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

Digital Evaluation Overview
●●● Excellent   ●●● Opportunity   ●●● Needs Improvement

Nissan Store | Period Ending February 2021
Your Bonus Points: 0/3
Your Overall Score: 100/100
Your Total Score:

100/100

Nissan Average	59.1
Regional Average	56.6

High Score: 79.5   Low Score: 13
Your October 2014 Score: 58.5/80

Google SERP

Sales		Service	
19/19		**16/16**	
Branded Search	3/3	Additional Keywords: Knowledge Graph	8/8
Additional Keywords: Knowledge Graph	8/8	Additional Keywords: Relevant	8/8
Additional Keywords: Relevant	8/8		

Website Experience

Desktop		Mobile	
30/30		**10/10**	
Web Vitals	NS	Web Vitals	NS
Page Speed	1/1	Page Speed	1/1
Inventory	3/3	Specials Optimized for Mobile	1/1
Specials	2/2	VDP Optimized for Mobile	1/1
Service Content	4/4	Homepage Optimized for Mobile	1/1
Service Landing Page	5/5	Conversion Tools Optimized for Mobile	2/2
Parts Landing Page	NS	Digital Retailing Optimized for Mobile	2/2
General Content	2/2	Mobile: Click to Nav	1/1
Conversion Tools	5/5	Mobile: Click to Call	1/1
Digital Retailing	5/5		
Sales Content	3/3		

Reputation Management

15/15		
	Google	4.5/4.5
	Google Department Pages	NS
	Yelp	NS
	DealerRater	3.5/3.5
	Cars.com	3.5/3.5
	Facebook	3.5/3.5

Social Media

10/10		
	Facebook	3/3
	Twitter	3/3
	YouTube	2/2
	Instagram	2/2

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.

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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
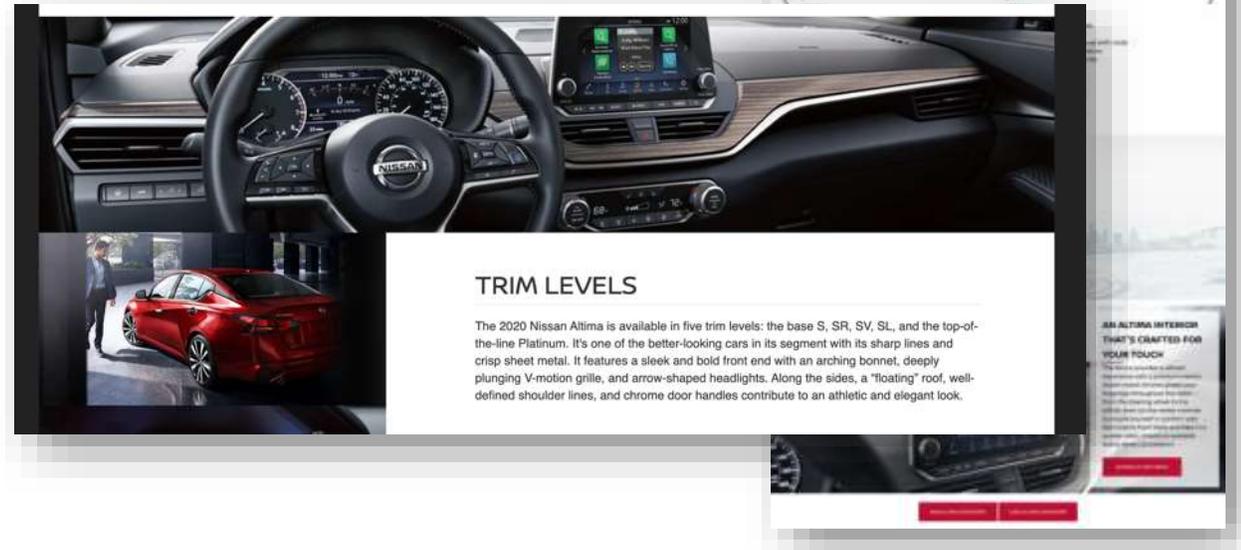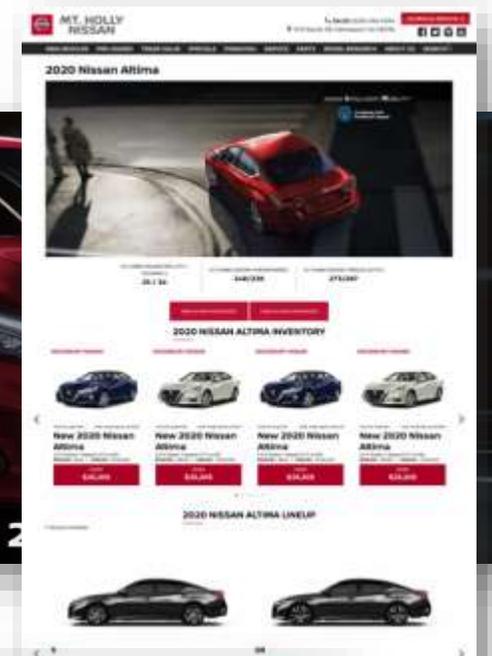
Sales Best Practices

- **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.
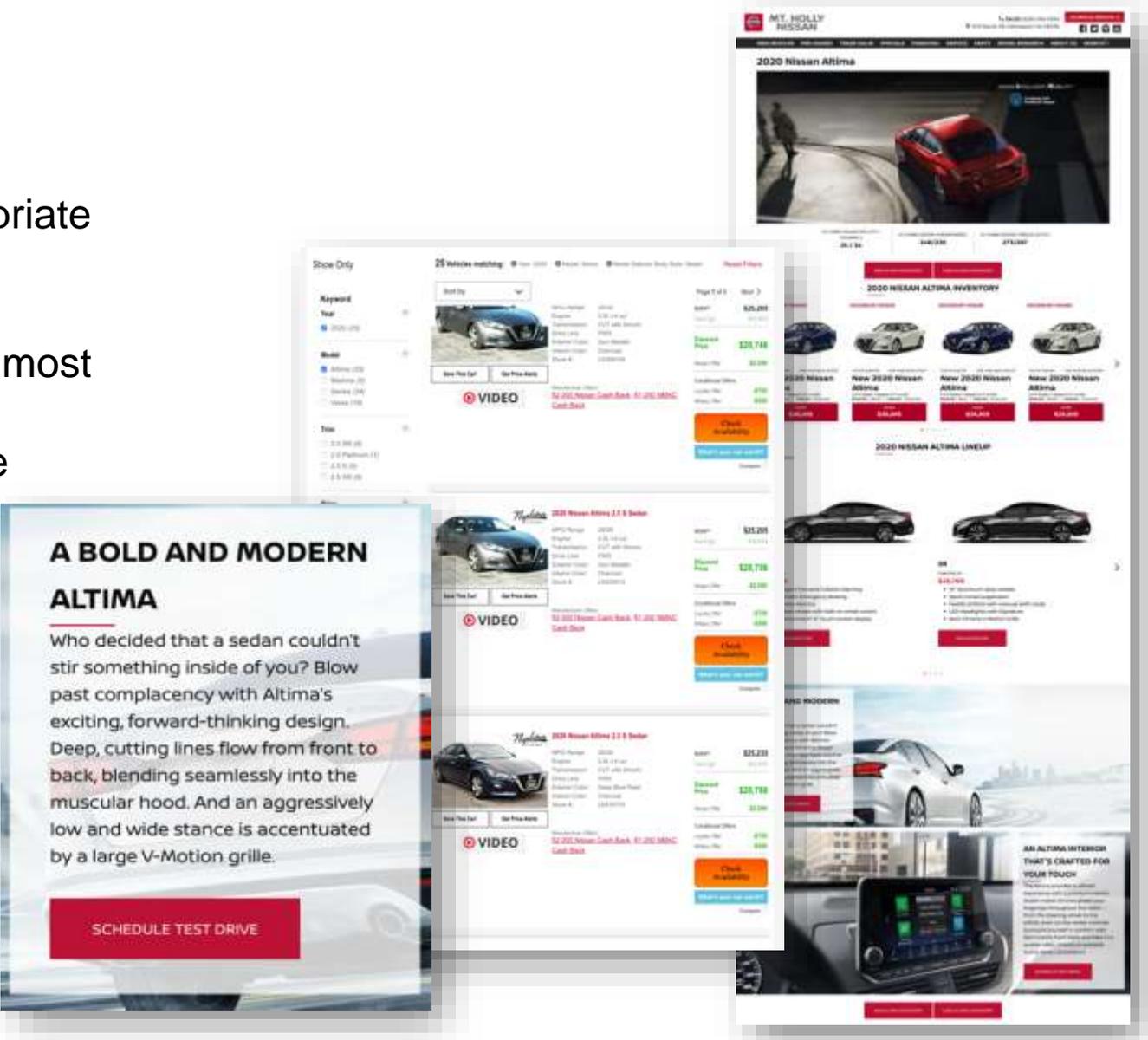
Service Best Practices

- **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.
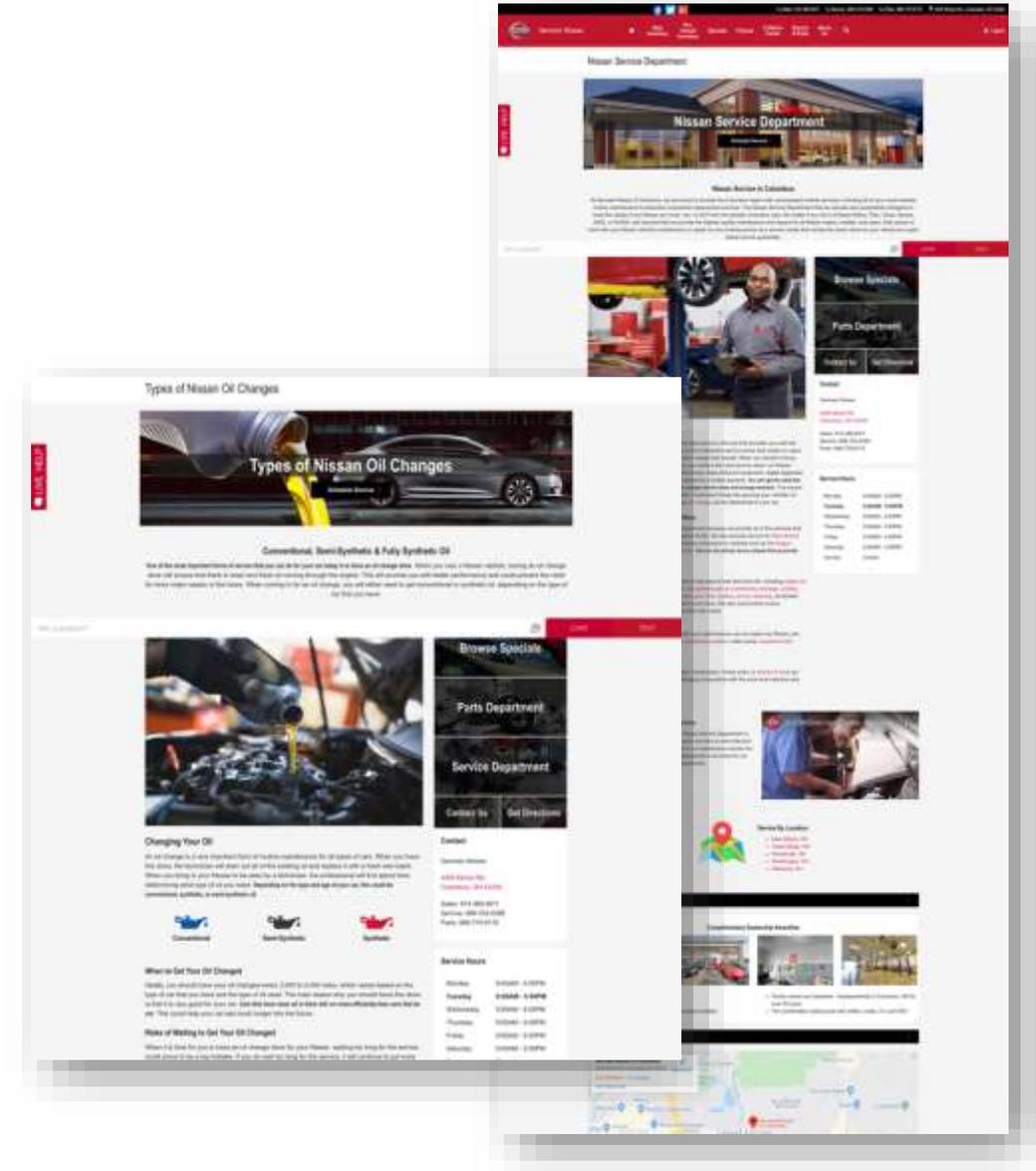
Service Best Practices

- **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.

Website Experience Criteria

Website Experience | Page Speed Index
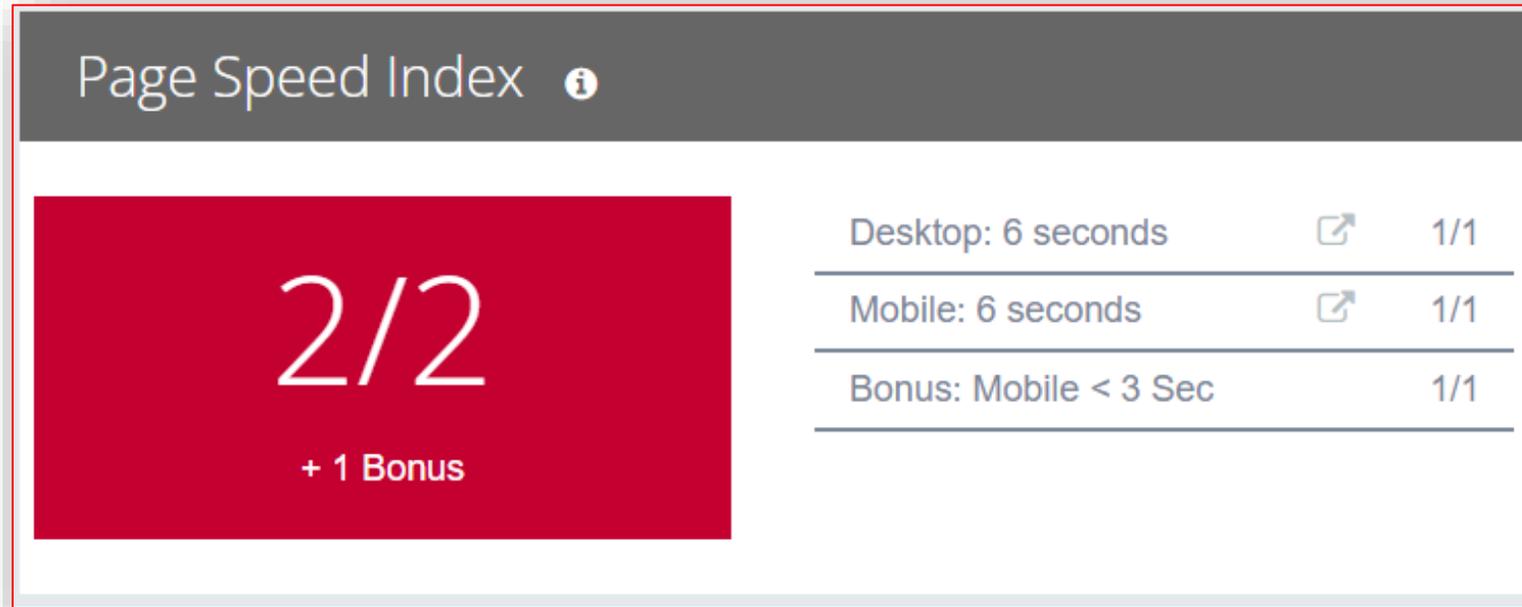
Page speed is becoming increasingly important for a consumer's experience. How quickly your pages load on mobile and desktop helps determine the likelihood a consumer will bounce or click-away from the website. **Google studies have reported that 53% of consumers will abandon a mobile page if it took 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**

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
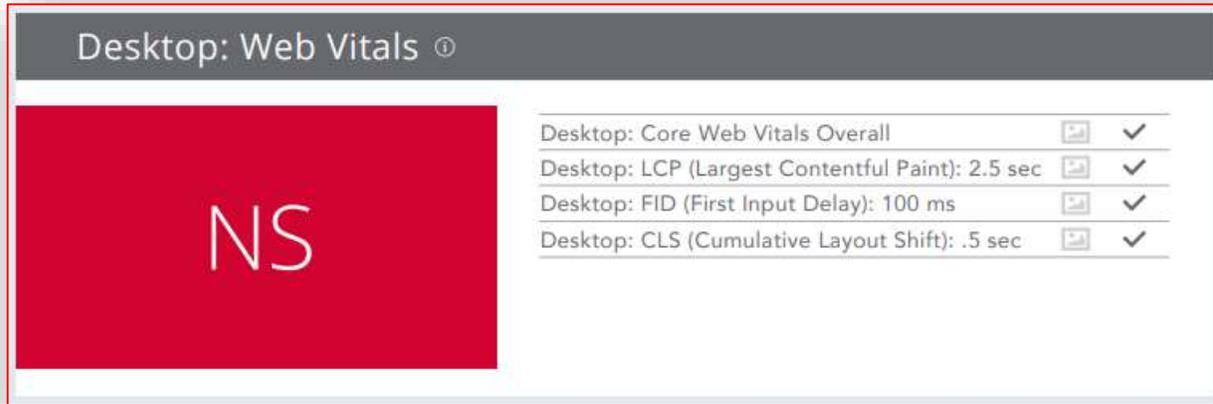
Web Vitals is a new initiative that Google is providing as a way for businesses to tailor their websites for optimal user experience, based on a few key metrics. Our team will be evaluating these metrics through Google's Lighthouse tool, measuring your dealership against Google's recommended standard. 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**

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**

- 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**

MSRP, Trim Levels, and MPG all included.

Website Experience | **Specials**

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**

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

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

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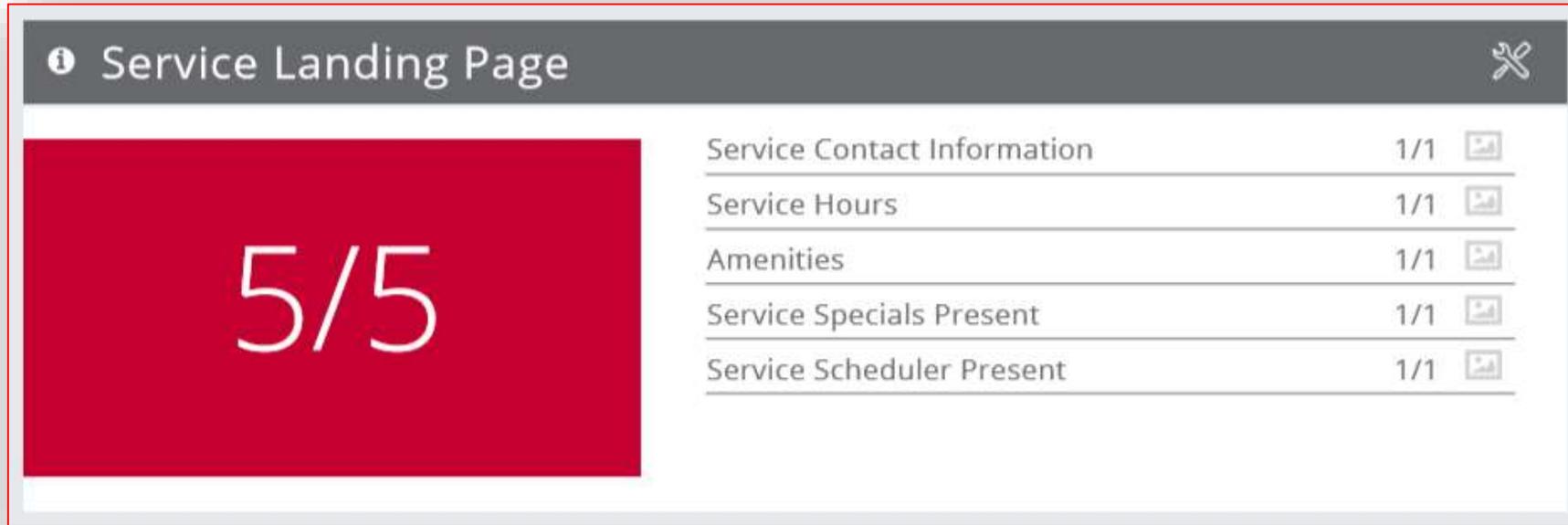
For Service Landing Page, we are looking at your main Service Landing Page and whether the information is on the page or one-click away from the landing page. One-click from the navigation bar does not count toward scoring.

- **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.

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Website Experience | **Service Landing Page**

Section of service landing page dedicated to listing amenities.
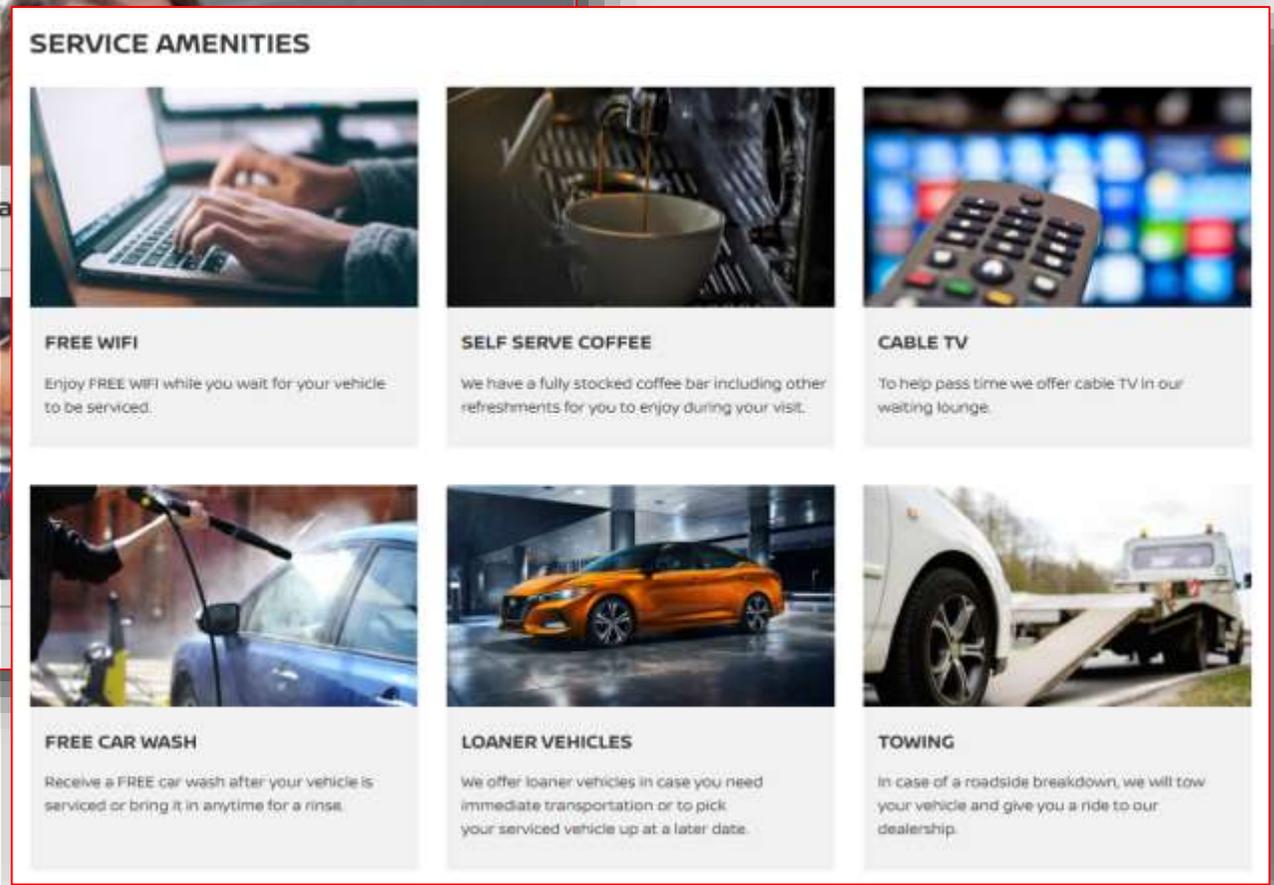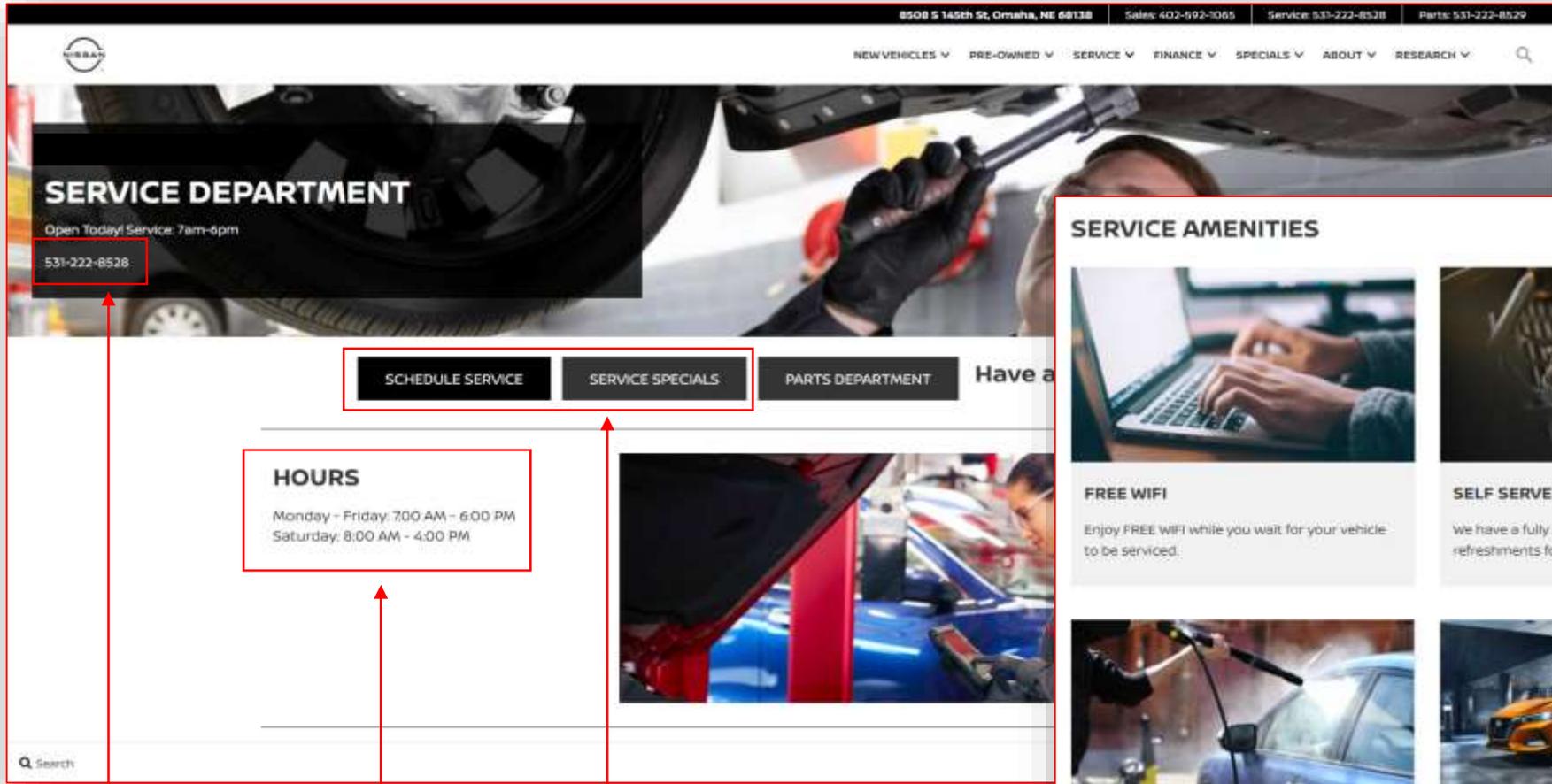
Service contact info and hours + links to schedule service and service specials are all included.

Website Experience | Parts Landing Page
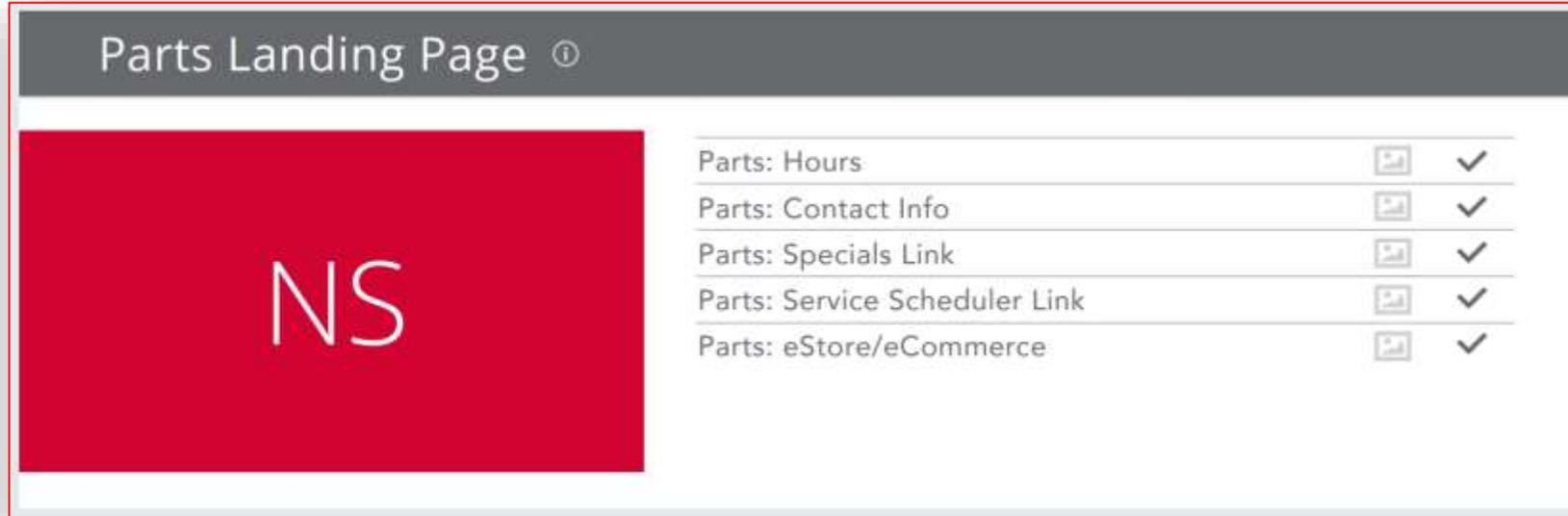
The Parts Landing Page scoring is similar to the Service Landing Page. Here, we are looking for a dedicated parts informational page on your dealership website that includes each of the scored items either on the page or one click away. Note that we do not evaluate "Order Parts" pages as a Parts landing 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.

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

Parts specific contact info and hours are listed.

Website Experience | Service Content

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.
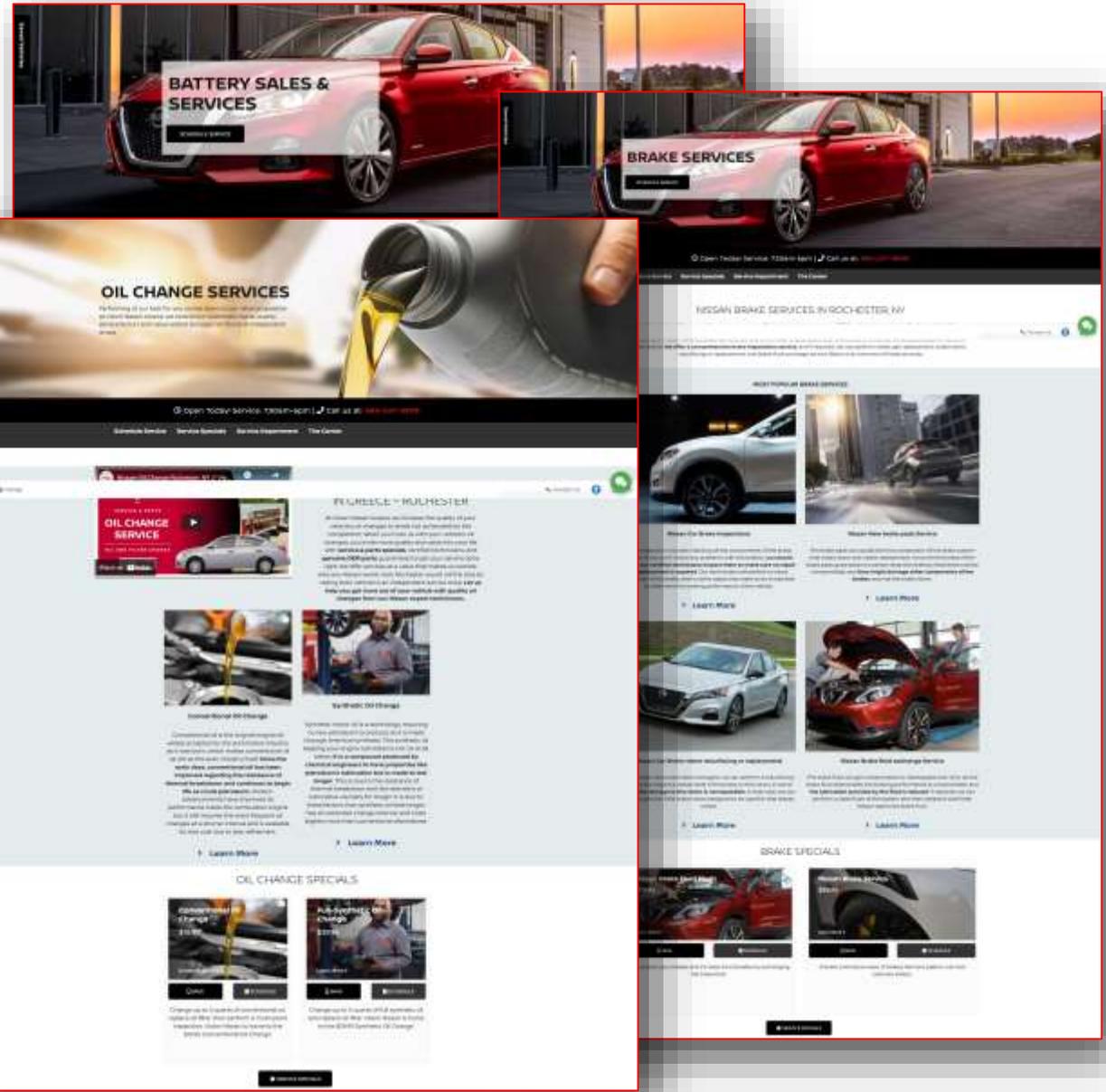
Website Experience | Inventory

- 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 ⓘ

3.5/3.5

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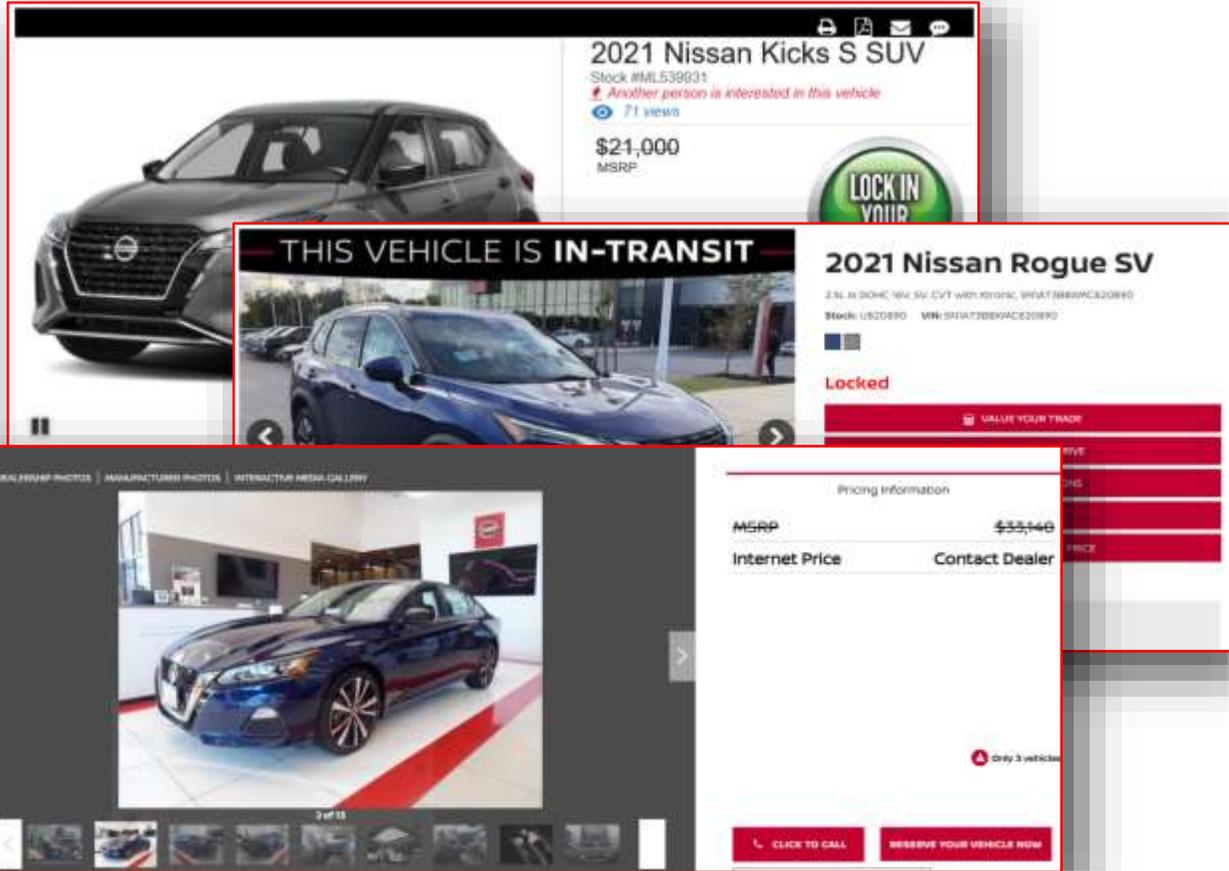
A final vehicle price must be listed on the VDP, without a strikethrough.

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

Website Experience | Conversion Tools
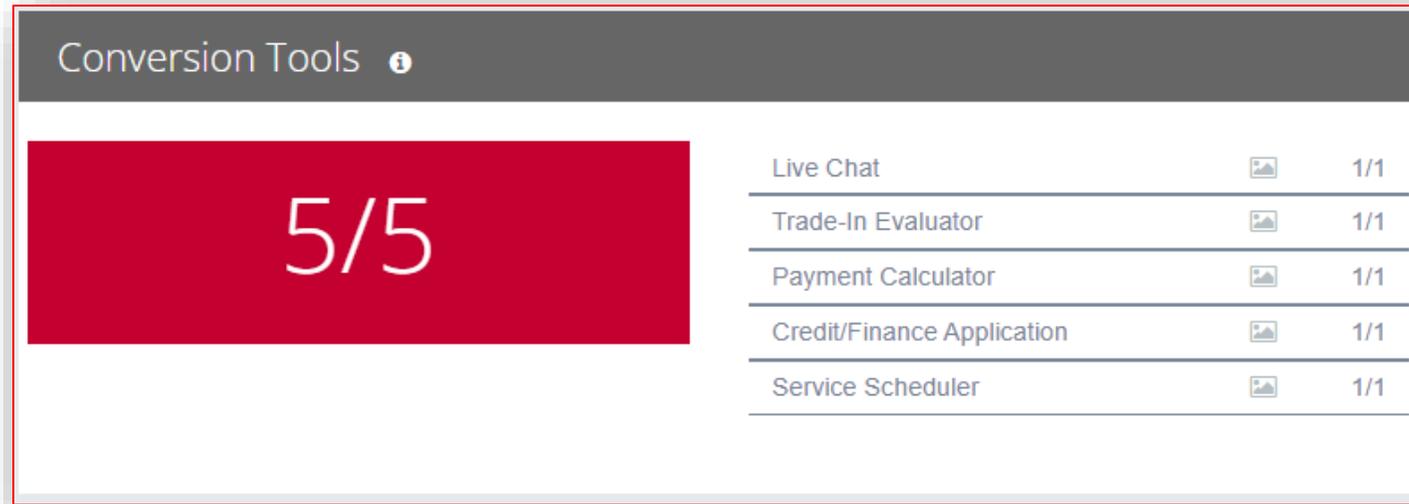
The Digital Retailing from the Phase 2 Criteria has been split into 2 separate categories – **Conversion Tools** and a new Digital Retailing category. While the two categories look at similar items, the criteria for Conversion Tools allows for items to receive credit if they are included separately from 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/

Heavy Digital Buyers were the Most Satisfied . . .

Overall Satisfaction with Shopping Experience

Total	Light Digital (0% - 20% of steps entirely online) (A)	Heavy Digital (51%+ of steps entirely online) (B)
72%	70%	77%A

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.

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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.

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Website Experience | Digital Retailing

Trade In and Lease Return are available.

Payment Calculator and Finance Application are included.

Website Experience | Digital Retailing

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

F&I Packages able to be included.

Test drive and delivery can be scheduled.

Website Experience | General Content

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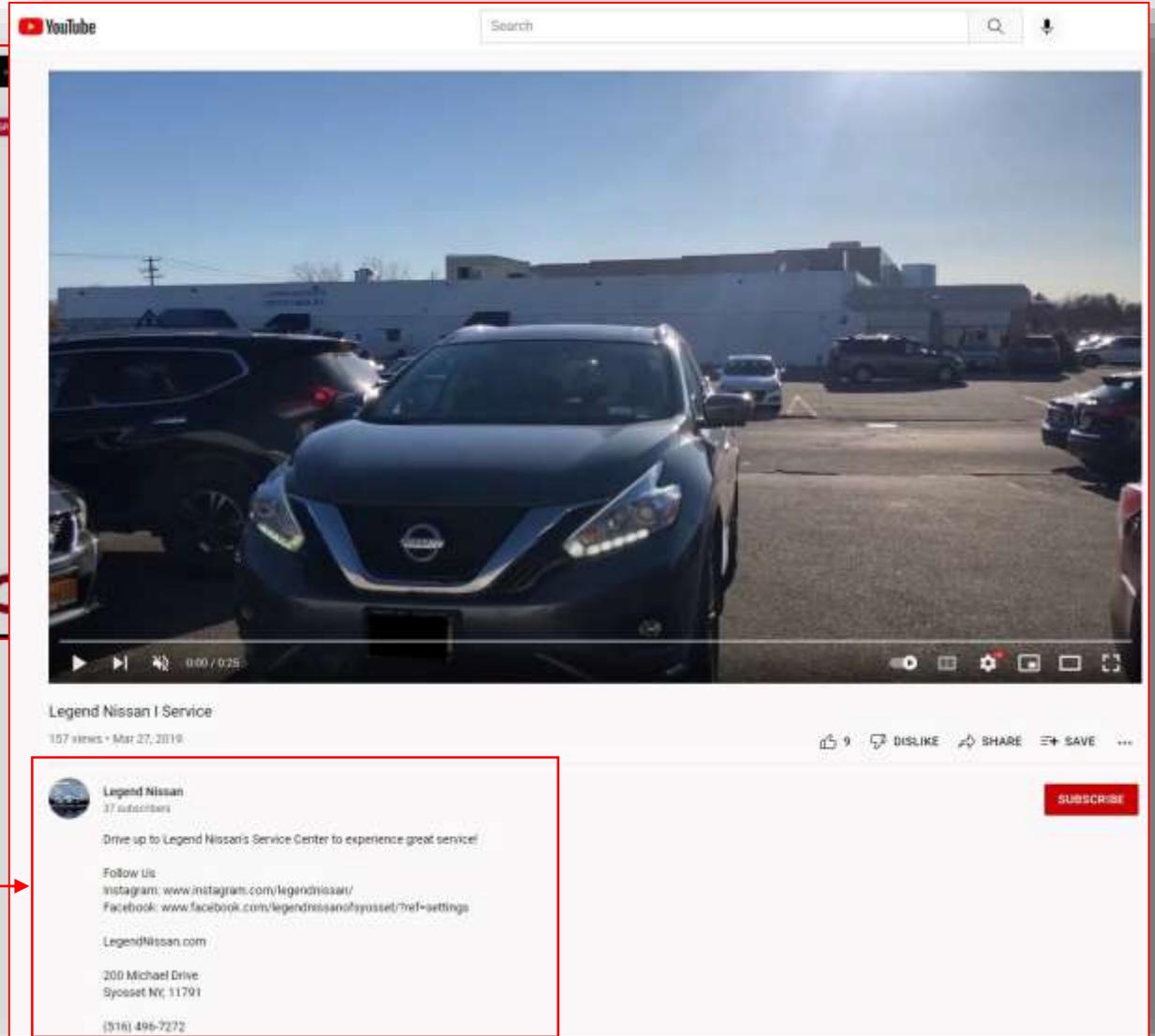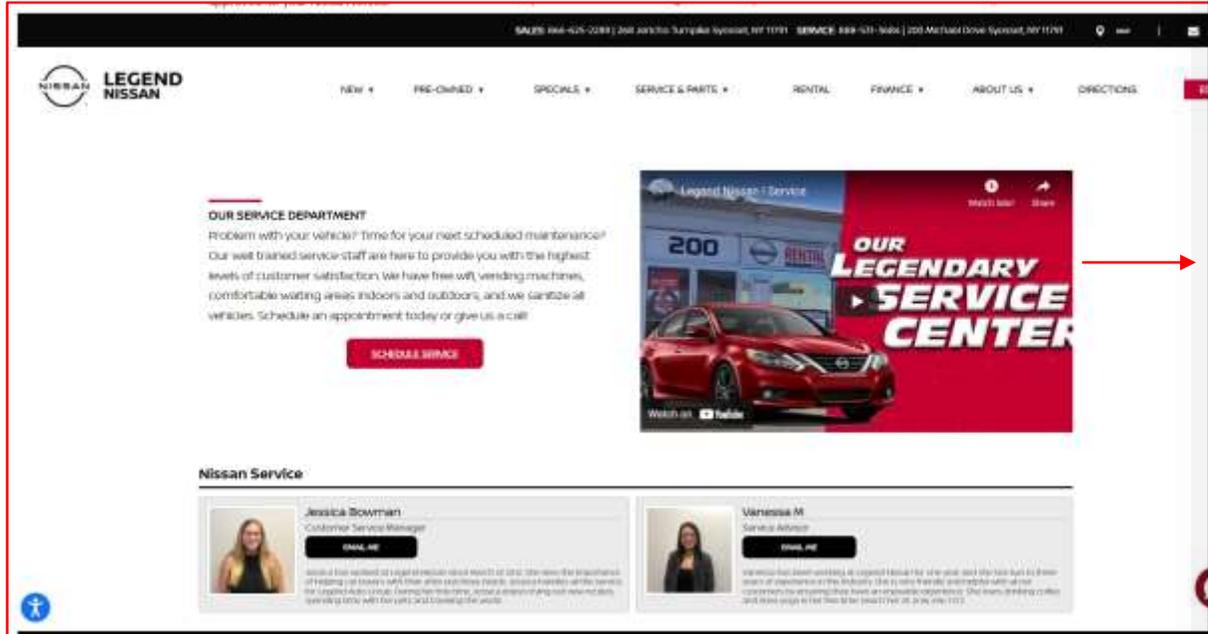
Video is uploaded to dealership's Youtube profile and includes contact information in the video description on Youtube.

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.
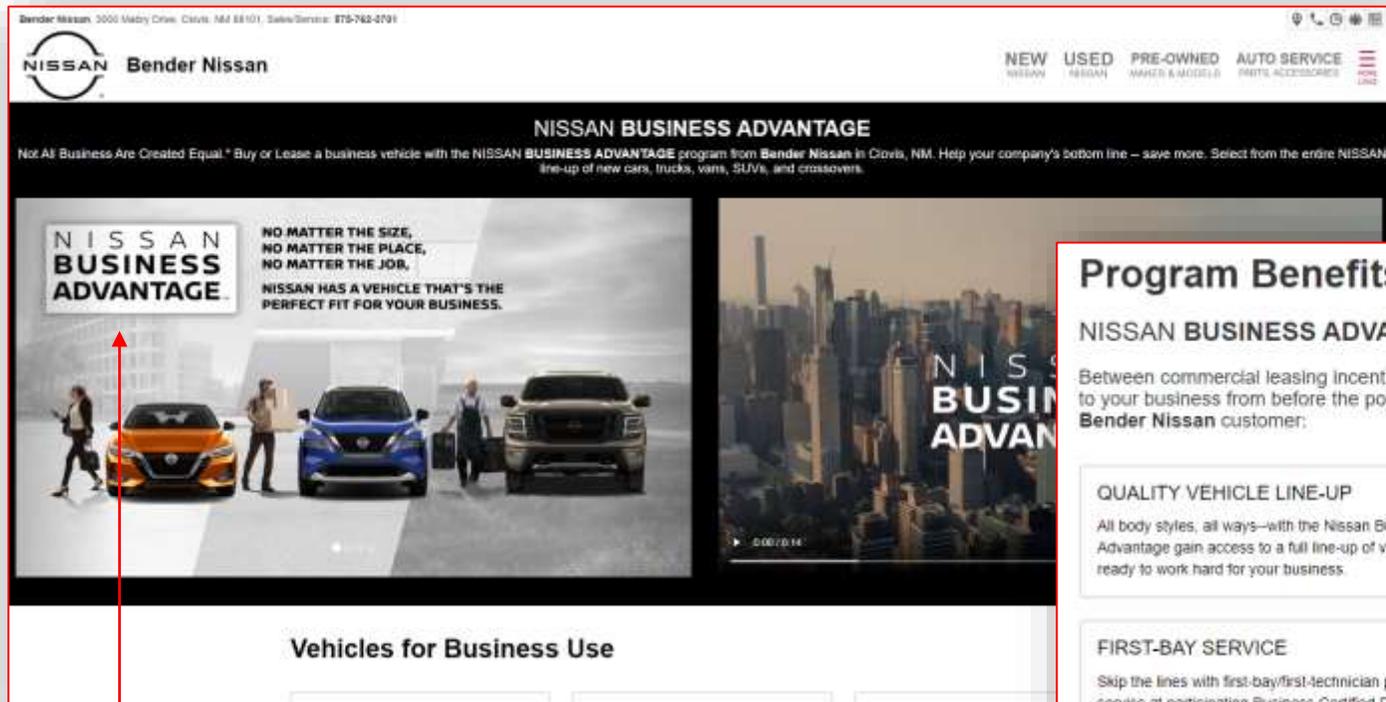
Nissan Business Advantage logo included on landing page.

Website Experience | **Business Advantage**

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

Website Experience | Mobile Optimization

Mobile Optimization ⓘ		
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

9/9

- 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**
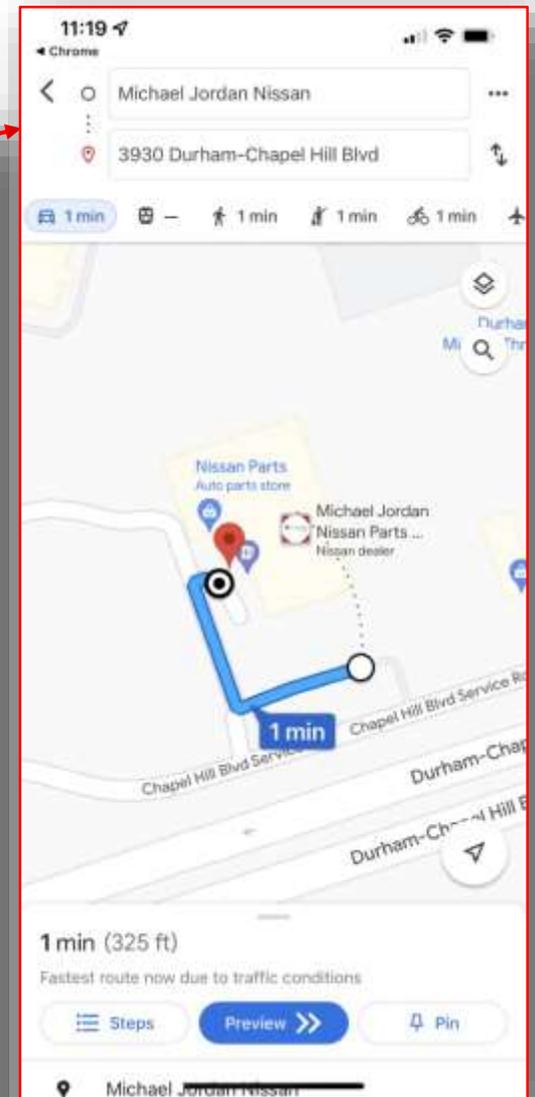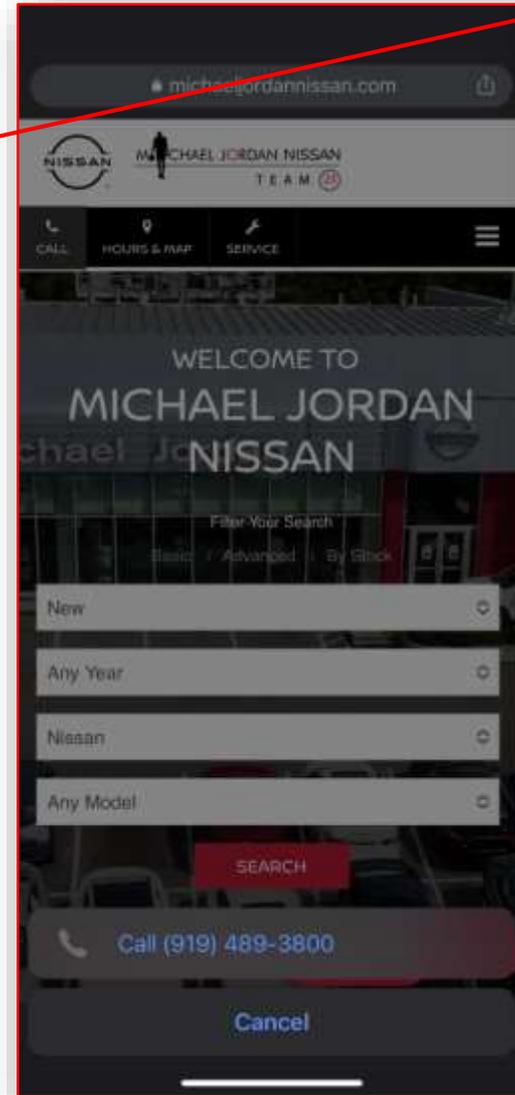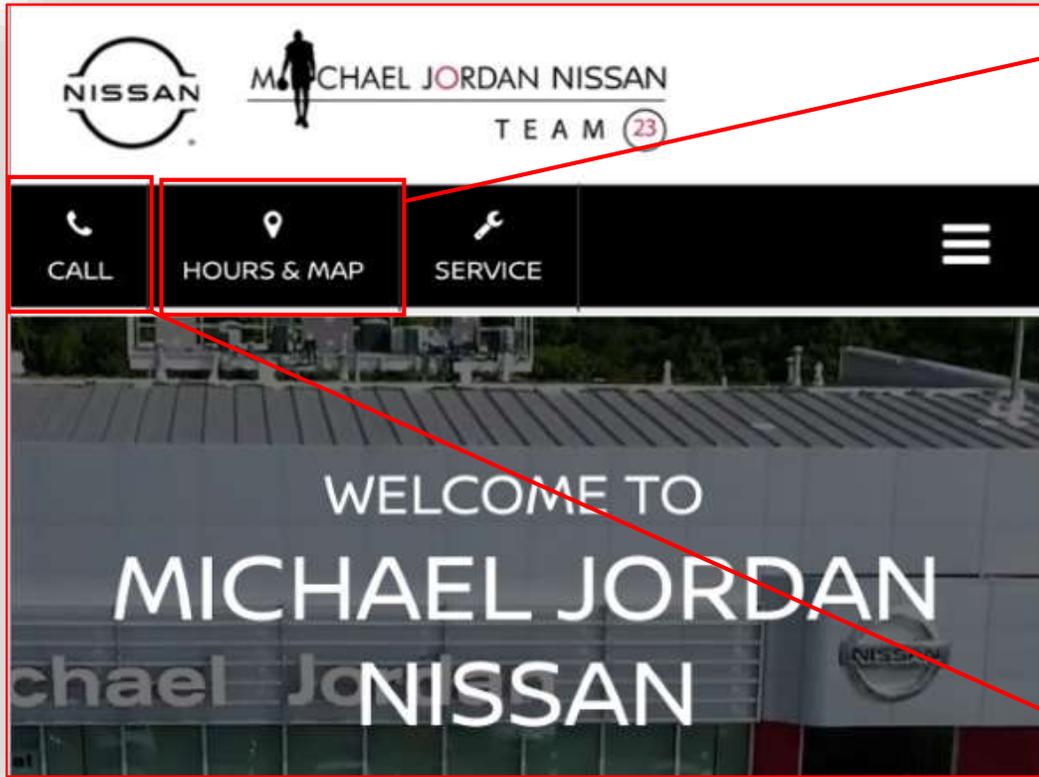
Navigating the Digital 360 Dashboard

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.

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

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	✓

Website Experience | Overview

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

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

Page Speed Index ⓘ

2/2
+ 1 Bonus

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

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

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

NISSAN　J.D. POWER

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.

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!

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

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. h*ttps://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?