



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name <u>Richard Leon</u>	Class #	<u>N453</u>
Dealership <u>Yonkers Honda</u>	Date	<u>1/1/2025</u>

Current Situation or Challenge to be Addressed:	We currently have a high bounce rate and low engagement percentage on key pages of the dealership website		
Current Performance Level (include specific measure):	Bounce rate 76% YTD Engagement rate 38% YTD		
Goal (what do you want to achieve?)	Reduce the bounce rate to 60% and increase the engagement to 50% in 90 days		
Goal Performance Level (include specific measure)	Target bounce rate 60% and target engagement rate to 50%		
Goal Start Date:	1/1/2025	Goal End Date:	4/2/2025
First Check-in Date:	1/16/2025	Performance Objective:	Reduce bounce rate to 72% and increase engagement to 42%
Second Check-in Date:	2/3/2025	Performance Objective:	Reduce bounce rate to 68% and increase engagement to 45%
Third Check-in Date:	3/3/2025	Performance Objective:	Reduce bounce rate to 64% and increase engagement to 48%
Fourth Check-in Date:	4/2/2025	Performance Objective:	Achieve final targets of 60% and 50% engagement
How does your goal align with the dealers' vision?	Improved website performance will enhance user experience, increase customer interaction, and contribute to higher lead generation and conversions		
What are the potential benefits of achieving your goal?	Increased lead generation, higher conversion rates, Greater ROI on digital marketing efforts		
What are the potential	Continued high bounce rates and lost opportunities, Reduced website		

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consequences if you don't achieve your goal?	effectiveness as a sales tool,poor customer perception of the dealerships online presence																																		
Why is the goal important to you?	It directly impacts lead generation and contributes to dealership growth and profitability																																		
Potential Obstacles	Difficulty identifying and fixing root cause of high bounce rates, Budgets constraints for implementing solutions																																		
Potential Solutions	Optimize landing pages with better design and content,invest in retargeting and engagement campaigns,enhance call-to-actions and streamline navigation																																		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #f2f2f2;"> <th style="width: 33%;">Monthly</th> <th style="width: 34%;">PROJECTED</th> <th style="width: 33%;">Yearly</th> </tr> </thead> <tbody> <tr> <td style="background-color: #f2f2f2;">(4)</td> <td style="background-color: #ADD8E6;">Additional Units</td> <td style="background-color: #f2f2f2;">(48)</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$(8,288)</td> <td style="background-color: #ADD8E6;">F&I Increase</td> <td style="background-color: #f2f2f2;">\$(99,456)</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$(3,600)</td> <td style="background-color: #ADD8E6;">Reconditioning Increase</td> <td style="background-color: #f2f2f2;">\$(43,200)</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$-</td> <td style="background-color: #ADD8E6;">Hard Pack Increase</td> <td style="background-color: #f2f2f2;">\$-</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$(700)</td> <td style="background-color: #ADD8E6;">Other</td> <td style="background-color: #f2f2f2;">\$(8,400)</td> </tr> <tr style="background-color: #0000FF; height: 5px;"> <td colspan="3"></td> </tr> <tr> <td style="background-color: #f2f2f2;">\$(12,588)</td> <td style="background-color: #ADD8E6;">Total Additional Income</td> <td style="background-color: #f2f2f2;">\$(151,056)</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$(3,810)</td> <td style="background-color: #FFFF00;">Front End Variance (from above)</td> <td style="background-color: #f2f2f2;">\$(45,716)</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$(16,398)</td> <td style="background-color: #00FF00;">Total Variance</td> <td style="background-color: #f2f2f2;">\$(196,772)</td> </tr> <tr> <td style="background-color: #f2f2f2;">\$27,240</td> <td style="background-color: #f2f2f2;">Total Projected Gross (Variance + Current)</td> <td style="background-color: #f2f2f2;">\$326,884</td> </tr> </tbody> </table>		Monthly	PROJECTED	Yearly	(4)	Additional Units	(48)	\$(8,288)	F&I Increase	\$(99,456)	\$(3,600)	Reconditioning Increase	\$(43,200)	\$-	Hard Pack Increase	\$-	\$(700)	Other	\$(8,400)				\$(12,588)	Total Additional Income	\$(151,056)	\$(3,810)	Front End Variance (from above)	\$(45,716)	\$(16,398)	Total Variance	\$(196,772)	\$27,240	Total Projected Gross (Variance + Current)	\$326,884
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What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
CONDUCT WEBSITE AUDIT	ANALYTICS TOOLS	MARKETING MANAGER	IDENTIFY TOP ISSUES	1/2/2025-1/10/2025
REDESIGN HIGH-BOUNCE PAGES	WEB DEVELOPER	MARKETING MANAGER/GSM	IMPROVED BOUNCE RATE	1/11/2025-2/15/2025
IMPLEMENT INTERACTIVE ELEMENTS	CONTENT CREATOR	MARKETING MANAGER	INCREASED ENGAGEMENT	2/16/2025-3/15/2025
MONITOR ANALYTICS FOR PROGRESS	ANALYTICS TOOLS	GSM/MARKETING MANAGER	ACHIEVE FINAL METRICS	3/16/2025-4/2/2025
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As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

ESTABLISH A CONTINUOUS MONITORING SYSTEM, ONGOING TRAINING AND DEVELOPMENT, CELEBRATE SUCCESSES AND ADDRESS CHALLENGES, MAINTAIN A GOAL-ORIENTED CULTURE, ACCOUNTABILITY FRAMEWORK. IF WE TAKE IT BACK TO BASIC AND CHALLENGE OUR STAFF TO MONITOR AND BRAINSTORM TO IMPROVE OUR WEBSITE WE WILL HAVE SUCCESS



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Describe any planning or implementation meetings conducted as part of development of your plan.

WE MUST SCHEDULE REGULAR CHECKPOINTS TO REVIEW PROGRESS ADDRESS ANY ISSUES AND BRAINSTROM NEW STRATEGIES TO FURTHER ENHANCE PERFORMANCE

Sponsor Signature: _____