



AUTOPAY

Site Refresh

2022

Content

- 1) Tune Up
- 2) New site improvements
- 3) Proof Points for new site
- 4) Site review & Follow up improvements

TUNE UP

Why update autopay.com?

CURRENT STATE PERFORMANCE

- Link front-end access to back-end process improvements (FastTrack)
- Designed mobile-first (currently 60-70% of traffic), versus Squarespace

UNLOCK FOUNDATIONAL CAPABILITIES

- WordPress as a more flexible CMS that allows for fluid updates not requiring Devs
- Content as the back-bone of all owned/earned channel efforts – SEO, PR, Social, etc.
- Unbounce enables nimble real-time landing page testing environment

BRAND & COMMUNICATIONS

- Legacy site doesn't do justice to the tremendous customer value proposition

NEW SITE IMPROVEMENTS

Key Points

PERFORMANCE

- Interactivity between the users is fast and with little to no latency
- The content of the page loads faster and it is visibly populated to the user instantly

ACCESSIBILITY

- Sufficient background content that helps users quickly locate vital information regarding Auto Loan Financing
- Reading content is easily digestible in small and short paragraphs

BEST PRACTICES

- Website is organized and properly notated which makes it easier for upcoming developers or web designers to work with the site

SEARCH ENGINE OPTIMIZATION (SEO)

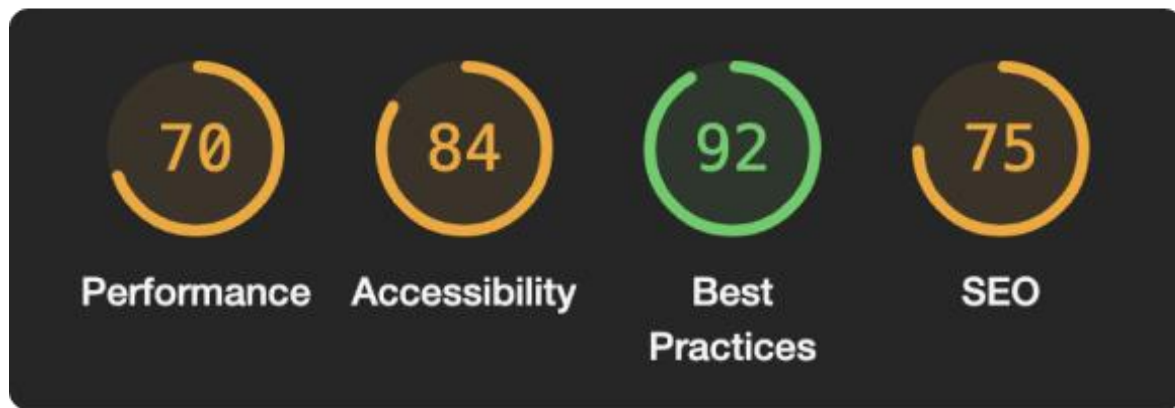
- Site was properly optimized with correct naming and wording for a strong presence in search engines

PROOF POINTS FOR NEW SITE

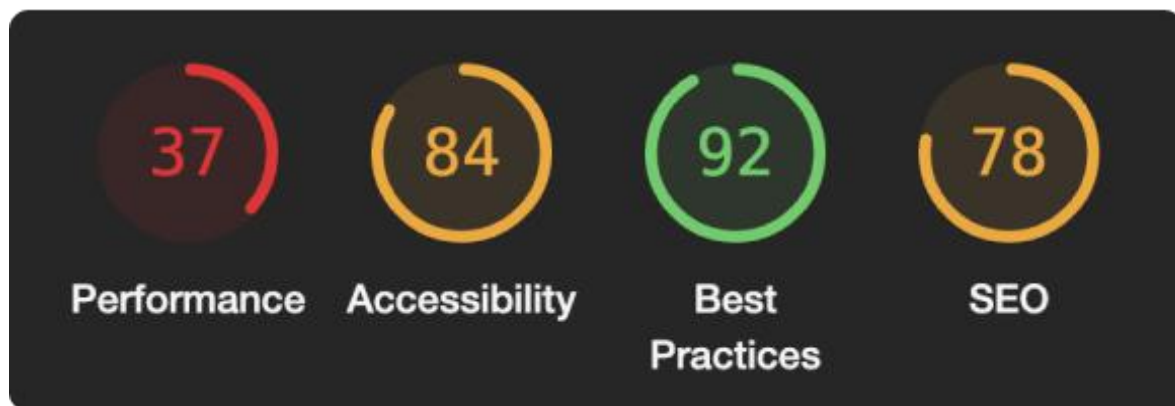
HOMEPAGE - CURRENT



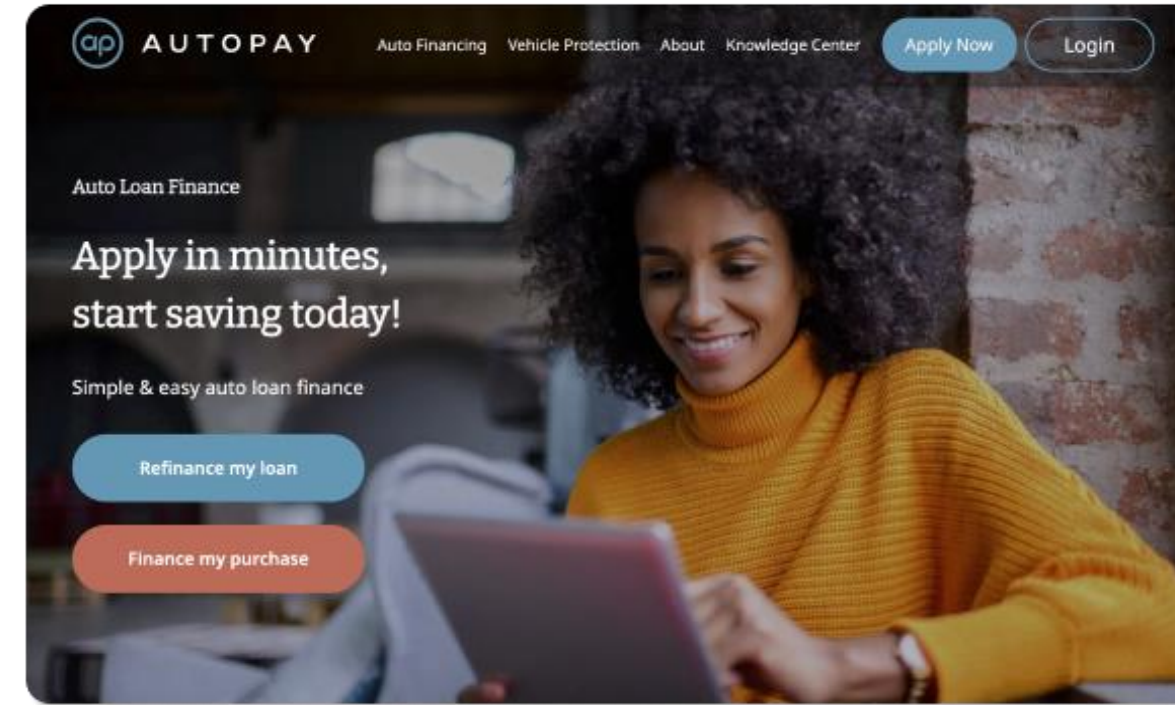
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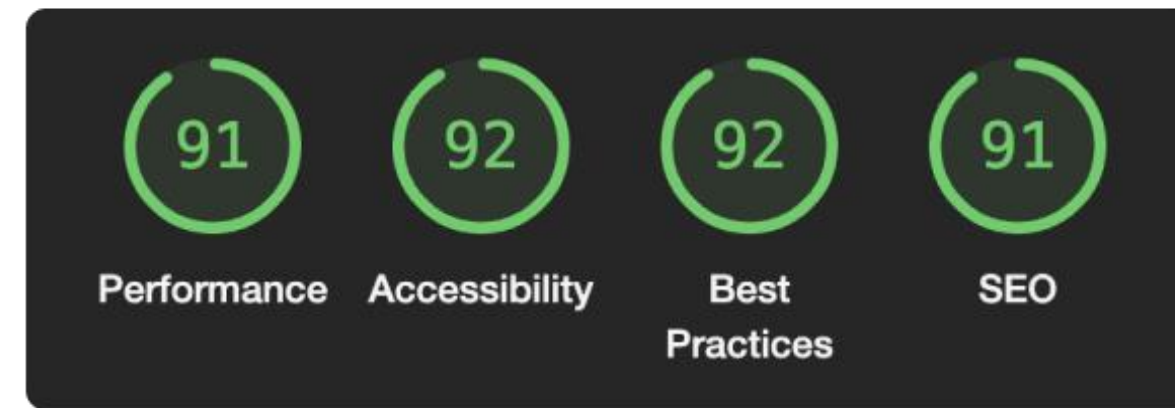
MOBILE



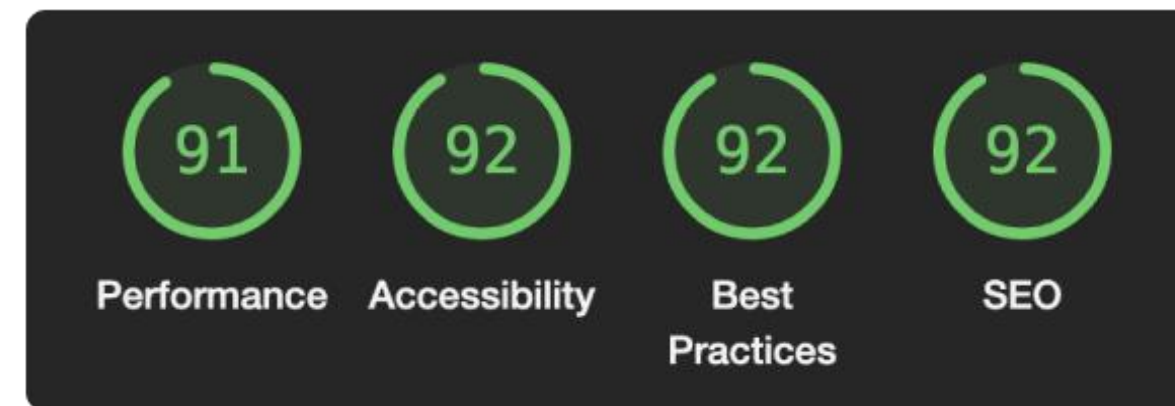
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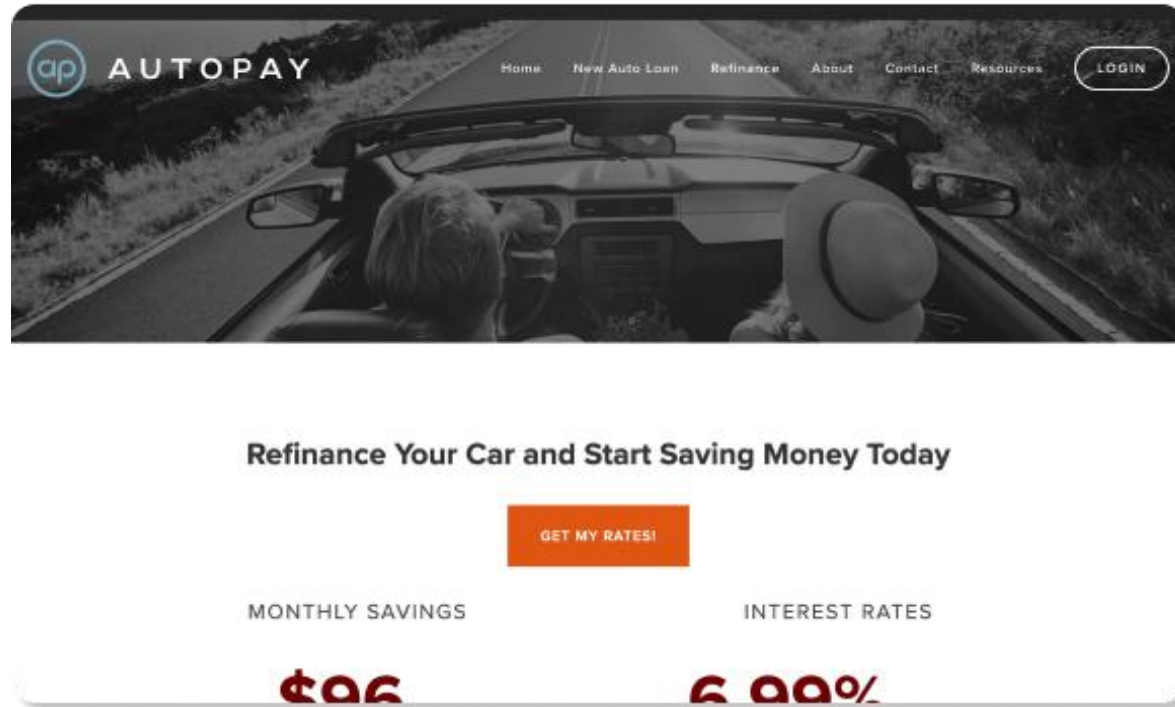
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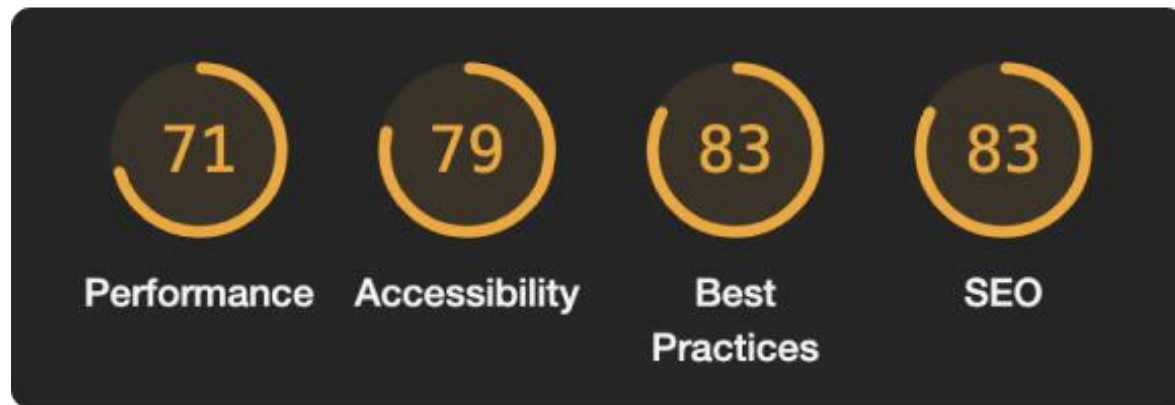
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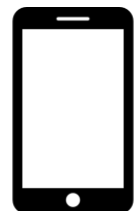
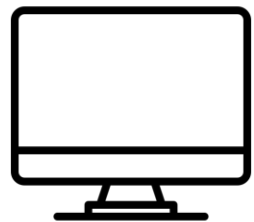
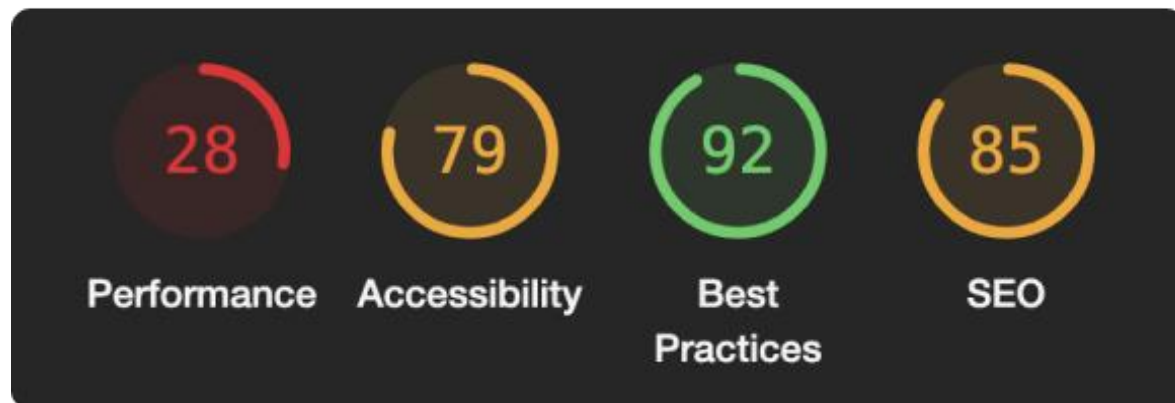
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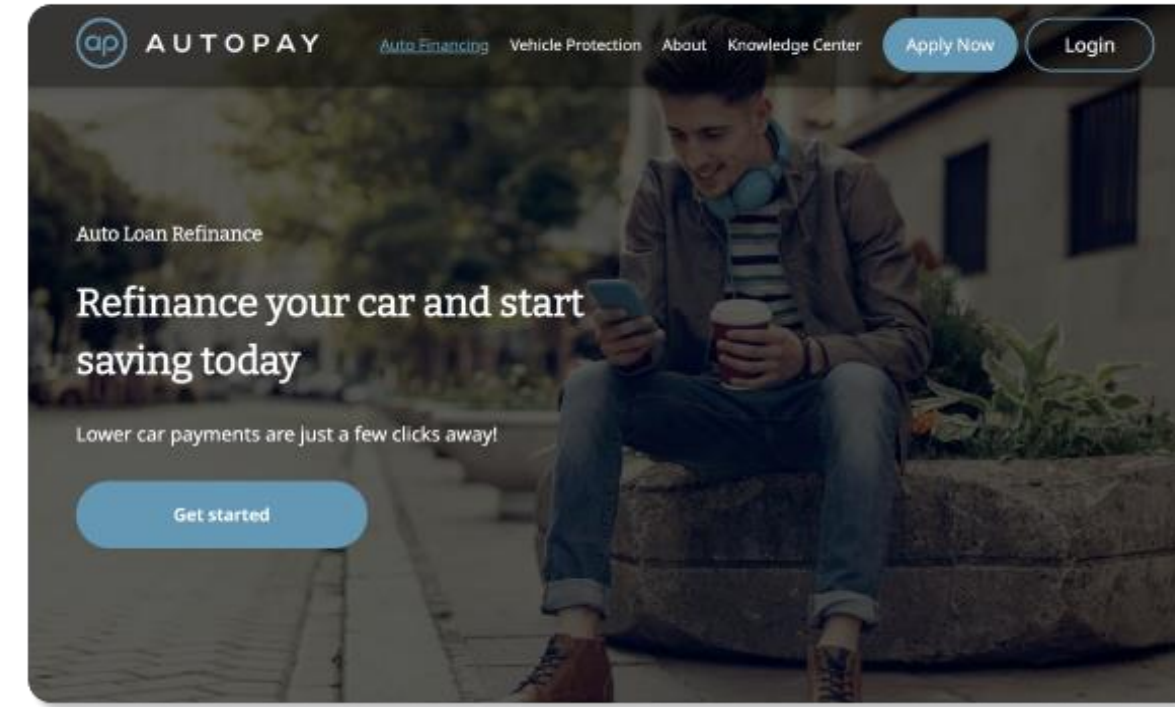
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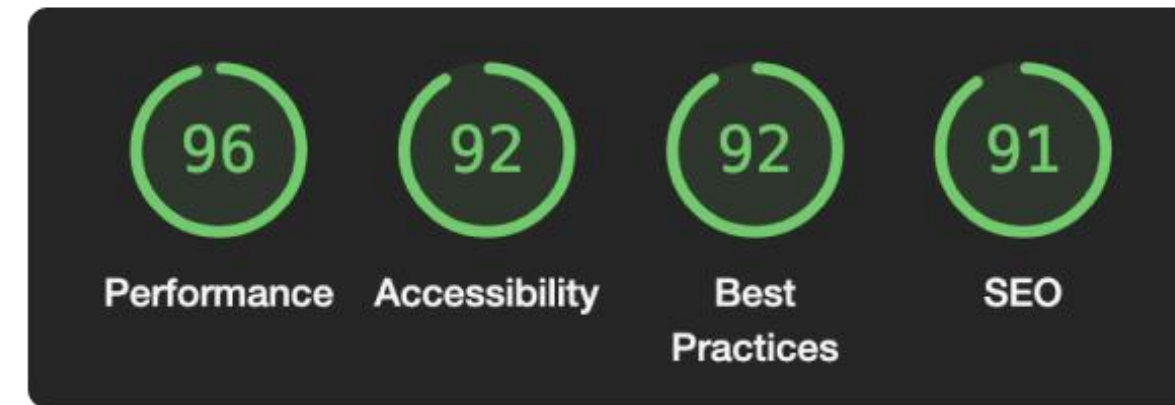
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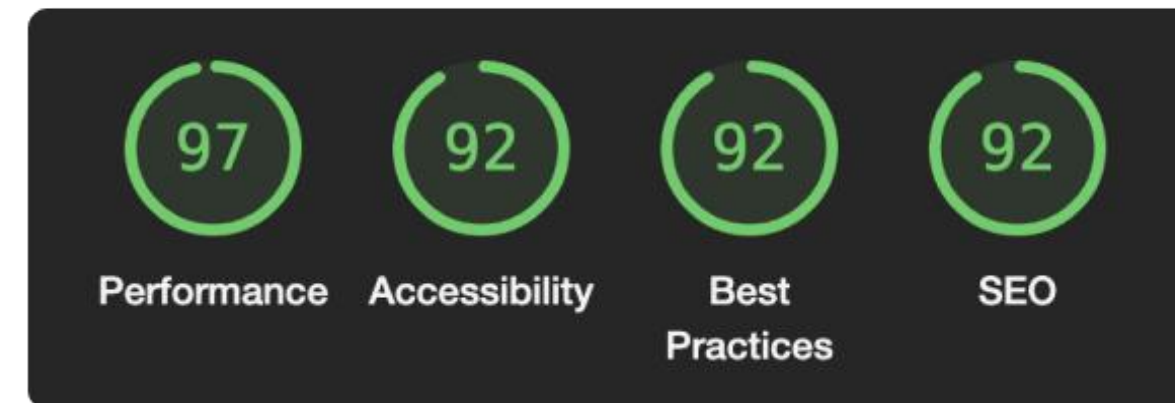
REFINANCE AUTO LOAN - NEW



DESKTOP



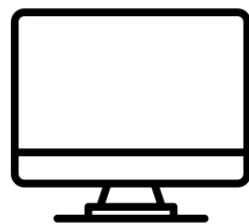
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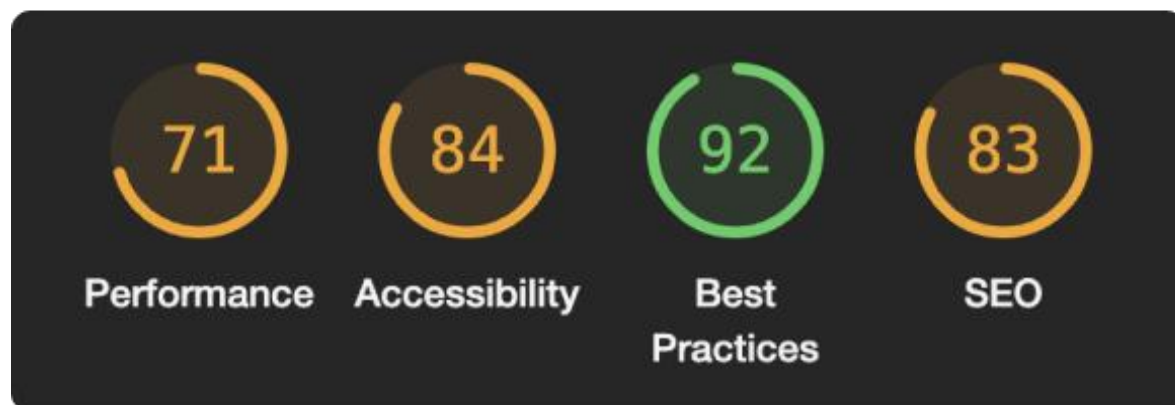
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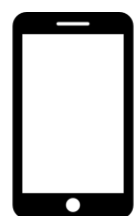
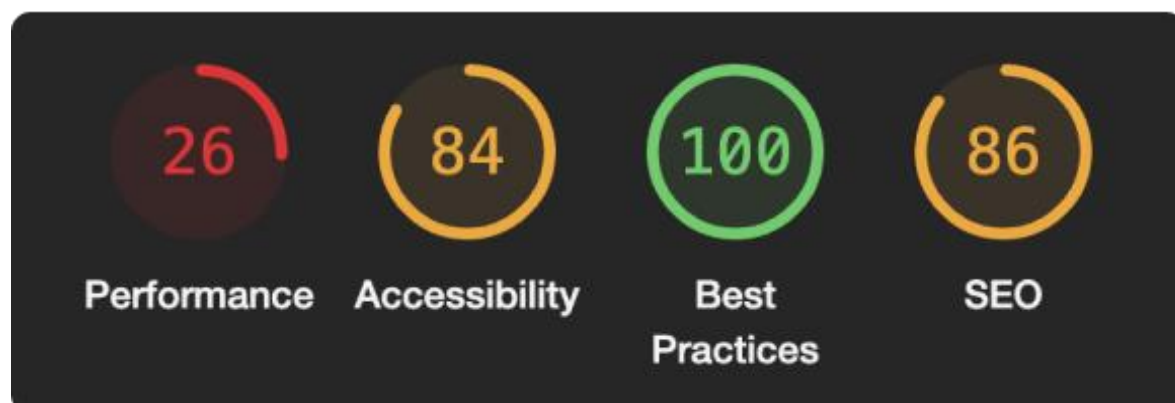
NEW AUTO LOAN - NEW



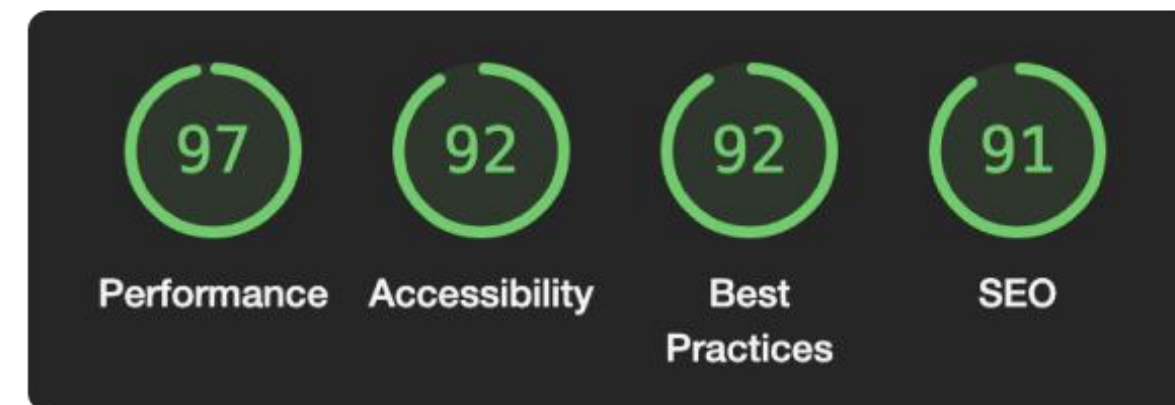
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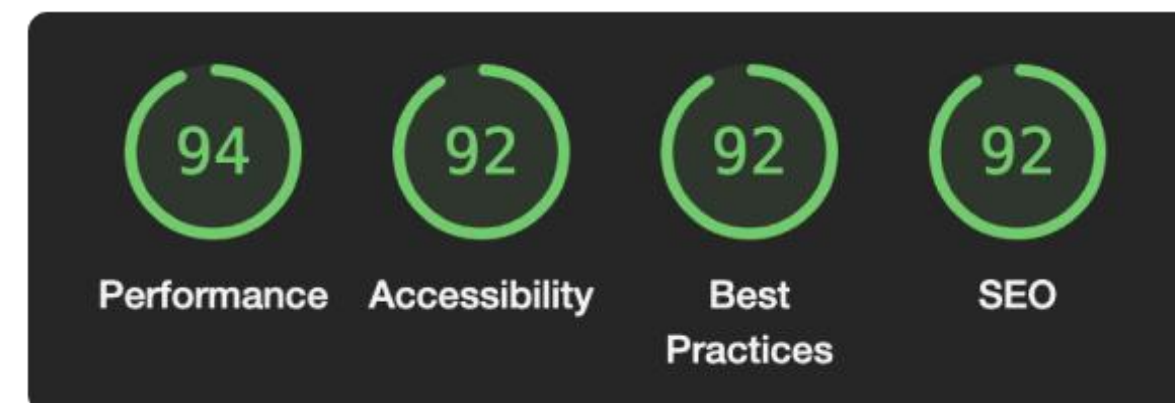
MOBILE



DESKTOP



MOBILE



SITE REVIEW & FOLLOW UP IMPROVMENTS

Next steps prior launch

- SEO
- Analytics
- GTM
- 301 Redirects
- Compliance Review
- Cross-browser testing
- Copy – editing – spelling and grammar proofreading
- Speed tests
- Internal link check (broken links)
- Review XML sitemap
- Accessibility testing

Fast-Follow improvements

- SEO add-ons
- UI enhancements

END OF PRESENTATION

THANK YOU