

How would you like your dealership's website to be designed so that viewers click exactly where you want them to? How about having a support team ready that understands web analytics and can make adjustments to your website design on the fly? Xspond has the web solutions to do it.

This Case Study is an analysis of the first week Xspond managed Nissan of Hickory's website and online inventory. Xspond measured analytics across key areas, turning that data into real-time solutions.



## Project Overview:

(Quote from Mike DeLong)

Nissan of Hickory is a midsize dealership in Eastern North Carolina. The owners and general manager were ready to modernize their website. Their main concerns were:

- Increasing traffic on the website,
- Increasing the number of leads from the site,
- Increasing customer engagement, and
- Enhancing the Nissan Brand and the Hickory Dealership's Brand.

Nissan of Hickory had no customer profiling data. They had no analytics. They had no "click history" from their current website. In short, Nissan of Hickory lacked any measureable knowledge of their website viewers. The dealership knew drastic changes needed to be made. In order to improve their website's performance, Nissan of Hickory turned to Xspond.

## Xspond Solution:

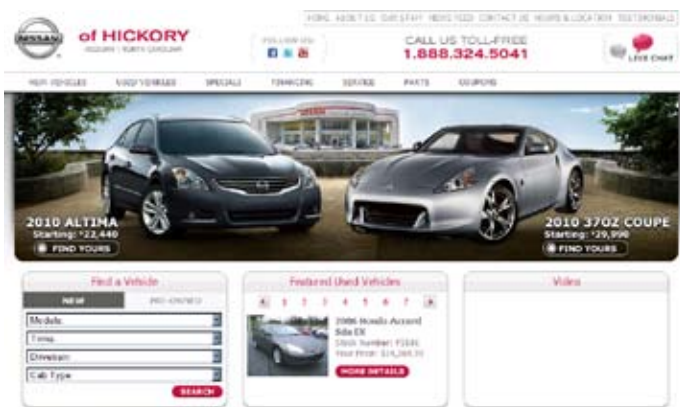
First, Xspond's web design experts met with the dealership's key personnel. The main goal of these meetings was for Xspond's management and design teams to understand what only the dealership knows: who the average Nissan of Hickory customers are, what they buy and when, and what were their reactions to the dealership.

Using the information gained from these meetings, Xspond went to work on a new website. SEO was emphasized, making the website easier to find. The website streamlined the user experience. Customers could get what they wanted faster. Navigation was simplified to essential areas such as inventory, financing, and coupons. Lead generation, Call to Action, and Search Engine Optimization (SEO) were guiding objectives in the Nissan of Hickory redesign.

Xspond's main goals in its Web Launch of Nissan of Hickory were increased web engagement, increased lead generation, and enhancement of the Nissan and dealership's Brand.

Xspond launched Nissan of Hickory's new website on March 1, 2010 (Left Image). It featured improved inventory search, enhanced Nissan and Dealership Branding, links to social media networks, and emphasized Call to Action. It was organized and invited viewers to click through inventory and learn more about Nissan and the dealership.

The Revised Nissan of Hickory website (Right Image), at first, appears almost identical to the image to its left. It is inviting, easy to navigate, features search prominently, and enhances the Nissan and Hickory Dealership Brands.



March 1 – Nissan of Hickory Launch



March 15 – Revised Nissan of Hickory Site

## Analyzing Engagement Patterns:

For the first week, Xspond's web designers monitored site traffic and several key metrics to better understand the patterns of viewers' engagement with the website.

Some of these metrics were:

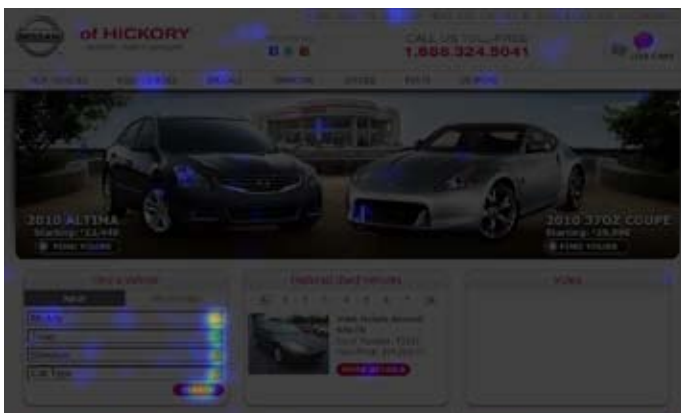
- Customer Profiling – What terms did viewers search? In what income bracket(s) did viewers belong? What were the specific demographics of average viewers?
- Audience Segmentation – From what sources did viewers come to the page? What other sites are of interest to viewers? In what places would advertising be most effective?
- Click Pattern Analysis – Where are viewers clicking on the site? What sections of the site are most popular? Are there issues with the placement of Call to Action buttons? In what ways can traffic be driven more effectively?

Analyzing the heat map of the Nissan of Hickory site after one week, Xspond designers saw viewers were not clicking in the pattern they had originally envisioned. Customers were not navigating easily to the Used Inventory. This was essential as Nissan of Hickory sells 3 used cars for every new one.

Knowing this, Xspond accomplished in a day what would have taken most web solution providers months to do. The website was revised to achieve click patterns that got viewers to inventory faster. These changes generated more customer engagement and created immediate leads.

## Results:

Nissan of Hickory's first website iteration achieved the results Nissan of Hickory desired. The dealership has increased traffic to its website, leads are being generated more frequently, the dealership's personal Brand has been enhanced, and customers engage with the website in effective patterns.



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The Used Inventory Button was redesigned. It is easily seen in a glowing red on the Revised Site's Heat Map (Right). Viewers of the website are clicking on this more than anything else. A great result considering how many used cars Nissan of Hickory sells. As well, the search navigation was moved up on the page. Its intense yellow coloring indicates how successful this change was.

These simple adjustments led to several improved metrics including:

- A 5% increase in Immediate Click-Through to Inventory Visits,
- A decrease in competition between Inventory Search and other Call to Action, and
- An increase in traffic to Featured Vehicles

After one week, the successes are impressive, but far from the end of our work. Xspond will continue to measure customer engagement on Nissan of Hickory's website, fine-tuning our efforts as more data is collected.  
Your Xspond Web Solution

We don't put up a website and leave it there untouched. We want your website to be a Revenue Generating Machine. What looks good at first may not work properly. We never tire of making adjustments to improve your website.

Do you want this level of success? Does your web provider react this quickly?

Contact us now at **810-225-8350** and visit our website to see how we can revolutionize all of your marketing efforts.