KREATEX
MARKETING STUDIO

FREE RESOURCE - 14 MUST-HAVE ELEMENTS

THE DEALERSHIP WEBSITE CONVERSION CHECKLIST.

14 must-have elements that turn website visitors into booked rentals and sales inquiries.

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YOUR WEBSITE HAS ONE JOB

Most dealership websites are online brochures. They look fine, they list the inventory, and they quietly lose money every single day, because looking fine is not the job. The job is converting: turning the person who lands on your site into a phone call, a form fill, or a booked appointment. These 14 elements are the difference. Walk through them with your website open in another tab and check off only what's fully true today.

FIRST 5 SECONDS — Elements 1-4

- [ ] **1. A headline that says what you do, who it's for, and where**
  "Equipment rentals in the Peace Region, ready today" beats "Welcome to our website." A visitor should know they're in the right place without scrolling.
- [ ] **2. A tappable phone number visible without scrolling, on every page**
  Over half your visitors are on a phone. If they have to hunt for your number, a chunk of them won't.
- [ ] **3. One clear primary action above the fold**
  Book a unit, request a quote, check availability. One button, one verb. Five competing buttons convert worse than one obvious one.
- [ ] **4. Loads in under 3 seconds on mobile data**
  Every extra second of load time costs you visitors before they see anything. Test it on your phone, on data, not your office wifi.

TRUST & PROOF — Elements 5-8

- [ ] **5. Real photos of your location, your team, and your actual units**
  Stock photos scream generic. In a regional market, people buy from people they recognize. Show your yard, your counter, your staff.
- [ ] **6. Google reviews pulled onto the site, with your rating and count**
  You earned those stars. Don't make visitors leave your site to find them. Put your rating near every call to action.
- [ ] **7. Clear pricing, starting prices, or rates where possible**
  "Call for pricing" on everything filters out serious buyers who just want a ballpark. Even a starting-at number keeps them moving.
- [ ] **8. Your service area stated plainly**
  List the towns and regions you actually serve. It builds local trust and it's what Google matches you to when someone nearby searches.

MAKING IT EASY TO ACT — Elements 9-11

- [ ] **9. Short forms: name, phone, and what they need. Nothing more**

  Every extra field costs you submissions. You can collect the rest on the phone. Three fields, big button, done.

- [ ] **10. A booking or availability option, not just "contact us"**

  The visitor at 9 PM wants to reserve the skid steer for Saturday, not wait for a callback. Let them commit while the intent is hot.

- [ ] **11. Current inventory and services, with nothing sold or discontinued**

  One dead listing tells a visitor the whole site might be stale. If they can't trust the inventory, they phone your competitor to be sure.

FOLLOW-THROUGH (WHERE DEALS ARE ACTUALLY WON) — Elements 12-14

- [ ] **12. Every form fill gets an instant, automatic text or email reply**

  The first dealer to respond usually wins the deal. An instant "Got it, we'll call you within the hour" keeps them from filling out your competitor's form too.

- [ ] **13. Missed calls from the website trigger an automatic text back**

  "Sorry we missed you! What can we help with?" sent in seconds saves leads that would otherwise dial the next number on Google.

- [ ] **14. Every lead lands in a CRM, not an inbox**

  Email inboxes are where leads go to die. In a CRM, every inquiry gets a follow-up sequence, an owner, and a paper trail, automatically.

HOW DID YOU SCORE?

CHECKED	WHAT IT MEANS	DO THIS FIRST
12-14	Your website is a genuine sales tool. Rare air.	Drive more traffic to it. Ads and local SEO will actually pay off on a site like this.
8-11	Good bones, but you're leaking leads at the edges.	Fix elements 12-14 first. Follow-through gaps waste every visitor the rest of the site earns.
4-7	Your site is a brochure. Visitors read it, then leave.	Start with elements 1-3: clear headline, visible phone number, one obvious action.
0-3	Your website is costing you deals right now.	Don't redesign yet. Get the phone number visible and a 3-field form up this week, then work down the list.

NOTICE SOMETHING ABOUT ELEMENTS 12-14?

The last three aren't really website features. They're what happens after the click, and it's where most dealerships lose. A visitor who fills out a form and hears nothing for two days didn't convert; they just haven't told you no yet. Speed-to-lead and automated follow-up are what turn a decent website into a deal machine. That's systems work, and it's exactly what a properly set-up CRM does on autopilot.

WANT A WEBSITE THAT ACTUALLY CONVERTS?

KreateX builds dealership websites on top of a CRM, so every visitor, form fill, and missed call flows straight into automated follow-up. Design is included; the system is the point. Book a free strategy call and we'll review your current site against this checklist together, no charge and no pressure.

Book a free strategy call: kreatex.com • Call or text: 587-841-5507 • Email: contact@kreatex.com

KreateX Marketing Studio • 10102 - 100 St, La Crete, AB • "We make it our business to bring you business."