

The Five Essential Benefits of Seamless Websites

Dealer.com Seamless Websites are informed by billions of consumer interactions with a global-leading network of over 13,000 dealership websites.

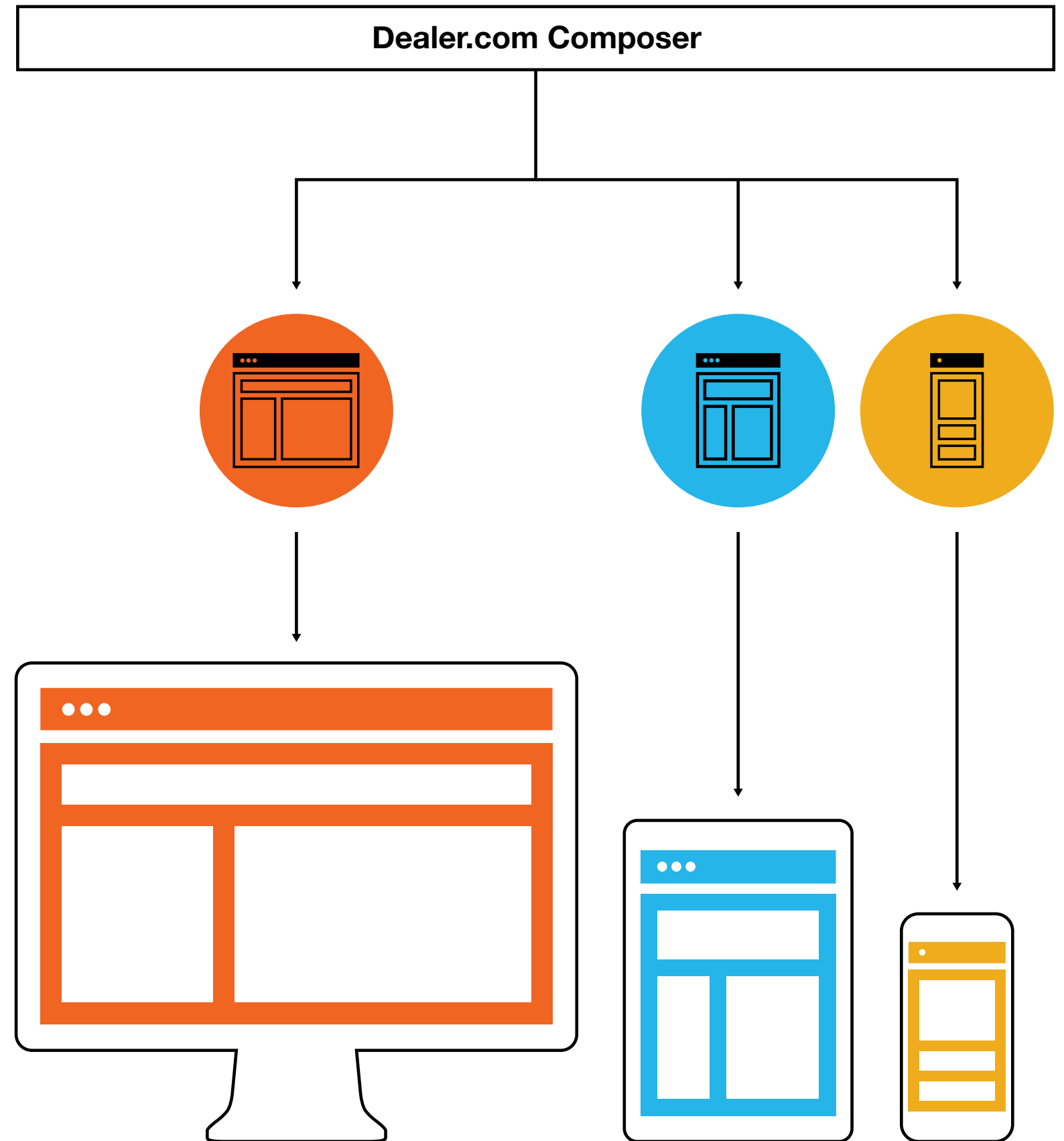
They are also engineered for search visibility by the automotive industry's most robust search engine optimization team. When it comes to an optimal website experience on every device, no platform is more data driven, dealer-focused, or powerful. Here are the five most critical dealer benefits of seamless design – including how it compares to purely “responsive” platforms.



5. Device-specific Experiences.

Seamless takes the efficiencies of responsive design and adds device-specific experiences and control.

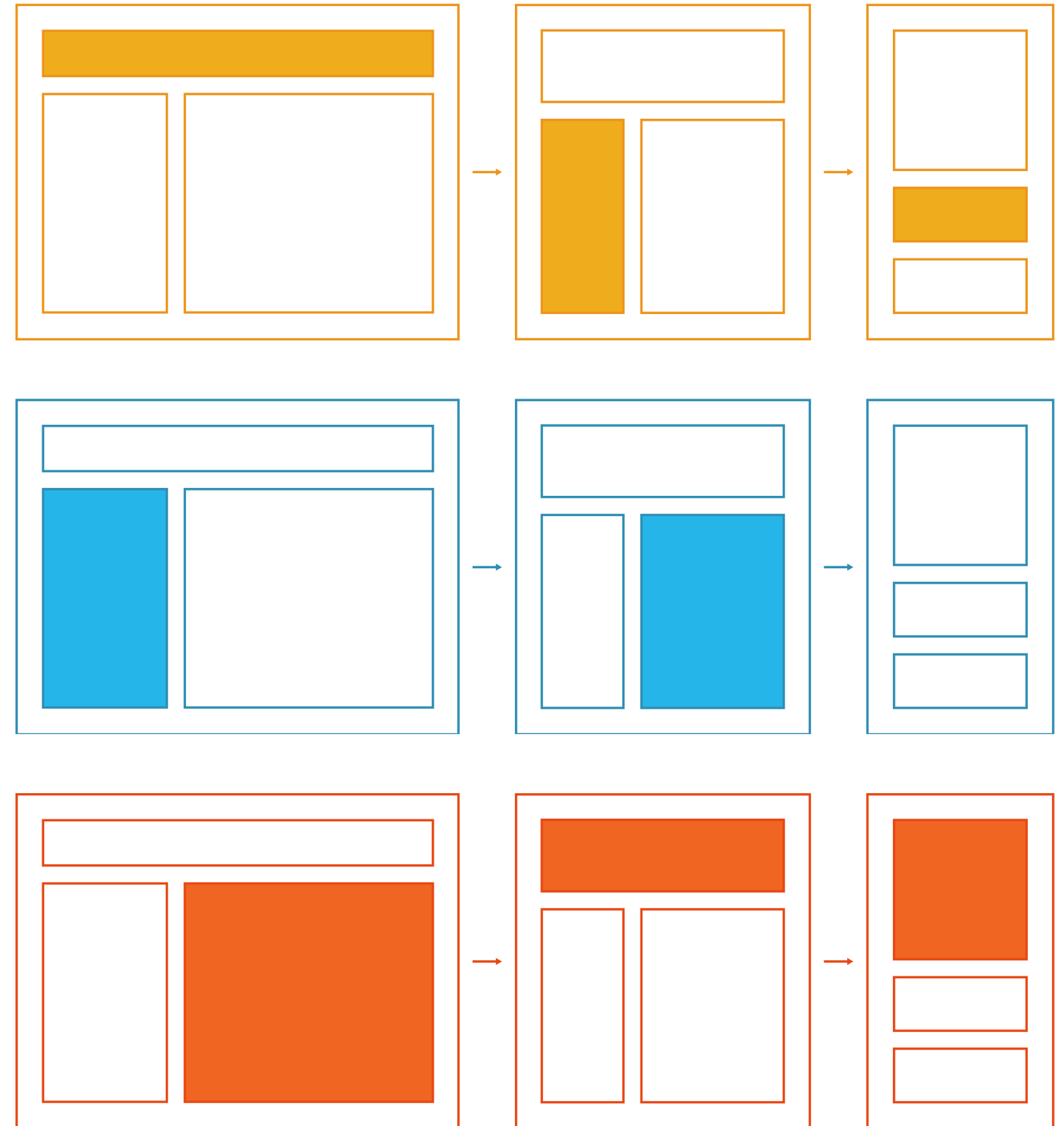
Seamless is able to serve content across all devices as responsive websites do, but it also allows dealers to make device-specific content changes within Composer. With server-side device recognition, Seamless Websites recognize the devices requesting the information and provide the necessary data needed for those unique experiences.



4. Superior Mobile Friendliness.

Seamless Websites are built with superior mobile friendliness.

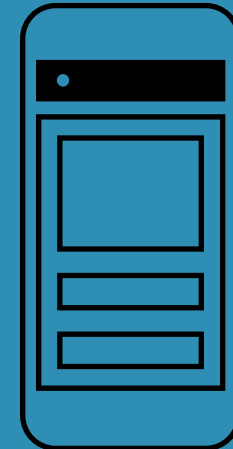
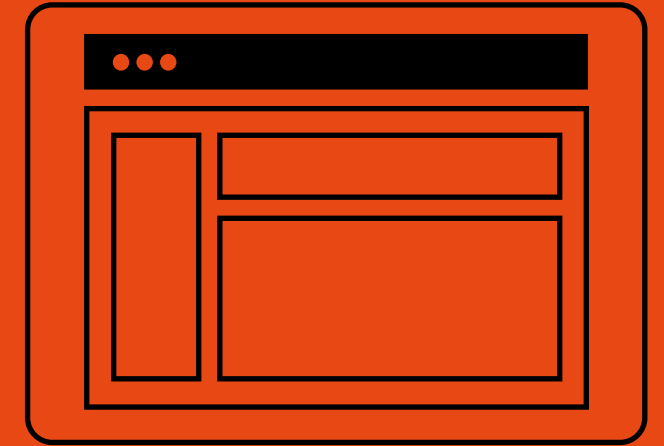
Dealers need a way to customize content per device, but they shouldn't compromise their website experience to accommodate screen size. Based on recommendations from Google, Seamless Websites are built with a single URL across all pages with no redirects. This technology prevents faulty device detections and content duplication, which can be a common pitfall when device detection is not properly executed.



3. Customization and New Page Capabilities.

Seamless Websites allow for the type of customizations and new pages that dealers require.

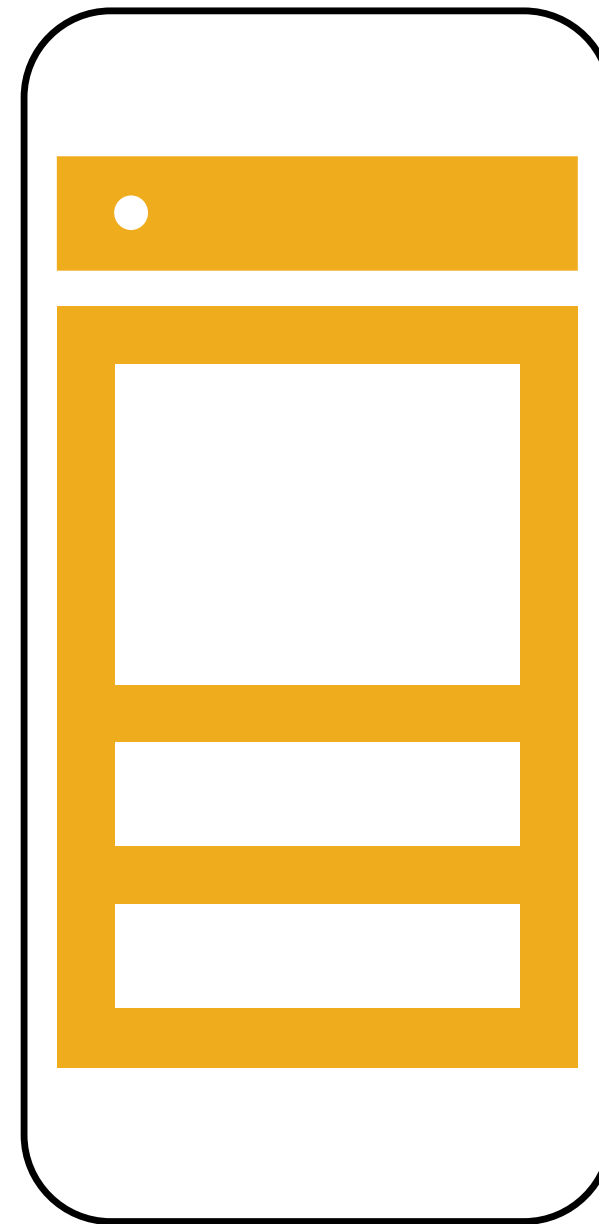
Dealers are able to create mobile-specific elements, add pages, and change navigation that goes beyond the default dealer website. Development resources are not required and changes can be made instantly from within Composer.



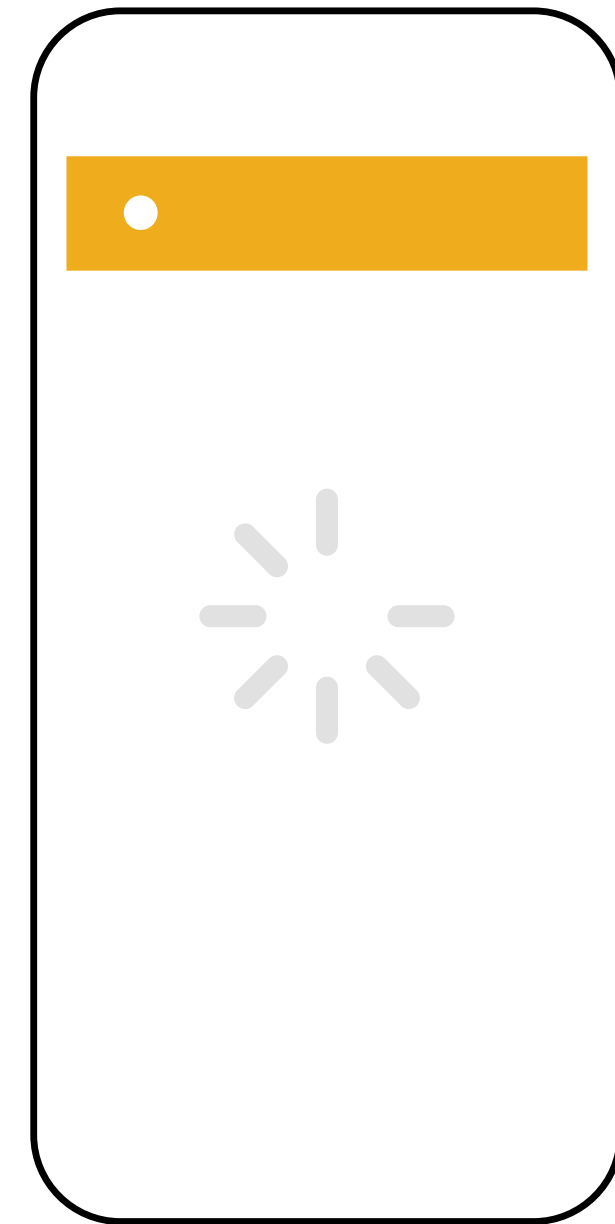
2. Deliver Mobile Content with Speed.

Seamless only delivers the content mobile shoppers require – and often loads faster in the process.

Seamless Websites serve only necessary data per device. Some sites get bogged down in load times processing unnecessary images, widgets, and customizations that make sense only for desktop users. By serving unique, optimized websites, Seamless ensures a high performing experience.



Seamless



Responsive

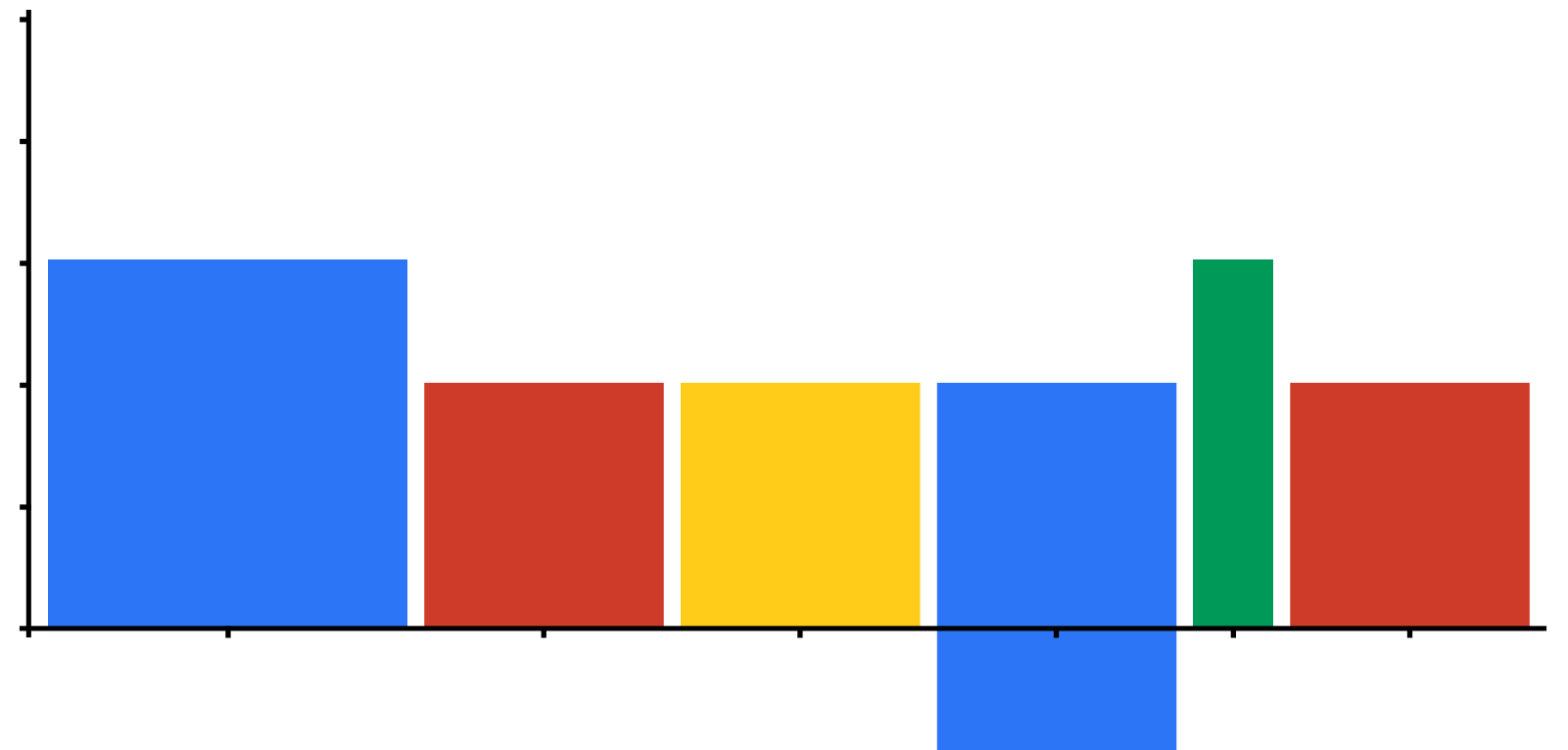
1. Google and Search Engine Optimization.

Seamless Websites are optimized for Google and the latest search engine algorithms.

Google has confirmed responsive web design does not have a ranking benefit.

Google does not penalize sites that are not 100% responsive sites in ranking. Properly coded dynamic serving websites with identical intents on all devices combined with proper transfer of HTML content are just as easy, if not easier, to rank well on Google.

Google has always prioritized the most relevant content and the best user experience when positioning websites on search engine results pages. Beware of providers pushing a technology solution first, rather than the capabilities and attributes that Google has always valued.



Additional Sources:

Google's Gary Illyes Q&A on
Upcoming Mobile Ranking Change >

The Truth about Google
Mobile Ranking by Pete Bruhn >

A Simple Way to Test
Your Website's Mobile-Friendliness >