

# SETTING UP YOUR VIN-VERTISING DASHBOARD

Now that you have successfully installed the VINvertising Dashboard, let's review all of the widgets and how they can help give you a better understanding of the shopping behavior on your website and the sources delivering traffic to your site. This guide will provide a few things you will want to remember to utilize to get all of the benefits of the dashboard:

## WHAT'S INSIDE

This manual walks us through the steps to set goals on Google Analytics with the LotLinx's recommended goal value for each engagement marker on your VDP's.

- Recommended Goal Values
- Defining each goal on Google Analytics
- Step-by-Step Google Analytics walkthrough



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**A Dashboard configuration was shared with you.**  
Please choose a view from your Google Analytics account to import this configuration.

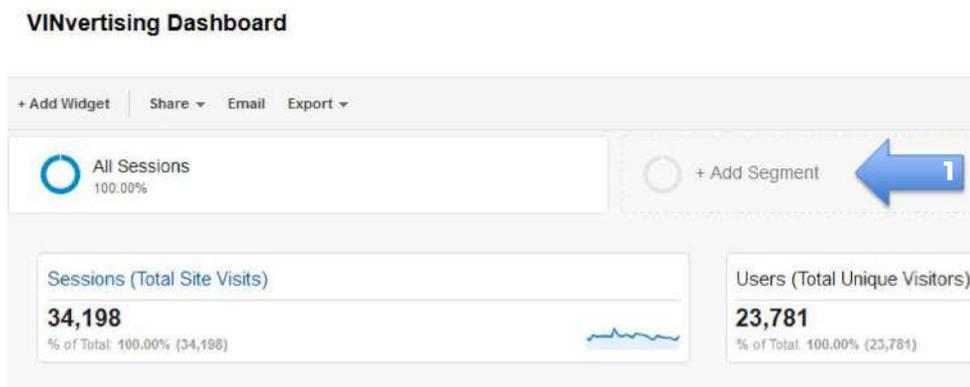
Select a view ▼

VINvertising Dashboard

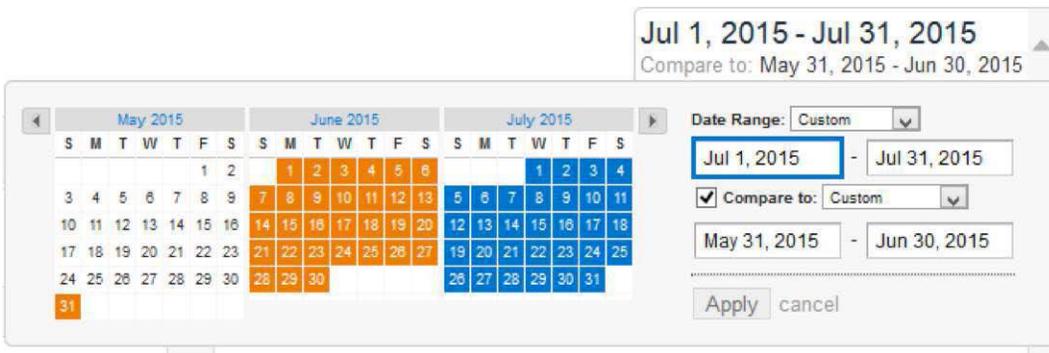
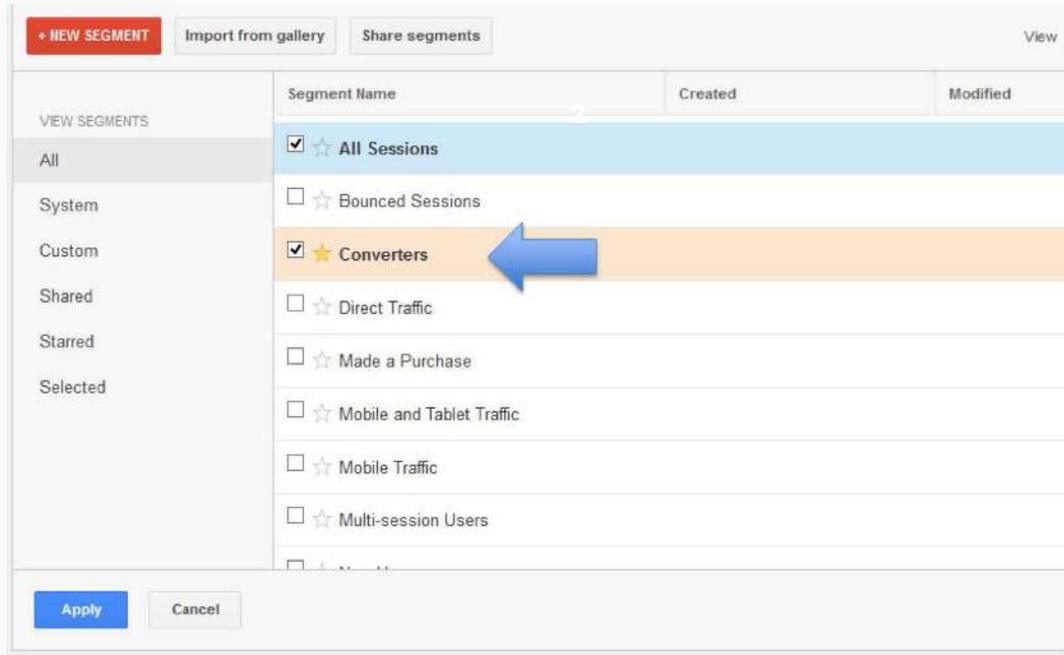
[Create](#) [Cancel](#)

## INSTRUCTIONS

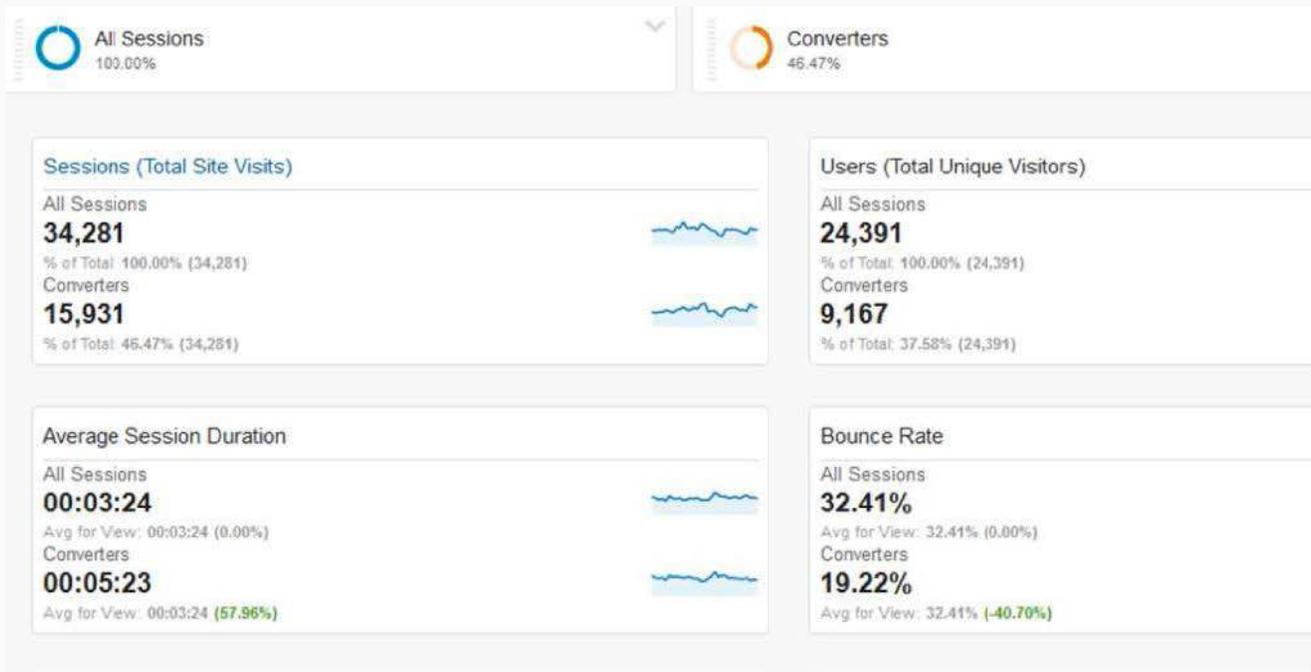
**1** → Be sure to Add a Segment at the top of the dashboard and click on Converters. Converters are the people on your website who are completing the goals you have set up - your actual shoppers on your website. These comparisons give great insight to how well you are creating shoppers with your traffic sources and within the framework of your website! This segment will need to be added each time you log in to the dashboard, but it is important to add because this is what shows the actual shoppers on your site!



2 → You can change the date range in the top corner of the dashboard. Like Google Analytics, it will default to the last thirty days, but can be updated to any date range you would like. To compare different periods, you can simply click on the Compare toggle and decide which date range you would like to compare against.



All widgets can be edited to reflect your dealership's goals. In the top right corner of each widget there is a pencil and when clicked the widget can be changed to best fit the needs of your digital marketing strategy. If there is a large discrepancy between visits and shoppers, it is important to determine what is preventing visitors from turning into shoppers and this dashboard gives great actionable data to help determine those growth opportunities.



### Sessions (Total Site Visits)

This widget shows how many total visits are happening on your site, including repeat visitors. Compare your total site traffic with the number of actual shoppers (Converters) to gain insight to how many visitors are not currently shopping on your site.

### Average Session Duration

This metric shows the amount of time the average visitor is spending on your site, in aggregate from all traffic sources. It is important to note that the ultimate goal of driving traffic to your website should be aimed at creating shopping behavior, which should influence how your site is built. One of the biggest mistakes dealers and marketers make is putting too much emphasis on session duration and bounce rate while forgetting that creating efficiencies to facilitate shopping behavior can decrease the average site duration. It is always best to focus on increasing shopping behavior as the top priority using your website data!

### Users (Total Unique Visitors)

Like the Sessions widget, this shows total visitors to your website, but in this case just unique visitors and not including repeat visitors. Compare your unique visitor count with actual unique shoppers to learn more about how many of the total people looking at your site are shopping.

### Bounce Rate

Like the average session duration, this metric is sitewide. Please consider the same recommendations from the average session duration section above and remember first and foremost that the best way to increase site efficiency is to ensure that visitors coming to your website are shoppers and that we are taking action to increase total actual shoppers (Converters). Bounce rate is one of the metrics that very often can deliver false information when actual shoppers are not taken into consideration.

### Total Sessions (Visits) by Source

Compare your visitors and your shoppers by each of your top seven traffic sources. Remember that you can add up to ten sources if you would like more traffic information. Things to look for here - what is the difference in total visits versus actual shoppers and what is causing that difference? What trends are you seeing with these sources over time and what is creating this? What is the percentage of new sessions from each source? A high percentage here shows that you may have never created these shoppers on your site without utilizing this traffic source.

Source / Medium	Sessions	% New Sessions
google / organic		
All Sessions	16,520	60.45%
Converters	8,034	46.98%
(direct) / (none)		
All Sessions	5,752	72.04%
Converters	2,215	59.05%
google / cpc		
All Sessions	3,665	59.43%
Converters	1,486	49.93%
lotlinx / cpc		
All Sessions	927	81.23%
Converters	924	81.49%

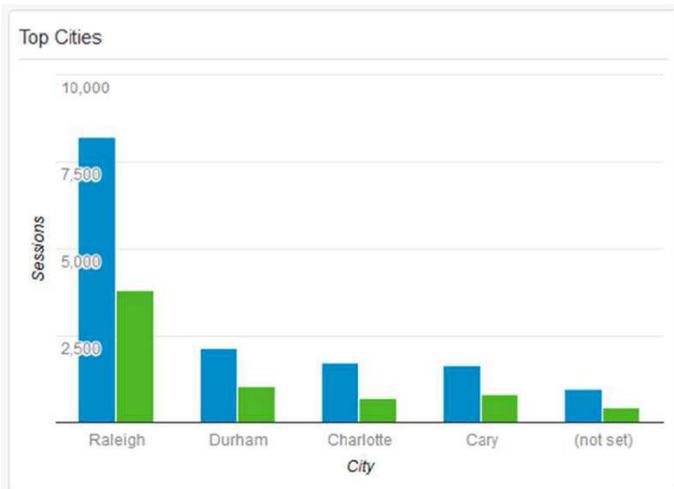
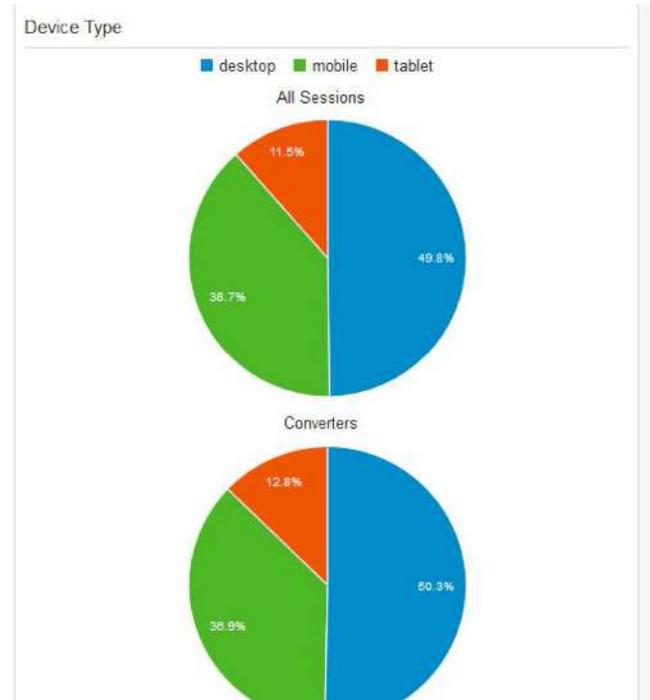
Source / Medium	Used VDPs (Goal 3 Completions)	New VDPs (Goal 2 Completions)
google / organic		
All Sessions	2,718	2,551
Converters	2,718	2,551
(direct) / (none)		
All Sessions	857	592
Converters	857	592
lotlinx / cpc		
All Sessions	714	205
Converters	714	205
google / cpc		
All Sessions	431	501
Converters	431	501

### Average Session Duration

Be sure that your goals are set up correctly for this to load correctly. If your second and third goals are not your new and used VDPs, you will need to adjust the settings under this widget to match the goals that were created before loading this dashboard. Remember that VDP views are one of the most correlative indicators of total sales for dealers. Many dealers see approximately one sale for every 30 VDPs viewed, so creating more VDP views is a great opportunity to create more sales at your stores.

### Device Type

This widget shares the percentage of desktop visits, mobile visits, and tablet visits. When there are significant differences between your total visits (All Sessions) and actual shoppers (Converters) then there are likely needed updates to the device that is underperforming. Understanding what the breakdown is between device type can give extremely valuable insight into your overall digital marketing strategy and to find opportunities to increase shopping behavior throughout your site.



### Top Cities

This widget reflects the top five cities delivering traffic to your site. This widget gives great information about where you are having the most site visibility. Some things to consider - Do these top cities reflect your top five cities for sales and leads? Are there cities outside of your area of responsibility or from other states or countries? Perhaps you are having issues with bots affecting your data if that is the case. Are there differences between total visits and **actual shoppers** and if so, what might be causing that?

## Top Pages Viewed

This widget shows all of your most viewed pages. The default is your top ten pages. Compare these total pageviews for all of your visitors versus total pageviews seen by actual shoppers. The difference here can help you see areas on your website where there is opportunity to increase conversion opportunities. The exit rate for some of these pages might make sense if they are goal pages that we are driving traffic towards, but if you have a high exit rate among pages that are not creating shopping behavior then there may be a chance to better optimize the page.

**Enjoy your VINvertising Dashboard. It is extremely important when making decisions with all of the available data that we always consider shopping behavior on the website. Dealers all know that clicks don't sell cars. But if we can be sure that we are driving shoppers, optimizing our site to create more shoppers, and understanding our data with goals in mind we will all increase our shoppers, leads, and most importantly, sales.**

Top Pages Viewed		
Page	Pageviews	% Exit
/		
All Sessions	24,257	20.26%
Converters	12,360	11.28%
/searchused.aspx		
All Sessions	9,551	9.19%
Converters	6,243	6.05%
/searchnew.aspx		
All Sessions	7,747	6.34%
Converters	5,405	4.31%
/new-specials.html		
All Sessions	6,418	40.00%
Converters	3,260	24.42%
/schedule-service-appointment.html		
All Sessions	3,063	56.81%
Converters	1,100	20.00%

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