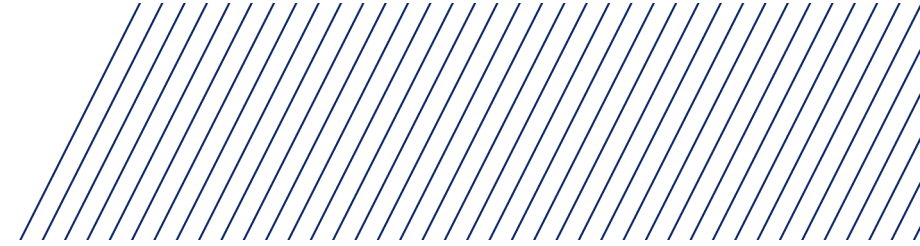

Website Performance Optimization

PLAYBOOK

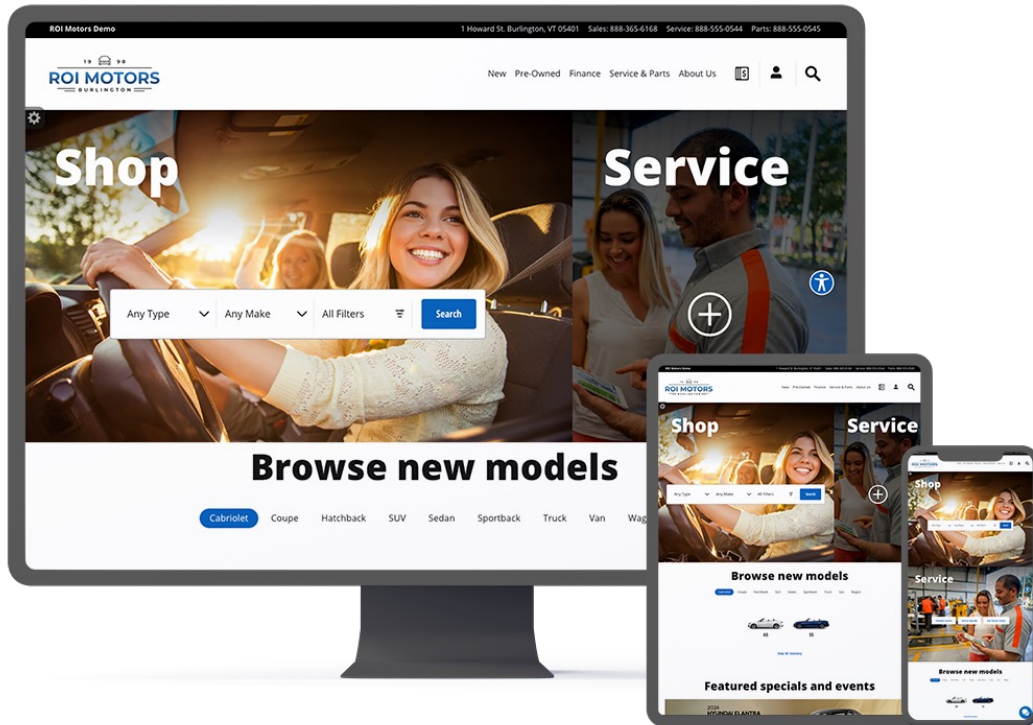
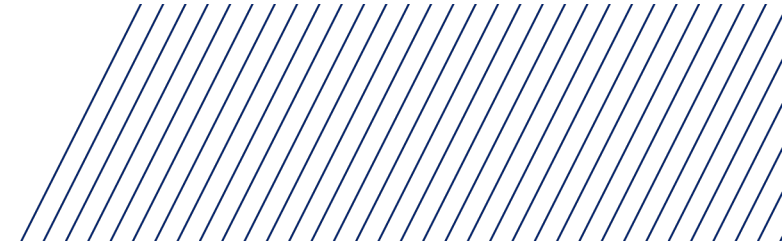
What's Inside



Your Website, Maximized	<u>03</u>
Key Metrics Overview	<u>05</u>
Page Speed Insights' Report	<u>10</u>
Actionable Steps For You	<u>13</u>
Our Ongoing Commitment	<u>19</u>
Ways To Keep Learning	<u>21</u>

Your Website, Maximized

We know what it takes



As your **experienced digital marketing partner**, Dealer.com understands that optimal site performance and a modern user experience are critical to **engage consumers and drive action**.

We also recognize that website performance requires ongoing improvement.

That's why we **leverage industry leader Google's know-how** to constantly **refine our methods**. This ensures we remain competitive and provide the best quality of service to our clients.

Partnering for Performance

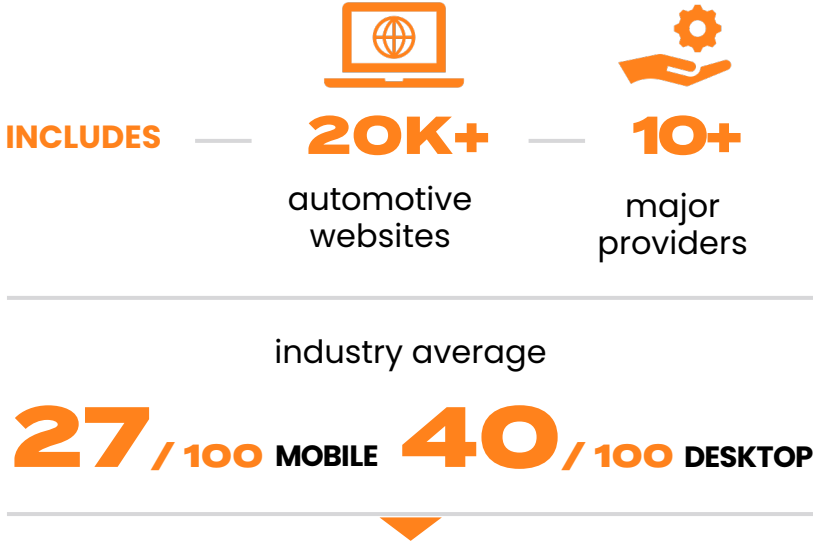
Dealer.com and Google – Better Together

However, while Google's Core Web Vitals framework offers a valuable starting point in understanding website performance, it does not consider the **unique needs of dealerships**.

Our expertise in building **high-performing automotive websites** combined with Google's suite of tools takes your website performance **to the next level**.

This Playbook provides effective ways for you to get started.

Industry Analysis: Google Performance Scores*



Dealer.com homepages outperform the top providers across mobile and desktop

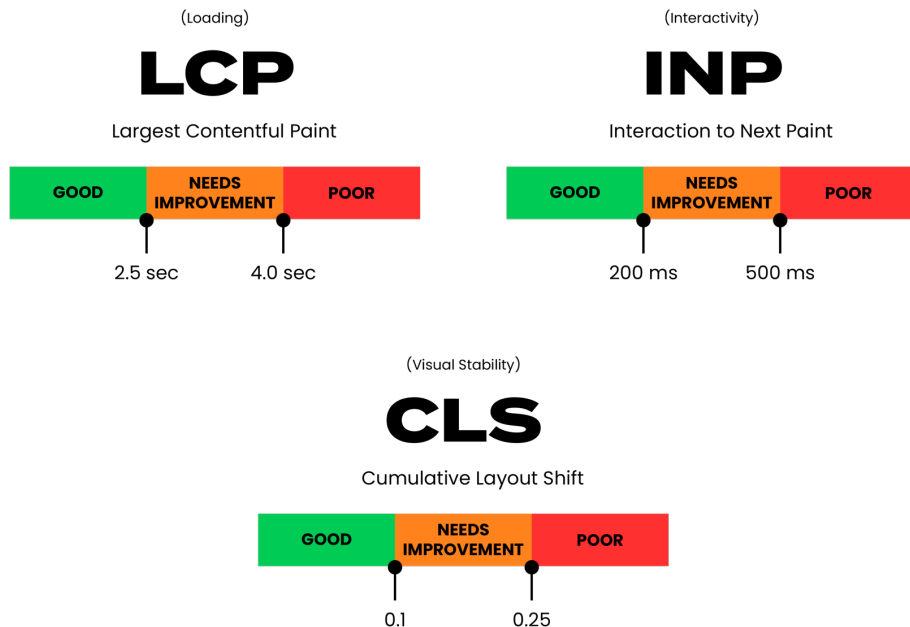
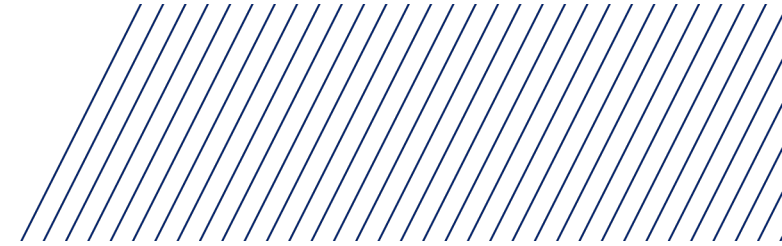
*Source: Dealer.com's Performance Engine powered by Google's Lighthouse API

01

KEY METRICS OVERVIEW

Google's Core Web Vitals

Three Key Metrics



Mastering user experience is crucial for engagement.

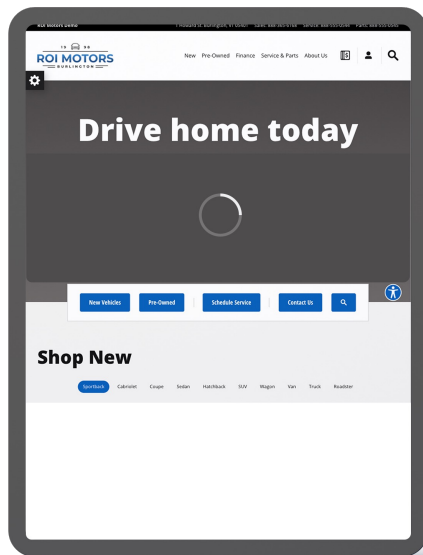
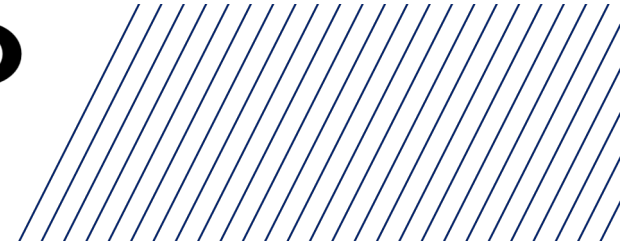
Google's **Core Web Vitals***, available on the **Page Speed Insights** report, reveal how users perceive and interact with your pages.

There are 3 key metrics:

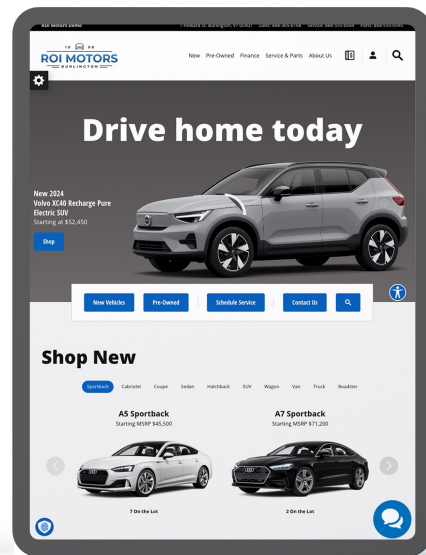
- **Largest Contentful Paint (LCP)** – measures loading
- **Interaction to Next Paint (INP)** – focuses on interactivity
- **Cumulative Layout Shift (CLS)** – assesses visual stability

Largest Contentful Paint (LCP)

Google's Core Web Vitals



Poor LCP: 4 seconds or more



Good LCP: 2.5 seconds or less

What is it?

LCP measures the exact moment when the most prominent visual element loads on your page (e.g., image, video, text block, etc.).

Why does it matter?

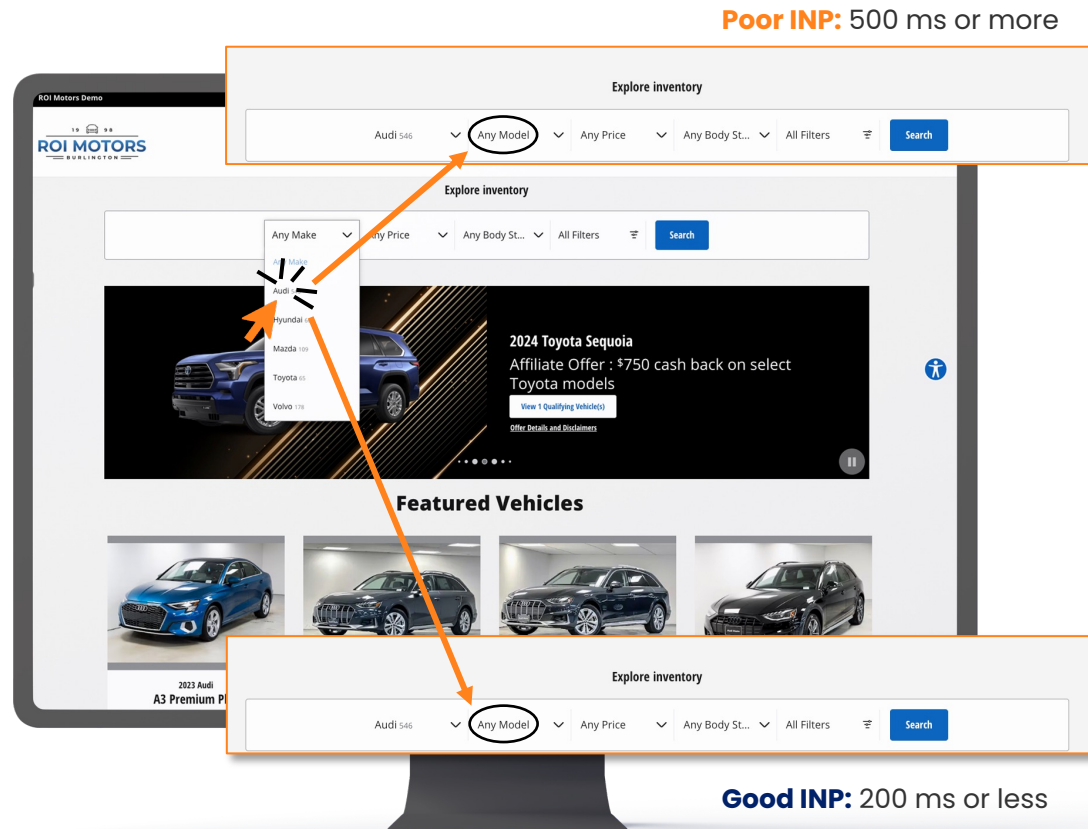
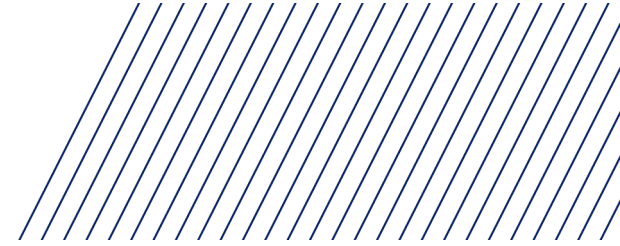
A fast LCP instantly captivates your visitors and allows them to begin their shopping experience or address their service needs.

What does it do?

It builds user confidence and encourages action.

Interaction to Next Paint (INP)

Google's Core Web Vitals



What is it?

INP is a website responsiveness gauge. It uses built-in data to measure how quickly your site reacts to user actions such as clicks.

Why does it matter?

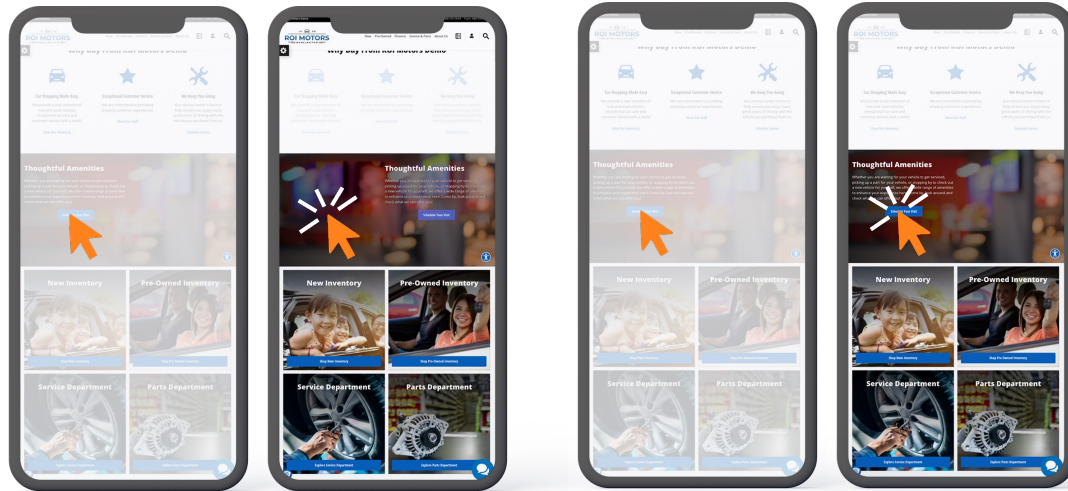
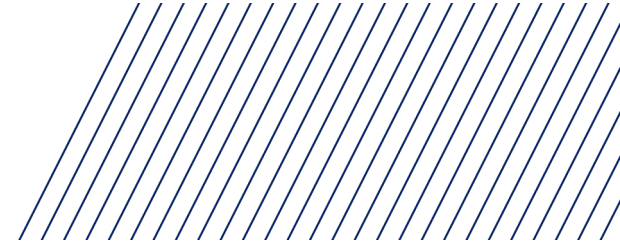
A fast INP results in a positive and responsive user experience throughout their time on any given page.

What does it do?

It contributes to engagement and ultimately drives conversions.

Cumulative Layout Shift (CLS)

Google's Core Web Vitals



Poor CLS: 0.25 or more

Good CLS: 0.1 or less

What is it?

CLS quantifies the visual stability of a web page. It measures how much content moves unexpectedly during loading.

Why does it matter?

A low CLS score means a more stable and predictable experience for users.

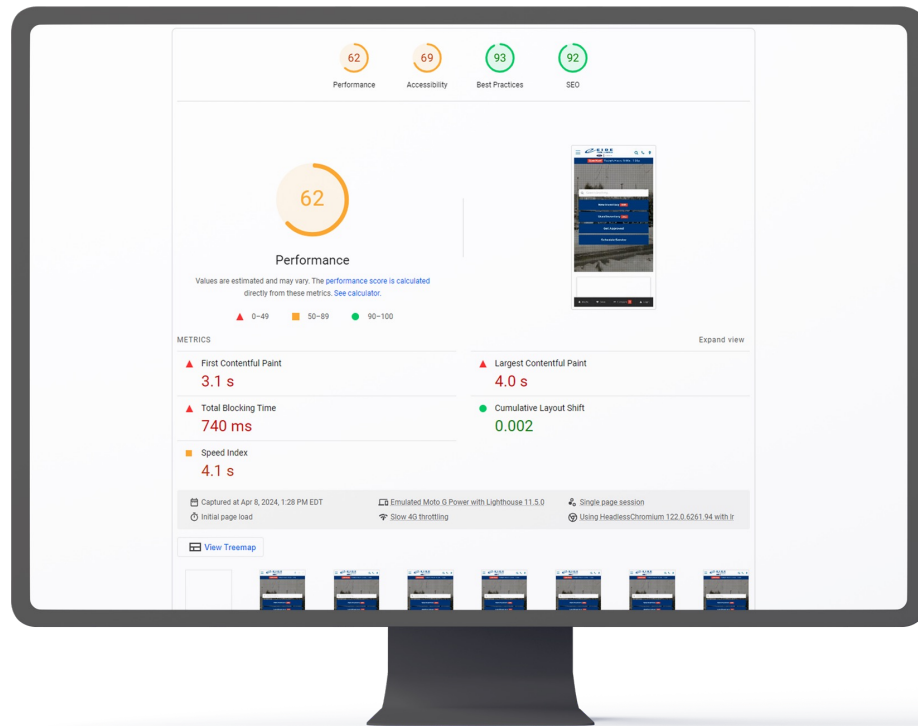
What does it do?

It keeps users engaged with your content without unexpected layout shifts.

Page Speed Insights

What Synthetic Monitoring tells you

Page Speed Insights Report



Synthetic Monitoring offers a proactive approach to website performance evaluation. You can use this method to **simulate user journeys** to assess:

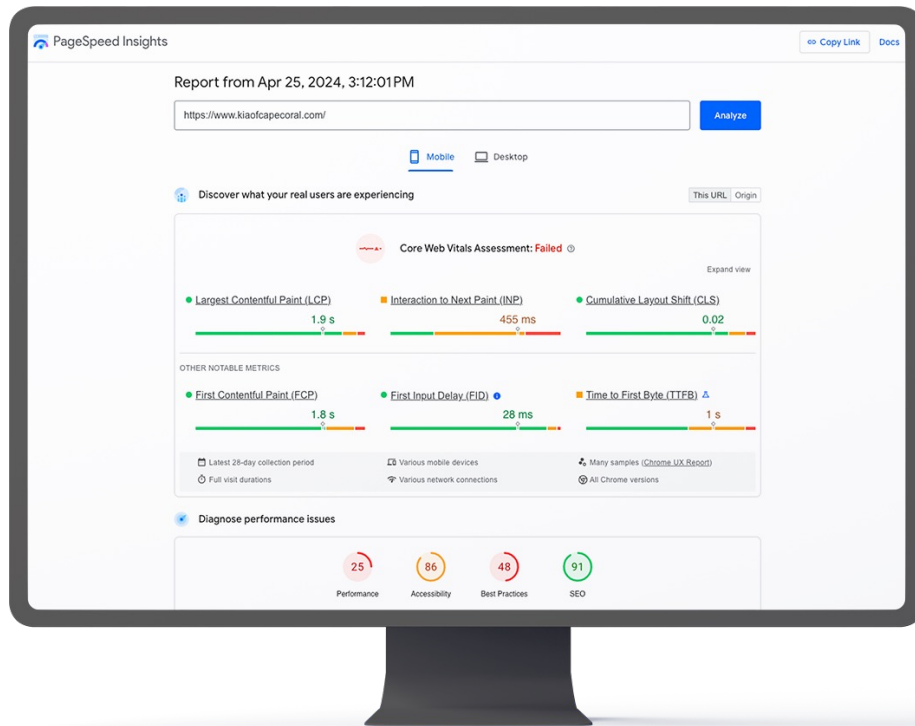
- Page load times
- Responsiveness under controlled conditions

It acts as a complementary tool to Real User Metrics (RUM) by suggesting improvements and returning **immediate results** for comparing multiple test scenarios.

Page Speed Insights

How to use Real User Metrics

Page Speed Insights Report



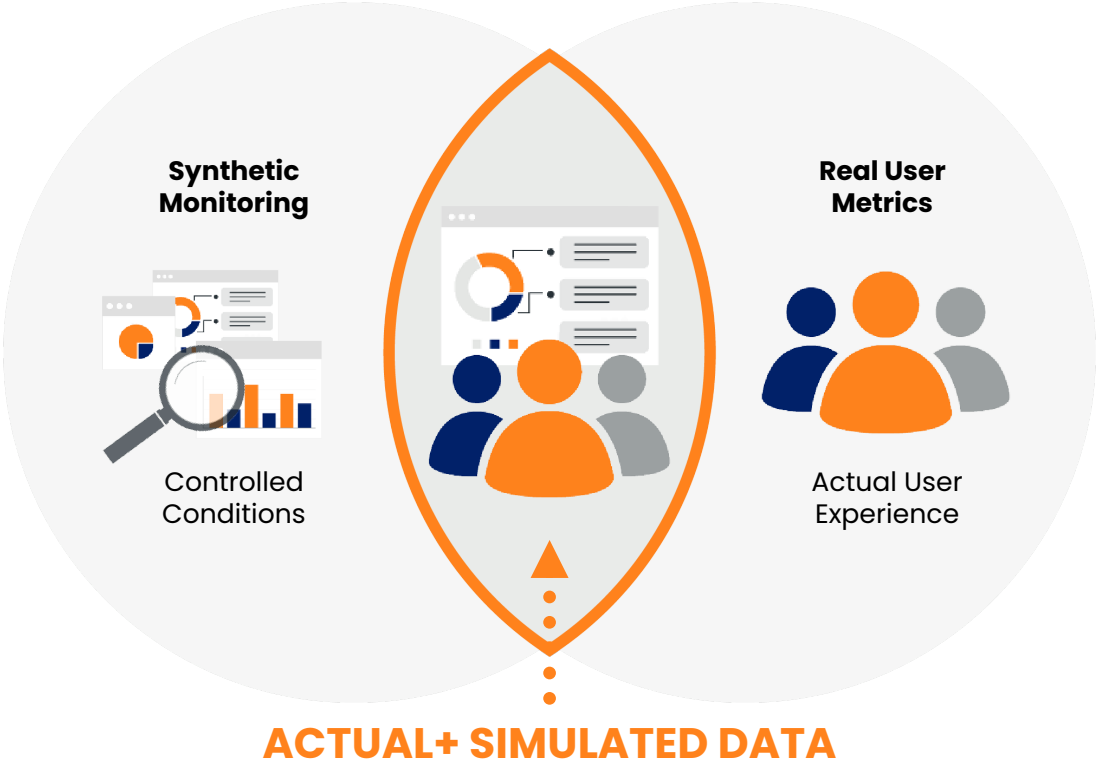
Real User Metrics (RUM) offer valuable insights about how **real users experience your website**. Use RUM to gather information about:

- Page load times
- Responsiveness
- Overall user satisfaction

By understanding how your site has performed over a 28-day period using the Chrome User Experience Report*, you can **identify areas for improvement** and optimize engagement.

Page Speed Insights Report

Synthetic monitoring vs. Real user metrics



Dealer.com champions **data-driven performance optimization**. We regularly analyze the Page Speed Insights report, drawing insights from both real users and synthetic monitoring.

This combined perspective ensures we address a **broader spectrum** of user data to optimize website performance.

The use of Core Web Vitals (among other metrics) is the primary method used to assess performance to deliver the **best experience for your visitors**.

The image features the letters 'OS2' in a large, bold, black sans-serif font. The background is white with a blue hatched pattern of thin, parallel lines. The hatching is present in the top-right and bottom-left corners, creating a sense of depth and movement. The letters 'O' and 'S' are positioned on the left, and the '2' is on the right, all rendered in a solid black color.

OS2

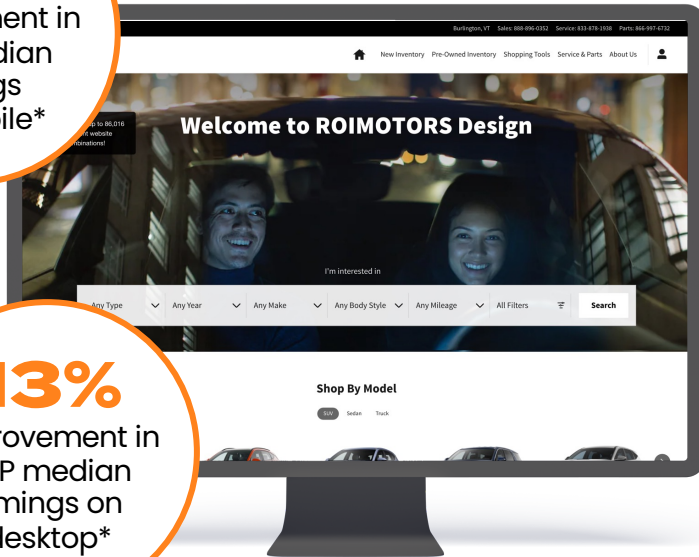
**ACTIONABLE
STEPS FOR YOU**

Homepage Layout

Dealer.com consistently delivers modern, high-performing, personalized layouts to enable a superior user experience and provide our dealers with customization options.

- ✓ Select your ideal homepage layout from our modern designs using the left-hand gear menu on <https://designeditor.roimotors.com>.
- ✓ Leverage Page Designer's pre-designed elements and settings for quick page creation as the system prioritizes loading above-the-fold content.
- ✗ Avoid overloading the top of the page with too many images or dynamic content. Large assets take longer to load and should be used sparingly.

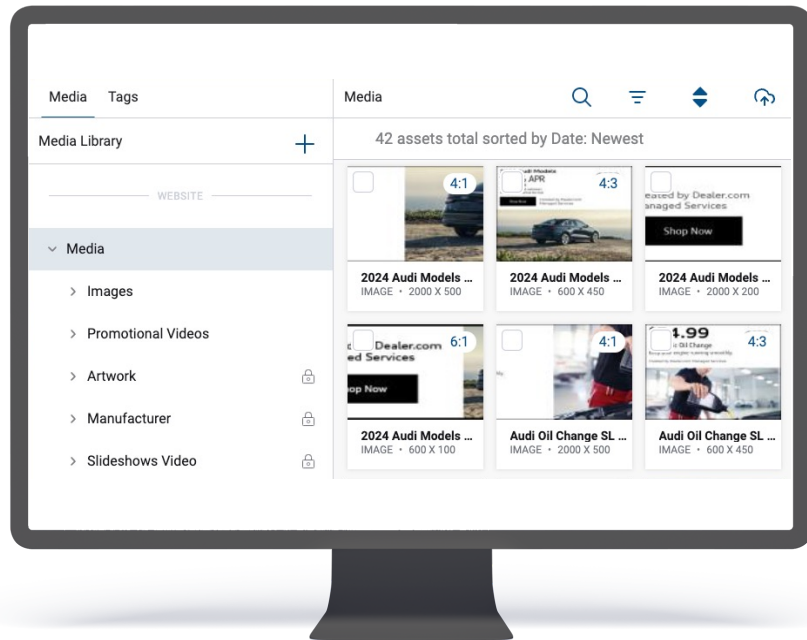
20%
improvement in
LCP median
timings
on mobile*



13%
improvement in
LCP median
timings on
desktop*

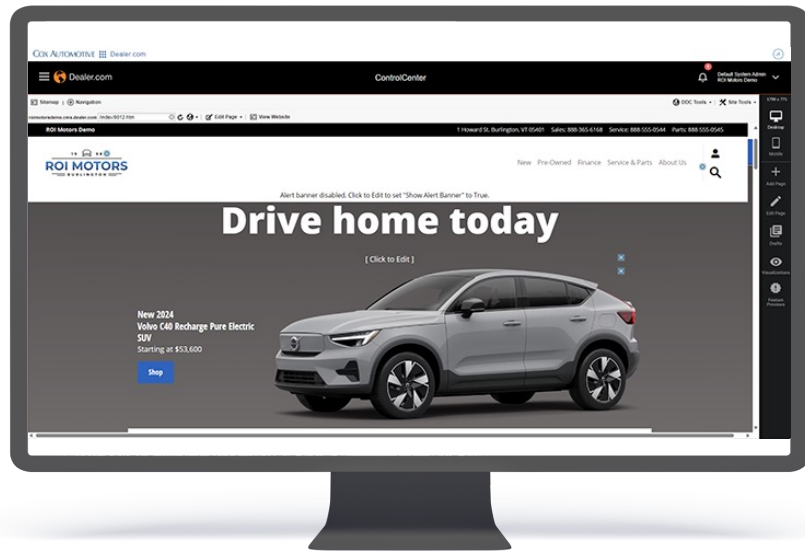
Images & Videos

Images are powerful engagement tools but can impact site speed. Dealer.com significantly minimizes that by partnering with a world-class Content Delivery Network (CDN) to deliver them quickly.



- ✓ Optimize your website images for speed and quality by uploading them to the Media Library.
 - ✓ Use image widgets to enable lazy loading or preloading.
 - ✓ Downsize background images with overlaid text in widget preferences.
-
- ✗ Refrain from using assets hosted externally. Connecting to another domain impacts speed.
 - ✗ Disable video autoplay and optimize background video size to save loading time for visitors who don't interact with them.

Custom Content



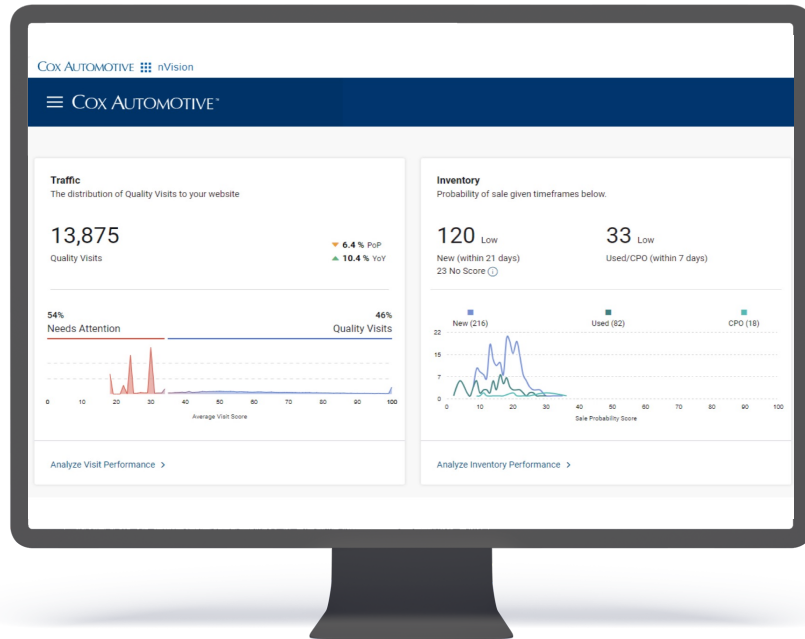
Dealer.com's intuitive editing platform empowers you to create modern, high-performing websites. While extensive CSS and JavaScript customization options are available, it's crucial to use them purposefully to maintain optimal page speed.

- ✔ Prioritize using the raw HTML widget over sitewide CSS modifications for visual customizations applicable solely to individual pages.
- ✔ Utilize native widget configuration options over custom CSS/Javascript code.

-
- ✘ Prevent content rendering delays by not overloading the custom CSS. Keep the design simple to prioritize speed for your users.

Analytics Tagging

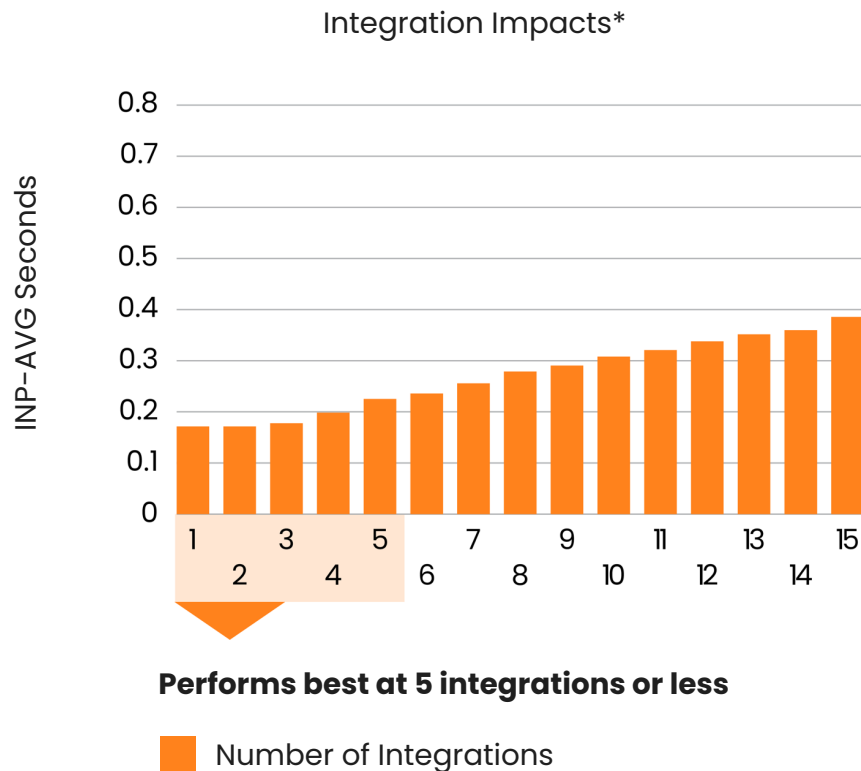
Analytics fuel informed website optimization but tracking scripts can slow down user interaction when used excessively. Dealer.com offers nVision Analyze to help minimize scripts and maximize site activity insights.



- ✓ Explore existing analytics in nVision to meet tracking needs.
- ✓ Audit and remove unused tagging scripts regularly.
- ✓ Manage scripts like Google Tag Manager (GTM) carefully, as they can load additional scripts and negatively impact performance.
- ✓ Monitor script impact by checking their effect on page load times before adding new analytics tags.

- ✗ Limit the usage of individual tracking scripts such as GTM tags. Share relevant analytics using a single data-gathering approach such as GA4 (Google's latest analytics service) to gain speed efficiencies.

Third Party Usage



Third party scripts provide functionality that may be valuable to shoppers when used sparingly. Dealer.com partners with trusted providers to offer supplemental features while ensuring minimal performance disruption.

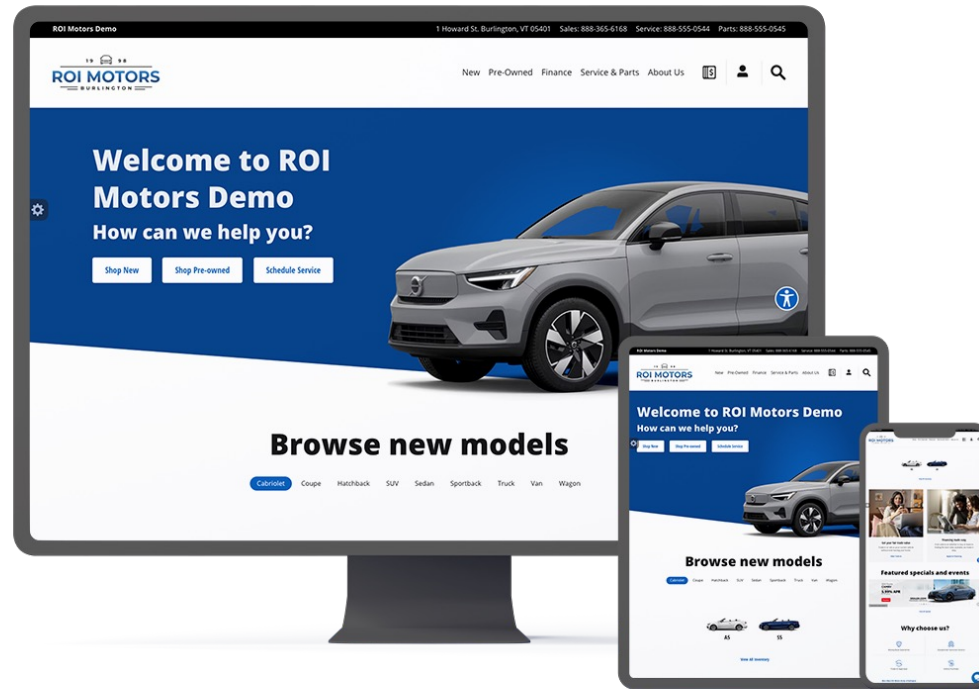
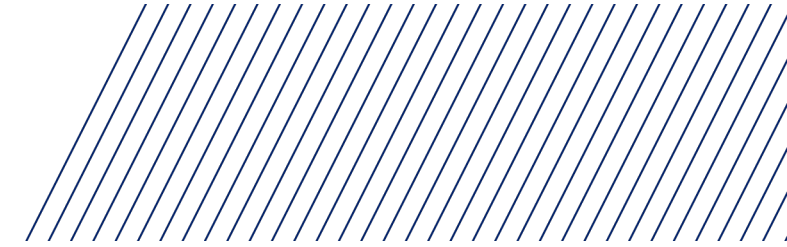
- ✔ Limit integrations to 5 or less to keep the user focused on the optimal shopper workflow.
- ✘ Avoid non-user-initiated pop-ups as they are a top website complaint and significantly worsen crucial mobile performance metrics like LCP and CLS.
- ✘ Remove integrations with duplicate functionality to minimize performance interruption.



OC

**OUR COMMITMENT
TO YOU**

Ongoing Efforts



Our top priority is to provide a **best-in-class user experience**. We will continue to focus on:

- Interaction to Next Paint
- Largest Contentful Paint
- Time to First Byte

Specifically, we will prioritize **Homepages** and **Search Results Pages** because they are critical to customer satisfaction and search engine ranking.

Reach out to your Performance Manager to learn more or ask questions.

94

WAYS TO KEEP LEARNING

Performance Metrics Resources

Links where you can learn more



- #1** [PageSpeed Insights Home](#)
- #2** [Largest Contentful Paint](#)
- #3** [Interaction to Next Paint](#)
- #4** [Cumulative Layout Shift](#)
- #5** [RUM vs. Synthetic data](#)