DealerFire
by DealerSocket

Welcome to DealerFire. It only makes sense that we found each other. After all, we've been on a similar path over the past several years. You, the innovative dealer, and us, the progressive partner. Let's work together to bring your digital brand to life.

PACKAGE FEATURES

	CAMPFIRE | $699	WILDFIRE | $1799
Responsive Platform	x	x
Mobile Page Speed Optimization	x	x
Advanced Engine6 Page Editor	x	x
Multi-Device Preview	x	x
HTTPS/2	x	x
Inventory Management	x	x
Search by Popular Features	x	x
Google Maps API w/ Auto-Complete	x	x
Website Call Tracking	x	x
Website Live Search (w/ Voice Recognition)	x	x
Share Vehicle via Text	x	x
OEM Showroom w/ Model Details	x	x
Incentives Manager	x	x
Kia Incentives Page	x	x
Dynamic SEO Platform	x	x
Schema Structured Data	x	x
Menu Manager	x	x
Geo-Fencing	x	x
Announcement Bar	x	x
Facebook Messenger Integration	x	x
Intelligent Pricing Profiles	x	x
Shop by Payment	x	x
Dedicated Account Manager*	x	x
Advanced Form Builder		x
PayPal Integration		x
Easy iFrame		x
Admin Google Analytics Integration		x
Unlimited Inventory Exports		x
Sales Attribution Dashboard		x
Price Drop Alerts		x
4 Monthly Blog Posts (AMP Enabled)		x
2 Monthly Landing Pages		x
Google My Business Management		x

SEO (4 Monthly Blog Posts, 2 Monthly Landing Pages, Google My Business Management)

DealerFire

RESPONSIVE PLATFORM

We were one of the first vendors in automotive to provide a fully–responsive website solution. While many of our competitors have recently launched their own programs, we've been tweaking and optimizing for over two years. We build our websites with a "mobile–first mentality" and with mobile accounting for up to 50% of website traffic, we make sure your digital brand is visible and relevant.

MOBILE PAGE SPEED OPTIMIZATION

If your website loads quickly, your customers stay tuned in. DealerFire websites are some of the fastest in the industry that still provide a full user experience across all devices.

ADVANCED ENGINE6 PAGE EDITOR

No code for miles. DealerFire has created the most robust website editor in the industry. No more CSS, JS, or HTML. Just choose from over 75 inventory and incentives integrated modules and build your page with drag-and-drop functionality.

MULTI-DEVICE PREVIEW

Most website tools let you preview your page in desktop or mobile. DealerFire allows you to preview your pages from multiple devices, including desktop, small computer, tablet and mobile.

HTTPS/2

Your website data is as important as your customers feeling secure. Add an SSL certificate to rank better with Google and allow for faster downloads and connections.

INVENTORY MANAGEMENT

Some changes need to happen in real-time. We will map your inventory providers export to custom fields within our CMS in order to provide you with a supplemental inventory tool that can serve as a real–time editing portal – update pricing, equipment, photos, videos and even mark specials.

SEARCH BY POPULAR FEATURES

Vehicles from various manufacturers have similar features, but are often named in a variety of unique ways. Our standardization algorithm simplifies these naming conventions by standardizing names for common features and equipment. Users can search and filter a large group of vehicles with easy-to-understand terms, making it easier for them to find exactly what they seek.

GOOGLE MAPS API W/AUTO-COMPLETE

It's not enough to simply show a website user your location on a map. Provide the experience they expect with custom driving directions and auto-fill addresses.

WEBSITE CALL TRACKING

Each website includes a call–tracking line for sales and service. We'll report on these in our Ignite lead reporting and even deliver the call recording for your review.

WEBSITE LIVE SEARCH (W/VOICE RECOGNITION)

Provide shoppers with familiar search functionality: search bars that automatically suggest and preview results as they type (or voice) their inquiries.

SHARE VEHICLE VIA TEXT

Native mobile functionality is extremely important. Add this module to your VDP for users to share a vehicle's information via text.

OEM SHOWROOM W/MODEL DETAILS

Keep your model lineups current with our showroom and model details pages. All content is custom written for your dealership.

EASY iFRAME

We live in a world of enhanced lead tools. Everything from credit to trade, and beyond. Use our iFrame tool to add your own 3rd party services to the website. No waiting

DYNAMIC SEO PLATFORM

As your inventory updates, so does your SEO. With our dynamic SEO platform, your pages are created with unique meta elements and schema to ensure proper site architecture.

SCHEMA STRUCTURED DATA

Meta data is only the beginning of your website's SEO structure. We'll add custom schema markup for product pages, as well as automotive business-specific data to make sure your website is detailed for search engines.

MENU MANAGER

Drag and drop, create folders, add external links, and even hide pages from your sitemap. Menu Manager does it all.

GEO-FENCING

Our rule based marketing platform allows you to customize and tailor your home page, announcement bar, and slideshow message based on the actual location of your consumers.

ANNOUNCEMENT BAR

Your customers want the latest info from your business. Create announcement bars to convey specialized messages.

ADMIN GOOGLE ANALYTICS INTEGRATION

We provide you with full analytics access to your website. We transfer your current accounts into a new account that you own even if you switch providers. We also send customized monthly reports — 100 percent transparency.

FACEBOOK MESSENGER INTEGRATION

Connecting with customers via Facebook Messenger is easier than ever. Just add the widget to your website with your Facebook credentials and you'll be off and running with a brand new chat tool

INTELLIGENT PRICING PROFILES

Pricing is one of the most important components to your business. With Price Profiles, you can select the pricing that displays for your inventory

SHOP BY PAYMENT

Giving consumers an accurate estimate of the costs and savings around a vehicle purchase helps gain their trust.

DEDICATED ACCOUNT MANAGER*

Our account management team is built around a consulting model that emphasizes the importance of proactive outreach. You will be assigned a dedicated account manager to provide strategy, reporting and best practices.

INCENTIVES MANAGER

Automating incentives is one thing, controlling them is completely different. With Incentives Manager, you can enable/disable incentives with the click of a button. You can also add current incentives (rebates, finance, and lease) to your real-time inventory.

KIA OPTIONS/PACKAGES INTEGRATION

Feature your inventory's special options and packages with our VDP-based OEM packages module.

PAGE TEMPLATE LIBRARY

Building pages is no longer an arduous process. Just select your optimized page template, swap images and text, and you're off and running. This system is for the ultra-efficient.

ADVANCED FORM BUILDER

Don't spend time building a full-page form. Break it into easy to process sections using our state-of-the-art multi-step form building tool.

PAYPAL INTEGRATION

Welcome to the new era of car shopping. Integrate your PayPal account with secure, on-site payment collection to allow customers to place a hold on a vehicle.

UNLIMITED INVENTORY EXPORTS

Increase visibility on your inventory by syndicating to over 50 automotive marketplaces.

SALES ATTRIBUTION DASHBOARD

See which sources/referral are driving the most sales and revenue for your dealership. Our Sales Attribution Dashboard connects visits to sales and everything in between so you know which investments are returning to the most.

PRICE DROP ALERTS

The search for a car can be a long one and customers can be fickle. Stay top of mind by allowing customers to subscribe to price changes to inventory.

GOOGLE DATA STUDIO REPORTING

NEW! We now have an integration with Google Data Studio and provide you with monthly, customized analytics reporting, delivered right to your inbox

GOOGLE SEARCH CONSOLE MONITORING

Our websites are built on a proprietary platform, which means we have maximum control over code-level reporting. With Search Console, we regularly review your website's code-level SEO performance, including search engine crawling, and sitemap submissions.

4 MONTHLY BLOG POSTS (AMP ENABLED)

Your dealership's blog can be the source of information for local events, breaking news about the OEMs you represent - and everything in between. It's also a great place to spread the word about your brand. Get eyeballs on your site from the right people.

2 MONTHLY LANDING PAGES

Target your market - or that of your competitor - using an informative landing page that uses specific keywords to obtain high rankings. Custom landing pages are a great way to increase your non-branded search traffic.

GOOGLE MY BUSINESS MANAGEMENT

Optimization of dealer's Google My Business page and monthly posting of new products, events, offers and more through Google Posts.