

The 4-Week Website Optimization Plan

A simple, repeatable checklist for dealerships that want results.

Why This Playbook Exists

Your website is a profitable business unit. It deserves the same weekly attention you give to the showroom floor. The problem is that most dealership sites quietly break in small ways — a phone number pointing to a retired tracking line, a call-to-action that no longer fires on mobile, a pop-up that triggers every time someone scrolls — and each one bleeds leads.

This playbook gives you a four-week rotation you can set on a calendar and run forever. It is tedious on purpose. The goal is that nothing breaks without you knowing about it, and that shoppers can always reach the vehicle, the form, or the phone in the fewest clicks possible.

The Three Principles Behind Every Week

- 1) Always **be testing** — CTAs and phone numbers get tested every single week, no exceptions.
- 2) Fewest **clicks win** — every page should move a shopper toward the vehicle or the form faster.
- 3) Log **everything in GA4** — notes today become answers next quarter.

The 4-Week Rotation at a Glance

Week	Core Focus	Primary Outcome
Week 1	Core audit: CTAs, phones, menu, search	Foundation is reliable and easy to navigate
Week 2	Mobile experience + pop-up / banner cleanup	Shoppers can browse without friction
Week 3	Google Business Profile, Specials, Service, About Us	Supporting pages convert and build trust
Week 4	Re-test + GA4 review + plan next cycle	Data-driven adjustments locked in

Week 1 — The Foundation Audit

This first week is about the non-negotiables: the links, the phones, the menu, and the search. If these do not work, nothing else matters.

1. Test Every VDP Call-to-Action

- Open your Vehicle Detail Pages on desktop and on mobile — both matter.
- Click on every CTA: Check Availability, Get E-Price, Schedule Test Drive, Value Your Trade, and any custom buttons.
- Treat your website like a profitable business unit. It should respond like one.

2. Verify Every Phone Number

- Call each number listed on your site. You will be surprised how often you land on an old tracking number nobody is monitoring.
- Check sales, service, parts, and any department-specific lines.
- Confirm the numbers displayed on mobile match what actually dials when tapped.

3. Audit the Main Menu

- Click every link in your header and footer menus. Flag any that are broken, redirect oddly, or load slowly.
- Remove menu items that are not helping shoppers get where they need to go.
- The menu should stay lean and in motion — if something is not earning its spot, cut it.

4. Test the Homepage Search Widget

- Run real shopper searches: a specific model, a price range, a body style.
- Time how many clicks it takes to land on a matching vehicle. Fewer clicks = more leads.
- If your homepage does not have a search widget, add one. This is one of the highest impact changes you can make.

Pro Tip

Keep a running "Week 1" note in your phone with every broken link, stale number, or dead CTA you find. You will use it to brief your web provider and to track how fast issues get resolved.

Week 2 — The Mobile Experience

Most of your shoppers are shopping from a phone. This week you step into their shoes and scroll the site the way they do.

1. Re-Test CTAs and Phone Numbers

- Yes, again. This is the weekly habit that keeps money from quietly leaking.
- Every week you skip is a week where a broken button could be costing you leads you will never know about.

2. Walk Through the New and Used Search Result Pages on Mobile

- Pick up your phone and scroll the new inventory page, then the used inventory page.
- Tap the CTAs on individual vehicle cards. Make sure each one goes where it should.
- Watch for anything that interrupts the scroll — especially pop-ups.

Real-World Example

We recently audited a site where the digital retailing tool was opening a form every single time a shopper tried to scroll the page. The tool was just set too sensitive — but to the shopper, it felt spammy. Every time that form pops up unnecessarily, someone bounces to a competitor. Always check your third-party tools from a real mobile device.

3. Check Vehicle Visibility on Load

- When your new and used search pages finish loading on mobile, can you see vehicles above the fold?
- Or are banners, promos, and overlays pushing inventory down the page?
- It is impossible to serve the perfect banner to every shopper — so prioritize navigation over promotion.

4. Clean Up the Banners

- Identify any banner, overlay, or interstitial that is not directly helping a shopper reach a vehicle or a form.
- Removing them will feel scary. Do it anyway.
- Cluttered pages cost you money. Shoppers who cannot quickly navigate leave.

Week 3 — The Supporting Pages

This week moves beyond the core paths and tunes the pages that build trust and drive secondary conversions.

1. Re-Test CTAs and Phone Numbers

- Third week in a row. This is the rhythm — embrace it.

2. Audit Your Google Business Profile

- Your GBP is an extension of your website, and in many markets, it is one of the most valuable assets you have.
- Click every link on your profile. Call every phone number listed.
- Google pushes changes constantly and third parties can edit your listing — verify nothing has silently broken.

3. Review the Specials Page

- Confirm you have current specials listed. Expired offers send the worst possible message.
- Make sure every special has a call-to-action beyond "See Inventory."
- Add a **soft-close form CTA** wherever possible — "Claim This Offer," "Get Today's Price," "Reserve This Special." These pick-up conversions you would otherwise leave on the table.

4. Test the Service Pages on Desktop and Mobile

- Click on every service CTA. Walk through the scheduler end-to-end.
- Check that nothing is cut off on the sides due to broken responsive design.
- Confirm the page actually tells shoppers why they should service with you. Do not just list services — give them a reason to choose you.
- Keep the page uncluttered. Less copy, more clarity.

5. Refresh the About Us Page

- This page is routinely neglected. It is more important than you think.
- Include clear "why buy from us" messaging, accolades, awards, and proof of a well-run business.
- AI assistants and chatbots *love* the About Us page. A strong one will improve how AI tools describe and recommend your dealership — similar to how SEO and YouTube optimization worked in years past.

Week 4 — Analytics and Reset

The final week is where the previous three weeks of discipline pay off. You review the data, document what you did, and set up the next cycle.

1. Re-Test CTAs and Phone Numbers

- One more time. If they are not working, no one can reach you — and nothing else in this playbook matters.

2. Evaluate Your GA4 Reports

- Review current performance trends for forms, phone calls, widgets, and digital retailing tools.
- Compare this month's numbers to the previous month. Is the trend up, flat, or down?
- Identify the one or two things most worth testing or fixing in the next cycle.

3. Set Up Next Month's Plan

- Build the punch-list for next month's Week 1 based on what you just learned.
- Schedule the four weekly check-ins on your calendar so Week 1 does not slip.

4. Add Notes to GA4

- Every change you made this month — a CTA fix, a banner removed, a new form added — gets a dated annotation in GA4.
- Six months from now these notes are how you will know what actually moved the needle.

The One Habit That Makes This Work

Test your call-to-actions and your phone numbers every single week. That one habit, repeated, will catch the vast majority of problems before they cost you a customer. Everything else is layered on top.

Quick-Reference Weekly Checklist

Print this page. Tape it somewhere visible. Check the boxes as you go.

Week 1

- Tested every VDP call-to-action on desktop
- Tested every VDP call-to-action on mobile
- Called every phone number listed on the site
- Clicked every link in the main menu
- Removed any menu items not pulling their weight
- Tested the homepage search widget (or added one)

Week 2

- Re-tested all CTAs and phone numbers
- Scrolled new inventory search results on mobile
- Scrolled used inventory search results on mobile
- Checked for over-sensitive pop-ups or retailing tools
- Confirmed vehicles are visible above the fold on mobile
- Removed banners that clutter navigation

Week 3

- Re-tested all CTAs and phone numbers
- Audited Google Business Profile links and phones
- Confirmed specials are current and have form CTAs
- Tested service pages on desktop and mobile
- Walked through the service scheduler end-to-end
- Refreshed the About Us page with why-buy messaging

Week 4

- Re-tested all CTAs and phone numbers
- Reviewed GA4 form, call, and widget performance
- Compared the month to the prior month
- Planned next month's priorities
- Added GA4 annotations for every change made

Set it on the calendar. Run it every month. Watch the leaks close.

Prepared by **SEMD**