4 Ways to Win with the Website Platform
Get the Most out of your Website on Day One

Through your website development process, our goal is to equip you with the necessary tactics to create a pro website and offer industry-leading experience for your shoppers.

We recommend you and your team get a full, demo-driven understanding of the Website Platform with our Dealer Talk workshop to learn about the best website plays in the industry. You always practice before jumping into a game, right?

Until then, here are 4 ways to make progress on your website on day one of being live!

MANAGE YOUR STAFF PAGES

From the backend of your DI website, you can add and edit members of your staff. An "About Us" section is important for a local business, so building out a full staff page is a great and simple way to win with your website on day one.

Start by going to **Staff** in the backend of your website and click **Add New**. You can add an image, first and last names, titles, departments, contact information, and even a short biography. We highly recommend that each staff member on your page has a photo. All photo sizes must be at least 356 x 356 pixels.

Don't forget to publish your page! Once published, you can also reorder your staff by dragging and dropping.

BUILD A PAGE

Building a page might sound daunting, but we'll walk you through the simple basics, so you can get started maximizing the most out of your Dealer Inspire website right away.

In the backend of your website, click **Pages** and **Add New**, then choose between two templates: Default or Full Width. If you aren't familiar with code, add text content in **Visual** mode.

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Best practices to build out your page might be:
- Your Staff Page
- Holiday Sales or Special Offers
- Volunteer Pages for your Community

Consider including:
- Images
- Fundraiser details
- Contact Us form

ADD TO YOUR MENU OR NAV BAR

Once you've created your first page, you'll want to add it to your Menu Bar, which houses the tabs at the top of your website, so customers can navigate your website and engage with your new page!

To add a page to your Navigation Bar, click **Appearance** and **Menu** in the backend of your site. Select your published page from the left and click **Add to Menu**. This page will automatically be added to the bottom, but you can simply reorder by dragging the page where you want it.

Click **Save Menu**, then head over the front end, refresh your page, and see your new page in the Navigation Bar!

PERSONALIZE YOUR MESSAGING

Personalizer is a short, personalized message on your website that targets specific customers based on their shopping activity, current location, page views, and more. To create a Personalizer: Click **Personalizer, Add New,** then copy and paste **Homepage USP** into the top field.

This is not your title. Any variation from this will cause the Personalizer to not fire. Literally copy and paste **Homepage USP** into the field exactly as you see it listed in italics on the website backend.

In the Content box, select the **Visuals** tab and create your **personalized message**.

Next, create **tags** and usage **rules** in order for your Personalizer to fire on the frontend of your website to target particular shoppers. Creating a **tag** also serves as your **title** of the personalizer and allows you to connect your **rules** to it.

Once you've titled your Personalizer with a tag, like "Tahoe," say if you are targeting customers who have been shopping for Tahoe and are pushing an early Labor Day sale, then you'll associate rules so your message gets in front of the intended audience.

Choose the rule from the Rule Editor that you want to apply to this personalizer, then **click, drag** and **drop** it into the ruleset box.

You can also add geofencing to your personalizer. Say, you'd like to target shoppers at a competitor's dealership across the street. You can geofence this area so shoppers will get targeted to your dealership.

Once you've created your geofence, this will be added to your Rule Editor. You can add it to your ruleset and narrow down the rule in an "If, Then" scenario, adding either "Or's" or "And's" to the scenario.

For example: A personalized message will appear **if** a shopper visits **[this]** page **and** visits **[this]** page on a **Sunday, or** is near **[this]** location. Don't forget to follow the rules to test your personalizer!

Building or breaking your DI website shouldn't be as daunting as it might sound. Click here for **6 Ways How NOT to Break Your Website**. Either way, get started today with these 4 wins for your DI site.

If you do have questions or need clarity on a step, we do recommend reaching out to our Support first for technical assistance, or to the DI Coaching and Education for training and strategy help.

Looking for a full, high-level overview of the Website Platform?   **Click Here**