

# Optimise your website and your online marketing for the best possible returns

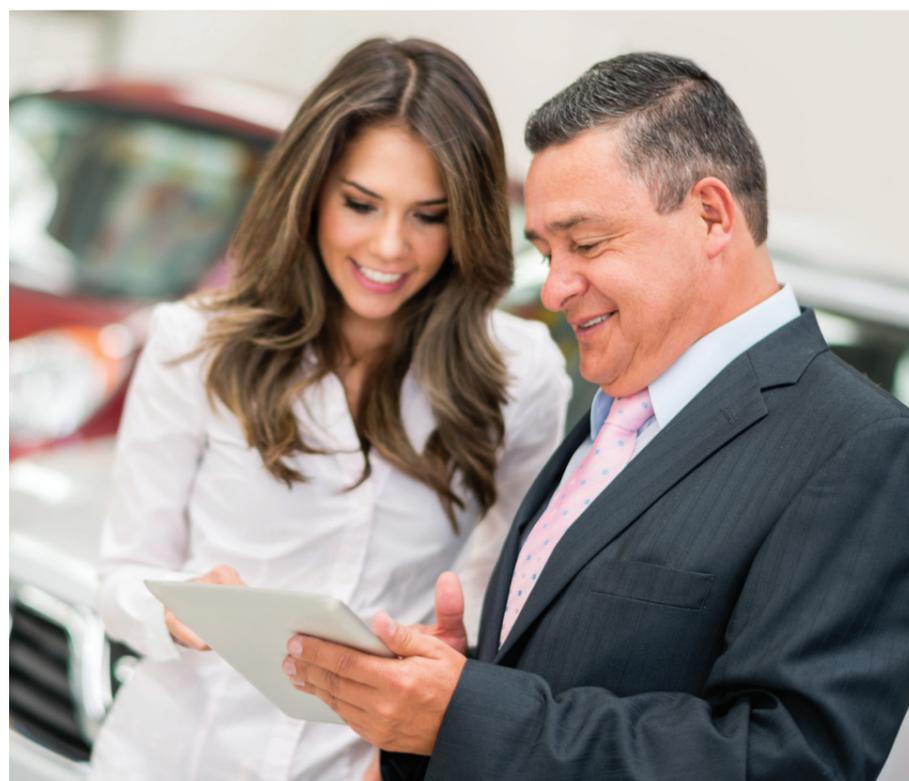
**A**t Autoweb Design, we have served as a website design and digital marketing agency exclusively within the automotive sector for more than 14 years and we know how crucial online activity is to vehicle manufacturers and retailers.

Our approach starts with a simple philosophy that websites and digital marketing activities need to generate the maximum possible return on investment for our clients. Too often, websites are viewed as a templated piece of software, with glossy features that can be added or taken away. We offer these things, of course, but we prefer to strip back our conversations with clients and prospects to performance and return on investment.

With this in mind, we pride ourselves on our approach of providing a consultative service rather than a product. We work as an extension of our clients' teams to provide insights and transparent information, so that we can work in partnership to improve performance. As such, we invest heavily in our people and attract some of the best in the digital marketing space to our team. Our company has five core values – people, performance, trust, growth and innovation. This allows us to provide our clients with industry-leading customer service, combined with industry-leading thinking.

Having recently moved to larger, super-modern premises in North Yorkshire, we have experienced exponential growth within the past year. We have welcomed a number of new clients on board, including manufacturers, AM100 dealer groups, single and multi-franchise dealerships and independent dealerships. As part of this, our team has grown by 39% during this time with further growth forecast in 2019.

During 2018, we were very active in the thought-leadership arena, performing talks at a number of industry events – this will continue in 2019, when



## WEBSITES AND DIGITAL MARKETING ACTIVITIES NEED TO GENERATE THE MAXIMUM POSSIBLE RETURN ON INVESTMENT

we will be speaking at events including Automotive Management Live and many more. You can also see a selection of our talks on our YouTube channel.

Part of our approach is that we believe the best way to maximise return on

investment from websites is to keep them moving forward through continual testing. If you are a smaller dealership and receive a relatively small amount of website traffic, it can make sense to follow industry best practice based on robust testing and statistical work on aggregated data from a pool of dealership websites. However, if you are a larger dealership or manufacturer, then it certainly makes sense to optimise your website using an approach as explained in further detail below, based solely on your website data, which will ensure that your website is optimised to your specific customers.

Optimisation should start with having a proper web analytics setup, such as



Google Analytics. We do not believe in an off-the-shelf approach and prefer to use custom metrics and configurations, so our clients receive actionable information specific to them. With this kind of reporting, we can find areas of potential on the website and review the user behaviour within them.

Once an area of focus is identified, we would decide upon a test and run A/B testing to ensure that any ideas are proven successful or not based on robust statistical methods. This methodology also protects against the scenario where a change is made in a weaker month and in the following month we assume the change has had a positive effect, only to find a year down the line that we are down year-on-year.

The above system ensures that your website moves forward through time with proven success. We have successfully increased sales leads by three to five times for some of our clients and we are proud of the case studies

that we have created with our partners.

Optimising a website for performance, such as increased sales leads, is one part of the story. Attracting as much good quality website traffic as possible is the other. As a full-service digital agency, we have talented teams of experts specialising in all digital marketing channels including PPC, SEO, email marketing and display advertising.

While SEO is a different field to website design, the way a website is set up and account-managed has a significant impact on your organic search listings (e.g. in Google).

As part of our consultative business approach, our account manager works very openly and transparently with our clients when it comes to search engine visibility performance and identifies areas of the website that may require attention. This aspect of our approach is key to gaining the trust of our clients.

The ongoing proactive approaches of maximising website traffic and website performance go hand-in-hand. After all, generating website traffic that does not lead to enquiries and sales is not the best strategy.

With the industry moving towards e-commerce solutions, we believe that our approach will be even more valuable as dealerships and retailers adopt strategies from e-commerce businesses and moving away from the automotive industry template and working with more data. At Autoweb Design, we employ experts from a broad range of industries, many including e-commerce.



**If you would like to learn more about Autoweb Design and how we can add you to our list of successful clients through transparency and a data-driven performance-based strategy, then please get in touch with Holly Duncan on [holly.duncan@autoweb.co.uk](mailto:holly.duncan@autoweb.co.uk) or 01757 211700**

