Quick Dealer Website Audit Checklist from shannonneilson.com

Your dealership's website is your digital showroom. If it's slow, confusing, or missing key elements, customers will leave before you ever have a chance to earn their business. Use this quick audit checklist to see how your site stacks up and where you can make fast improvements to increase leads and sales.

Before diving into each category, rate your website from 1 (Needs Improvement) to 5 (Excellent) in each section to see where you stand.

Website Performance & Speed

1 2 3 4 5

User Experience (UX) & Navigation

1 2 3 4 5

Inventory Listings & Vehicle Detail Pages (VDPs)

1 2 3 4 5

Lead Capture & Conversions

1 2 3 4 5

SEO & Local Search

1 2 3 4 5

Advertising & Retargeting Readiness

1 2 3 4 5

What's Next?

If you checked all 5's — congrats! Your website is optimized for success. If not, let's fix it.

I offer a comprehensive website audit for $750 that includes a deep dive into your site's performance, conversion strategies, and SEO recommendations or referrals to maximize your marketing ROI.

Click here to book your website audit today!