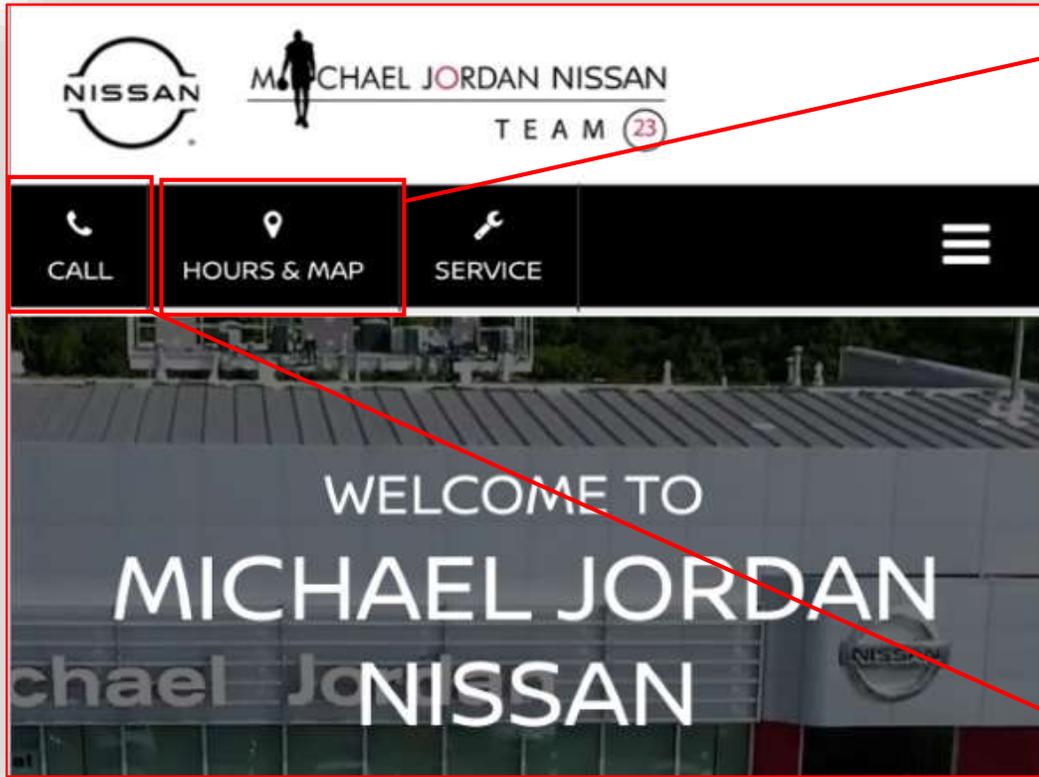
- The average shopper spends **33%** of their research time on a mobile device.
- 63% of consumers say they use their smartphones to compare prices while car shopping.*
- 53% use their smartphone to research car models and specs.*
- 40% use their smartphone to find dealership locations.*

**52 Surprising Dealership Statistics for 2022". *JW Surety Bonds*.
<https://www.jwsuretybonds.com/blog/car-dealership-statistics>

In the **Mobile Optimization** category, we will check all of the items in the categories listed on your mobile site to make sure that they are optimized for mobile. For instance, when checking Conversion Tools Optimized for Mobile, we will check all items in the Conversion Tools category on your mobile site to make sure that they are working and optimized. Note that we do not look for any items that are missing from your desktop site in this category. If any items are missing from your desktop site, we ignore them when checking your mobile site.

Also in this category, we look for a functioning **Click to Nav** and **Click to Call** feature on your mobile site. A Click to Nav feature should allow a user to view directions to your dealership with the click of a maps or directions link, and the Click to Call feature should allow a user to place a call to your dealership by clicking on a phone icon or number.

Website Experience | Mobile Optimization



Navigating the Digital 360 Dashboard



Website Experience | Overview

Digital Evaluation Website Experience



3 Birds Beach Nissan | Period Ending February 2022

Dealer Code:

40/40

(+ 2/2 Bonus)

Your Overall Score ● ● ●

Website Vendor: Website Vendor

Regional Average

10.3

Dealership's previous Score: N/A

3 Birds Scoring Test Group previous Score: N/A

Website Experience score, bonus points, website vendor, national, and regional averages all included in quadrant header.

Page Speed Index ⓘ

2/2

+ 1 Bonus

Desktop: 6 seconds 🔗 1/1

Mobile: 6 seconds 🔗 1/1

Bonus: Mobile < 3 Sec 1/1

Desktop: Web Vitals ⓘ

NS

Desktop: Core Web Vitals Overall ✓

Desktop: LCP (Largest Contentful Paint): 2.5 sec ✓

Desktop: FID (First Input Delay): 100 ms ✓

Desktop: CLS (Cumulative Layout Shift): 5 sec ✓

Quadrant score is broken down into each individual category and item scored. A indicates that a non-scored item passed criteria.

Website Experience | Overview

Informational tool tips are provided for each category that will surface a help panel describing the criteria used to evaluate.

Conversion Tools ⓘ

4/5

Live Chat		0/1
Trade-In Evaluator		1/1
Payment Calculator		1/1
Credit/Finance Application		1/1
Service Scheduler		1/1

Links to test results are included for both the Page Speed and Web Vitals categories.

Page Speed Index ⓘ

2/2
+ 1 Bonus

Desktop: 6 seconds		1/1
Mobile: 6 seconds		1/1
Bonus: Mobile < 3 Sec		1/1

In Website Experience, screenshots are captured of both passing and failing items.

Support

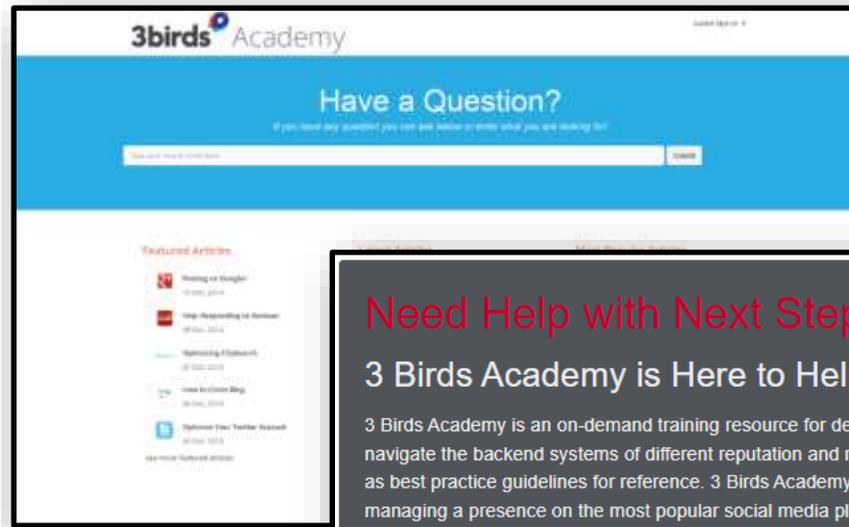




Need Help?

3 Birds Academy

3 Birds Academy, an on-demand training resource, is available to every store as a part of the program. Dealers can use this resource to learn how to navigate the backend systems of each of the reputation and review sites with How-To manuals as well as best practice guidelines for reference. A link to Academy is provided on the Next Steps page.

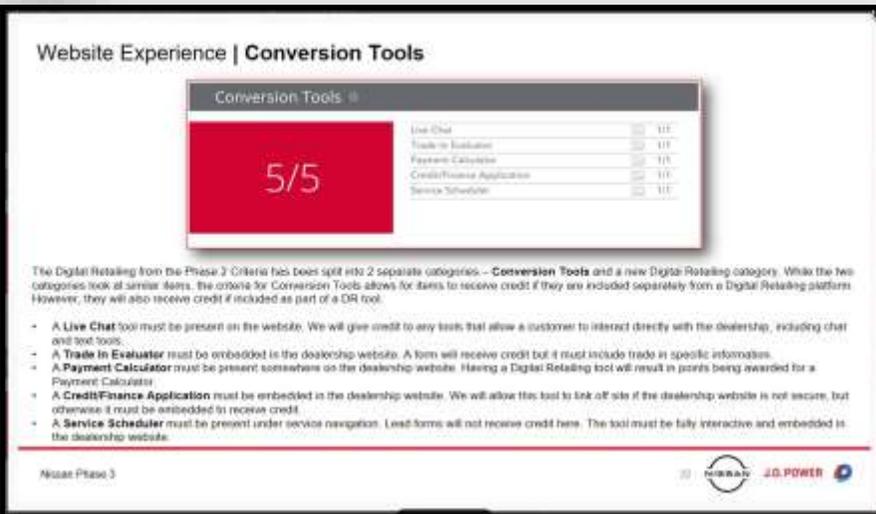
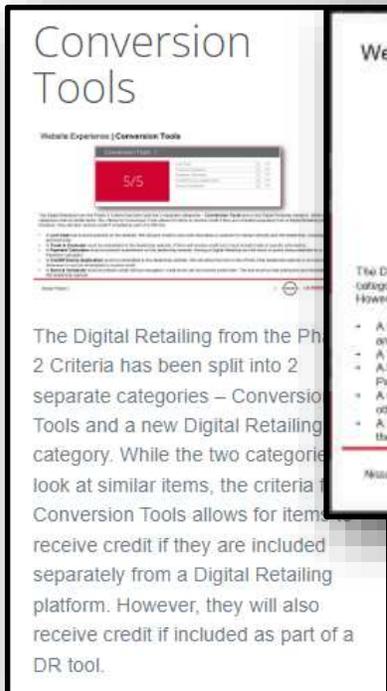


Need Help with Next Steps?

3 Birds Academy is Here to Help

3 Birds Academy is an on-demand training resource for dealers. Dealers can use this resource to learn how to navigate the backend systems of different reputation and review sites (like Yelp) with How To manuals as well as best practice guidelines for reference. 3 Birds Academy also contains guides for creating, optimizing, and managing a presence on the most popular social media platforms (like Twitter and Facebook). Finally, dealers can find guides on 3 Birds Academy for how to fix the specific action items provided on the Next Steps page of the report.

Navigate to [3 Birds Academy](#)



Conversion Tools	
Live Chat	5/5
Trade-In Estimator	5/5
Payment Calculator	5/5
Credit/Finance Application	5/5
Service Scheduler	5/5

The Digital Retailing from the Phase 3 Criteria has been split into 2 separate categories – Conversion Tools and a new Digital Retailing category. While the two categories look at similar items, the criteria for Conversion Tools allows for items to receive credit if they are included separately from a Digital Retailing platform. However, they will also receive credit if included as part of a DR tool.

- A **Live Chat** tool must be present on the website. We will give credit to any tool that allow a customer to interact directly with the dealership, including chat and text tools.
- A **Trade-In Estimator** must be embedded in the dealership website. A form will receive credit but it must include trade-in specific information.
- A **Payment Calculator** must be present somewhere on the dealership website. Having a Digital Retailing tool will result in points being awarded for a Payment Calculator.
- A **Credit/Finance Application** must be embedded in the dealership website. We will allow this tool to link off site if the dealership website is not secure, but otherwise it must be embedded to receive credit.
- A **Service Scheduler** must be present under service navigation. Lead forms will not receive credit here. The tool must be fully interactive and embedded in the dealership website.

Nissan Phase 3

For any questions that aren't answered in these resources, you can reach out to our Help Desk at NRMSupport@jdpa.com!

Help Panels

Help Panels are provided throughout the Dashboard and give a brief explanation of how we are evaluating each item. Look out for the informational icons next to specific items and the “?” in the upper right-hand corner of the Dashboard!



Resources



[Program Guide](#)

In-depth guide outlining all DDE criteria



[Frequently Asked Questions](#)

Compilation of the questions most asked by the dealer network

Helpful Academy Articles for Website Experience –

- “Why Page Speed Matters for Your Dealership Website”
<https://admin.3birdsmarketing.com/Academy/Article/website-page-speed>
- “Everything You Need to Know About Core Web Vitals”
<https://admin.3birdsmarketing.com/Academy/Article/core-web-vitals-digital-eval>

Sources throughout:

- “Cox Automotive Car Buyer Journey Study: Pandemic Edition”. *Cox Automotive*. <https://www.coxautoinc.com/wp-content/uploads/2021/02/Cox-Automotive-Car-Buyer-Journey-Study-Pandemic-Edition-Summary.pdf>
- “2019 Car Buyer Journey Study”. *Cox Automotive*. <https://www.coxautoinc.com/learning-center/2019-car-buyer-journey-study/>
- “52 Surprising Dealership Statistics for 2022”. *JW Surety Bonds*. <https://www.jwsuretybonds.com/blog/car-dealership-statistics>
- “Digital Marketing Stats Every Auto Dealer Should Know”. *Maritz Motivation*. <https://blog.maritzmotivation.com/digital-marketing-auto-dealer-stats>
- Zaremba, Thomais. “The auto dealer’s guide to navigating today’s digital landscape”. *Think With Google*. <https://www.thinkwithgoogle.com/future-of-marketing/digital-transformation/auto-dealer-guide/>
- Wyld, Patrick. “The Definitive Guide to Automotive Digital Retailing: Secret Tips, Checklists & Steps to Implement”. *AutoFi*. <https://www.autofi.com/blog/automotive-digital-retailing/>
- “Telling Your Value Story Through Photos”. *Cox Automotive*. <https://www.coxautoinc.com/learning-center/telling-your-value-story-through-photos/>

Evaluations Schedule



Evaluations Timeline

Evaluations Data Collection starts 6 weeks prior to delivery –

- Weeks 1-4: Manual and Automated Data Collection
- Weeks 5-6: Q.A. of Evaluation Data

Evaluations Delivery Months –

- April
- August
- December

Note: Any changes that you want to see on the next round of evaluations should be made at least 6 weeks prior to delivery.



YOUR LATEST DDE
IS NOW LIVE

Webinar Series



DDE | Webinar Series

Search Engine Results Page (SERP) | March 16 at 2:00 PM EST | [Register Now](#)

In this session, we will walk through the criteria of the Search Engine Results Page (SERP) section, which measures a dealership's presence and position in Organic SERP taking into account the dealer website, social media channels, reputation sites and other favorable media. It also evaluates the dealership's positioning in brand-specific keyword searches and determines the relevancy of dealership-specific results.

Questions?

