



Automotive eCommerce Success Guide 2020



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Research Your Market

Understand your market, competition, and ideal buyer profile.

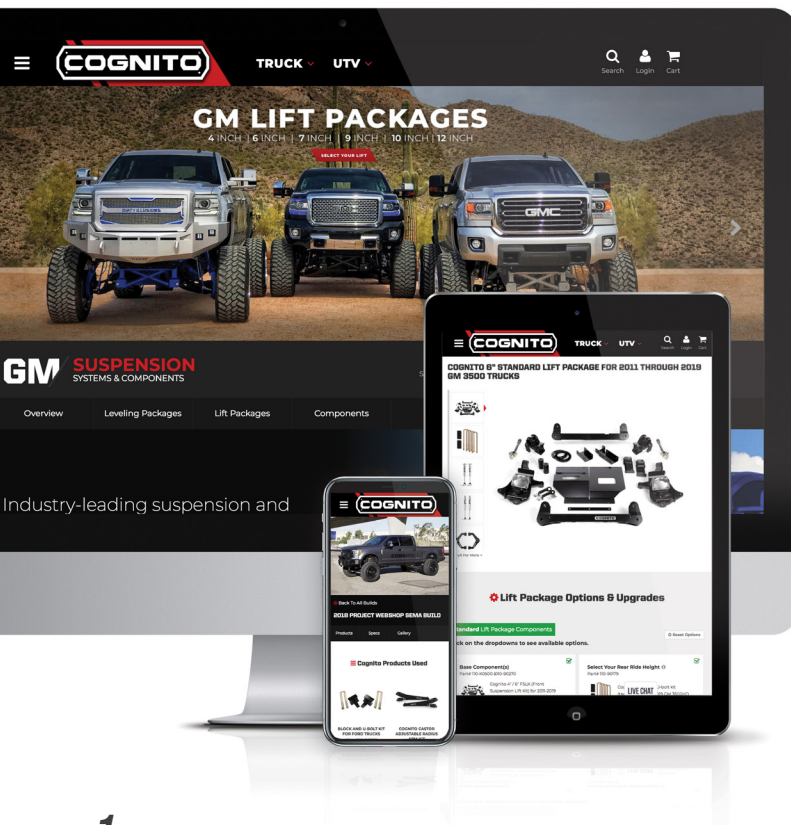
A market niche is the subset of the market on which a specific product is focused. The market niche defines the product features aimed at satisfying specific market needs, as well as the price, quality and the demographics that it is intended to target.

Build to your Market Niche

1. Unique brand and identity
2. Unique shopping experience
3. Customer marketing plan

Build to your Ideal Buyer

1. Navigation, messaging & CTAs
2. Trust and credibility elements
3. Discounts, specials & promos



Carve Out Your Niche

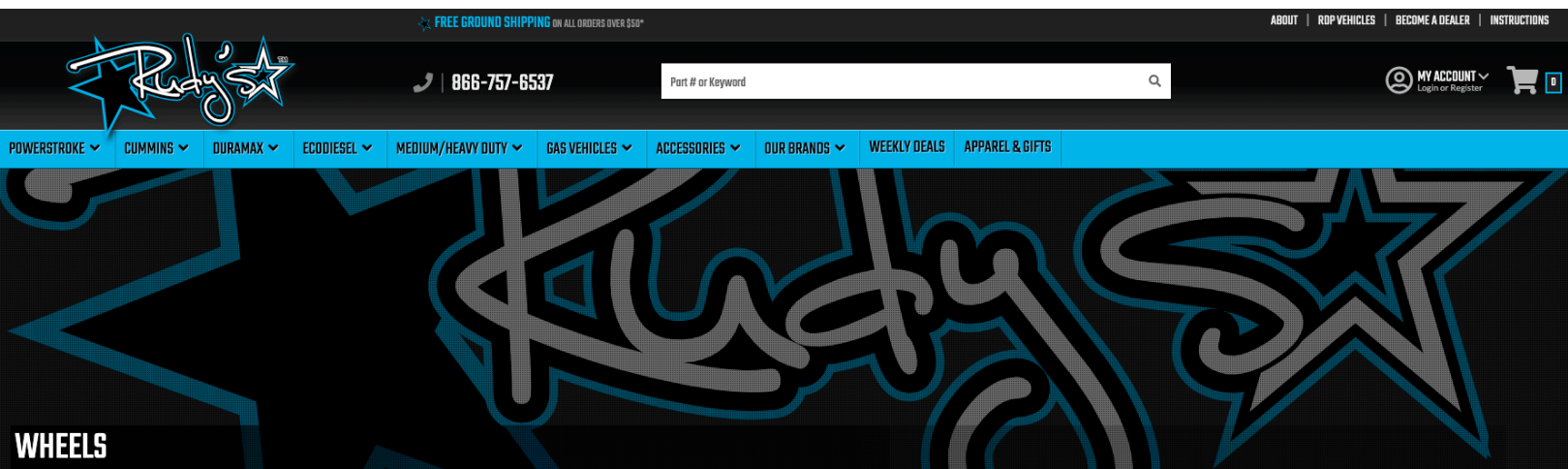
Personalize your site to your customers.

Determine the following information when developing your buyer personas:

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

Know your customers and build a 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.



Home / Accessories / Wheels & Tires / Wheels / (1- 44 of 44 results)

SELECT VEHICLE

YEAR

MAKE

MODEL

SEARCH
RESET

DEPARTMENTS

- Wheels & Tires
- Wheels

2

BRAND


- American Force (37)
- Fuel Off-Road Wheels (1)
- FOTA Off-road

Search Within

Sort Best Match


View 60

Items 1-44 of 44




Weld Racing XT Slingblade Wheel
Part # WELD-SLINGBLADE-PO

See Details




Weld Racing XT Renegade Wheel
Part # WELD-RENEGADE-PO

See Details




Weld Racing XT Falkata Wheel
Part # WELD-FALKATA-PO


See Details





Weld Racing XT Cheyenne Wheel
Part # WELD-CHEYENNE-PO

See Details









Invest in the Right Technology

Provide an elite product search and shopping experience.

Essential eCommerce Technology

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

Make Product Search Fast & Intuitive

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

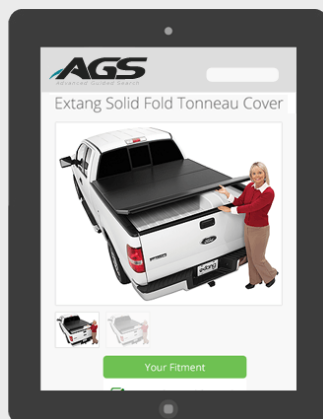
Web Shop Manager's Advanced Guided Search (AGS) is cutting edge search technology utilized on leading eCommerce sites,

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.



AGS
Advanced Guided Search



Mobile Device Friendly

Make your site mobile-first with a device 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.



Informative Descriptions

Have custom product descriptions that are informative.

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.



Focus on Product Merchandising

Use multiple high quality 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.



Product Details

Use the product details tab to convert more buyers.

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

Increase conversions with with 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 campaign.



[Products](#) [Company](#) [Media & Events](#) [Technical](#) [Dealer](#)



SELECT VEHICLE APPLICATION

Car / Truck / Jeep / SUV

UTV

Race Springs

EIBACH
WANTS YOUR
VEHICLE.

Sign Up

VIEW PRODUCTS

Street Performance

Truck & Jeep Performance

Motorsport Springs & Accessories

Related Products

Help customers discover new products with suggestions.

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.

Trust and Credibility

Establishing trust is vital to automotive ecommerce.

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

Ensure buyers quickly find the product they are looking for.

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**



Product Fitment Options

Personalize products and ensure correct fitment.

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.

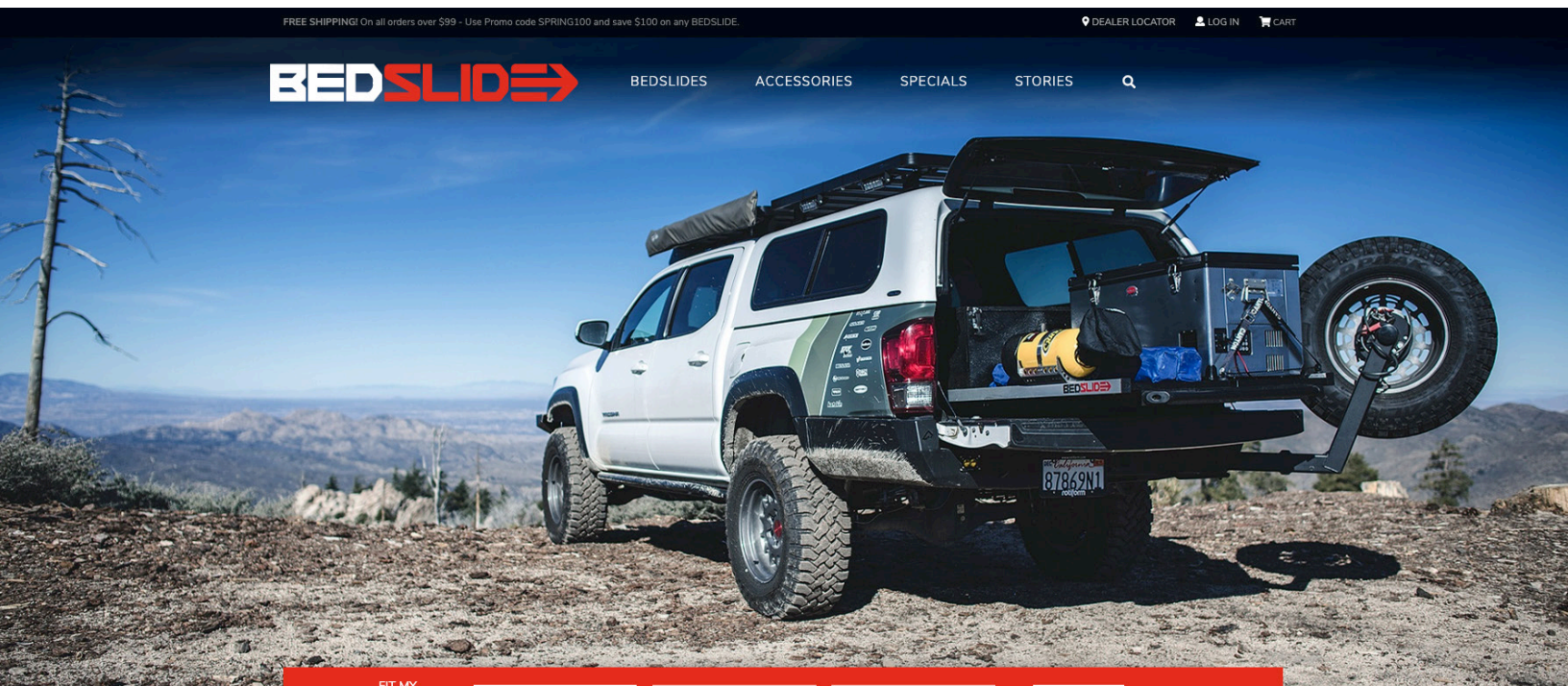
Correct fitment, such as by vehicle type, increases buyer confidence and your conversion rate.

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.

FREE SHIPPING! On all orders over \$99 - Use Promo code SPRING100 and save \$100 on any BEDSLIDE.

DEALER LOCATOR LOG IN CART

BEDSLIDE BEDSLIDES ACCESSORIES SPECIALS STORIES



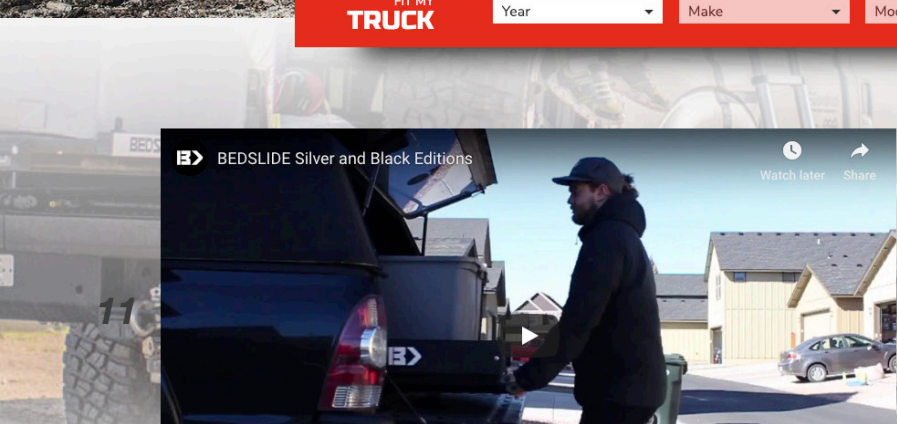
FIT MY TRUCK

Year Make Model

SEARCH RESET

BEDSLIDE Silver and Black Editions

Watch later Share



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Imagine your kitchen without drawers. BEDSLIDE is the platform to build your lifestyle and the access to your truck bed space. Since 1999, we have been helping customers GET MORE OUT OF THEIR TRUCKS.

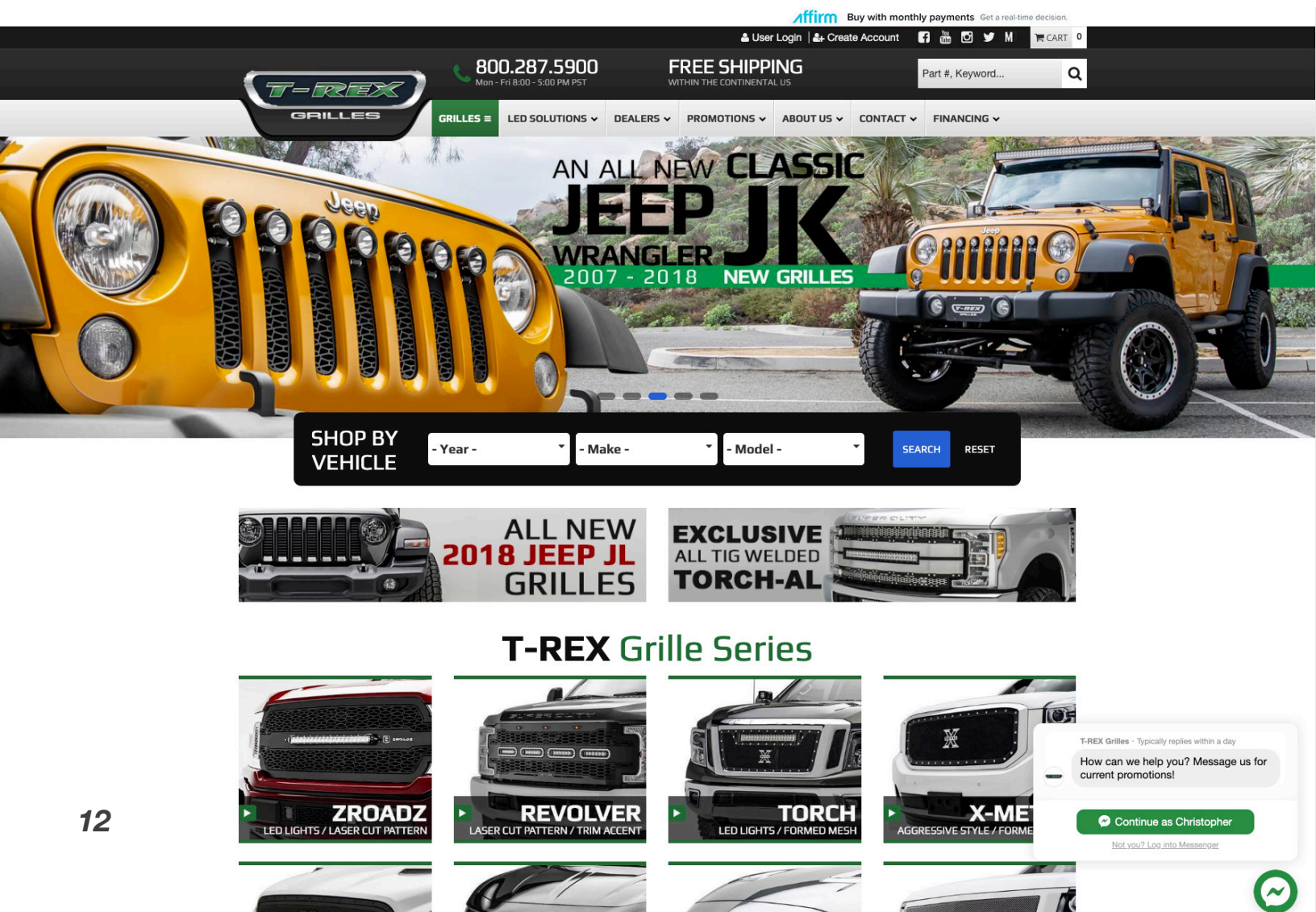
Invest in Product Data

Improve data search ability, 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



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FREE SHIPPING
WITHIN THE CONTINENTAL US

Part #, Keyword...

T-REX GRILLES

GRILLES ■ LED SOLUTIONS ▾ DEALERS ▾ PROMOTIONS ▾ ABOUT US ▾ CONTACT ▾ FINANCING ▾

AN ALL NEW CLASSIC JEEP JK WRANGLER 2007 - 2018 NEW GRILLES

SHOP BY VEHICLE

- Year - ▾ - Make - ▾ - Model - ▾

ALL NEW 2018 JEEP JL GRILLES

EXCLUSIVE ALL TIG WELDED TORCH-AL

T-REX Grille Series

ZROADZ
LED LIGHTS / LASER CUT PATTERN

REVOLVER
LASER CUT PATTERN / TRIM ACCENT

TORCH
LED LIGHTS / FORMED MESH

X-ME
AGGRESSIVE STYLE / FORMED MESH

T-REX Grilles - Typically replies within a day

How can we help you? Message us for current promotions!

[Not you? Log into Messenger](#)

Commit to Ongoing Marketing

Build and invest in a custom marketing plan for growth.

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. Choose keywords that match your business while emphasizing your most profitable products and services. 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

Analyze Your Keywords. Your keyword strategy should include the following:

- Site and product branding
- Buyer conversion strategy
- Metrics for measuring success
- Map 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



Measure, Improve, Repeat


What gets measured gets improved.


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. Objectives that follow SMART are more likely to succeed because they are defined.

S	Specific	State what you will do
M	Measurable	Use metrics or targets
A	Achievable	Possible to accomplish
R	Relevant	Makes sense for business
T	Time-bound	Timeframe is specific


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**



Menu



radflo
 SUSPENSION TECHNOLOGY


MAKE YOUR OWN ROAD



 Made in USA

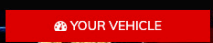
714.965.7828
 M-F 8am-5pm PST



 Locations


 Search



 Log In



 Cart



 YOUR VEHICLE




MAKE YOUR OWN ROAD


 JEEP/ TRUCK / SUV


 OFF-ROAD


 SERVICE AND SUPPORT


 SUSPENSION 101


Engage in 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






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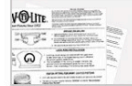



LEADING PRODUCER OF
CAST & FORGED PISTONS








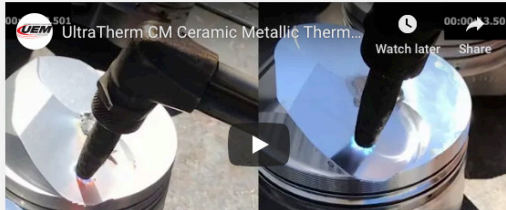

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