Website Solutions

DIGITAL STOREFRONT

Our **industry-inspired** digital storefronts are built to dominate local online search, deliver a memorable browsing experience for shoppers, and drive more buyers to your dealership.

ADA WEBSITE COMPLIANCE

Our ADA compliance application ensures that ADA website violations don't inhibit the shopping process.

CUSTOM H-D® SHOWROOM

Our custom Harley-Davidson® showroom creates a digital space for your online shoppers to discover and explore your latest inventory by family, make, and model.

INVENTORY EXPORT

Export, list, and sell your inventory on your website and on popular marketplaces.

LEAD DASHBOARD

Efficiently sift through your online inquiries, prioritizing potential buyers based on their level of engagement and specific interests.

EMAIL SOLUTION

Our built-in email tool helps improve your delivery success rate, better engage your customer base, and recover deleted emails if necessary.

CONTENT EDITOR

Save time and costs by easily updating website content, modifying navigation menus, and improving SEO without relying on tech support or paying extra to vendors.

HOURS EDITOR TOOL

Many online shoppers rely on your website for in-store availability, especially during holidays. The Hours Editor Tool allows you to update your website's hours of operation at any time.

CRM INTEGRATION

Our websites integrate with most CRM systems to help you easily manage your leads and track engagements to keep in touch with your customers every step of the way.

ANNOUNCEMENT BUILDER

Easily create announcement pop-ups on your website, such as new sales promos, to keep visitors informed on your latest exciting news.

TECHNICAL SUPPORT

Keep your website performing at its best with the support of Dealer Spike's team of tech experts.

DMS INTEGRATION

Our websites integrate with multiple dealer management systems (DMS) to automate and simplify your online inventory management.

WEBSITE REVIEW TOOL

Stream reviews from your Google and Facebook pages automatically to your website's reviews page to build trust with your website visitors.

Digital Retailing

RECENTLY VIEWED INVENTORY

Recently Viewed Inventory re-engages returning website visitors by inviting them to review the inventory they browsed during their previous visit. **94%** of companies see higher conversion rates after personalizing their websites!

360° WALKAROUND APPLICATION

DealerPic360 captures appealing footage of your units from all angles to give customers a stunning digital showroom display. Adding 360° degree images increases the purchase likelihood by up to **50%!**

PREMIUM DIRECTORY MANAGEMENT

Ensure your dealership is accurately listed across over 150 global directories so your shoppers find the correct information, no matter where they're looking.

OUTGOING EXPORTS/FEEDS

Syndicating your listings to third-party marketplaces can help you maximize your inventory's exposure. Dealer Spike will work with you to set up your inventory feeds so you can reach the right shoppers on the right platforms.

AUTOMATIC H-D1™ MARKETPLACE POSTING

Our website integration with H-D1™ Marketplace makes listing your pre-owned inventory automatic and easy.

GOOGLE VEHICLE LISTING

Display your inventory listings right on your dealership's Google Business Profile to maximize your online visibility and capture the attention of potential customers from their very first search.

- ✔ Amplify Your Online Presence
- ✔ Streamline the Shopping Experience
- ✔ Daily Inventory Updates

FACEBOOK MARKETPLACE

Feed your inventory listings to the largest and most heavily trafficked social platform to attract more buyers and boost your sales opportunities.

eCOMMERCE

eCommerce makes it easy to list and sell parts and PG&A inventory directly on your website and push these listings to third-party marketplaces.

THIRD-PARTY LISTINGS

Dealer Spike's completely automated processes take care of running your third-party marketplace ads, leaving you free to focus on your business.

OEM REPLACEMENT PARTS CATALOG

Improve your parts counter efficiency by helping shoppers find the part they need by year, make, model, trim, or assembly.

Premier Dealer Spike Digital Dealer Website Packages

Silver – $549

- Dealer Website
- Content Editor
- Custom Showroom
- Inventory Manager
- Lead Dashboard
- Email Solution
- Hours Editor Tool
- CRM Integration*
- Announcement Builder
- ADA Website Compliance
- One Outgoing Export/Feed
- Technical Support

PICK 1:
- Automatic H-D1™ Marketplace Posting*
- Recently Viewed Inventory
- eCommerce for Garments & Accessories
- OEM Replacement Parts Catalog
- Facebook Posting Tools*
- eBay Posting
- Google Vehicle Listing
- Craigslist Posting
- Premium Directory Management

Gold – $849

- All Features of the **Silver** Package
- Professional Website Design
- DMS Integration Import and Support*
- Three Outgoing Inventory Exports
- Pop-Up Lead Form Module
- Recently Viewed Inventory
- Automatic H-D1™ Marketplace Posting

PICK 3:
- eCommerce for Garments & Accessories
- OEM Replacement Parts Catalog
- Facebook Posting Tools*
- eBay Posting
- Google Vehicle Listing
- Craigslist Posting
- 360° Walkaround App
- Website Review Tool
- Premium Directory Management

Platinum – $1149

THE BEST CHOICE

- All Features of the **Gold** Package
- Automated Email Marketing (Silver)
- **Unlimited** Outgoing Inventory Exports
- Automatic H-D1™ Marketplace Posting

PICK 3:
- eCommerce for Garments & Accessories
- OEM Replacement Parts Catalog
- Facebook Posting Tools*
- eBay Posting
- Google Vehicle Listing
- Craigslist Posting
- 360° Walkaround App
- Website Review Tool
- Premium Directory Management

*Additional charges may apply for some integrations, upgrades, additional locations or website add-ons.