



WORK TRUCK
SOLUTIONS



**COMMERCIAL
PLAYBOOK**

**BUILDING AN EFFECTIVE ONLINE COMMERCIAL
VEHICLE PRESENCE WITH YOUR WEBSITE**

CHAPTER 7

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BUILDING AN EFFECTIVE ONLINE COMMERCIAL VEHICLE PRESENCE WITH YOUR WEBSITE

In an era marked by rapid digital evolution, the landscape of commercial vehicle marketing and sales has changed dramatically. Today, the majority of buyers do not begin their search for a new vehicle at a dealership; they first search online—and they fully expect to find the information they’re looking for there too.

In fact, business owners and fleet managers are increasingly conducting more research online before ever contacting a seller, so it’s critical that your dealership is engaged in the right digital marketing strategies to reach commercial buyers. This includes a strong online presence, including a website optimized for search engines and mobile devices. A well-designed website is important to attract new customers, build brand loyalty, and increase sales.

In Chapter 6 of this Playbook series, “Navigating the Digital Shift in Commercial Vehicle Buying,” we noted that, among the many digital tools, your website and content marketing efforts are the most foundational to engage buyers at the various stages of their buying journey.

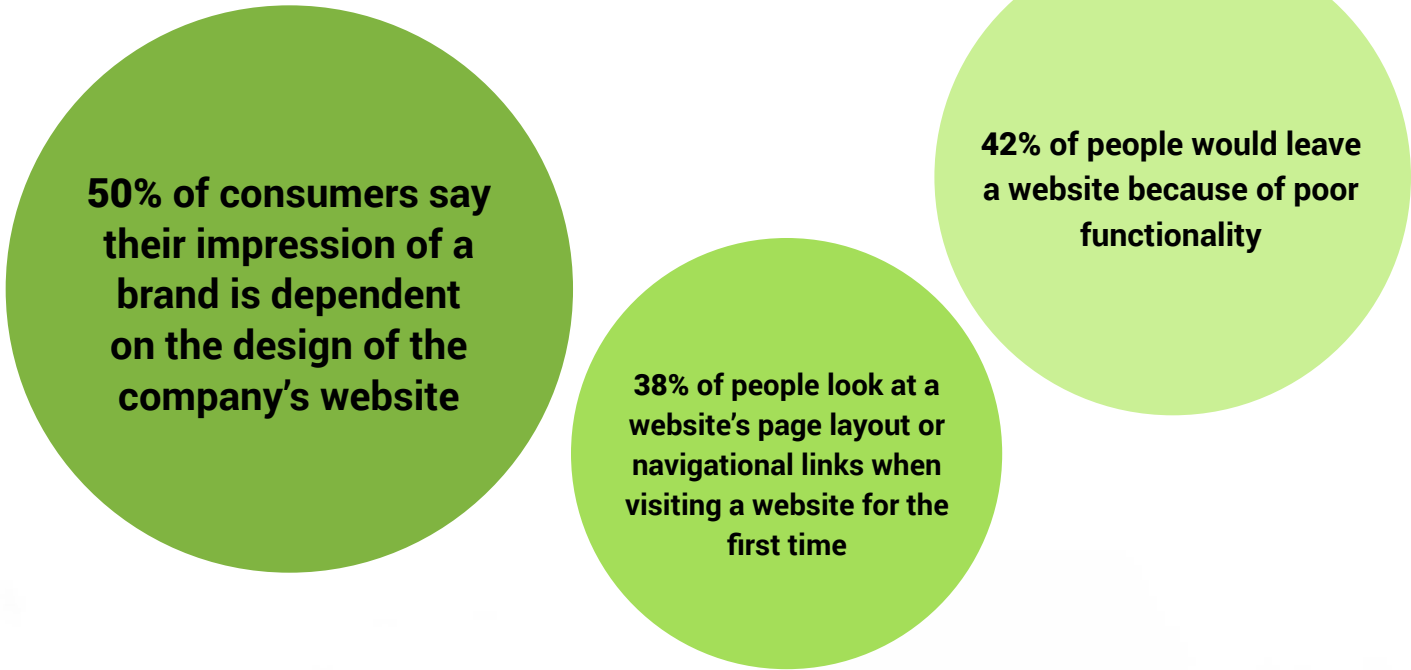
And so now, let’s examine how to optimize your website to attract potential buyers and convert them into customers. We’re going to get pretty granular here, but, even if you’re not the one actually implementing these tactics, it still behooves you to understand how it works at the ground level so you can inspect what you expect, and do so with confidence. If you come to realize that you’ll need expertise from someone outside your dealership to execute these approaches, no worries; we’ll address that near the end of the chapter.



ANATOMY OF AN EFFECTIVE COMMERCIAL VEHICLE WEBSITE

In the digital realm, your website is the face and representation of your dealership. A well-designed website is monumentally significant in attracting buyers and converting prospects into concrete sales.

Consider these stats from a study by Top Design Firm:



Today's commercial vehicle marketplace is more digitally oriented than ever. To be successful, investing the time and effort to build or redesign a website that will engage and delight your customers just isn't negotiable.

EVERY IMPACTFUL DEALERSHIP WEBSITE INCLUDES THESE FOUR ESSENTIAL FEATURES:

- 1 Search Engine Optimization
- 2 Customer-Centric Merchandising
- 3 Lead-Generation Tactics
- 4 Site Analytics

SEARCH ENGINE OPTIMIZATION

HOW TO ATTRACT SEARCH ENGINES (AND ENGAGE PROSPECTS)

Search engine optimization (SEO) is the process of making your website more visible to search engines. This involves selecting keywords that are specifically relevant to your prospects' concerns and incorporating them into your site's content, meta tags, and other elements.

Your website is a platform that needs to present solutions to the problems and challenges faced by your targeted web visitors. The keywords you choose will revolve around those issues and concerns most important to your prospects.

The goal is to get your site ranked high in search engine results pages (SERPs) so that potential customers can find you when they're looking for products or services like yours. If prospects can't find you, they can't buy from you.

One of the keystones of a successful SEO strategy lies in the effective use of keywords.

WHAT ARE KEYWORDS?

Keywords are specific words or phrases used by search engines to find web pages relevant to people searching the web. They play a crucial role in SEO strategies.

A carefully researched keyword strategy will enhance your dealership's visibility. Steps to effective SEO will include:

Use Keyword Research Tools To Create A Keyword List

- Employ tools such as Google Keyword Planner, SEMrush, or Ahrefs.
- Create a list of keywords related to your vehicles. Consider the types of queries potential customers might use, such as make, model, vehicle type, and vocation.
- Expand your list with synonyms and variations suggested by the keyword tool.
- Look for long-tail keywords that could capture niche markets, such as "work trucks under \$60,000" or "fuel-efficient delivery van." Use the keyword research tool to find the most popular keywords related to your vehicles.

Focus On Commercial Intent

- Select keywords that indicate buying intent, such as "buy," "price," or "for sale"
- Include terms a commercial buyer would use, like "commercial" or "fleet vehicles"

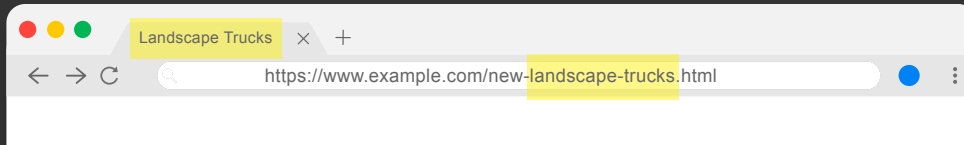
Analyze Competitors

- Use the keyword tool to research your primary competitors and note their targeted keywords
- Look for gaps where your dealership can capitalize
- Use tools to analyze competitors' keyword rankings

KEYWORD INTEGRATION

Now that you've identified your keywords, it's time to integrate them into your website. With your keyword list in hand:

Include the keyword in the URL of each page and ensure that each page's title tag contains one of the keywords related to its content. For example:



INCLUDE KEYWORDS IN H2 AND BODY COPY OF EACH PAGE.

EXAMPLE

The Advantages of Commercial Landscape Trucks for Small and Medium-Sized Businesses

For small and medium-sized businesses (SMBs) in the landscaping industry, investing in commercial landscape trucks can significantly enhance operational efficiency and service delivery.

OPTIMIZE FOR LOCAL SEO

- Add geo-specific keywords ("commercial dealers in [City]," "[Brand] dealership near [Location]") to the title and meta description sections of your site's pages.
- List your dealership on Google Business Profile and other relevant online directories
- Collect and showcase positive reviews to improve local rankings

MONITOR PERFORMANCE

- Implementing analytics and regularly conducting site audits will allow you to measure your site's performance and identify areas for improvement.
- Track keyword rankings and website traffic to determine page effectiveness
- Utilize search query reports from pay-per-click (PPC) campaigns for new keyword ideas
- Use analytics to adjust your strategy and focus on high-performing keywords

USE THE KEYWORD IN THE META DESCRIPTION OF EACH PAGE



Sample Dealer Website
<https://samplesite.com>

Shop New Landscape Trucks

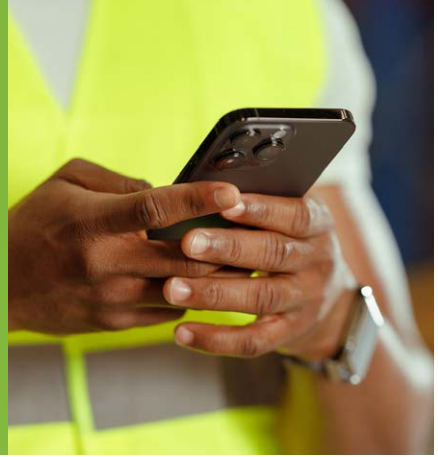
Explore top-tier landscape trucks here! Our extensive selection promises reliability, efficiency, and the customization you need to thrive. Elevate your business with vehicles designed for success.

But don't overdo it. Never stuff a page full of keywords for the sake of SEO. Simply use keywords relevant to the topic as you would in conversation.

Remember that keyword research is an ongoing process, and your keyword list should be reviewed and revised regularly to adapt to market changes and search patterns.

SEARCH ENGINES (AND SHOPPERS) LOVE MOBILE FIRST WEBSITES

When it comes to design and UX, a mobile-first approach is increasingly significant, given today's browsing trends. Your website's speed, performance, readability, and aesthetics on a mobile device cumulatively affect your search ranking; the very same things determine the user experience.



CUSTOMER-CENTRIC MERCHANDISING

So, SEO brings prospective buyers to your website. Now what? Merchandising. It will be merchandising - along with the relationships you build with customers - that sells products after SEO has attracted visitors to your site. Merchandising is the art of presenting products in a way that makes them more appealing to customers. It's about creating a customer-centric environment where prospects (and customers) feel comfortable and confident that they are getting all the information they need to make intelligent purchase decisions.

The key to successful merchandising is to employ these five core principles of commercial vehicle merchandising:

1. A prominent link
2. Photos
3. Body invoice
4. Accurate prices
5. Lead routing

A PROMINENT LINK

Having a prominent link to a dedicated commercial vehicle listings page is essential. Have your webmaster or site manager insert text into your site's main navigation bar.



Successful dealers are using terms like "commercial", "commercial vehicles", "fleet & commercial", or "work trucks".

"We're trying to get everybody [within our organization] to look the same, on their homepage" explains St. Hilaire. "And that means using 'work trucks' because we found that's what works better for us."

Rene St. Hilaire, Director Fleet/Commercial from Hendrick Automotive Group

Choose a term that fits your target market - and test it to ensure you hit the mark with the best terminology.

Successful truck pros like Rene St. Hilaire, Director Fleet/Commercial from Hendrick Automotive Group, know how important it is to call attention to their commercial inventory on their dealership website.

Your webmaster or site manager can easily accomplish this, and it is an effective way to let visitors know your dealership does indeed serve the commercial market. Be sure this link is not the last link on the nav bar, as it may not be visible on some mobile devices. Grouped near the New and Used tabs is ideal.

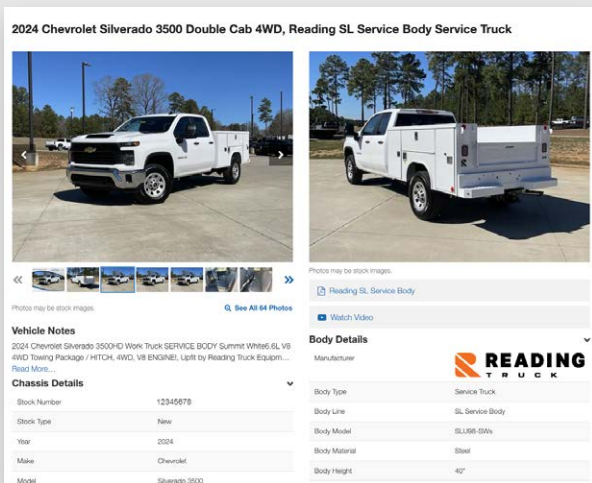
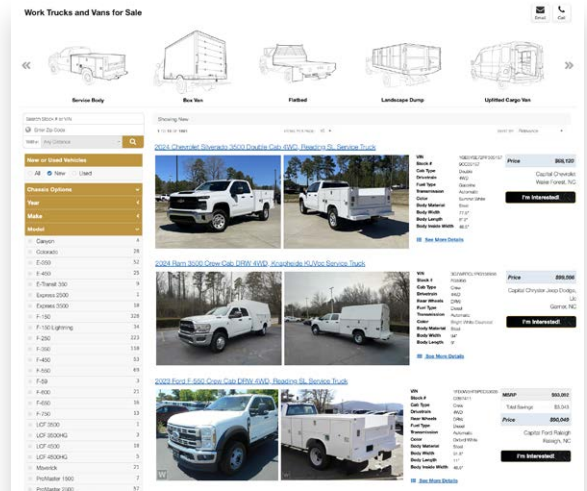
638%

A Work Truck Solutions study revealed that dealer sites with a main navigation bar link dedicated to work vehicles attracted 638% more commercial prospects than those without.

COMPREHENSIVE COMMERCIAL VEHICLE LISTINGS PAGES

This is the page that lists all your commercial vehicles. Make sure the text you've installed in your nav bar leads to this page.

You will want to enable a search function on this page with filters such as Fuel Type, Vocation Type, Make, Model, etc. Each listing should feature one or two photos and basic vehicle information.



VEHICLE DESCRIPTION PAGE

Once you have the listings, or Vehicle Search Page, you'll also need to create a vehicle detail page (VDP) for each vehicle listed. Your VDPs should feature all the relevant upfit information your prospects expect. The more detailed, the better. (More on this in the Body Invoice section.)

PHOTOS

Research and anecdotal evidence all point to the effectiveness of images in merchandising. Placing quality photos on both general inventory listing pages and VDPs plays a vital role in enhancing the user experience and engagement on a commercial vehicle dealer website.

Combined with invoice details, photos can help users make comparisons between various models, further aiding in decision-making. Moreover, images humanize the online shopping experience, adding a sense of tangibility to an otherwise virtual interaction.

Vehicles accompanied by 16+ photos (and body invoice/details) average 150% more leads than those without.

BODY INVOICE

Whether it be a service body, box, dump, cutaway, or whatever, the body invoice provides the body specs featured on your VDPs. This is where your potential leads can clearly see all the specs that matter to them. The goal is to make it as easy as possible for prospects to find the information they need and feel confident enough to take the next step by contacting your dealership.

Additionally, the text from those invoices is going to contain important keywords that boost your site's SEO as well as inform your visitors.

Bottom line: body invoices drive more leads, move buyers further down the funnel and improve SEO ranking. This is a great example of a true win-win for both your commercial vehicle shoppers, and your dealership, so be sure to utilize this practice.

ACCURATE PRICES

Clear and transparent pricing on your website helps build trust and credibility with potential customers. Clients seek predictable and understandable costs in the commercial vehicle market, where investments are significant and operational budgets are tight. Furthermore, accurate pricing reflects positively on the dealership's brand, differentiating it in a competitive market by showcasing a commitment to honesty and customer satisfaction.

LEAD ROUTING

At this stage of the Buyer's Journey, nothing is more critical than making sure a lead looking at a work truck, van or SUV is connected with an associate on your commercial sales team rather than handed off to a retail salesperson.

LEAD GENERATION

Your website should be optimized to generate more leads (and convert them into customers). Lead generation is the process of attracting visitors to your site (which we've just covered in the last section), capturing their contact information, and then nurturing those leads through emails or other communications until they are ready to make a purchase.

Lead-generation tactics include:

CALL-TO-ACTION (CTA) BUTTONS

A CTA can be as simple as placing a button on a page with text such as:

[Get More Info →](#)

[Schedule a Test Drive](#)

These buttons can be linked to the contact information of the appropriate dealer associate.

CTAs can also offer something of value in return for the visitor's information. For example, digital brochures and relevant use-case PDFs.

Use clear and concise language that tells the user what they will get when they click on the button. CTA buttons should be placed in strategic locations throughout your website, such as on product pages.

These CTAs will take the visitor to a landing page featuring a lead capture form.

LEAD CAPTURE FORMS

Lead capture forms collect the contact information of potential customers who are interested in your products or services. Forms can be placed on any page of your website, but typically they are embedded within their own page which is accessed when a site visitor clicks on a CTA.

The form should ask for basic information such as name, email address, and maybe phone number. You can also include optional fields like company name and job title if you want to learn more about the person filling out the form, however, asking for essential information only will increase engagement.

You won't always have the exact vehicle or configuration your prospect wants on your lot, so a custom-order (EZOrder™) form encourages contact and captures their information bringing them into your sales funnel as a self-qualified lead.



ENGAGE WITH LIVE CHAT

There are numerous chat options for dealerships to use on a website and they can be effective at engaging with site visitors and answering their questions in real-time. And, some people prefer to use chat vs. email or calling, so providing options can be useful. Chatbots can also automate responses when you're not available or after business hours and they can collect leads by offering something of value in exchange for their information (e.g., free quotes). You can configure your chatbot to direct interested visitors to relevant pages and forms or capture their contact information. You can even use chat to provide customer service and support, such as if a visitor has questions about your inventory or wants to schedule a test drive.

NURTURING YOUR LEADS

Nurturing your hard-won leads is the final step in generating new business, and using Customer Relationship Management (CRM) software to manage and analyze prospect interactions is absolutely essential.

It's critical that your CRM be able to track each lead's journey and use data to personalize follow-up communications and offers. As mentioned above, a lead looking at a work truck or van must be connected with an associate on your commercial sales team rather than handed off to a retail salesperson. Your CRM must be configurable to handle this aspect of lead management. The CRM should also be user-friendly for your commercial vehicle sales team, making it easy for them to engage with customers.

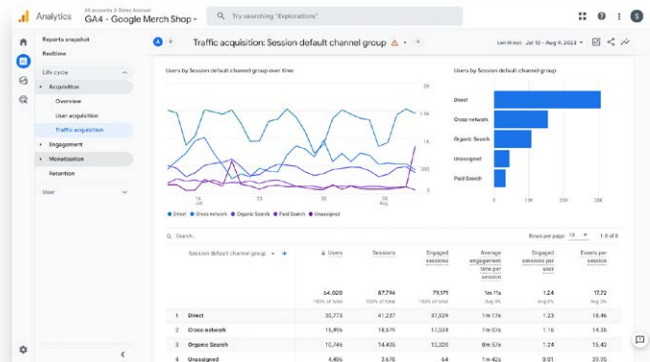
Remember, the goal is to make it as easy as possible for potential leads to find the information they need and take the next step toward making a purchase or contacting your dealership.

WEBSITE ANALYTICS

Detailed website visitor analytics are no longer an option. You can't improve your site—and site conversions—if you don't measure effectiveness. You need data such as top vehicle searches, the amount of time visitors spend on which pages, and user location. There are a few ways to obtain the data you need for insights about your site's effectiveness.

Installing Google Analytics—now known as GA4—provides detailed information about your site visitors, including how they found your site, what pages they viewed, and how long they stayed on each page. Although GA4 is free to set up, there is a very steep learning curve.

You can also use a third-party analytics tool like Kissmetrics, Crazy Egg, or Mixpanel. These tools offer more advanced features than Google Analytics, but they also require some technical knowledge to implement.



HOW TO GET IT DONE

Implementing these features on your dealer site will require quite a bit of work, but the payoff can be huge. Not only will you have a more effective website that generates more leads for your dealership, but you'll also be able to track performance and make adjustments as needed. There are several ways to accomplish this.

Option 1: Have your in-house IT team follow this blueprint to optimize your website.

Option 2: Hire someone - an employee or a contractor - to optimize your site, implement Google Analytics and configure data reports.

Option 3: Partner with a SaaS organization that specializes in commercial dealership operations. This approach allows you to focus on what you do best: selling commercial vehicles without worrying about the technical aspects of running a website.

SaaS companies like Work Truck Solutions offer a range of services that can help you optimize your site for SEO and mobile browsing, effectively merchandise, configure for proper lead management, and more.

Your ideal partner would provide a platform that maintains your existing OEM site's branding, provides modern merchandising tools, analytics that track page views, and alerts appropriate personnel when forms are submitted.

If you choose a SaaS partner, be sure it's one who provides a dedicated person who will work closely with you to provide ongoing support and training unique to your dealership's needs and to ensure that you're getting the most out of their platform.

We've covered many critical facets in this Playbook chapter, including the four essential features every impactful dealership website utilizes:

- 1. Search Engine Optimization**
- 2. Customer-Centric Merchandising**
- 3. Lead-Generation Tactics**
- 4. Site Analytics**

But the biggest hurdle every dealership faces is getting it done. Documenting each and every facet of building an effective website would involve multiple volumes and represent years upon years of hard-earned knowledge. Fortunately, your dealership can leverage the tools Work Truck Solutions provides and the expertise of its associates to level up your website into a powerhouse that can help your team meet and exceed its sales goals.

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