

# 7 Action Steps You Can Take TODAY To Drive More Fixed Ops Revenue

*by Driving More Traffic to your Fixed Ops Web Pages ~ by Mike Hurd, VP of Client Success*

At FIXED OPS DIGITAL we have created a 7 Step Dealership Guide to creating a better website user experience (UX) for consumers on service, parts, accessories and collision pages. If you follow our suggestions, we are confident you will enjoy more traffic to your service, parts, accessories and collision web pages.



1. Review Your Website Every Day I learned a lot about running a car dealership from my father. One of the things he taught me was to drive around my dealership lot every morning when I arrived at work. There's a lot you can learn about what went on the day before by doing this. Also, it was a great exercise to make sure my business was in order and helped me view the lot as a customer would.

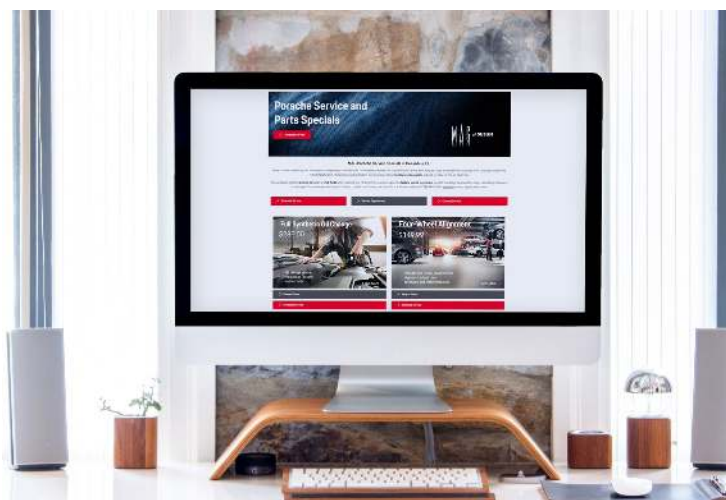
Fast forward to 2020. If I were running a dealership today I would still do this daily physical drive around. But the second thing I would do is conduct a "drive around" my website. Far more people are visiting virtual dealerships today than physical ones. And based on hundreds of dealership websites I've visited in just the past year, this is an area that needs to be reviewed daily from the top down. As the saying goes, "you must inspect what you expect". This holds true for your virtual dealership just as much (if not more) than your physical one.

Fixed Operations often takes a back seat, even when dealership websites are monitored regularly. We have nailed down the funnel on the sales side as an industry. We have a great process to help drive shoppers to our Search Results Pages, then they make their way to the Vehicle Detail Page, then they convert to an appointment. We

have so much content on the sales side that it creates a great user experience.

On the Fixed Ops side, however, that same smooth User Experience, for most dealerships, simply doesn't exist. On average we find dealerships have 8-10 pages of service, parts, and accessories content. That is simply not enough to be relevant in Google's eyes.

## 2. Create a Service Menu Page (SMP) with 12-15 Common Services



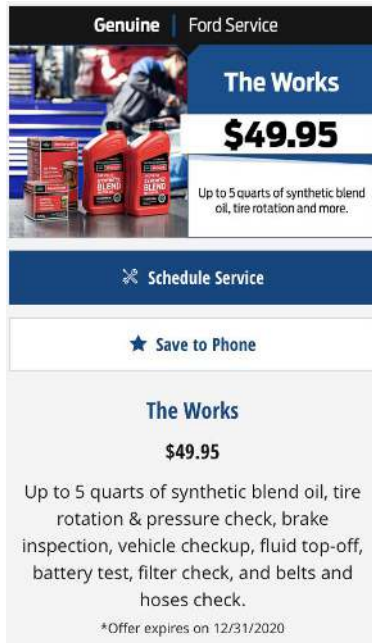
In order to increase your online visibility, it's important to have content on your website that is relevant. One of the top-searched terms is "service specials". Most dealers have very few specials (if any) on their service specials pages and many of those pages are not optimized properly for search.

We want to increase our over the counter parts sales and accessories sales, however, most dealerships don't have parts or accessories offers or specials on their websites. By creating Service Menu Pages, Parts Menu Pages and Accessories Menu Pages you will create a better User Experience for your customers. This strategy, along with optimizing the page for search, has resulted in many of our clients enjoying a 300-500% increase in fixed ops related impressions.

## 3. Clear and Transparent Pricing

According to a study done by Xtime in 2016, 71% of customers are most concerned with transparent cost estimates when setting appointments. So don't be afraid of clearly stating your prices! In fact, according to another study done by Cox Automotive, the average cost of routine maintenance at a dealership is comparable to third party providers. I often hear service managers say this and say it with confidence. So let's communicate our pricing to our customers as well. If given a choice our customers will want to service their vehicle with someone who they know and trust, and who employs factory-trained technicians and knows their vehicle.

#### 4. OEM Recommendations



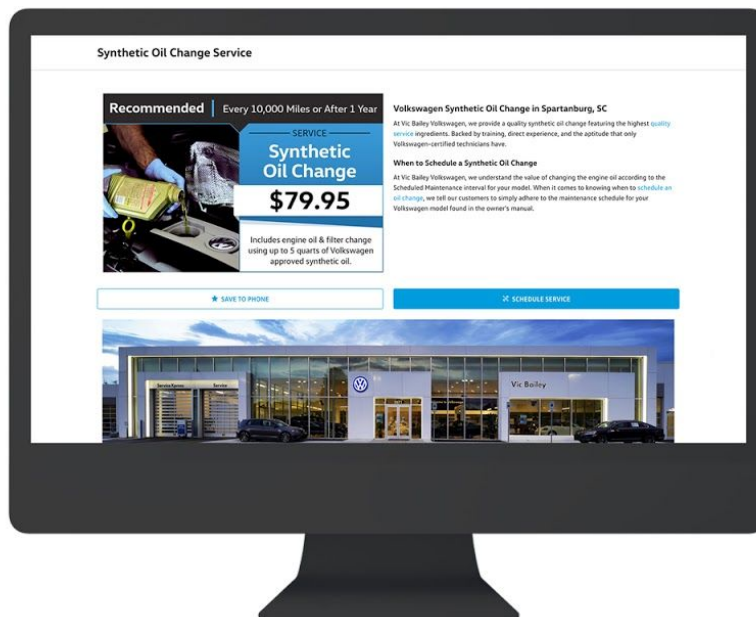
Consumers want to know what the factory suggests their maintenance should be throughout the ownership cycle. Let's not make them go to the OEM for this information. Create content on your SMP and on individual content pages that clearly educates your customers.

#### 5. Create Unique, Valuable Content for Service Detail Pages (SDP)

According to Google's SEO starter guide "Creating compelling and useful content will likely influence your website more than any of the other factors discussed here". Content is King. Great content gets consumed and shared. People start staying on your website longer. All of this helps your dealership's website pages appear more relevant to Google as they crawl the web to make matches

for people searching for relevant content.

There is SO much great content we can create around service, parts, accessories, and collision. Start sharing it by creating SDPs for every service you offer. Include SDPs for parts and accessories as well. You are only limited by your imagination. Sharing this information on your dealership's website will make great things happen.





#### 6. Clear conversion path

Too many dealerships have ignored the conversion paths on their service, parts and accessories coupons. A great example of this is the “print” feature we see on most service coupons. As more and more people are using their phones as their “personal computer” and doing online searches on your website via mobile the “print” feature is not relevant. Yes, you can print from a phone, but it’s not convenient or easy. We recommend using mobile wallet technology, just like airlines and concert ticket venues now do. It’s easy, very cool, and allows you to geo-track your customers when they drive onto your competitors’ lots. Imagine sending them a message “Price Match Guarantee at ABC Dealer” or “Best oil change price GUARANTEED! We will beat any competitors offer by \$10!”

#### 7. Integrate service, parts, accessories offers with omnichannel marketing - GMB, Email, Direct Mail, Social Media

It’s important when you are pushing offers to your customers via email, direct mail, newspaper, Social Media and Google My Business that those offers can be found on your website.



Imagine your customer’s confusion when they get the offer in their inbox for a 4 wheel alignment, then go to your website to find out more information about why this service is important, and they can’t find anything! It’s been proven that an omnichannel approach (also known as multi-channel) to marketing drives increased response rates. Make sure your website is one of those channels and it will help increase conversions to appointments and more customers in the service drive.

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