

Dominion Websites adapt to all devices to drive the best car shopping experience and generate strong lead-generating opportunities.

Now, there's a website platform that adapts to the way consumers shop for vehicles. Dominion's industry-first award winning responsive website platform is built with Responsive Website Design that provides a fluid and consistent experience across devices. Responsive design delivers websites that outperform the competition, building customer loyalty and retention.

Optimized User Experience

Columns, images, videos and graphics automatically resize to fit device requirements and text adjusts for readability - eliminates need for separate mobile website.

Increased Efficiency

Responsive design means there is one site to build and one set of content to maintain. Full control to create and edit pages on-the-fly with complete version history and future publication functionality.

Inventory Integration

Robust inventory management powered by Dominion Dealer Specialties.

OEM Incentives

Daily update of automatic feed for all incentives and rebates for all OEMs and all zip codes.

Powerful Results

- Fastest websites in the industry - 4-second page load
- Best support in the industry (based on DrivingSales Vendor Ratings)

Features

- Configures to optimize display on desktop, tablet or mobile devices
- Full control for on-the-fly edits
- Robust inventory management powered by Dominion Dealer Specialties®
- Easy integration with third-party code
- Allows for complete SEO customization
- Daily update of automatic feed for all incentives for all OEMs, zip codes

Benefits

- Optimized experience across all devices (desktop, tablet, smartphone)
- Build customer loyalty and retention
- Create and maintain one site
- Maintain consistent online brand presence

