

The Winners Are ... Learn the secrets for creating a winning website from these savvy shops.

Having a website that sells takes planning and precise execution. And one primary piece of advice that came up often in AutoInc.'s informative 2016 tutorial on website startups and re-dos, titled "Extreme Makeover," was that you have to know your market. Which means understanding who in your community of consumers is likely to need your services, how they're most likely to locate you and what they're looking for.

These days, it's what's online that counts. When consumers go to your website, they want an attractive package that speaks to your values and easy access to your menu of services.

For some time now, we've used what we think are critical criteria to determine if a shop's website communicates effectively that it is willing and able to build a solid relationship with its customers.

- Does it work well on mobile devices?
- Does it communicate a call to action?
- Does it offer an appealing visual first impression?
- Does it offer a clear statement of purpose?
- Does it present a friendly "face" to consumers?
- Does it work, technically?
- Does it offer credible confidence in the quality of the work?
- Does it use social media to market its values and services?

So we're proud to present our 2017 Top 10 Website Contest Winners. They're ASA members who know how to connect with consumers. Their creations can provide you with tips and techniques that could make your site work harder toward Driving Your Success! - **JOHN CLARK, EDITOR**

Top 10 **AutoInc.** 2017 AUTOMOTIVE REPAIR WEBSITES

Autocraftsmen, 326 State St., Montpelier, Vt. 05602; (802) 223-2253; autocraftsmen.com.

Cool Springs Automotive LLC (CS Automotive), 610 Church St. E., Brentwood, Tenn. 37027; (615) 209-9173; mycsauto.com.

Dillon's Automotive, 5755 Katy-Gaston Rd., Katy, Texas 77494; (281) 395-1100; dillonsautomotive.com.

Guaranteed Automotive & Transmission, 3742 State Rd., 38 East, Lafayette, Ind. 47905; (765) 807-2278; guaranteedtrans.com.

Harlan Automotive, 408 N. 4th Street, Murray, Ky. 42071; (270) 767-0101; harlanautomotive.com.

Sparks Computerized Car Care, 4001 W. Bethel Avenue, Muncie, Ind. 47304; (765) 284-1149; sparksauto.net.

Spiteri's Auto Service, 292 Old County Rd., Belmont, Calif. 94002; (650) 593-4758; carsupport.com.

Tech One Automotive, 8601 Burnet Rd., Austin, Texas 78757; (512) 407-8530; techoneauto.com.

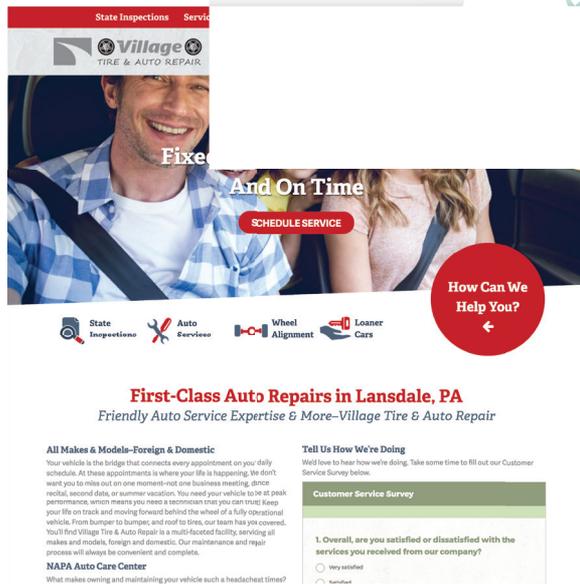
Village Tire & Auto Repair, 750 N. Cannon Ave., Lansdale, Pa. 19446; (215) 631-3012; villageautorepair.com.

Yingling's Auto Service, 2525 NW Topeka Blvd., Topeka, Kan. 66617; (785) 246-8385; yinglings.com.

Village Auto Repair Lansdale, Pennsylvania



A great stock photo of a smiling family with a button asking visitors to “Schedule Service” work nicely with the “How Can We Help You?” inset. All the customer info is available when visitors open the site, as well as Facebook, Twitter, Google+ and Instagram logos. Purpose clearly stated as “First-Class Auto Repairs.” NAPA Auto Care Center readout quickly establishes credibility, followed by a “What Sets Us Apart?” infographic. Site uses video to emphasize shop’s friendly customer service.



villageautorepair.com

Judges’ Comments:

- ☐ Mobile friendly. Loses a lot of photos, but keeps the call to action buttons and icons.
- ☐ “Tell Us How We’re Doing” survey is a nice touch.
- ☐ Certification logos at end of site build credibility.
- ☐ Interesting state inspection video.
- ☐ Icons are very user friendly and appealing to customers.

Yingling’s Auto Service Topeka, Kansas



Attractive photo of blue car in front of green landscape sets a serene tone. All the contact information and service buttons are neatly arranged and easily accessed. Sticker touts Yingling’s naming as “Best of Topeka” by the local newspaper in 2016. Site opens with a “redeem now” coupon and segues into the shop’s welcome message. Plenty of logos support shop credibility, including A+ BBB rating, ASE Certified and AAA Approved Auto Repair, and strong marketing language such as “Expert Service” and “VIP Treatment for You.”

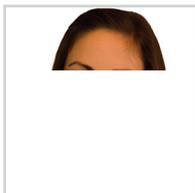
yinglings.com

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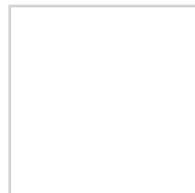
- ☐ Attractive layout and color scheme.
- ☐ Smooth navigation and eye-catching photos.
- ☐ September Surprise giveaway on Facebook compels attention.
- ☐ Slide show of testimonials from “Our fine customers.”
- ☐ Enjoyed looking through photos of Yingling’s shops through its 50 years in business.

Our Judges

Judges taking part in this year’s Top 10 Websites Contest include Megan Abad, senior marketing specialist at BizUnite, which operates ASAs savings4members



Sponsored Benefit Provider program; Scott Benavidez, ASAs Collision Division director, who has an almost 40-year background in the industry and is currently the owner of Mr. B’s Paint & Body Shop in Albuquerque,



N.M.; and Bob Wills, AAM, who, with 45 years of experience, serves as ASAs Mechanical Division director. Our sincere thanks to all of the judges for their time and effort.

