






# SUCCESS IS *in Site!*



## Your new Digital Storefront is almost here!

To get the most out of your new digital storefront and start delivering the intuitive online car shopping experience that your customers expect, you'll first need to prepare for a successful transition. Set your dealership up for success by completing these tasks prior to launch:

-  **Domains**  
Confirm that you have administrative access to the back end of your registrar. You will need to update the Name Servers for your Primary Domain to point to Dealer.com on the day of launch.
-  **Secondary Domains**  
Identify any secondary domains that redirect to your primary domain.
-  **HTTPS Setup**  
You will be receiving a set of TXT records from your Implementation Project Lead that will need to be added to your domain's DNS zone. This is an ownership verification step that will allow Dealer.com to secure your website prior to launch. Failure to complete this step in a timely manner could result in a delay in site launch.
-  **Third-Party Integrations**  
We will migrate any chat integrations or iframes that appear on your current site. If you have any tracking codes or pixels (e.g. Google Analytics, Facebook Pixel, etc.) that need to be added, please have those ready to review with your Implementation Project Lead.
-  **Additional Points of Contact**  
Identify any other contacts within your organization who should be reviewing the preview link prior to launch. Your Implementation Project Lead will include them in our ongoing communication.