

Your guide to: Driving customers to your parts website through your dealership site

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Your online parts store is a crucial part of your business. Just as customers need clear signs to find your parts department in your brick-and-mortar location, they need easy ways to find your online parts store from your main dealer website.

If you don't create several ways for your customers to find your parts site, you'll miss out on parts sales—while your competitors capture them. Here's why it's important that your website provider links your dealer site with your parts site.

The power of smart website connections

Think of website links as digital doorways. Each link you add between your main dealer website and your parts store creates a new entrance for customers. The more doorways you create, the easier it becomes for customers to find and buy parts from you.

Where should you add these digital doorways?

Here are the key places to connect your websites:

Top menu navigation

1. Add "Parts" to your main menu
2. Create a dropdown menu showing options like "Shop Parts Online" or "Parts Store"

Footer links

1. Place a clear parts store link in your website footer
2. This gives shoppers another way to find your parts department

Parts Department contact page

1. Include multiple links to your online parts store

2. Shoppers who are looking for your in-store department may want to take the time to browse online first

Why this matters for your business

By creating these connections, you:

- Make it easier for customers to find your parts store
- Keep shoppers on your family of websites
- Increase parts sales opportunities
- Improve your website's search engine rankings
- Create a better shopping experience for your customers

Simple steps, big results

Adding these links is a small change that can make a big difference. It's like putting up better signs in your physical dealership: it helps customers find what they need and makes them more likely to buy from you.

Have questions about ensuring your parts eCommerce site is linked to your dealer site? Contact our [CSC team](#) or [Dealer Strategy team](#) to learn more.
