



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

SmartSites™ are award-winning automotive retailer websites designed to connect preowned dealers to their customers. SmartSites enable dealers to reach, retain and convert more in-market traffic than the competition because they are designed with the consumer in mind



Award-winning Website Solution

- 2010 & 2011 Pinnacle Award Winner for Search Marketing architecture (Automotive Websites Awards)
- 2011 Diamond Award (1st place) for Website Design (Auto Dealer Monthly)
- 2010 Top Rated Website Provider (DrivingSales.com)



Key Features

- Unlimited pages and departments including secure finance application
- Preowned inventory with EVOX imagery and social media sharing
- CarFinder automated inventory alerts
- Integrated SEO with editable metadata and sitemap
- All-new 2012 design library
- ControlCenter management system
 - Contact Manager
 - Site Composer & PageBuilder
 - SpecialsBuilder Pro
 - Media Library
 - Inventory Manager
 - ePricer automated inventory pricing system
- Performance Analytics
- 1 CallTracking number
- Dedicated Digital Advisor
- 24/7 RapidResponse Technical Support
- Inventory exports to AutoTrader.com (must be client) plus one additional free export

Fully Integrated. 1 Platform. 1 Login. 1 Company.

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, allowing you to schedule a follow up phone call and inform the future customer of their requested vehicle.

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 SEO technology featuring sitemaps, SEO-friendly URLs and customizable metadata.

Inventory: Our integrated inventory solution includes multiple call-to-action forms, payment calculator, similar vehicles, CarFax integration and more.

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

