



HOMWORK ACTION PLAN

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

Name Ben Stapleton Class # N381
 Dealership Mac Haik Dodge Chrysler Jeep Ram Date 10/15/2021

Current Situation or Challenge to be Addressed:	Our current website is not a user friendly digital retailing experience. Our mobile and desktop website is poorly designed and our VDPs and SRPs are littered with clickbait that offers no real value to the customer other than disguised lead forms.		
Current Performance Level (include specific measure):	Our average bounce rate has increased by 41.59% across all devices from an average of 38.25% during Jan 1 2020 - October 15th 2020 to 54.16% during Jn 1 2021 - October 15th 2021. We had added several "click bait" buttons this year vs. last year.		
Goal (what do you want to achieve?)	Our goal is to sell an incremental 25 units per month on average beginning January 1'st of 2022 by providing website visitors a customer centric experience. We will increase this by an incremental 5 units per month leading to a total increase of 80 units per month by January 1'st of 2023.		
Goal Performance Level (include specific measure)	The critical initial measurement is our bounce rate. We will reduce it from it's current average of 54.16% to 30%. We also anticipate our average website leads will increase by 25% due to it's direct correlation with our bounce rate.		
Goal Start Date:	10/18/2021	Goal End Date:	1/1/2023
First Check-in Date:	11/1/2021	Performance Objective:	Relaunch mobile and desktop user friendly website.
Second Check-in Date:	12/1/2021	Performance Objective:	Measure current bounce rate. Reduce bounce rate from 54.16% to 40%. Remove all click bait and replace with a buy now button that leads directly to AutoFi and no additional lead forms. Mirror Apple.com user experience.
Third Check-in Date:	3/1/2022	Performance Objective:	Measure bounce rate and have increased website

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			lead volume by 25% month over month. Sell an additional 35 units per month due to a seamless digital experience.
Fourth Check-in Date:	6/1/2022	Performance Objective:	Continue to enhance the user journey, evaluate website heat maps to continue to reduce bounce rate, measure direct Internet only transactions and ensure we are on target to sell an incremental 80 units by 12/1/2022.
How does your goal align with the dealers' vision?	The dealership is focused on adapting with the times and providing a seamless and enjoyable customer experience. We want to be the most convenient option for our customers and compete directly with the Carvana's and Vrooms of the industry.		
What are the potential benefits of achieving your goal?	The potential benefits of achieving our goal is growing our customer base due to the positive reviews our customers give their friends and family. Increased service service and parts business. Additional used car trades. Increased CSI. Increased new car and overall store profitability.		
What are the potential consequences if you don't achieve your goal?	The potential consequences of not achieving our goal is a competitor may beat us to it and reduce our market share in our PMA and profitability across the entire store will suffer.		
Why is the goal important to you?	It is critical that we continue to adapt our experience to be customer centric. There are too many external threats such as Carvana, Vroom, Google Auto Listings, etc. that threaten our livelihood.		
Potential Obstacles	Training our salespersons for a positive experience when the customers come into the store. Convincing the "old guard" this is the direction business is going. Working with our website providers and constantly measuring total visitors, bounce rates, conversion rates and total leads.		
Potential Solutions	The General Manager has to be convinced to get on board. Case studies are to be presented to existing managers for other dealerships and industries that substantiate the actions we are taking.		
BOTTOM LINE!	Specifically to the new car department each additional unit we sell		

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Financial Impact of Achieving Your Goal (expressed in dollars)	quickly generates an average of \$6,000 profit for the dealership. By selling an incremental 630 units based on the decreased bounce rate and total Internet leads there is an overall profit potential of \$378,000 to be realized by the end of 2022.
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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
Design call for new website.	FCA approved website vendor.	New website team, myself, GM	Mobile friendly design. Cleaner.	10/18/2021 start, 11/1/2021 end. 10/25 Check in on progress.
Relaunch website from existing vendor to new vendor.	Existing website vendor, new website vendor, FCA's approval.	Existing website team, new website team, myself, GM	New website is launched with new website hosting company.	11/1/2021 launch, ongoing, checkpoint dates every 2 weeks to begin then monthly after 2 months.
Port all existing SEO content and make sure it is set up with the proper redirects.	Existing website content, New SEO content, access to server redirects (website support team)	Existing website vendor, new website vendor, new website vendor support team, myself	Through the course of November we will port all of our existing SEO content to the new website so we do not suffer a traffic loss as the website rebounds.	11/1/2021 start, end 12/1/2021, check ins weekly until all existing content has been ported.
Sign back up with existing FCA certified vendor for SEM / PPC due to new COOP / PAP Rules limiting reimbursement with the expetion	FCA Certified Digital Providers. Google Tag Manager installed on site for easy implementation of new vendors and to modify existing	New FCA vendor, website support team, myself	We will be able to increase our total traffic via SEM channels by fully utilizing our advertising reimbursement credits by using a	12/15/2021 start with new vendor. Monthly check ins ongoing to evaluate performance and advertising

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of certified digital providers.	scripts.		certified provider.	effectiveness.
Install Google Page speed module to automatically reduce our website load times and increase our page speed score.	New website vendor, Google PageSpeed Module	Website support team, myself	By utilizing Google's free page speed module we should be able to increase our pagespeed score with their automatic optimizations.	12/15/2021 install, 1/1/2022 installation complete. Check in 12/22/2021 to ensure we have increased the website's performance.
Remove all clickbait from website and offer one consistent sales funnel via Roadster.	Roadster software, website support team	Roadster, website support team, myself.	A more user friendly shopping experience and not a website littered with clickbait. Bounce rates should go down by offering a consistent and clear sales funnel to all customers	1/1/2022 start, 1/15/2022 end. Monitor progress and check in daily.
Implement manufacturer videos about each specific make model trim on their SRPs and VDPs	YouTube Manufacturer Videos. Website Team. Ability to integrate videos.	Myself, website support team, FCA.	By providng customers with relevant information we should see our bounce rates go down due to the engaging content. Over time search engine rankings should improve.	1/31/2022 Start - Ongoing. Check in monthly to make sure additional or newer content has not been released by the manufacturer.

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.

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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.

I am going to ensure the current GSM and GM are involved in every step of the process. I am going to lay out an organizational chart that lists the important contacts at the new website company that can be reached out to. Everything I do will be documented inside Google Analytis. A yearly calendar that can be recycled and tweaked for following years will be provided with required check in dates and measurement of KPIs to ensure we continue our success.

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

Multiple website vendor meetings, multiple GM and myself meetings, multiple GM / GSM and myself meetings.

Sponsor Signature: _____