**Car Dealership Website Design Document**

**1. Project Overview**

* **Business Name:** Peak Performance Autos
* **Objective:** Create a user-friendly website to showcase vehicles, promote services, and encourage customer inquiries.
* **Target Audience:** Individuals or families looking for new/used cars, first-time buyers, and car enthusiasts.
* **Colour Scheme:**

**2. Website Structure**

1. **Home Page**
   * Featured deals/promotions
   * Quick vehicle search bar (make, model, price)
   * reviews
2. **Inventory Page**
   * Searchable/filterable car listings (make, model, price)
   * Vehicle details (images, specs, price)
3. **About Us Page**
   * Dealership info, customer testimonials, contact

**3. Design Requirements**

* **Branding:** Use dealership colors, logo, and professional fonts
* **Desktop only!**
* **UI/UX:** Easy navigation, fast loading, clear CTAs

**4. Key Features**

* **Vehicle Search & Filters:** Search by make, model, year, price, etc.
* **Lead Generation Forms:** Contact, test drive, financing request forms
* **Appointment Scheduling:** Integration for test drive booking
* **CMS:** Easy-to-use platform for managing inventory (e.g., WordPress)
* **SEO Optimized:** SEO-friendly URLs, meta tags