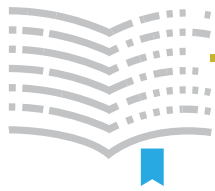


HOW TO  
MAKE THE MOST  
OF YOUR  
POWERSPORTS  
**DEALERSHIP  
WEBSITE**

**PX** DIGITAL



+ 2019 **E-BOOK**



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## CHAPTER ONE: DOES YOUR POWERSPORTS WEBSITE HAVE WHAT YOUR CUSTOMERS NEED?

Dealerships today know that they need to have a website. The days of people simply stopping by the dealership to look at powersports vehicles to buy are just about over. Instead, people are doing the smarter thing. They are heading online to check out the powersports dealers in their area to peruse their site.

Most people already have a good idea of what they want to buy. They know the type of machine they want, they know the make and model, and they know how much they want to pay. They are simply looking for a good company that has what they need and that will be able to facilitate their purchase.

### Are Customers Bouncing? Do You Not Have Enough Visitors?

This means that your website needs to provide this information to those customers, and it needs to make everything as simple to find as possible. If it doesn't, there is a very good chance that you are losing out on customers and that you have a very high bounce rate on your site. The bounce rate, of course, refers to the customers who arrive at the site, can't find what they need or don't want to deal with problems on the site, and then they "bounce" out to visit another site.

If you find that you have a high bounce rate, or that you simply aren't getting enough traffic in the first place, there could be several problems at play. It might be that there are issues with the way that you have the site set up and laid out, and it could be problems that you are having with your SEO. Bounce rates that are above 40% are very problematic and need to be addressed.

Over the course of the book, we will be looking at the most important things that you will need to do to ensure that your website is operating optimally and that your SEO efforts are helping to bolster your success.

When you are able to improve the site, from the layout to the performance and the SEO content, you will get more people who want to come down to your dealership. This means you will get more sales.

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## WHAT DO THE CUSTOMERS NEED?

What does a customer look for when they are coming to the site? They want to have a site that is easy to use, that is laid out well, and that has information that is pertinent in helping them make a decision. This includes the machines that you carry and have in stock, as well as their prices, parts you may sell, service for machines if offered, and if you have any specials.

**Now, let's figure out what you can do to improve your powersports dealership site to make your customers happy and to get them to buy machines.**



## CHAPTER TWO: TIPS FOR YOUR LAYOUT AND PAGES

In the past, when websites were first starting to become a necessity for businesses, few dealerships really knew what they were doing. In some cases, people would set up sites purely on aesthetics. They wanted to have sites that were nice to look at when people arrived, even though they did not really do anything to make the life of the visitors easier!

In some cases, they would have splashy graphics that would slow the site down, or music and videos would play as soon as someone arrived at the site. **Throwing all of that technology into a site doesn't really help. In fact, it can slow the site down, and it will certainly annoy visitors.**

While things have gotten better today, there are still a number of questions when it comes to the layout of the site and the pages that are needed, not to mention the content. In this chapter, we will be looking at some simple things that you will be able to do to make improvements for your site

### Design and Layout of the Site

*First, you need to have a good website that has already been built with SEO in mind, and that has a great user experience for the visitors. Fortunately, this is not likely something that you are going to have to do. You can hire a designer to create a site that has all of these things already built into it for you. However, you still need to provide guidance in the creation or update of a site.*

*What should it look like? For starters, it needs to be something that is familiar to the visitors. This simply means that you don't have to break the mold to come up with some strange and unique landing page. You want to bring them right to the home page, and you want to have your name and logo prominently displayed – typically on the upper left-hand corner. You also want to have your dealership's location(s) and contact information here.*



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This is because you want this information to be **very easy** to see. People tend to view web pages by scanning them. They are looking to make sure that they are in the right place, essentially. When you make sure the logo and address are easy to see, and the site navigation is located right at the top, they know they are in the right location, and they can start to search for what they need.

The color scheme of the site is important, as well, and it should match your branding and not be distracting. Using a relatively simple color scheme is better than trying to have a large number of colors or a large number of different fonts for that matter. You want everything to be easy on the eyes, and simplicity is often best for this.

Most people who are shopping on a powersports dealership website already have a good idea of the type of machine they want to buy. They might still be narrowing it down between a couple of options, but most will be on the verge of pulling the trigger and making a purchase. They just want to make sure that you have the machine they need, and that you are able to provide them with a good price for the vehicle.

## The Goal is to Answer the Main Customer Questions

These are the main customer questions for most of the people who visit your site. They need to know what you have available in your inventory **right now**, so they know whether even to bother looking at your site any further. If they already know what they need and you don't have it, or they can't find it on your site, they are going to head to a competitor's website.

However, you also need to answer another question if you hope for the customer to actually provide you with contact information and come down to your dealership's physical location. They want to know the price.

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It is very important that you are honest and transparent when it comes to the price of the machines you are selling. There are some dealerships out there that try to play coy with their prices. They request that the customer call and get in contact with them to learn the price. This makes the buyer think that the prices must be too high to put on their site, or that they might not be able to afford the prices. They also might simply not want to do business with a company that tries to hide their prices.

*Instead, you will want to make sure that you are honest and clear with your prices and that you have them prominently displayed with the vehicles. If you have the vehicles they want and your prices are in line with the competition, and they are already on your site, they are ready to buy.*

*Will the customer have other questions? They might have some other questions about the machine they want to buy, and they can find this on your site, or when they get in touch with you. The **main** questions will always be whether you have what they need and how much they will have to pay for it, though.*

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**57%** Won't recommend a business with a poorly designed website

**85%** Think a company's website, when viewed on a mobile device, should be as good or better than its desktop website

**50%** Of U.S. e-commerce sales occur on mobile devices

**38%** Will leave a website if the layout is unattractive

**88%** Are less likely to return to a website after a bad experience

**39%** Leave a website if images take too long to load







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## The Pages Your Site Needs

What types of pages will be essential for your powersports website? Think again about the customer questions and make sure that your pages answer them. Let's look at some of the different types of pages that are typically considered essential and what functions they will perform.

**Home Page** – Naturally, every site has a home page. This is the page where you let the customers know that they are in the right spot with your logo and location, along with simple to use navigation. It should always be easy for the visitors to find the information and pages they need right from the home page and from every page that they visit.



**Vehicle Display Page** – You need to have a page where you showcase your vehicles, have images of them, and where you have their information and prices. It is very important that your pages have updated, real-time inventory. If you do not have inventory management integrated into your website, there is a chance that the customer could be misled. They might believe that you have the machine they want in the right color and in stock when you have actually already sold out of them. As you can imagine, this person will **NOT** be pleased and will not likely come back as a customer.

**Search Response Page** – The customer knows what they want, so provide them with a search response page. This will let them quickly and easily search your site for just what they want. They will know right away whether you have what they need without having to scroll through your entire inventory.

**Parts** – Do you offer more than just the machines? If your dealership also offers parts and accessories, as so many do, you will want to have a page for these as well.

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**Service** – Along the same lines, you are likely able to offer certain types of service for the machines that are sold. You should have a services page, as well, which can provide the customer with a list of the different types of service that you can offer. Each dealership may differ when it comes to the type of services or the extent of services that they offer.

**Specials Page** – Your dealership site should also have a page of specials that will indicate the vehicles that you have on sale. However, instead of simply putting the vehicles that are on sale on the site, you might also want to have some interesting specials, such as getting a discount when you buy two vehicles and a trailer. You could also come up with special promotions that will integrate with OEM programs.

**Credit Pre-qualification** – The vast majority of people who are going to be buying power-sports machines already know whether they have good credit and whether they will be pre-qualified or not. Others will have the cash to make their purchases. However, you can still have one of these pages for those who may want to know just how much they can qualify for. Just keep in mind that you always want to provide as much value as possible, so have this page do a little extra duty.

For example, you can use the space on the page to also provide the customers with information on why coming down to your showroom, which has what they need, can help to save them some time. You can also provide a calculator that can help them understand what their payments would likely be based on how much they pre-qualified to receive.

Something else that you will want to keep in mind is the fact that you will need to make sure that you have your contact information on each page. This will make it easy for the clients to get in touch with you if they need. They won't have to return to the home page to do so. This information could be a part of your logo on each page, or part of the header or footer, for example.

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## Use Actual Photos

Do you still use stock photos for the machines that you have at your dealership? Stock photos simply won't cut it for these types of machines. People want to see exactly what it is that they are going to be buying. They do not care as much about the fancy stock photos. This means that you will need to be able to build as many of the machines as you have room for and photograph them as soon as you can. They should be a part of your inventory page, so the buyers know that the blue ATV they see will be the same blue ATV that they get.

## Think About Mobile Users

Something else you need to keep in mind regarding your site is the fact that many users today are not going to be using their desktops or even their laptops to search your site. Instead, they are going to be using their mobile devices, such as their phone.

**This means that you need to have a site that is able to adapt to the various screen sizes that are being used. The common methods that are used for this are called responsive design and adaptive design.**

They work similarly and will make it easier for the users to find the information they need on your site. Trying to navigate a full website on such a small touchscreen can be a nightmare.

Always make sure that you are taking mobile users into consideration. Make it easy for them to find what they need, fill out a contact form, and to find your address and make a call.

## Get Customer Information and Have a Call to Action

Many times, customers will see that you have what they need. They might come into the dealership right away, and that means you are closer than ever to making the sale. Other times, the customer might instead be looking at your site in the middle of the night and will not be able to get there until the following day, or a few days. Maybe they have some questions about a machine. Your goal should be to get them to fill out a contact form if they have questions about your machines. This can provide you with their name, number, and email address, so you can easily get back in touch with them.

When you have a quality site, asking for this information and getting the customers to **actually provide** it tends to be easy. In fact, it is typically easier than when salespeople try to get this information in person. Make sure that you have calls to action on your site that encourage the visitors to provide the information.

## Good Sites Provide Value to the Customers

The most important takeaway of the entire book is that a good website is going to provide the customers with the information they want and can use. At each step of the way, the website needs to be geared toward making the user happy. Once again, be sure you are able to answer those two main questions. Do you have what they want? How much will they have to pay for it?



## CHAPTER THREE: TIPS FOR MAKING YOUR SEO AS GOOD AS IT CAN POSSIBLY BE

Having a website that functions properly when the visitors arrive is a part of the battle, certainly. In fact, it is a big part of the battle, which is why it accounts for so much space in this book. However, you also need to think about how those potential customers are going to find the website in the first place.

SEO, search engine optimization, requires several things to be functional and to help your website.

### Thinking Locally and the Right Keywords

First, you need to make sure that you are choosing the **right keywords** for your website. You are not going to be able to place high on the search engines for all keywords related to powersports, of course. You want to pick and choose keywords that are popular, but that will still be possible for you to rank high. A good idea is to think about trying to rank for **local** SEO.

This simply means that you include local terms, such as the name of the city or community where your shop is located and include them with the other keywords. For example, instead of trying to rank for 'dirt bikes for sale', you could use 'dirt bikes for sale in YOUR TOWN' instead. After all, this is likely closer to what will be searched for by actual customers and shown on the search engines. If you are only selling locally, you don't need to advertise to people across the country.

### You Need Valuable and Fresh Content

In order for the keywords to do you any good, though, you need to use them the right way. This does not mean stuffing your website with keywords at every opportunity. It means using them in the content that you are posting online, on social media, and to your blog.



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In order for the keywords to do you any good, though, you need to use them the right way. This does not mean stuffing your website with keywords at every opportunity. It means using them in the content that you are posting online, on social media, and to your blog.

You need to create content that has information that your potential customers are going to want. If you are posting on social media or places other than your own site, you want to link back to your site. The articles and blog posts that are written need to provide some type of value to the customers.

For example, a post might inform them about new features from a new model you are carrying. It could provide them with some tips on safety while riding an ATV, places in the area they might be able to take their powersport machines, and more. Whether you are creating written content, or even video content, you always want to make sure that it provides the reader with **value**.

In addition, if you want to make sure that you continue to rank well on the search engines, you need regular content. This means putting up blog posts about once a week at least. If you do not update regularly, you will start to lose your rank.

## What About Paid Advertisements?

While organic SEO is fantastic, and it can provide your site with the better rankings in top search engines like Google, you should also still consider paid advertisements. The paid ads have the benefit of going to work for you immediately. You can get response and visits to your site quickly. Using both SEO for the long-term benefits it will provide, and ads for the immediate boost they can offer is a great idea and one that you will want to follow.

## Make the Improvements You Need Now

At this point in the book, you have likely found a few things that you might want to fix with your website, and possibly with your search engine optimization, as well. Rather than letting those problems linger any longer, you should make it a point to make some changes to your site now. Whether you need to rework your layout, improve the information that you are presenting to the customers, or you are working on your SEO, the sooner you get started, the sooner you will start to see results.

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