

## Websites That Work

AutoInc.'s annual Top 10 Websites Contest winners prove once again how ASA-member shops excel.

**M**odern consumers want easy-to-access service information. Does your website live up to their expectations? Check out the winners of AutoInc.'s annual Top 10 Websites Contest on the following pages, and you'll have a good idea where your site stacks up.

Our judges combed through almost 120 entries to come up with what they believe are the best of the best. The opinions of our panel are not just based on their personal opinions but represent a consistent set of standards so that each site is evaluated fairly in the rating process.

Judges had to determine if the site is easy to view on a mobile device and whether it has a responsive design. Is the phone number prominently located, and is it easy for a visitor to make an appointment? Does the site make a strong first impression and feature interesting graphics, photos or videos?

They also look to see if the shop's objective is conveyed in a straightforward manner, how the site distinguishes itself from the competition and whether it builds credibility as a place where customers can receive high-quality car service or repair. In addition, they consider whether the shop's marketing message is sufficiently compelling to attract and retain customers.

From a technical standpoint, it's also important that winning entries display working links and forms, as well as use icons linking consumers to social media venues such as Facebook and Twitter.

We've included select comments from our judges to help clarify why each of these sites was chosen and to provide you with solid tips to make your website work even better for your business. — **JOHN CLARK, EDITOR**

### Top 10 **AutoInc.** 2016 AUTOMOTIVE REPAIR WEBSITES

**Avalon Motorsports**, 6950 E. Colfax, Denver, CO 80220; (303) 400-3001, [avalonmotorsports.com](http://avalonmotorsports.com).

**E & M Motors**, 3684 SE Dixie Highway, Stuart, FL 34997; (772) 675-6110, [emmotors.net](http://emmotors.net).

**Integrity Automotive**, 80 NE Gilman Blvd., Issaquah, WA 98027; (425) 557-8665, [integrityautorepair.com](http://integrityautorepair.com).

**Jeff's Auto Repair**, 21701 Highway 99, Lynnwood, WA 98036; (425) 771-4588, [jeffsauto.com](http://jeffsauto.com).

**Metric Motors**, 2608 S. Broadway, Edmond, OK 73013; (405) 888-5608, [metricmotors.com](http://metricmotors.com).

**Pickering's Auto Service**, 90 S. Wadsworth Blvd. Lakewood, CO 80226; (720) 636-9110, [pickeringauto.com](http://pickeringauto.com).

**Sargeant Service Center**, 3550 U.S. 1 South, St. Augustine, FL 32086; (904) 794-0827, [sargeantservice.com](http://sargeantservice.com).

**Silver Lake Auto**, 36355 E. Wisconsin Ave., Oconomowoc, WI 53066; (262) 567-0284, [silverlakeauto.com](http://silverlakeauto.com).

**Ulmer's Auto Care**, 6389 Salem Rd., Cincinnati, OH 45230; (513) 241-2641, [ulmersautocare.com](http://ulmersautocare.com).

**Wheeling Auto Center**, 2430 Hintz Rd., Arlington Heights, IL 60004; (847) 259-3776, [wheelingautocenter.com](http://wheelingautocenter.com).





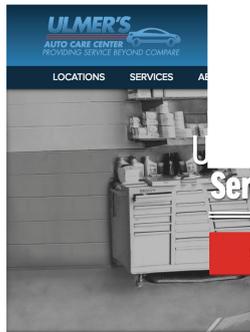




## Ulmer's Auto Care Cincinnati, Ohio



History can be a big selling point. Ulmer's plays up the fact it's been in business since 1936 to tout its "unparalleled" service. Emphasizing its two locations, Ulmer's contact information for both appears high on its home page with its services, specials and a link to its blog, which, in part, details its ongoing service to the communities it serves. The shops also maintain presences on social media sites such as Facebook, Twitter and YouTube.



Ulmer's Auto Care - Milford,  
Providing complete auto repair



[ulmersautocare.com](http://ulmersautocare.com)

### Judges' Comments:

- Good, consumer-oriented mobile service
- Highly visible "Schedule Service" button under statement of purpose
- Visual design: functional not fancy
- Brief but informative video serving as About Us
- Prominent evidence of community involvement
- Years in business speaks to credibility
- Presence on Foursquare, Google+ and Yelp

## Wheeling Auto Center Arlington Heights, Illinois



Read the personal letter of purpose that's prominently posted so consumers can clearly understand this shop's mission, vision and values. The site also features click-through buttons, each explaining "what makes us different" from the competition. The site maintains connections with customers and potential customers through social media, including Facebook, Twitter and YouTube. For a sure- re marketing tool, check out the subtle messaging in the pro-style video featuring a father and son and two pickup trucks.

[wheelingautocenter.com](http://wheelingautocenter.com)

### Judges' Comments:

- Very mobile friendly and easy to navigate
- Phone and scheduling clearly displayed on top of home page
- Professional and modern; great company video and what-makes-us-different section
- Clearly displays what they offer and which cars they specialize in
- All about the customer; "open letter" is a nice touch
- Affiliations clearly displayed
- Strong, active social media presence

### Our Judges

This year's judges included Rachael DiOrto (Searles), a graduate of the University of New Hampshire and currently a marketing and communications specialist at savings4members, powered by BizUnite;



Tony Molla, the Automotive Service Association's (ASA) vice president, who joined ASA in 2015 after serving 15 years as VP of communications at the National Institute for Automotive Service Excellence (ASE) and prior to that spent nine years as the editorial



director of Motor Age magazine; and AutoInc. editor John Clark, who spent nearly 20 years editing in- ight magazines for American Airlines, Southwest Airlines and United Airlines prior to joining ASA. Our sincere thanks to all of the judges.