



Award-winning technology. Comprehensive dealer support. This is the Dealer.com difference.

SmartSites™ are award-winning automotive dealer websites driven by research and engineered to increase sales opportunities for your dealership! Based on years of research studying user behavior, our base website offering includes tools critical to your success online, tools which are available through one login to the industry's most intuitive digital marketing management system, ControlCenter.

Key Features

- Unlimited pages and departments including secure finance application
- New and preowned inventory with social media sharing
- Showroom New Model Research Center
- CarFinder Automated Inventory Alerts
- 3 Call Tracking numbers with 1000 minutes
- Integrated SEO with editable metadata and sitemap
- Navigation Forward design for easy inventory access
- Inventory Options & Package integration
- All-new 2012 design library
- ControlCenter Management Center
 - Contact Manager
 - Site Composer & PageBuilder
 - SpecialsBuilder Pro
 - Media Library
 - Inventory Manager
 - ePricer automated inventory pricing system
- Performance Analytics
- Dedicate Digital Advisor
- 24/7 RapidResponse technical support



SmartSites are the unique intersection of art and science, engineered to drive leads and sales opportunities to your dealership.

Dealer.com SmartSites deliver award-winning digital marketing technology backed by consultative dealer support. With one login to ControlCenter, dealers experience the ease of one integrated platform and the power of today's most effective online marketing solution.

Key Benefits:

- Real-time control over your website and vehicles through one login
- Award-winning SEO site structure makes your site easily found by shoppers
- Easy-to-use ControlCenter applications reduce the need for training
- Performance Analytics provide actionable insight on your website's performance.
- Dedicated Digital Advisor & 24/7 RapidResponse Technical Support



Award-winning Website Solution

Dealer.com websites have received the highest website awards in the industry including:

- Consecutive 2010 & 2011 Pinnacle Award Winner for Search Marketing architecture (Automotive Websites Awards)
- 2011 Diamond Award (1st place) for Website Design (Auto Dealer Monthly)
- 2010 DrivingSales.com Top Rated Website Provider
- 2012 *Time Magazine* Dealer of the Year (Twenty-two of the 50 nominees are Dealer.com clients.)

Custom Page and Inventory Layouts

Page-specific layout selector provides more flexibility and page variation with page libraries, inventory details layouts, enhanced editing capabilities and more dealership widgets.

CarFinder Inventory Alerts

CarFinder will notify you every time a vehicle matches a customer's request, plus automatically generates an email to your customer with vehicle details.

ePricer

Alert shoppers on your website to a special price on specific vehicles and generates an instant price quote once they submit the ePricer lead form.

Form Building Capabilities

Dealers can easily create custom forms on their website using our advanced FormBuilder tool.

SEO-Friendly Site Architecture

State-of-the-art technology featuring XML sitemaps, SEO-friendly URLs and customizable metadata.

Inventory Listings and Management

Our integrated inventory solution includes navigation forward design, options and package integration, multiple call-to-action forms, payment calculator, similar vehicles, CarFax integration and much more.

Social Media Integration

SmartSites integrate with various social media sites and transmit your message across these valuable marketing channels.

Dedicated Digital Advisor & 24/7 RapidResponse Technical Support

Our Digital Advisors serve as the primary point of contact and digital strategy business consultant for our automotive partners. Digital Advisors deliver exceptional customer service and responsiveness, knowledge of the Dealer.com Platform, and a thorough understanding of the retail automotive digital marketplace. With these attributes, Digital Advisors help our clients achieve their business goals by fully leveraging the Dealer.com platform through training, problem solving, analytics review and a host of other consultative responsibilities, to ensure the best possible customer experience and maximum ROI from our digital solutions.