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Car Dealership Website: Everything Included

For used-car dealerships. The full list. Nothing on it is an extra. Google Ads and Meta Ads management are separate, from R9,930 per month each.

Standard Website Package — R19,930 once-off excl. VAT 95 inclusions · 8–14 custom pages

Dealership features

Built into this package for car dealerships.

- AutoTrader syndication API stock import (twice a day: add / update / remove, up to 12 photos per car downloaded)
- Showroom page with keyword search, make, body type, max price, max mileage, year range, transmission and fuel filters, with a stock count per option
- Five sort options (featured, price up, price down, newest, lowest mileage)
- Vehicle detail page per car (gallery up to 12 photos, spec table, features, price incl. VAT, similar cars)
- Finance calculator on home and every vehicle page (deposit, balloon, term, interest)
- "Finance from R... per month" figure on every car page
- WhatsApp Quick Enquiry pre-filled with the car's name and price on every card and car page
- Book a Test Drive button on every car
- Featured collection row on the home page (nine cars, updated with stock)
- Sell Your Car page with valuation form and a WhatsApp-a-photo button
- Contact form with interest dropdown (buying, selling, finance, service)
- Car and Offer schema on every vehicle page; AutoDealer schema site-wide
- Dynamic XML sitemap including every car
- Newsletter sign-up for new arrivals and offers

Website design and build

Designed around your brand and showroom, not a dealer template.

- 8–14 page professional custom business website
- Professional custom website design
- Custom website layout aligned with your business and brand
- Website designed around your services and target customers
- Mobile-responsive website development
- Tablet and desktop optimisation
- Conversion-focused page layouts
- Professional custom website header
- Professional custom website footer
- Favicon setup
- Social media sharing image setup
- Licensed stock images where required

Pages and content structure

Showroom, car pages, sell-your-car, finance, about and team each get their own place.

- Dedicated service-page setup
- Detailed service-content structure
- Advanced website navigation structure
- AI-ready content structure
- Detailed About Us page
- Company history and experience sections
- Team-member sections where required
- Qualifications and certification sections
- Client-logo or partner-logo sections
- Detailed service-process sections
- Gallery, portfolio, or completed-project page
- Frequently asked questions page or sections
- Blog or news section setup
- Blog-category structure
- Individual blog-post layout
- Downloadable company profile integration

Found on Google and Bing

Set up so buyers searching for a car in your area find you.

- Search-engine-friendly website structure
- On-page SEO across all website pages
- SEO setup across all included website pages
- SEO-friendly page titles
- Individual meta descriptions
- Correct heading structure
- SEO-friendly page URLs
- Image alt-text optimisation
- Expanded internal-linking structure
- XML sitemap setup
- Robots.txt configuration
- Google Search Console setup
- Google indexing submission
- Bing Webmaster Tools setup
- Bing indexing submission

Enquiries that come in ready to buy

Every car page gives a buyer a way to contact you, and the lead says which car.

- Professional contact form
- Detailed quote-request form
- Service-selection options on forms
- WhatsApp contact button
- Click-to-call buttons
- Click-to-email functionality
- Google Maps integration
- Social media links
- Professional calls-to-action throughout the website
- Dedicated thank-you page
- Form-confirmation email setup
- Spam protection on website forms

Trust sections

Years trading, awards, bank accreditations, reviews and FAQs where a buyer sees them.

- Trust-building content sections
- Reasons-to-choose-us sections
- Customer testimonial sections
- Customer reviews page or section

Know where your leads come from

See which cars, pages and ads bring enquiries. Ready for Google Ads and Meta ads.

- Website backend analytics setup
- Conversion-tracking setup
- Contact-form submission tracking
- WhatsApp-click tracking
- Telephone-click tracking
- Google Ads tracking readiness
- Meta Pixel installation readiness

Fast, secure and legal

Loads fast on a phone. Secure. Policies in place.

- Image compression and optimisation
- WebP image conversion
- Website speed optimisation
- Advanced caching setup
- Code and database optimisation
- SSL and HTTPS configuration
- Website security configuration
- Privacy Policy page
- Terms and Conditions page

Launch done properly

Tested on every device, launched, indexed and checked.

- Broken-link testing
- Redirect setup where required
- Two website review rounds
- Mobile, tablet, and desktop testing
- Complete website launch assistance
- Post-launch indexing and tracking checks

Hosting R180 per month excl. VAT, billed separately. Domain, paid plugins and ongoing management are additional unless quoted. Payment: 50% deposit, 50% on completion or 30 days after start.