



BEST PRACTICES GUIDE

Website Health Report



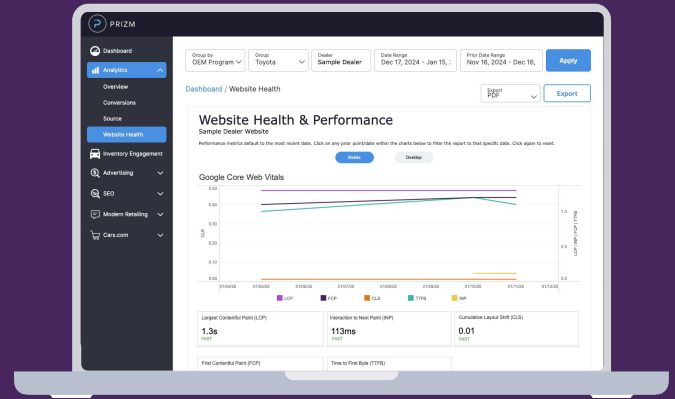
Dealer Inspire

A CARS COMMERCE SOLUTION



Keep your website running at top speed

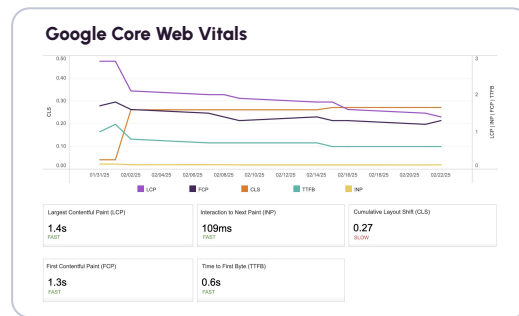
The **Website Health Report** helps diagnose and identify issues slowing your site down. Use it to optimize performance and create a smoother shopping experience.



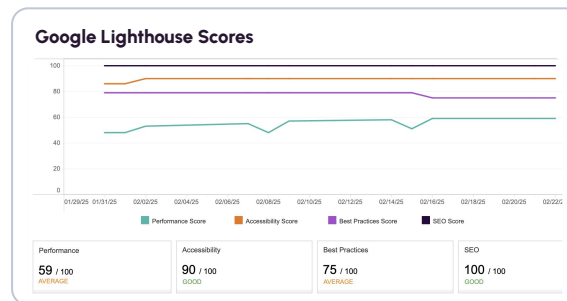
Use this report to track

✓ Core Web Vitals (CWV):

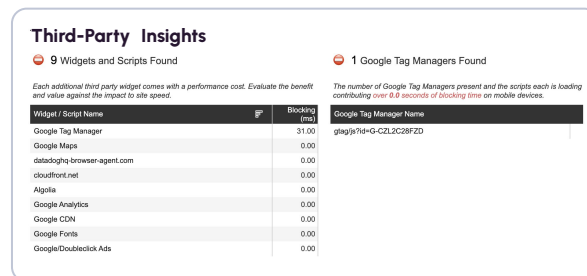
Google's key metrics for page speed, responsiveness, and visual stability.



✓ Lighthouse Scores: Performance, accessibility, security, and SEO best practices that impact rankings.



✓ Third-Party Insights: How extra scripts (like chat tools and tracking tags) affect load times and user experience.



[Check your report](#)



We're here for you

Your **Dealer Inspire Performance Manager** is here to help — connect with them to strategize improvements and fine-tune your site's performance.

Navigating your report

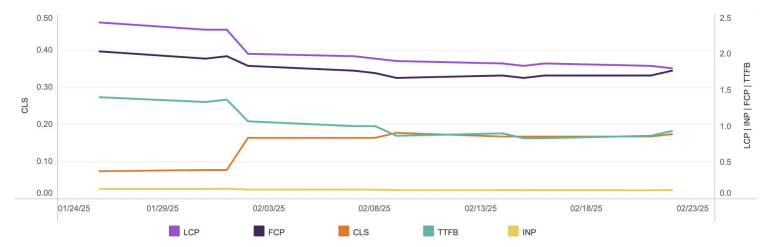
Your Website Health Report helps you track and improve your site's performance. Each section provides key insights into how your website is performing and what you can do to optimize it. Below, we break down the key areas so you can get the most value from your report.



Core Web Vitals

This section allows you to measure how fast your website loads, how responsive it is, and how stable it appears to visitors. A well-performing site can enhance the shopping experience and contribute to overall site effectiveness, making it easier for customers to engage with your inventory.

Google Core Web Vitals



Largest Contentful Paint (LCP)

1.8s
FAST

Interaction to Next Paint (INP)

117ms
FAST

Cumulative Layout Shift (CLS)

0.17
AVERAGE

First Contentful Paint (FCP)

1.8s
FAST

Time to First Byte (TTFB)

0.9s
AVERAGE

Metric	What It Measures	Good Score	How to Improve It
Largest Contentful Paint (LCP)	How fast the main content (like images & text) loads	2.5s or faster	Use proper image dimensions and be mindful of how many images you have on sliders
Interaction to Next Paint (INP)	How quickly the site reacts when someone clicks	Under 200ms	Reduce unnecessary or redundant third-party tracking scripts and tags
Cumulative Layout Shift (CLS)	Prevents layout shifts (e.g., buttons moving when loading)	0.1 or lower	Ensure third party widgets don't inject large UI components above the fold, shifting all page content after loading
Server Response Time (TTFB)	How quickly your website starts loading	1.2s or faster	Reduce third party scripts that require large amounts of javascript execution

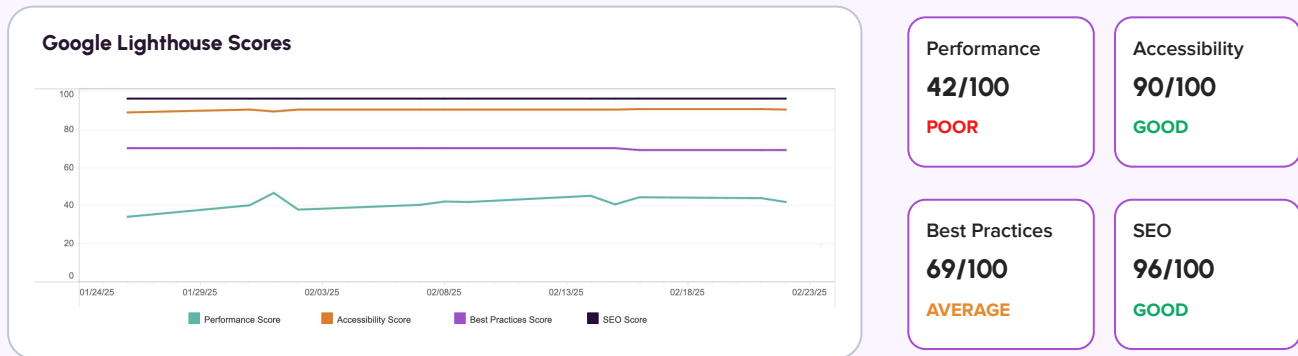
Speed matters

Faster, more stable websites lead to better search rankings and higher conversion rates. Our websites are already optimized for speed — this report helps you fine-tune performance even further.

Navigating your report cont.

Google Lighthouse Scores

Lighthouse evaluates multiple aspects of your site, including performance, user experience, and SEO best practices. Because performance scores are based on lab tests using older devices with a simulated slow network connection, they may not reflect real-world user experience.



Metric	What It Measures	Good Score	How to Improve It
Performance	Overall speed & responsiveness	50+ (Higher is better)	Compress images, reduce scripts, and streamline third-party tools
Accessibility	How easy the site is to use for all visitors	80+ (Higher is better)	Ensure text is readable, buttons are easy to click, and colors contrast well
Best Practices	Security & modern coding standards	50+ (Higher is better)	Ensure secure HTTPS, remove outdated scripts, and follow Google's best practices
SEO	How well your site is structured for search engines	90+ (Higher is better)	Use strong page titles, meta descriptions, and clear headings

Optimized for better performance

A well-optimized site loads faster, and converts more leads. Dealer Inspire builds websites with best practices in mind — this report helps you keep improving.

Navigating your report cont.

Third-Party Insights

Third-party tools like chat widgets, tracking scripts, and marketing tags help improve website functionality and analytics—but too many of them can slow down your site. Your Website Health Report highlights these third-party tools and their impact on performance, helping you find the right balance between functionality and speed.

Third Party Insights

 **25 Widgets and Scripts Found**

Each additional third party widget comes with a performance cost. Evaluate the benefit and value against the impact to site speed.

Widget / Script Name	Blocking (ms)
Google Tag Manager	739.0
DealerChatOne	176.0
TradeNSave	147.0
AccelerateSales	140.0
LeadsNMore	136.0
ScheduleMax	30.0
Banking One	10.0
Inventory Check	10.0
Ads Network	3.0
Cloud Data	0.0

 **6 Google Tag Managers Found**

The number of Google Tag Managers present and the scripts each is loading is contributing over 0.2 seconds of blocking time on mobile devices.

Google Tag Manager Name	Blocking (ms)
gtag/js?id=G-1A2B3C4D5E6F	82
gtag/js?id=G-A1B2C3D4E5F6	76
gtm.js?id=GTM-Z1Y2X3W4V5	16
gtag/js?id=G-G1H2I3J4K5L6	1
gtm.js?id=GTM-Z1Y2X3W4V5	1
gtag/js?id=G-1G2H3I4J5K6L	0

Tips for widgets and scripts

More scripts = More load time. Each additional script increases the time it takes for your site to become fully interactive.

Not all scripts are equal. Some tools run efficiently, while others create delays due to slow-loading external servers.

Blocking vs. Non-Blocking Scripts. Scripts that "block" site loading (like excess Google Tag Managers) have the biggest impact on slowing down pages.

Tips for Google Tag Manager

Eliminate duplicates – Remove outdated or redundant GTM tags that are no longer in use. Too many tags can cause a blocking effect on interactivity and page load.

Consolidate tracking needs – Work with your marketing team to combine scripts when possible (e.g., one analytics tag instead of multiple).

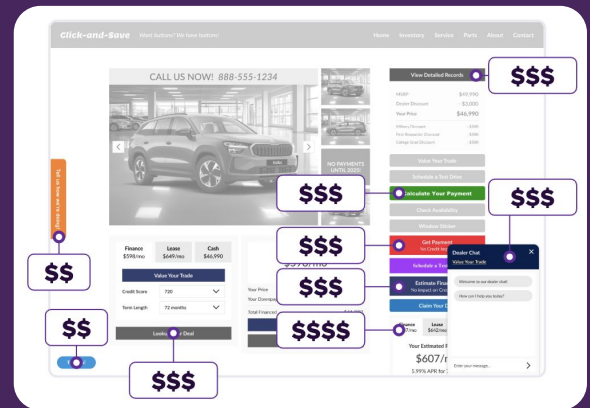
Keep it lean!
Aim for 2-3 essential GTM tags

Audit often

Auditing your site regularly for outdated or no longer needed widgets, scripts, and GTM tags is a good idea to work into your quarterly website health routine.

Best practices for managing third-party tools

Every third-party tool comes with a trade-off—striking the right balance between functionality and performance is key. To keep your site running fast while still using valuable third-party tools, follow these guidelines.



1. Evaluate necessity

Ask yourself: “Does *this* tool provide real value?” Remove unused or outdated scripts to improve site speed.

2. Reduce overlapping trackers

Some third-party services duplicate tracking features (e.g., multiple analytics tools tracking the same data). Work with your team to consolidate tools where possible.

3. Prioritize speed-friendly solutions

Choose lightweight alternatives when possible (e.g., optimized chat widgets).
Ensure third-party providers prioritize fast-loading and mobile-friendly experiences.

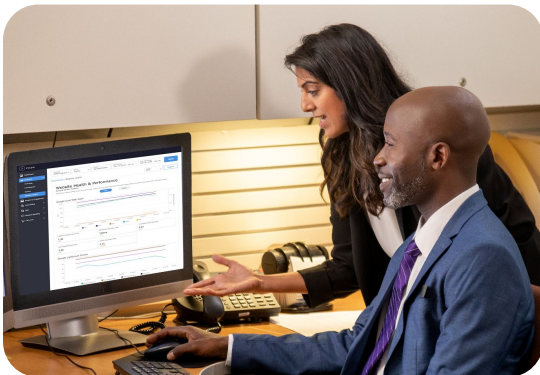
4. Regularly audit & optimize

Review your third-party usage quarterly to prevent unnecessary slowdown.
Check your Website Health Report to see if third-party tools are impacting performance.



How to take action and improve your score

Dealer Inspire provides a robust platform built for speed, but there are additional steps you can take to maximize performance. Here are actionable ways to create a faster, smoother experience.



Step 1: Identify key Problem Areas

- **Review Core Web Vitals & Lighthouse Scores**—what's scoring low?
- **Look at the third-party insights**—are unnecessary scripts slowing things down?
- **Track trends over time**—is performance improving or declining?

Step 2: Apply Best Practices

- **Speed & Performance:** Reduce heavy images, limit sliders, remove unused scripts.
- **Third-Party Scripts:** Audit & trim unnecessary third-party tools.
- **Mobile Optimization:** Ensure pages are responsive & user-friendly.
- **Conversions:** Make CTAs prominent and minimize form fields.



Website Health and Performance

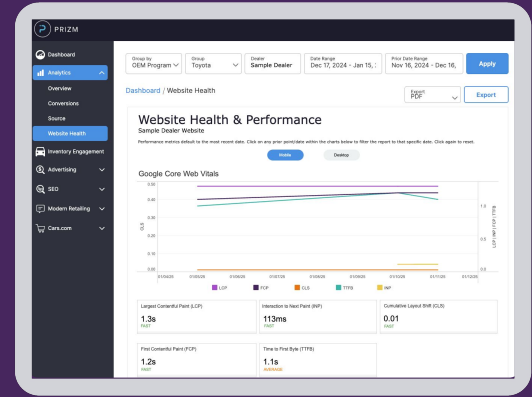


Step 3: Monitor Progress & Adjust

- **Check your report monthly** to track improvements.
- **Make one change at a time**—test and measure results before making further adjustments.
- **Consult your Dealer Inspire team** for help optimizing performance.

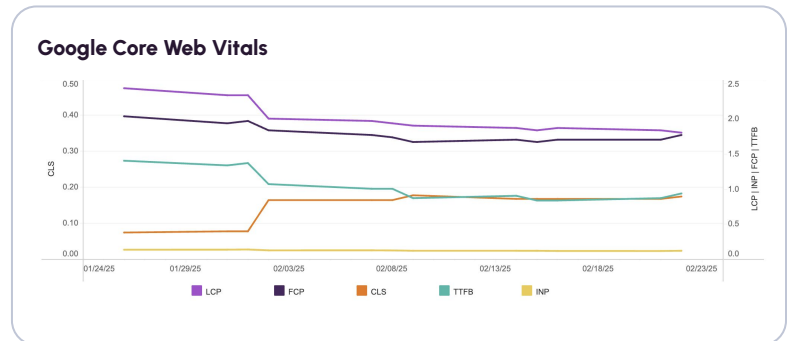
Always strive for improvement

Your Website Health Report tracks performance trends over time using a rolling 28-day average, meaning scores may take weeks to reflect changes. Making your goal to improve over time is key rather than striving for perfection.



How to track progress

- **Focus on trends, not just the latest score.** If your LCP score dropped slightly this week but is improving over the last 90 days, you're on the right track!
- **Prioritize key areas with the biggest impact.** Addressing site speed and third-party clutter will deliver better results than trying to perfect every metric.
- **Work with your Performance Manager.** Our platform is designed for strong performance—use this report to fine-tune and get the most out of your website.



Things to remember:

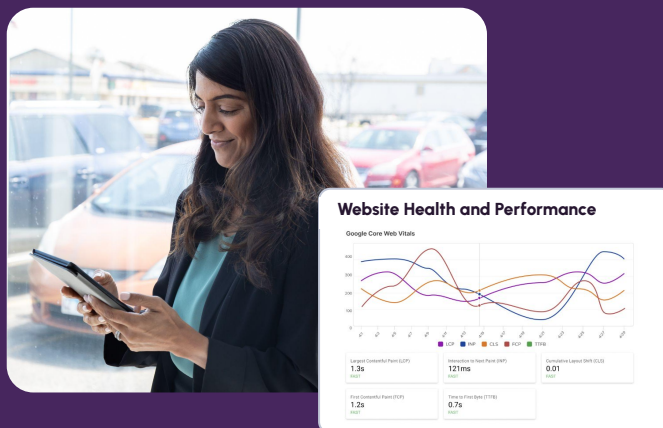
- **Scores don't update instantly.** Any changes made to your site may take a few weeks to reflect in the report.
- **Day-to-day fluctuations are normal.** A lower score on one day doesn't necessarily mean there's a major issue—look for overall trends.
- **Your site is being compared against real-world user data.** Google prioritizes real visitor experiences, so scores reflect how shoppers interact with your site, not just lab tests.

Key takeaway

Instead of aiming for all "Fast" scores, focus on steady improvement and smart optimizations that make the biggest impact. Dealer Inspire already builds high-performing websites—this report helps you refine and enhance your site over time.

Next steps: maximize your website's potential

Your report is packed with information to help you optimize your website and plan your strategies for success. Set yourself up for success and check out our tips.



4 tips to get you started

- ✓ [Watch the Welcome Video](#) to see how to navigate the report.
- ✓ **Review your Website Health Report** with your Performance Manager.
- ✓ **Work with your team** to refine site speed, third-party tools, and user experience.
- ✓ **Check back monthly** to monitor progress and refine strategies.

Need help?

Don't forget– you're not alone! Your dedicated Performance Manager is here to help take you through your report and strategize opportunities for optimization.



💡 Final thought

Your **Website Health Report** is a powerful tool to ensure your site runs fast, efficiently, and delivers a seamless experience to shoppers. By monitoring these metrics, reducing third-party clutter, and implementing best practices, you can drive more engagement, leads, and conversions.