Implementation Manual

Version 12/2/2019

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Introduction

Search Nitro offers a suite of products for automotive digital agencies to improve dealer SEO and conversion. Search Nitro values efficiency, simplicity, and automation. We maintain a streamlined staff.

Serving Digital Agencies

As a service for digital agencies, Search Nitro is software that assists these agencies with their optimization efforts. We provide technical support for the digital product, and any questions regarding dealer strategy should be directed to the agency.

Document Version Control

This document is subject to change. If you would like to be notified when it is updated, please sign-up for email notifications through our manual page:

https://streamlinedealer.com/manual/

Product Summaries

Each Search Nitro product is designed to bring value through SEO optimization and/or user interaction. Proper installation of the loading container allows our clients to enable/disable the following applications on the fly.

SEO Optimization

Search Nitro SEO adjusts metadata dynamically for vehicle search pages to improve click-through rates from Google. It also optimizes pages available for indexing to optimize each dealer's crawl bandwidth.

Dynamic Specials

The Dynamic Specials plugin allows managers to designate specials in vAuto, and push them directly to a specials page on their site.

ADA Compliance Tracker

The ADA Compliance tracker identifies and fixes images without alt tags. These alt tags improve ADA compliance while also improving SEO.

Pick Your Payment

The Pick Your Payment tool offers customers different payment plans based on three different down payment options. Customers can then submit a lead to "lock in" their target monthly price based on approval.

Implementation

Search Nitro has chosen to load each its products through a Javascript container system that prioritizes features first by semantic value then by user rendering

Isolation

Each dealer script loads a unique set of products and features based on the request of the agency. In case of a code conflict, most of these features can be enabled or disabled as needed. Internally, the Search Nitro development team uses these feature toggles to test new code, which can easily be toggled back to the stable version if problems arise.

Optimization

Loading products and features from a central loading script allows our team to reduce network latency, reduce file size, and prioritize library dependencies. Search Nitro features load times may be measured and reported to troubleshoot script errors across the user base.

Installation

Installation of the Search Nitro tool suite is designed to involve one line of code directly in the <head> tag of each page of the website. Installation through Google Tag Manager or on window.load events may render inconsistent results for GoogleBot.

Script Structure

Each dealership is assigned a unique API code upon sign-up that is used to designate which script should load. This public id determines which script loads, and it is used by the linter to determine whether the script is properly installed. Upon proper script load, the corresponding agency's name is appended to the script tag as a data attribute. The standard installation follows this format and should be placed in the website <head> tag:

```
<script type="text/javascript" src="https://seo-app.vinftient.com/load/?api={api_key}">
</script>
```

Troubleshooting Tools

Validation Linter

For improved communication and debugging, Search Nitro offers a linter to validate each dealer's installation. This dealer validation tool can be accessed at: https://streamlinedealer.com/tools/

The validation tool displays:

- The dealer agency contact of record
- The dealer's location of record
- Script warning and status messages
- Install validation results (Desktop/Mobile/GoogleBot)

Automatic Notifications

Select email warnings and notifications may be sent to website support email addresses upon request/approval.

Contact Us

If you have questions about Search Nitro, please contact:

Mike Bloom
mikeb@445-digital.com.