



# Web Shop Manager's

## Automotive eCommerce Success Guide



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# Research Your Market

Understand your market, competition,  
and ideal buyer profile





# Build Your Website Around Your Market Niche and Your Ideal Customer Profile



	Build to Your Market Niche
1	Unique brand and identity
2	Unique shopping experience
3	Custom marketing plan

	Build to Your Ideal Buyer
1	Navigation, messaging, & CTAs
2	Trust and credibility elements
3	Discounts, specials, & promos



# Carve Out Your Niche

Personalize your site – building a strong relationship with your buyers



# Personalize Your Site to Your Customers



**Your Ideal Buyer**

**Know your customers and build a custom shopping experience around them.**

Understand their needs, goals, and observed behavior patterns among your real and potential customers. Developing personas is a way to consider the goals, desires, and limitations of your customers when you make decisions about the services, products, interactions, features, and visual design of your website.

Determine the following information when developing your buyer personas:

- Demographic information
- Job level and title
- Day in the life
- Pain points; How do you solve their pain?
- Where do they consume information?
- What experiences are they seeking in your product?
- What are their common objections to your product or service?





# Invest in the Right Technology

Provide an elite product search and shopping experience



# Essential Automotive eCommerce Technology



- ✓ Fast & Intuitive Product Search
- ✓ Mobile Optimized Design
- ✓ Automotive Enthusiast Community
- ✓ Quick View





# Make Product Search Fast & Intuitive

SMART KEYWORD  
**SEARCH**

with Product  
**Suggestions**

Exhaust|



K&N Commander PCII, 00 Artic Cat 500/600 STK or w/Exhaust

Magnaflow Exhaust Cut-Out, 2.25»

Magnaflow Exhaust Cut-Out, 2.2»

Magnaflow Exhaust Cut-Out, 3»

Magnaflow 4" System Pro Series Diesel Performance Exhaust

Magnaflow Dual System Pro Series Diesel Performance Exhaust

JBA 04-09 Nissan Titan 5.6L (not LB) Exhaust

**Most buyers aren't leaving your site because of price, but rather they can't find the products they are looking for.**

Web Shop Manager's Advanced Guided Search (AGS) is cutting edge search technology utilized on leading eCommerce sites, such as Summit Racing, Amazon, and eBay to help buyers find products swiftly and intuitively.

AGS gives you smart keyword search, similar to Google. Simply begin typing into the search bar and product suggestions are displayed automatically. From your search results you can locate your product with user-friendly attribute filters such as Year-Make-Model Search, brand, price, category, etc. Finding products is lightning fast and instinctive.



# Make your Site Responsive (Mobile Optimized Design)

Traffic from mobile devices is now nearly 50 percent of overall online U.S. retail traffic according to the latest data from IBM Digital Analytics Benchmark.

Google states that responsive web design is its recommended mobile configuration, and even goes so far as to refer to responsive web design as the industry's best practice!

With Web Shop Manager's Mobile Optimized Design, your website's layout, images, and navigation become flexible and fluid, correctly resizing to the size of any device screen automatically for an optimal shopping experience.



# Reader's Rides Enthusiast Community



Web Shop Manager's Reader's Rides allows customers and registered users to upload and share their vehicles, parts, and customizations on your website. Members can post images, content, and references to parts in your catalog that they either want to add or already own.

Reader's Rides adds unique user-generated content to your site that drives traffic, engages readers, and promotes your products and services. In turn, you are able to provide highly targeted purchasing recommendations and promotions to your Reader's Rides members since you know their vehicle, wishlist, and email address.

## Reader's Rides Members are Able to:

- Add multiple detailed vehicle listings
- List vehicles for sale
- Keep vehicles hidden until ready to share
- Search through other members' vehicles for customization and product recommendations
- Interact with other members and comment on their vehicle(s)

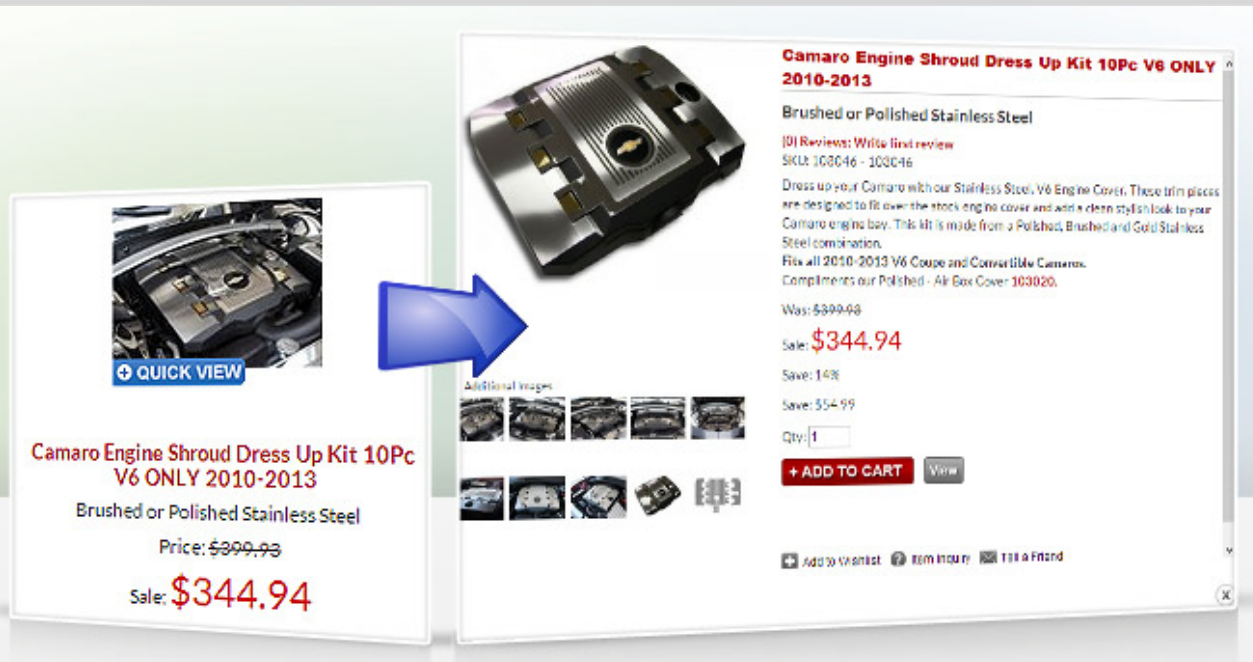




# Quick View

Increase conversion by decreasing the time it takes buyers to add products to their cart on your store.

With Quick View, reduce the time and clicks it takes shoppers to initiate their order by enabling visitors to view product details — on a category page, a cart, or any other page — **without a page refresh**. The product details are launched in a pop-up window which provides essential information about your product along with an “add to cart” button.



# Focus on Product Merchandising

Expertly showcase and promote your products



# Product Merchandising Keys



- ✓ Multiple Product Images
- ✓ Custom Product Descriptions
- ✓ Product Detail Tabs
- ✓ Coupons and Specials
- ✓ Related Products
- ✓ Intuitive Product Search
- ✓ Trust and Credibility
- ✓ Product Fitment Options





# Multiple Product Images



Boost product appeal and buyer confidence with multiple high-quality images of your products.

Your product images are the single most important visual element on your eCommerce website. A recent study of online buyers found that over 33% of their time on an eCommerce site was spent looking at product images while 67% of online buyers interviewed ranked image quality as “highly important” when making a purchase.

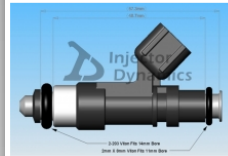
List multiple high-resolution product images that showcase your products, highlighting their visual appeal, benefits, and functionality. Shoppers want to know what they are getting, so give them what they want.



# Custom Product Descriptions

## INJECTOR DYNAMICS 1000CC

Injector Dynamics provide the absolute best fuel injectors available, and have quickly become the standard for tuners and car builders worldwide.



### Why Injector Dynamics

Injector Dynamics provide the absolute best fuel injectors available, and have quickly become the standard for tuners and car builders worldwide. Dynamics fuel injectors are the result of batch testing large quantities of specially modified fuel injectors based on their dynamic flow across the pulse width range. The result is vastly superior cylinder to cylinder fueling.

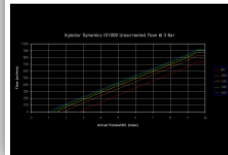
### PERRIN Plug and Play Adapters

Save time with PERRIN Performance custom plug and play wire harnesses. Specifically made for your vehicle, our harnesses make your installation a breeze.



### Data Provided

In addition to receiving your injector, this data will be provided to you. Conditions change. We provide you with the data you need to know.



### CALIPER - SPORTTWIN QUICK CHANGE ALUMINUM CALIPER

(0) Reviews: Write first review  
SKU: A22214R

- 2 Piston Hi-Performance D154 Replacement Caliper
- Direct bolt-on replacement to O.E. single piston caliper.
- Caliper Kit Includes:
  - (1) SportTwin 38 mm calipers
  - Banjo Bolts and copper washers
  - All Necessary Hardware
- \*NOTE: Must be used with stock size rotors.

SSBC Performance Brake Systems gives you Bolt on Performance you can't beat! Our quick change caliper kits are designed to replace your O.E. calipers, fit over your factory rotors, use your factory hoses and fit in most factory wheels! Designed with maximum clamping force and even pressure distribution across the brake pad, you won't believe the difference in braking! SSBC Caliper Kits offer the ultimate braking performance in a compact design. Made from billet aluminum, the kits are coated with a clear anodize for maximum corrosion resistance both internally and externally. Our easy bolt on systems include grade 8 hardware, installation components, performance brake pads and are made in the USA. Caliper Kits will fit most popular wheels\*. Replacement pads are available off the shelf at your local parts store. Try SSBC slotted and plated Big Bite cross drilled rotors for the perfect match. Most kits are available with optional red and black powder coat and polishing.

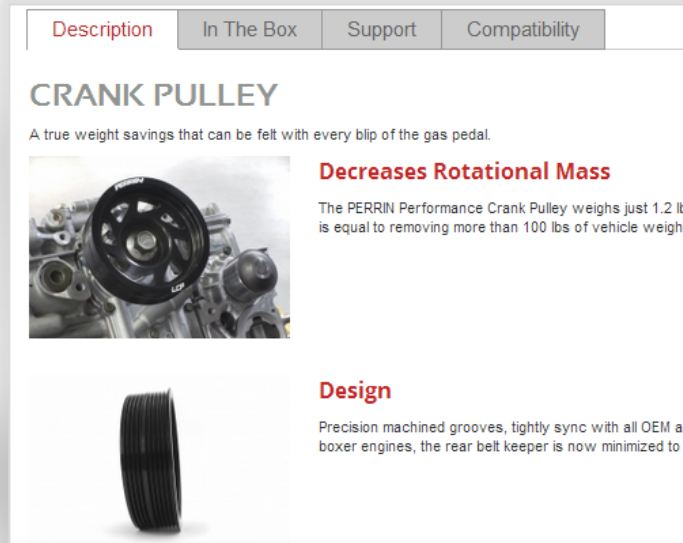
Develop rich, compelling, and unique product descriptions to increase traffic and conversions.

Add informative and persuasive product descriptions, giving your customers the information they need to make an informed purchase. Unique product descriptions and quality content will also increase your product's SEO reach, helping your eCommerce success by getting your products in front of many more potential buyers.

When writing your product descriptions, think like your customer — identify the things that would help them buy the product. Pack your descriptions with useful information that is engaging and helpful. For key features, use a bulleted list to call attention to your product's biggest selling points. Add details to your descriptions that show how products compare to similar offerings.



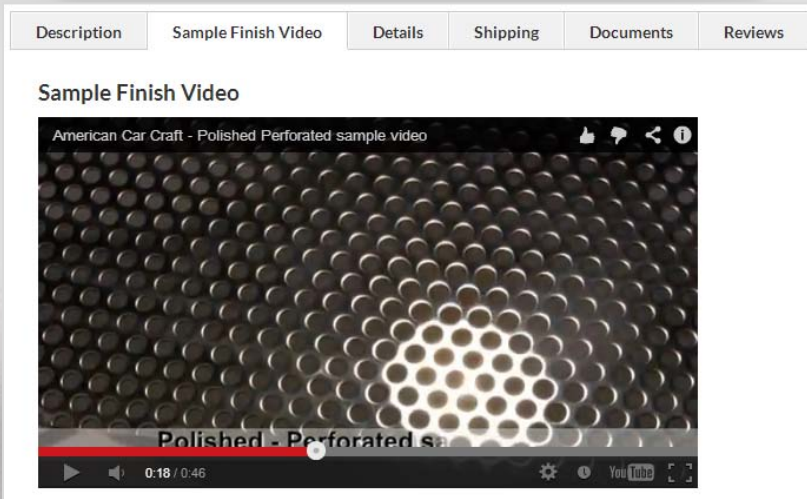
# Product Detail Tabs



Build trust by providing potential buyers a depth of information about your products.

It's critical to provide the customers as much detailed information as possible about what's being sold, including detailed product descriptions and dimensions, component lists, compatibility details, support resources, product and installation videos, manufacturer information, warranties, and support.

Eliminate static product descriptions that reveal only the basics. Instead, provide rich details. Detailed product descriptions and videos will drive more people to your product pages thanks to better search rankings, resulting in more converted buyers once at the page.





# Coupons and Specials



Wisely use coupons and offers to brand your business, promote specialty products, and increase online revenue.

Coupons are a highly effective tool for increasing conversions, especially when targeting a specific type of buyer.

Use Web Shop Manager's rotating banners, coupon page, sidebar call outs, and product pages to strategically highlight coupons, sales, and promotions. Coupon codes are not only valuable for increasing conversion; they also help you measure the effectiveness of your marketing campaigns.



# Related Products

## RELATED PRODUCTS



PERRIN 4 Bar MAP Sensor 2008-11 WRX



PERRIN 4 Bar MAP Sensor 2008-11 WRX



AccessPORT ECU Tuner for Subaru 04-07 WRX/STI



PERRIN 4 Bar MAP Sensor 2004-07 WRX, STI all

Upsell AND cross-sell clients by providing smart product suggestions on your product and checkout pages.

Provide buyers additional or complimentary products they can easily add to their order. Offering the right products at the right time on your website results in increased conversions and a higher value of each sale. Related products can increase conversion by 3% when shown on the product or checkout pages.

Customers like related products because they help them discover other items they may need or want. Related products are also helpful for upselling, enticing a customer to swap out the product they are viewing for a more expensive option. You'll benefit from related product promotions as they increase per-customer sales, boost profit, and offset shipping fees.

## May We Suggest



1999-2005 Mitsubishi L200 Hard Folding Tonneau Cover (58.5L x 57.25W " Bed) | BAKFlip F1 72210



1988-2013 Chevy Silverado/CK Hard Folding Tonneau Cover (96.25" Bed) | BAKFlip F1 - 72102



2000-2004 Nissan Frontier Hard Folding Tonneau Cover (75" Bed) | BAKFlip VP - 162501

## May We Suggest



Corvette Emblem Trim Rings Polished 2Pc 1991-1996 C4



Corvette Doorsills Polished Stainless 2Pc 1988-1996 C4



Corvette Hood Panel Polished 8Pc 1988-1996 C4



# Trust and Credibility

**SHOP WITH CONFIDENCE**

**CUSTOMER SATISFACTION**  
Our #1 priority is our customer!






**MADE TO ORDER**  
All products made to order and shipped in 7-10 days from order date.



**NO HASSLE RETURNS**  
Easy returns or refunds!

**MADE IN THE USA**  
Highest quality workmanship done with pride!

**MADE IN THE USA**

Safe & Secure Shopping







**GUARANTEE**

**CUSTOMER SATISFACTION**  
Our #1 priority is our customer!

**FAST SHIPPING**  
Same day shipping if ordered by 12pm PST

**NO HASSLE RETURNS**  
Easy refunds and returns

Judiciously use trust and credibility symbols to lower buyer anxiety and increase conversion.

Immediately building trust is essential to eCommerce sales. A recent survey found that customers terminate close to 70% of online sales due to lack of trust.

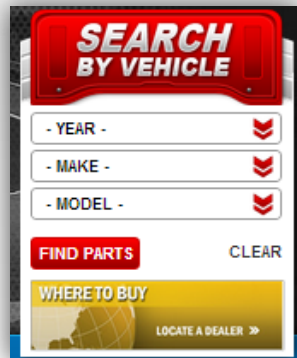
Promote the right trust elements, focusing on visibility, placement, and frequency. Make sure your customers feel comfortable buying from your site.





# Intuitive Product Search

LIGHTNING FAST  
ATTRIBUTE  
FILTERING



SEARCH BY VEHICLE

- YEAR -

- MAKE -

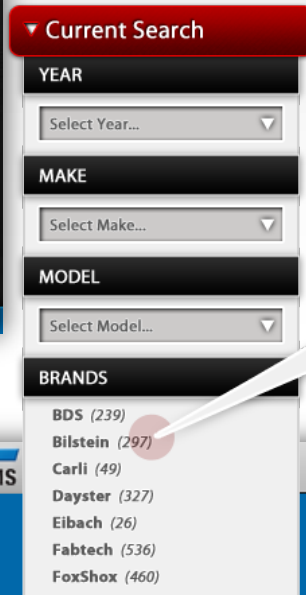
- MODEL -

FIND PARTS

CLEAR

WHERE TO BUY

LOCATE A DEALER >>



Current Search

YEAR

Select Year...

MAKE

Select Make...

MODEL

Select Model...

BRANDS

- BDS (239)
- Bilstein (297)
- Carli (49)
- Dayster (327)
- Eibach (26)
- Fabtech (536)
- FoxShox (460)

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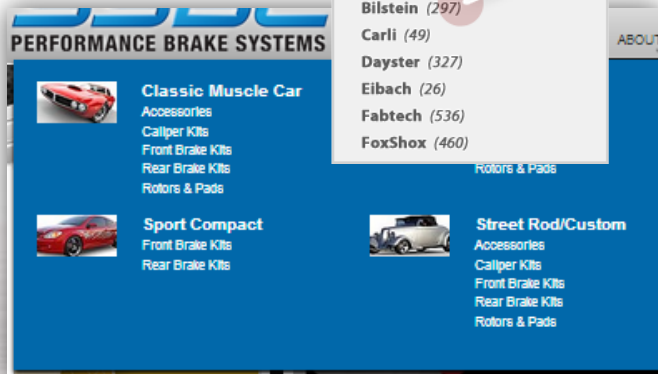
PRODUCT  
COUNT

Ensure buyers can find the product they are looking for quickly and intuitively.

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

With Web Shop Manager, make your search and product lookup fast and instinctive. The following options will aid your customer in finding products quickly:

- Keyword Search
- Category Search
- Product Type Search
- Brand Search
- Featured Products
- Year-Make-Model Vehicle Search



PERFORMANCE BRAKE SYSTEMS

Classic Muscle Car

- Accessories
- Caliper Kits
- Front Brake Kits
- Rear Brake Kits
- Rotors & Pads

Sport Compact

- Front Brake Kits
- Rear Brake Kits

Street Rod/Custom

- Accessories
- Caliper Kits
- Front Brake Kits
- Rear Brake Kits
- Rotors & Pads

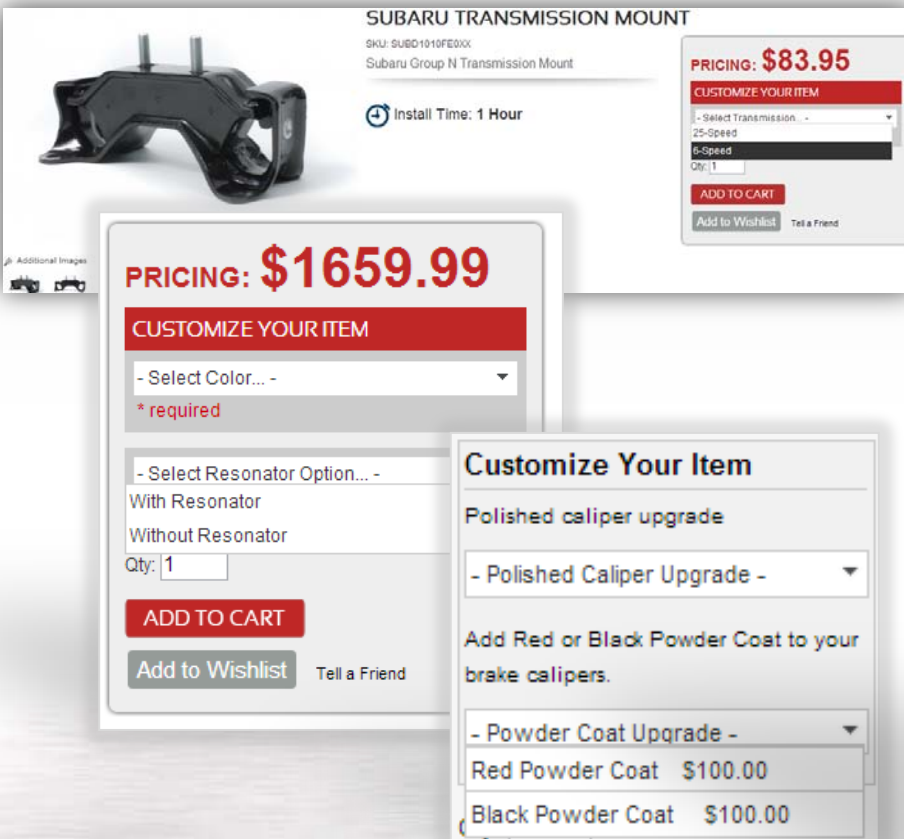


# Product Fitment Options

Personalize your products and ensure correct fitment to boost conversion.

Make a variety of product fitment and personalization options accessible to site visitors that will help them complete their order with greater satisfaction, leading to a lower return rate. Correct fitment, such as by vehicle type, increases buyer confidence and your conversion rate.

You can provide not only basic options like size, color, and type, but also more unique personalization options, such as designs or in-store installation. With product fitment options, you are able to provide services and customizations that are typically only available in a brick and mortar location.



# Invest in Product Data

Improve data searchability, SEO friendliness,  
and accuracy





# Product Merchandising and Sales Hinge on the Quality and Accuracy of Your Product Data



Product data best practices:

- Build and maintain unique product data, with unique headers and descriptions to improve SEO value.
- Write informative and persuasive product descriptions
- Assign attributes and categories to improve the searchability of your catalog.
- Automate pricing and inventory updates
- Build your category structure to help customers intuitively navigate your site.



# Commit to Ongoing Marketing

Build and invest in a custom marketing plan for revenue growth



# Marketing Strategy Steps





# Analyze Your Keywords



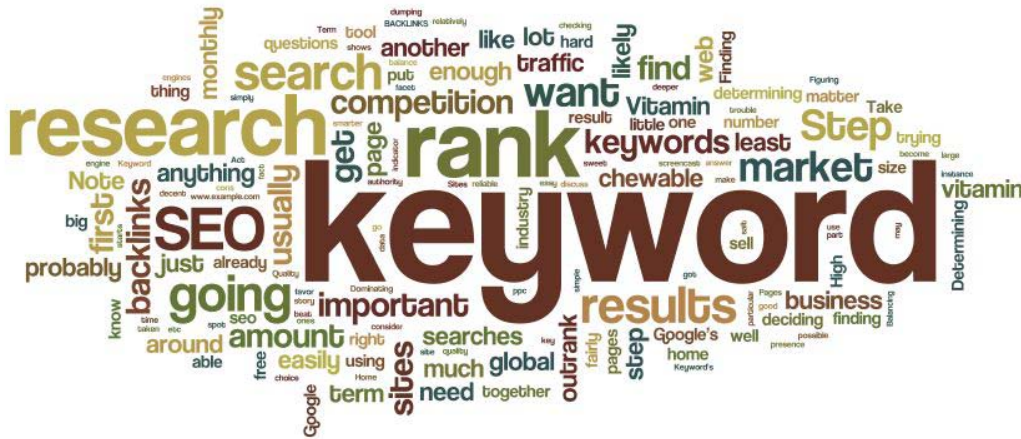
Finding the right keywords for your site is essential to:

- Getting more of the right traffic
- Finding a variation of a keyword that is easier to rank
- Promoting your products and services
- Discovering opportunities to overtake competitors in search engine positioning

The keywords you choose should be based on the number of times it is searched by users, its difficulty, and its relevance to your business. You should find a balance between searches and positioning difficulty. Choose keywords that match your business while emphasizing your most profitable products and services.



# Build Your Keyword Strategy



Your keyword strategy should include the following:

- Site and product branding
- Buyer conversion strategy
- Metrics for measuring success
- Mapping keywords to the right landing pages
- Keywords for out-placing your competition
- Long-tail keywords which are easier to rank and bring in the most relevant traffic

# Use SMART Marketing



Businesses that have specific aims are usually more successful than those that do not. An effective way to set objectives is to follow the well-known acronym, SMART. SMART objectives are:

- Specific
- Measurable
- Achievable
- Realistic
- Time-scaled

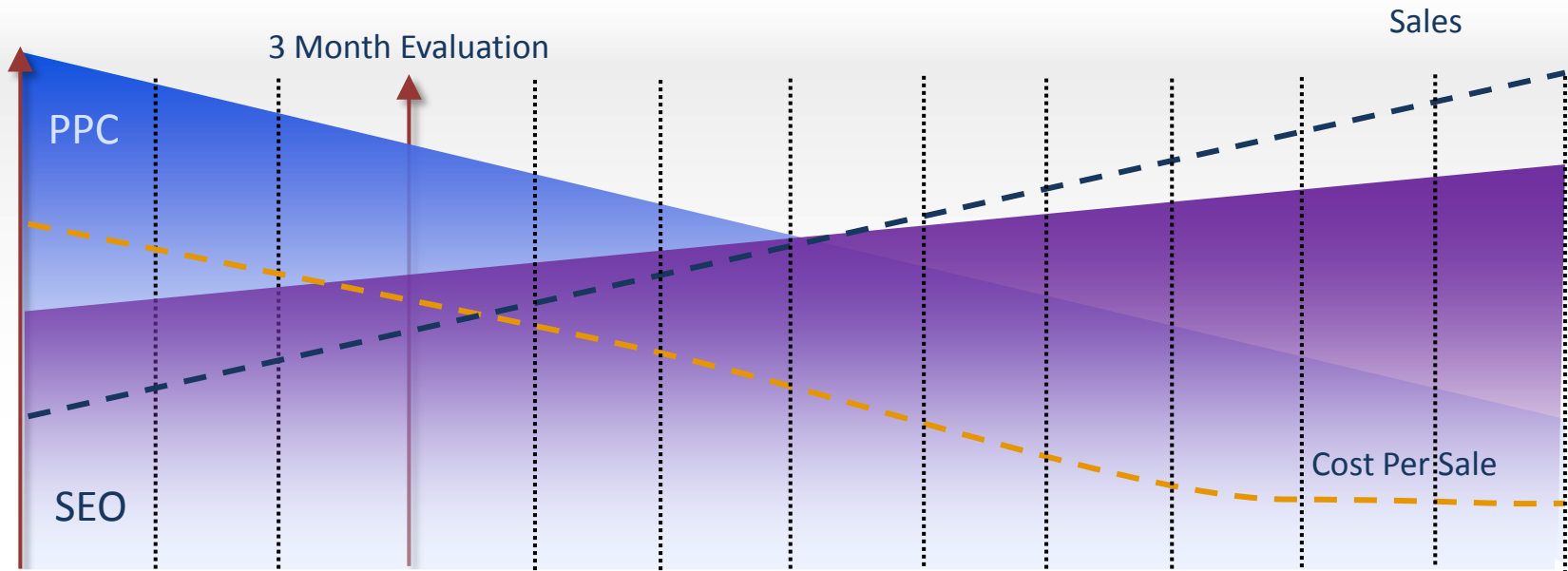
An objective that follows SMART is more likely to succeed because it is clear and specific so you know exactly what needs to be achieved.





# Blended Marketing Strategy

Use a Smart mix of SEO and SEM strategy to maximize long term return



# Measure, Improve, Repeat



You've heard it said before: "What gets measured gets improved."

One of the core tenants of continuously enhancing your SEO strategy should be to examine your website data, take quantifiable and repeatable processes, and make them better over time, including:

- Website Optimization
- Keyword Optimization
- Content Development
- On-site Calls-to-Action



# Engage Social Media



Integrate Twitter, Facebook, LinkedIn, Google+, and other social media accounts into your marketing efforts. Leveraging social media allows you to:

- Promote your blog posts
- Communicate directly with your customers
- Expand your brand and reach new customers
- Further promote your products, services, and events
- Foster a community associated with your brand





# Want to Learn More?

Call Us Today for a Free Consultation  
With an eCommerce Specialist

619.278.0872

