

# WEBSITES

## Everything You Need In Website Technology Solutions

Ansira's proprietary technology drives exceptional consumer experiences and ensures your business surpasses the expectations of today's digital shoppers. We strive to enhance performance, integrations, and consumer experiences through our website designs. We offer a range of features and options to provide you with the best possible experience, and we consistently update our platform with cutting-edge features to prioritize you and your business needs.



*They [Ansira websites] are fast, they are reliable, they are easy to use, and use the best technology available in the automotive business.”*  
**-Russell Blackstone, e-commerce Director, Hewlett Auto Group**

96%

YTD Client Satisfaction



**In-the-Moment support** is fast & efficient for every request. Averaging 45-second Speed To Answer.

135%

Lift In Shopper Engagement



Make decisions based on a **Google-sourced**, easy-to-understand analytics platform. Our new, industry-leading reporting experience reveals more data about consumer behavior empowers you to make better strategic optimizations.

82%

SEO organic lift after just 60 days



Ansira's proprietary SEO technology comes with every website. Businesses who switch to **Ansira's website platform see fast results.**

# AN OPEN PLATFORM, CONSTANTLY EVOLVING

Ansira's proprietary technology drives exceptional consumer experiences and ensures your business surpasses the expectations of today's digital shoppers. Our platform is regularly updated with innovative and thought leading features that put you and your business first.

## Standard Website Features And Functionality Include:

### The Ansira Website Platform

- Inventory and Incentives Manager tools
- User Administration
- Open and agnostic Partner Program
- Lead Routing
- Button Style options
- Custom Form Builder (Unlimited Custom Forms)
- Lead Submitter Insights
- Domain Hosting
- Email Hosting
- Redirect support on landing pages, subdomains and domain names
- Secure Domain Hosting
- Americans with Disabilities Act Tool (powered by AccessiBe)
- Website Activity Tagging/Tracking
- Custom Website Code Support
- Core Website Forms
- Finance Secure Form
- MegaNav
- AI Engine and Tailored Experiences
- Dynamic Image Resizing
- Promo Pop Interstitial
- Voice Search Support
- Dealer Website Shopper Accounts
- Header Options
- Design Publishing Scheduler
- Actionable Insights Reports
- Google Reporting Analytics Creator Experience
- Call Tracking Numbers
- Department Hours
- Dealership Department Location Options
- Interactive Map
- Fully Responsive for all Device sizes
- Ongoing Site Speed Optimizations
- Engagement Map
- Generic Stock Images and Content
- Add-to-Wallet for Specials/Coupons
- Seamless Integrations With Dealer Preferred Vendors

### Website Design Controls

- Color Palette Options
- Multiple Designs
- Font Choices

### Dealer Group Functionality

- Content Sharing to other Ansira Websites
- Dealer Group Locations Interactive Map

### Inventory Merchandising Options

- Inventory Badges for Frequently Viewed VINs
- Custom Inventory Badges
- Offer Spotlight
- Inline Ads
- Price-Field Display Options
- Model Showroom
- Model Detail Pages
- Virtual Vehicles for Out-of-Stock Models
- Vehicle Feature Filter Tags
- 10+ Search Results and Details Page Layout Options
- Custom Vehicle Specials
- Custom Service and Parts Specials
- OEM Incentive Integration
- Quick View (More Photos) on Search Results page
- Modern search results page influenced by real shopper behavior
- Payment Calculator
- In-Transit Vehicle Badging
- Multiple Price Field Options
- Inventory Sources
- Inventory Syndication
- Website Search
- Stock Images
- Shopper "Save Vehicle" Functionality
- Shopper "Compare Vehicles" Functionality
- Similar Vehicles Presentation on the VDP
- Vehicle Specifications
- Vehicle at a Glance
- Inventory Filter Customization
- Vehicle Lead Optimizer
- Price Watch
- Vehicle Showcase
- Custom Vehicle Logos
- Inventory Sharing Across Client Websites
- Vehicle Rapid Search

### Page Building Control

- Unlimited Custom Landing Pages
- Pre-Built Content Blocks
- Special Events Countdown Card
- Top Center Graphic Slide Studio
- Auto-Fill Tags for Repeated Copy (e.g., Phone Number, Address)
- Content Styling and Layout Options
- SEO Page Field Options
- YouTube Video Integration
- Rich Text Editor
- Copy-Page Functionality
- Copy-Content Functionality
- Video Background

# FEATURES & BENEFITS



**Winner of 2023 AWA Awards**  
in the Digital Marketing and  
Website Platform categories

Silver \$1,099	Gold \$1,399	Platinum \$2,099
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## The Ansira Website Platform

- Every package includes our comprehensive website platform delivering peace of mind, custom experiences, design, performance, data & analytics, and merchandising & tools

## In-The-Moment Service

- Faster response times & technical support
- Live website training sessions

## Google Reporting Analytics Creator Experience

## Unlimited Custom Creative Content

## 360° Exterior Vehicle images (powered by Impel)

## Plus SEO

- Optimized homepage + up to 20 new model VSR pages + 4 services pages

## Premier SEO

- Optimized homepage + ALL new CPO model VSR pages + model landing pages + ALL service pages

## Website Performance Management

●	●	●
●	●	●
●	●	●
\$499/mo.	●	●
N/A	●	●
N/A	●	N/A
N/A	N/A	●
\$699/mo.	\$699/mo.	●

## A La Carte Solutions

PowerSEO	\$1,399/mo.	\$999/mo.	\$999/mo.
Google Business Profile Management	\$599/mo.		
Advertising Packages	Available		
Spanish Websites	Monthly Fee		