

# 10 WAYS

## to Grow Brick and Mortar Sales Via Your Website



# Introduction

For brick and mortar auto parts stores, **eCommerce is both a threat and opportunity**. *80% of customers research products online, but 75% still prefer to buy in a store*, according to Forrester.

While consumers may search first for auto part online, the vast majority of purchases happen offline. In the tip sheet, learn how to position your website to turn online searches into in-store customers.





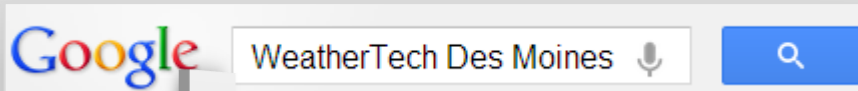
# Step 1 - Capture Local Online Buyers



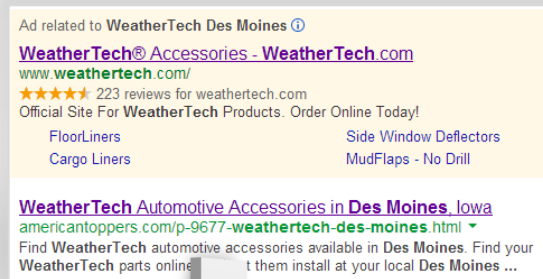


# LOCALLY OPTIMIZED BRAND PAGES

## 1- Buyers Search for Brands Locally



## 2- Your Locally Optimized Brand Pages Should Appear in Search Results



## 3 – Buyers Can Then Search for Products on Your Website and Contact Your Store to Purchase



80% of customers research products online, but 75% still prefer to buy in a store, according to Forrester. **Auto parts consumers are searching globally and buying locally.**

The key to capturing these online buyers is showing up in local search results for brand searches. Building locally optimized brand pages on your website is the key. Once on your website, visitors can search for products and then contact or visit your store to purchase.

> [Learn More](#)



## 2

# READER'S RIDES

## Ride Info:

**Nickname:** Bronco  
**Engine:** 302 4bbl carb r  
**Drivetrain:** 3spd 4wheel drive  
**Description:** This is a very nice 1966 bronco it came from Arizona, with a 302 4bbl carb replaced rear axel bearings and converted the 3 speed transmission to a floor shift, floor shifters are both Duffy .  
This is a strong running bronco it has been garaged and never seen snow.  
This is a deal if you look around you will find that this is fair priced  
Contact: e-mail rlaplant@up.net or cell 906-395-1459 home phone 906-524-6610  
**VIN:** 12345678  
**Rating:** This ride is not yet rated. [Login](#) To Rate This Ride!

## Ride Images:

**Title:** 1966  
bronco



## Attract and maintain an enthusiast community of buyers on your site with Reader's Rides.

Reader's Rides is a community feature that allows a users to create an account, list vehicles with images, and add content and references to parts in your catalog that the user either wants or already owns. Reader's Rides adds unique and relevant content to your site for search engines to index and drive traffic to these listings and parts references. It also drives potential customers to your website and provides examples of parts and services for enhancing their vehicle. Studies of successful Reader's Ride communities show that over 50% of users that list a vehicle end up purchasing parts from your store.





## 3

# MOBILE OPTIMIZED DESIGN



**By the end of 2013, there will be more mobile devices on Earth than people.** (Source: Cisco, 2013)

As smartphone and tablet adoption rapidly increases, so does the importance of mobile-friendly websites. Mobile optimized sites (responsive design) is structured for optimal viewing, no matter which mobile or tablet device is being used.

Make sure your site is mobile optimized to capture and engage potential customers.



## 4

## SOCIAL MEDIA



More and more of your customers are using social media to stay informed, stay connected and stay up-to-date on brands, offers, sales and more.

Use social media to:

- Share and promote new products, with links to your website
- Promote exclusive deals and offers
- Showcase your brick and mortar services and specialties
- Share store and employee recommendations



## Step 2 – Engage and Build Value with Buyers





## 5

# PRODUCT SEARCH

The screenshot displays a product search interface with the following elements:

- [-]KEYWORD SEARCH**: A search bar with the placeholder text "Keyword, Vehicle or Pa" and a magnifying glass icon. Below the bar is a link for "(Search Tips)".
- [-]BRANDS**: A section titled "Search Within" with a list of brands: "Reset", "AEM Induction", "aFe Power", "Air Lift", "Airaid", "AMP Research", and "[+] More".
- [-]CATEGORIES**: A section for category-based searching.
- SELECT YOUR VEHICLE**: A header section with a "Select Year:" dropdown menu and two additional empty dropdown menus.
- CATEGORY SEARCH**: A search bar containing the text "guard".
- Showing 1 - 20 of 24**: A status message indicating the number of results.
- Product Grid**: A grid of product images with labels below them: "Body Corner Guard", "Body Lift Gap Guard", and "Brush Guard".

**The biggest reason potential buyers leave your site is because they can't find what they are looking for. Make sure products on your website can be found quickly and easily.**

Your intuitive product lookup should include the following features:

- Year-Make-Model, Vehicle Search
- Dynamic Category Search
- Brand Look-up
- Keyword & Part # Search
- Product Look-up Page

## 6

# PRODUCT MERCHANDISING

**Bedlocker® Explorer Series™ Rail**  
35 parts



- Carry Recreation
- Install Racking Sys
- Installs Quickly &
- No-Drill; Clamp-I
- Black Powder Co
- Keyhole-Style Ch
- Strong And Dura
- 3-Year Warranty

**Bedlocker® Rail**  
46 parts



- Rails Must Be Us
- No-Drill; Clamp-In Design (In Most Applications)
- Powder-Coated Black Aluminum Resists Scratches
- Electric Retractable Tonneau Cover Opens With Remote
- Electromagnetic Brake Locks Cover In Any Position
- Hidden Potted Electronics Will Not Fail In Element
- Whole System Usually Installs In An Hour Or Less



Description	Manufacturer	Details	Shipping	Reviews
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## Description

Pace-Edwards - Bedlocker Explorer Series Rail P/N BE5001 Features:

- Carry Recreational Gear Above the Cover
- Install Racking Systems To These Versatile Rails
- Installs Quickly And Easily With The Speed Clamps
- No-Drill; Clamp-In Design
- Black Powder Coated Extruded Aluminum
- Keyhole-Style Channels Secure Utility/Sport Mounts
- Strong And Durable For Frequent Use
- 3-Year Warranty; Longest Of Any Retractable Cover

Once your customer finds a product and clicks on it to learn more, make sure you're doing all you can to merchandise and sell that product.

- Use quality images
- Include a detailed product description
- Include manufacturer information
- Provide part numbers
- Provide fitment information
- Provide product inquiry options





# 7

# PROMOTE STORE & SERVICE CONTENT

## News

May  
11  
2013

### GMG Spring Special continued through Fathers Day

Green Mountain Grills has extended the Spring Special \$ pellet grill. Once you try one, you will be addicted! Guarant  
Topic: [News](#) | [Comment\(s\)](#) | [Permlink](#)

May  
11  
2013

### Wood Pellets back in stock!

Wood pellets back in stock! We finally received three mor  
Fruitwood blend that is 1/3 Cherry, 1/3 Beech...  
Topic: [News](#) | [Comment\(s\)](#) | [Permlink](#)

Mar  
12  
2013

### GunVault is Here!

American Topper & Accessories is now a dealer for GunV  
safes under their seats or in the center...  
Topic: [News](#) | [Comment\(s\)](#) | [Permlink](#)

Feb  
5  
2013

### A.R.E. DCU's now with BOLT Tech

A.R.E.'s Commercial DCU topper now comes standard v  
the truck's key rather than having to carry around another  
Topic: [News](#) | [Comment\(s\)](#) | [Permlink](#)

Jan  
5  
2013

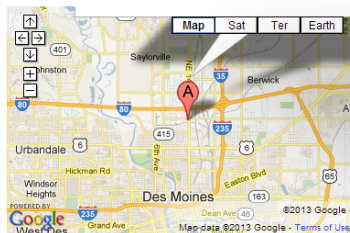
### New Store Record for 2012!

Line  
Topic

## Contact



Tel: 515-265-4467  
M-F 7:30 - 5:30 & Sat 8-2 (CST)  
1315 E. Broadway  
Des Moines, IA 50313  
Email: [info@americantoppers.com](mailto:info@americantoppers.com)



Part #273020 Mustang GT Front Header Plate

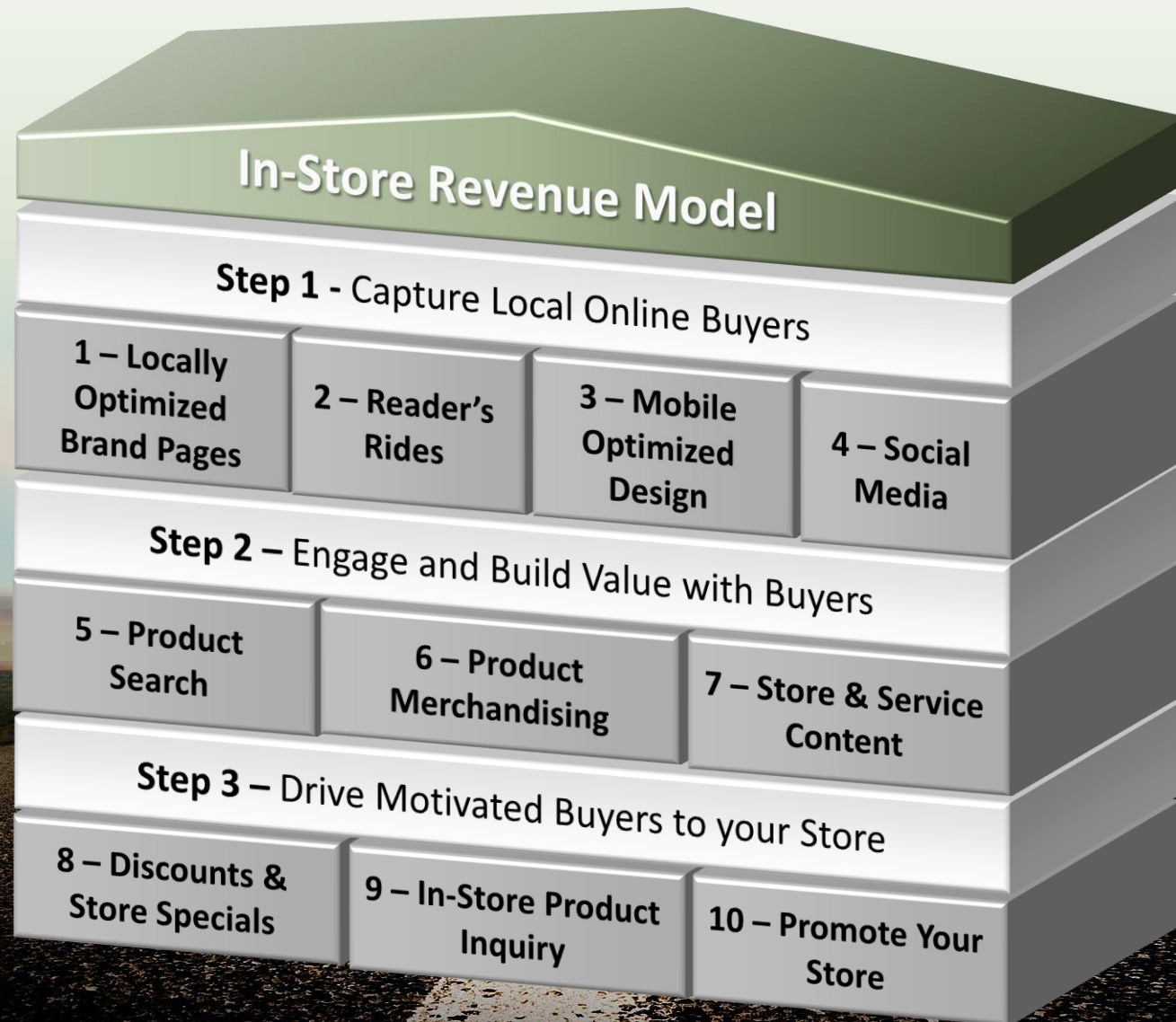


To convert local web traffic into local foot traffic you need to provide quality content about your local services and store, not just what you're actually selling.

On your About Us page, Services pages, and blog, you'll want to talk about your retail store in the context of your services and where you operate. You should also develop educational information to help you customers make complex purchases. You can mention local events, installation services, local customers — even talk about your specific store's location in some depth. You will want to add content on an ongoing basis that is fresh, engaging and helps build trust and community.



# Step 3 – Drive Motivated Buyers to Your Store





## 8

# DISCOUNTS & SPECIALS



One of the easiest ways to generate in-store visits from the web is to create printable coupons to be redeemed at point of sale.

The primary benefit of printable coupons is that they incentivize the customer to bring something with them to the store that can be easily tracked and associated to your web site without the sales clerks needing to ask any questions and track responses.

List coupons on your website to promote your local store. But careful not to overuse coupons and reset consumer expectations. Once customers begin to expect coupon deals or special offers with every purchase, they may start delaying purchases.

« print coupons



**2.9% for 60 Months Equi**

Offer valid subject to credit approval on purchases of \$2000. Finance charges will be assessed from date of purchase at 2.9% for 60 Months. A promotional fee of \$125 will be charged to customer. See dealer for details.

**SAVE BIG  
WITH  
TRI-STATE  
COUPONS**

Yard Card Consumer Credit Application  
Yard Card Plus Commercial Credit Application  
Valid Through: 12/31/12



**Save \$100**

Purchase the 100XL, 100XQ or 700 and Save \$100 Valid 4/2/2013 through 5/6/2013



**Save \$30 on a Line-X Spray-On Bedliner!**

**SAVE WITH  
IN-STORE  
COUPON**

When scheduling your appointment, just mention this promotion on the [americantoppers.com](http://americantoppers.com) website and save \$30! Valid at Line-X of Des Moines/American Toppers only. Not applicable with any other coupons or discounts.

**NEW!**

**LoadLIFTER 5000™  
ULTIMATE**

Internal jounce bumper

Air Lift's exclusive air spring with a jounce bumper inside the air spring for the ultimate in ride comfort.

**60 DAY NO QUESTIONS ASKED, MONEY-BACK GUARANTEE**

**LIFETIME WARRANTY**

**AIR LIFT**

[LEARN MORE](#)

# 9

## IN-STORE PRODUCT INQUIRY

### 1- Find Your Product and Select Contact Us



**AgriCover (Access) - 21019**

Access Limited Edition; Tonneau Cover;

[View Details](#)

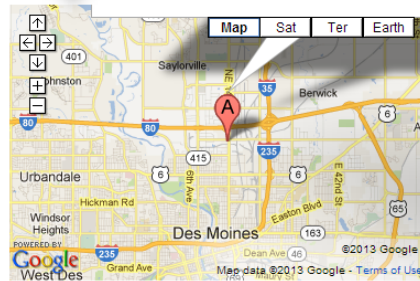
[Contact Us](#)

### 2 – Locate Your Store on Map



Tel: 515-265-4467  
M-F 7:30 - 5:30 & Sat. 8-2 (CST)  
1315 E. Broadway  
Des Moines, IA 50313  
Email: [info@americantoppers.com](mailto:info@americantoppers.com)

[View Larger Map](#)



Once online buyers have found the product they were looking for, make it easy for them to purchase from your retail store.

From your Contact Us button, provide a map to your store and an inquiry form that includes the part information that goes directly to your store.

### 3 – Submit Inquiry Form Regarding Product

Complete and submit this form to inquire about the following product: Access Limited Edition; Tonneau Cover; AGR22159

Name *	<input type="text"/>
Email *	<input type="text"/>
Phone #	<input type="text"/>
Subject *	<input type="text"/>
Message *	<input type="text"/>

[Submit](#)





## 10

# PROMOTE YOUR LOCAL STORE



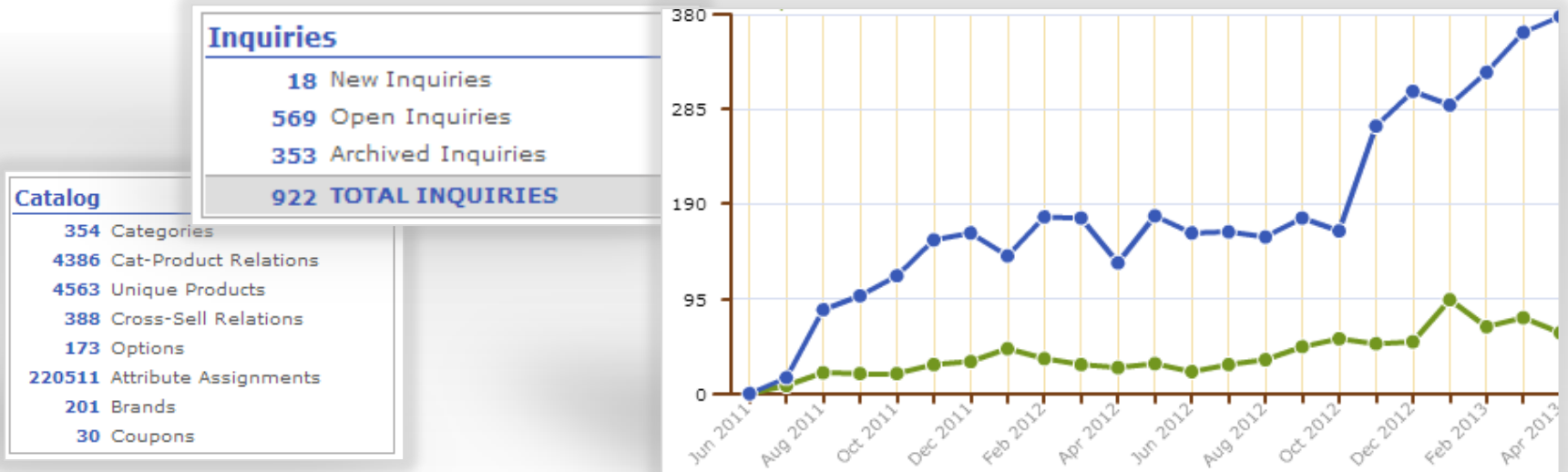
**Use your banners on your home page to promote your local store.**

Rotating banners on your site should immediately capture the attention of your visitors and should promote your specialty brands and products as well as promote your local store. Connect your banner to your Contact Us page.



# 11

## BONUS: ANALYTICS



**The Internet and eCommerce are not killing the retail store. Far from being the death of brick and mortar, the Internet is providing new ways for retail stores to reach new customers as well as the analytics for making smart online and retail decisions.**

Analyze data on your website to make decisions regarding popular brands and products, on what to promote and stock. Split test online offers and promotion on your website that you can use at your store. Learn where and when to open more physical locations, what to stock, and how much square footage to give to a particular market.





# You need a strong online presence to drive in-store sales. Let us show you how.

Call us today - 619.278.0872

Request Consultation

