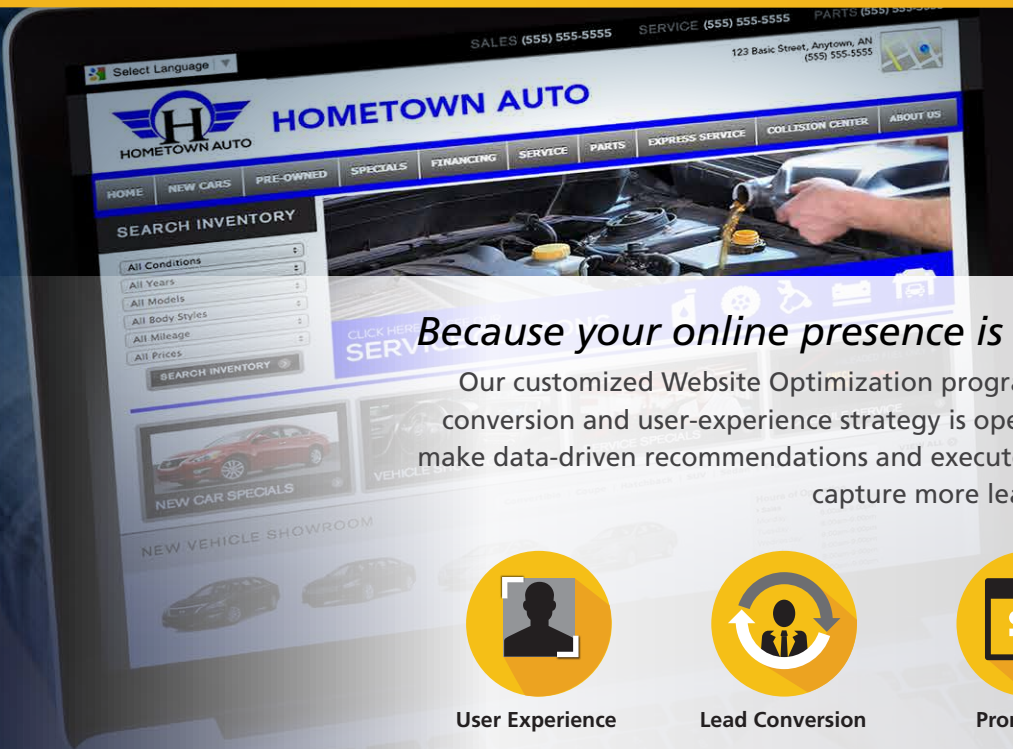


WEBSITE OPTIMIZATION

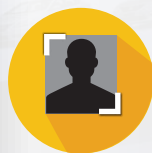


TRAFFIC INTO LEADS



Because your online presence is key to your success.

Our customized Website Optimization program ensures that your website conversion and user-experience strategy is operating at peak efficiency. We make data-driven recommendations and execute design strategies which will capture more leads from your website traffic.



User Experience



Lead Conversion



Promotions



Analytics

HOW IT WORKS.



NEEDS ASSESSMENT.

We do a deep-dive analysis of your website to identify its weaknesses and opportunities for improvement.



STRATEGY DEVELOPMENT.

We use a proprietary scoring system to prioritize high-value action items and create a structured optimization calendar.



IMPLEMENTATION.

We work directly with your web provider to implement action items according to your custom plan.



TRACK PERFORMANCE.

We use Google Analytics, heat mapping, chat reporting and call tracking data to track your website's visitor-to-lead conversion performance.

WEBSITE OPTIMIZATION



TRAFFIC INTO LEADS

THE PRODUCT TO FIT YOUR NEEDS.

COMPREHENSIVE WEBSITE ANALYSIS & needs assessment	✓
OPTIMIZATION STRATEGY custom planned with you	✓
DELIVERY SCHEDULE with progress updates	✓
IMPLEMENTATION directly using your web provider	✓
PROFESSIONAL GRAPHICS such as banners, overlays & coupons	✓
KEY METRIC monthly summaries	✓
QUARTERLY IN-DEPTH MEETING to review results	✓
WEBSITE EXPERT to guide your optimization strategy	✓



RESULTS. DELIVERED.

Gainesville Buick GMC
In 10 months with Opportunity Max

WHAT WAS FIXED AFTER OUR FINDINGS:

- ✓ Added key pages to navigation bar
- ✓ Added key CTA buttons
- ✓ Added new & used specials
- ✓ Added custom pages to site
- ✓ Added a Pricing Strategy



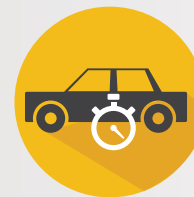
**WEBSITE
CONVERSION
IMPROVEMENT**

11.8% ↑



**INCREASE IN
TIME ON
NEW VDP**

7% ↑



**INCREASE IN
TIME ON
USED VDP**

14% ↑

“Our four dealerships have seen a **tremendous increase in organic traffic, raising our website lead conversions by 174%** with the help of Website Optimization. We’re growing every month and look forward to what the future has to bring with Opportunity Max on our team.”

Tom Moore
Regional Manager Morgan Auto Group

