

CASE STUDY

How We Freed a Powersports Dealer from DealerSpike’s SEO Ceiling

A Cedar City Web Design migration story — from template-locked to total control in 8 weeks.

12 SEO limitations identified	1,000+ Dealers on the same template	100% SEO control after migration	8 weeks Kickoff to launch
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The Problem

D&P Performance is a long-established powersports dealership in Cedar City, Utah — the kind of shop serious riders trust. But their DealerSpike website looked identical to hundreds of other dealers on the same platform.

The template imposed hard limitations that actively prevented them from ranking in local search. They couldn’t create custom service pages to target keywords like “UTV repair Cedar City” or “Can-Am service Southern Utah.” URL structures were bloated and unreadable. Page speeds lagged behind competitors. Schema markup was limited or nonexistent. And the blog — the foundation of any content strategy — was locked inside a rigid template that couldn’t be customized.

Their competitors on DX1 and other template platforms had the same problems. But most dealers don’t realize the platform itself is the bottleneck — they assume SEO is just “hard” or that they need to spend more on ads.

DealerSpike vs. Custom-Built

	DealerSpike	Custom-Built
URL Structure	/about-us-atvs-utvs-snowmobiles--info	/about
Page Speed (Mobile)	35–50	90+
Custom Landing Pages	Not available	Unlimited
Schema Markup	Limited / none	Full LocalBusiness, Product, Service
Blog / Content CMS	Basic, template-locked	Full CMS, any layout
Heading Hierarchy	Template-controlled	Fully customizable
Internal Linking	Template-limited	Strategic, custom architecture
Design Uniqueness	Same as 1,000+ dealers	One-of-a-kind

We identified 12 distinct SEO limitations imposed by the DealerSpike platform. The table above highlights the most impactful eight.

“But DealerSpike handles my inventory...”

This is the first question every dealer asks. The answer: **everything DealerSpike does, your custom site does too** — with better performance, better design, and full control over how it looks and works.

DealerSpike integrates with your DMS, displays inventory, handles financing applications, and serves OEM brand pages. A custom-built site does all of that — using the same data feeds and APIs — but without the template restrictions, bloated code, and SEO limitations.

Feature	DealerSpike	Custom-Built
Inventory feed / DMS sync	Built-in (Lightspeed, Blackpurl, etc.)	API integration — same data, cleaner display
Financing / credit apps	Embedded form	Embedded form + custom styling
Parts catalog / ordering	PartSmart / OEM feed	Same feeds + custom search UX
Contact / lead forms	Template form	Custom forms + routing to CRM
Mobile responsive	Template responsive	Custom responsive — faster, optimized
OEM brand pages	Auto-generated from feed	Custom-designed with SEO-optimized copy

Your DMS integration, inventory feed, and financing tools all carry over. The difference is how they're presented and how much control you have.

Custom Feature Development

Here's what a template platform will never give you: **features built specifically for how your dealership operates.**

DealerSpike ships the same feature set to every dealer. If their inventory editor doesn't work the way your team needs it to, you're stuck. If you want a specific workflow, a custom search filter, or a tool that matches your internal process — you submit a feature request and hope.

With a custom-built site, we build features around your dealership, not the other way around. Here are examples of custom features we've built for D&P Performance:

Feature	What It Does
Bulk inventory editing by stock number	Edit tags, descriptions, and images across multiple units at once — no clicking through one at a time
Smart inventory shuffle	Automated weekly rotation of homepage inventory so returning visitors see fresh units
Stock number search in editor	Jump directly to any unit by stock number instead of paging through the entire inventory
Custom service pages per keyword	Individual pages for every service type and brand combination, each optimized for search
Additive description dropdowns	Pre-built description blocks that staff can combine to build consistent, SEO-friendly unit descriptions

These aren't hypothetical features. They're in production right now. If your dealership has a workflow problem, we build the solution.

The Migration

We migrated D&P Performance to a fully custom-built platform designed from the ground up for SEO performance and dealer-specific needs. The process started with strategy, not design.

What we built:

Clean URL architecture — Every page follows a logical, keyword-rich structure that search engines reward. No more verbose template URLs.

Custom service and brand pages — Dedicated pages targeting keywords like “Polaris service Cedar City” — pages DealerSpike wouldn’t let them create.

Full schema markup — LocalBusiness, Product, and Service schema on every relevant page.

A blog that works — Full CMS supporting a 10-post SEO campaign designed to outrank local competitors on service searches.

Competitive SEO strategy — Before writing a line of code, we ran a full competitive keyword analysis, identified ranking gaps against local competitors, and built the site architecture around the keywords that would drive the most leads.

The Timeline

Eight weeks from kickoff to launch. No downtime. No lost rankings. 301 redirects preserved every existing URL.

WEEK	PHASE	WHAT HAPPENS
1–2	Discovery & Strategy	SEO audit, competitive analysis, keyword mapping, content strategy
3–5	Design & Build	Custom design, modern platform, every page optimized
6–7	Content & SEO	Service pages, brand pages, schema, blog setup, internal linking
8	Launch & Handoff	DNS migration, 301 redirects, Search Console, CMS training

“20+ years of software development experience. Not templates. Not a marketing agency that outsources the work. I write the code myself, right here in Southern Utah.”

David Sanders — Cedar City Web Design / Lighting Software Development LLC

Get a Free Audit of Your DealerSpike Site

I’ll analyze your current site and show you exactly where DealerSpike is holding you back — page speed, SEO gaps, ranking opportunities your competitors are missing too. No pitch. Just data.

Web: cedarcitywebdesign.com/dealerspike

Email: david@cedarcitywebdesign.com

Phone: (435) 233-1911

Analysis prepared by Cedar City Web Design. D&P Performance is used with permission as a case study. No specific performance metrics (rankings, traffic, leads) are claimed — qualitative improvements are based on platform capability changes.