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### The Problem.

Woodfield Chevrolet had a couple issues that needed to be addressed quickly. The first issue was the fact that their Chevrolet franchise was constantly being beaten out in SEO and SEM by the dense population of Chevrolet dealers in Illinois. They had witnessed for months other Dealer e-Process Chevrolet websites in Illinois passing them by and moving up the sales lists. The second problem was a lack of measuring the impact the Internet was having on the store from an analytics, phone call, and sales perspective. The third problem was not taking advantage of the massive Woodfield Mall Shopping Center traffic that flooded the streets of Woodfield. Woodfield called Dealer e-Process, heard our presentation, and immediately signed that day after "hearing what they were missing".

### Our Results.

	 Dealer e-Process	AAN
Leads	1229	59
Visitors	14,652	11,696
Time On Site	4:39	3:45
Bounce Rate	27.91%	37.6%

### How we did it.

**SEO & SEM** – Dealer e-Process websites have been known to dominate markets when its websites are deployed. In a high density populated area of Schuamburg, IL, which sits outside of Chicago, Dealer e-Process currently does business with 6 different Chevrolet dealers. Although we will not speak to the lack of SEO construction the Cobalt & AAN websites have, we will say that Dealer e-Process websites dominate all local areas of Illinois when it comes to Google search. Woodfield Chevrolet had seen it happen right before their eyes and said "If we can't beat them, we will join them". Dealer e-Process since that day has taken over the website, SEO & SEM efforts on behalf of Woodfield Chevrolet.

**Lack of Measurement** – You have heard it a thousand times – "inspect what you expect". Woodfield Chevrolet had one thing going for them coming into our relationship. They had already been using Google Analytics. We were quickly able to identify low time on site, high bounce %, and many visitors to the dealers current website. One of the most important ingredients missing was phone call tracking! How can you tell how many calls came from the dealers website if you are using a local phone number? We set them up on Dealer eCall – a complete phone call tracking, recording and integrated into the websites backend tool. This would allow the dealer to login into one dashboard and track all aspects of what the dealers website is doing for them when it comes to phone calls, leads, visitors, Time on site, etc. They were simply blown away by the Dealer e-Process dashboard technology.

**Take Advantage of Woodfield Mall Traffic** – The most important thing in the online world is appealing to someone's imagination and being "relevant" to what they seen before and

### Profile

**Dealership:** Woodfield Chevrolet  
**Location:** Woodfield, IL  
**Website:** [www.woodfieldchevy.com](http://www.woodfieldchevy.com)

### Challenges

Woodfield Chevrolet in the past had always had a poor performing Cobalt manufacturer website as well as another website developed by All Auto Network (AAN). The challenge was to convince them not to rely on the cookie cutter Cobalt manufacturer website or the lack of leads from AAN's current website and install a Web 2.0, lead generating iAutoweb Dealer e-Process website.


### Highlights

- ▶ Increased leads volume by 20x
- ▶ Over 25% increase in traffic
- ▶ Reduced bounce rate to 28%
- ▶ Increased time on site by nearly 25%

what they haven't seen yet. We accomplished both tasks on Woodfield Chevrolet's website. The first thing we had to do was come up with a site design that incorporated the Woodfield Mall. We did this by recreating the "Streets of Woodfield – famous at the Woodfield Mall" on their dealership website. This gives customers the perception of relevancy to the famous mall in Schaumburg, IL. The second task was to let customers see what they have never seen before, a virtual tour of the dealership online. Any customer that ever visits Woodfield Chevrolet's website can now teleport themselves into the dealership via the Dealer e Process Virtual Tour. After customers realize a dealership sits so close to this famous mall, the idea was to let them see what they had been missing for so many years and create the open invitation and appeal to the Woodfield Malls shoppers.

 **Contact Us**

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