

Creating a Kick @\$\$ Dealer Info Section

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Organizing Your Web Pages – Your Dealer Info Section

We've accomplished quite a bit so far. And now that you have a polished, professional website that lists all your current units and services you provide, it's time to tell customers who you are and why they should do business with you.

In this blog, we are going to focus on answering those questions with original, sincere content so they can trust you with making their dream purchases.

This is going to be fun; let's get started building your Dealer Info section!

Building Your Dealer Info Section

First, you will need to:

- Create a **Dealer Info**

Think of the Dealer Info section as your public face to the world. This is where you can shine—remember that “who you are” truly separates you from the competition. In general, your content should be unique, personal, and inviting; refrain from using sales and advertising terms and phrases. Think in terms of being educational and informative.

Within the Dealer Info section, you'll want to create three separate pages:

- **About Us**
- **History**
- **Meet the Staff**

Near the end of this blog, we'll also talk about two optional pages you can add.

About Us

This is the most important part of your **Dealer Info** section as the **About Us** page builds rapport with customers before they decide to contact your store.

This page should contain a few four-to-five sentence paragraphs telling the world who you are. Remember, this page is featuring you—be original and positive!

Here are a few questions to help you write:

- Why are you in business?
- What are you most passionate about?
- What do you enjoy in your free time?
- What type of units do you own?
- Have you raced?
- Do you belong to any groups/organizations?
- Are you family-owned or corporate-owned?
- Why does your staff want to work for you?
- Why do customers shop with you?

As you answer these questions, remember that your **About Us** page is meant to be inviting—don't make it a sale pitch for your products. Instead, "sell yourself" telling customers *why you do what you do*. This means you shouldn't focus on what lines you sell, whether you have pre-owned or new, etc.

Just write from the heart, and you'll do great.

History

Your website's **History** page is where you're going to emphasize how the dealership started, how it has grown, and what lines it carries. In essence, this page focuses more on the physical dealership as a building and what's in it.

Again, here are a few questions to help your writing:

- How did the dealership begin?
- Are you the oldest dealership in the area?
- Are you the largest dealership in a particular line or by square footage?
- Have you expanded or moved locations?
- Have you won any awards or do you have any other accolades?
- As you grew, did you begin to carry more or different lines?
- Has there been a change in ownership or new partners?

Meet The Staff

Your **Staff** page is where you get to show off to the world who you have working with you: Your best-kept secrets! To stay personal and consistent, follow these guidelines:

- List your staff members by departments.
- Take a high-quality picture of each staff member.
- Create short biographies including short descriptions of what they do and how long they've worked with you.
- Include staff email addresses and/or phone extensions to add that personal touch.

If you do not want to publicize contact information, be sure to add a **Contact Us** link on your staff pages for the sake of customer convenience. Ask your website provider if you need help.

Optional Pages

If you would like to add more than the essential content to your **Dealer Info** section, here are a couple optional pages you could create:

- **Our Values.** This short page details the values your dealership seeks to implement within each department, especially in terms of the customer experience and customer satisfaction. The Our Values section could also include your company mission statement. Either way, customers reading this page should feel confident about doing business with your dealer.
- **Map & Hours.** It's a best practice to have this page in the footer of your website. But if it's not located there, your Map & Hours page would best fit into the Dealer Info section. Just be sure you have Google Map options enabled so customers can easily find you. And don't forget to update your hours with the seasons or holidays. Of course, your website provider can help you with all of these things.

Let's review...

- Write original, positive, heartfelt content for your **Dealer Info**
- Leave the advertising and sales content out.
- You'll need at least three sections: **About Us**, **History**, and **Meet the Staff**.
- Optional sections include **Our Values** and **Map & Hours**
- Shine!

You are the best at what you do, and you want customers to understand that by doing business with you they gain a trusted expert for life.
