

## The Winners Are . . .

These shop owners took their businesses to the next level with outstanding websites.

To win in such highly competitive times, repair shops must possess an arsenal of ways to reach consumers.

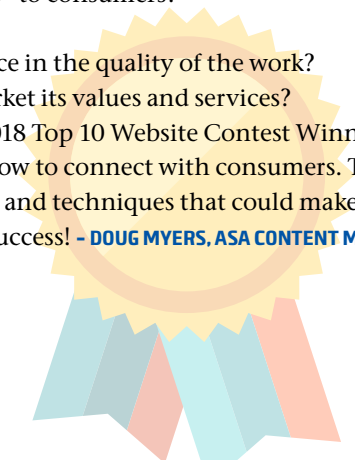
One of the most effective ways for shop owners to attract and maintain customers is through a website.

While the site must be visually appealing, it must also speak to the shop's core values and provide easy access to a menu of services. It must tell those who come to the website that their vehicle will be repaired correctly and for their safety.

For sometime 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 2018 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! - **DOUG MYERS, ASA CONTENT MANAGER**



### TOP 10 **AutoInc.** 2018 AUTOMOTIVE REPAIR WEBSITES

**AA Quality Transmissions**, 336 SE Tressler Dr., Stuart, Fla.; (772) 221-8499; [aaquality.net](http://aaquality.net)

**Autoworks of Lincoln**, 5030 Rentworth Ct., Lincoln, Neb.; (402) 423-2201; [autoworkslincoln.com](http://autoworkslincoln.com)

**Campus Automotive**, 1208 Main St., Blacksburg, Va.; (540) 605-9657; [campusauto.co](http://campusauto.co)

**Community Automotive**, 846 Fulton Street East, Grand Rapids, Mich.; (616) 774-7048; [communityautomotive.com](http://communityautomotive.com)

**Genesis Automotive & RV**, 6220 S. Tacoma Way, Tacoma, Wash.; (253) 780-6114; [genesisautorv.com](http://genesisautorv.com)

**Honest Wrenches Automotive Repair**, 2015 NE 58th Ave., Des Moines, Iowa; (515) 393-2812; [honestwrenches.com](http://honestwrenches.com)

**Matt's Automotive Service Center**, 1150 43½ Street South, Fargo, N.D.; (701) 478-3838; [mattsautoservicecenter.com](http://mattsautoservicecenter.com)

**McLean Auto Repair**, 965 N. McLean Blvd., Elgin, Ill.; (847) 450-7037; [mcleanautorepair.com](http://mcleanautorepair.com)

**Same Day Auto Service**, 16009 SE 106th Ave., Clackamas, Ore.; (503) 406-3281; [samedayautoservice.com](http://samedayautoservice.com)

**Ulmer's Auto Care Center**, 6389 Salem Rd., Cincinnati, Ohio; (513) 334-5079; [ulmersautocare.com](http://ulmersautocare.com)

# The Winners

## AA Quality Transmissions Stuart, Florida

AA Quality Transmission, the oldest transmission shop in Marlin County, Fla., has a simple message: It's a dealer alternative with a reputation of performing a quality repair at a reasonable price.

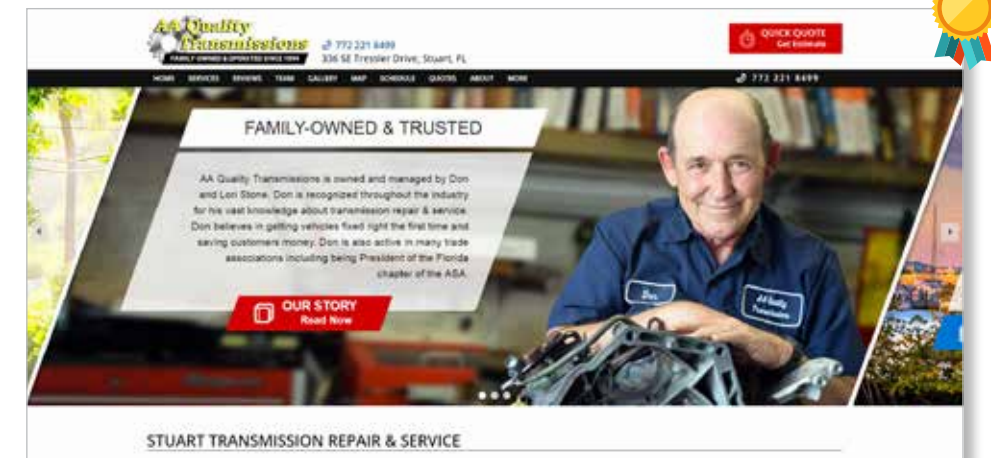
And its website echoes that with a wide array of entry points to the services it offers.

"The comment I hear most often is how clean in appearance the website is, without having a cluttered and busy look," webmaster Tom Hall said.

AA's website has more than 750 pages of "well-optimized content" ideal for being located by search engines like Google, Bing and Yahoo, Hall said.

According to Hall, the website's homepage works especially well because its "navigation" bar linking customers

## [aaquality.net](http://aaquality.net)



to information – such as shop details, reviews, special offers and directions – stays fixed at the top of the page and includes a "prominent red" call-to-action button to request a price quote.

### Judges' Comments:

- Banner images are great and sizing is perfect.
- It is well-organized and not intimidating.
- Site does a great job showing what type of service you'll receive.

## Autoworks of Lincoln Lincoln, Nebraska

There's no doubt, when looking at Autoworks of Lincoln's website, that this is a repair shop that wants your business.

Not only do you can be linked through social media, you have a phone number, work hours and its exact location readily available on the homepage of its responsive site.

"It is our mission to keep you and your vehicle safely on the road," the Nebraska shop says on the site. "Our experts always perform a thorough diagnostic on your car before leaping to expensive and time-wasting conclusions. Experience and an exceptional knowledge base have taught us to rely on more than just machines and tools, but also on a wealth of know-how and training."

You also have easy access to customer

## [autoworkslincoln.com](http://autoworkslincoln.com)



reviews and the "Top 10 Reasons to Choose Autoworks."

### Judges' Comments:

- Shop clearly defines its purpose, products and services.

- Site clearly conveys competence and credibility.
- Site is designed to mix straightforward information and promotion with a sense of belonging to the community.





## Campus Automotive Blacksburg, Virginia

For Matt McMurray, president of Campus Automotive Inc., the success of his website points to the company he hired to do the work: AutoShop Solutions.

“Do what they say,” McMurray said. “They are experts.”

McMurray said he is “most proud” of how the website “looks and functions.”

“It converts well,” he said.

According to Campus Automotive’s submission, the website’s purpose is to “present important business information in a user-friendly manner to attract new customers.”

Campus Automotive is particularly pleased that what it says it is a “modern and sleek” designed website has strong calls to action throughout the website, including for scheduling appointments,

### campusauto.co



learning more about the business, or reading reviews from past customers.

#### Judges’ Comments:

- Text and video content clearly establish a warm and engaging feel for the site.

- Use of informal and family photos to introduce owner and senior staff is very effective.
- Excellent use of links to convey services and contact shop.

## Community Automotive Grand Rapids, Michigan

It doesn’t take long to figure out Community Automotive is community-based and community-conscious.

All you must do is look at its website.

“Most of the pictures are of actual vehicles that are in our shop for service rather than just cutting and pasting from generic pictures,” said Richard Zaagman, president of Community Automotive.

“... Our customers are not looking for just any shop down the road but someone to handle their particular car with care and expertise. I think our website communicates this.”

Zaagman’s advice? Make your website real.

According to Community Automotive’s submission, the site seeks to inform customers of its abilities, indus-

### communityautomotive.com



try knowledge and the different makes and models that it has expertise in fixing. It’s also easy to make an appointment with scheduling options throughout the site. Its locator map is also a plus.

#### Judges’ Comments:

- One of the best mobile sites!
- Very elegant sleek website graphic design that really says much about the “environment and culture” a consumer can expect.
- Easy navigation to calls to action.

## Genesis Automotive & RV Tacoma, Washington

It doesn’t take long to figure out how Brian H. Holthe’s Tacoma, Wash. shop is somewhat different.

Not only does it service and repair automobiles, but it also is a full-service RV repair facility.

“Our website distinguishes the different services we provide,” said Holthe, president of Genesis Automotive & RV Repair Inc.

Holthe said he’s especially proud being named in the Top 10 because his wife Lisa played an important role in working with developers at AutoShop Solutions in coming up with the content and layout.

The website features what Holthe says is engaging video content and strategically placed call-to-action buttons on

### genesisautorv.com



its homepage.

“Users can easily navigate to schedule service, view social media, write reviews or easily print coupons which customers seem to use often,” Holthe said.

#### Judges’ Comments:

- Great welcome video from the owner, employees and a woman customer!
- Clean and appropriate design for a RV specialist.
- Easy navigation to calls to action.

## Honest Wrenches Automotive Repair Des Moines, Iowa

Interesting colors and graphics on the homepage draw you into this Top 10 site.

“It shows our colors, our branding, and pulls you right into the website,” said Travis Troy, president of Honest Wrenches Automotive Repair.

Troy says the website gives you a “quick glance at who we are, what we do, and why we are the best repair shop locally in our area.”

According to Honest Wrenches’ submission, the site’s objective is to “allow easy access for current and potential clients to see our facility, learn about our great reputation, and learn about the services we offer.”

In addition to “great upload speed” and being easy to navigate, the site

### honestwrenches.com



provides “garage access for (customers) to easily view all service work done on their (vehicles).”

#### Judges’ Comments:

- The site mixes bold colors with an abundance of white space to give it a

clean, open feel.

- Good use of colors and graphics keep it visually interesting and informative.
- The design and humor of the text and posts make it very comfortable and customer-friendly.





### Matt's Automotive Service Center Fargo, North Dakota

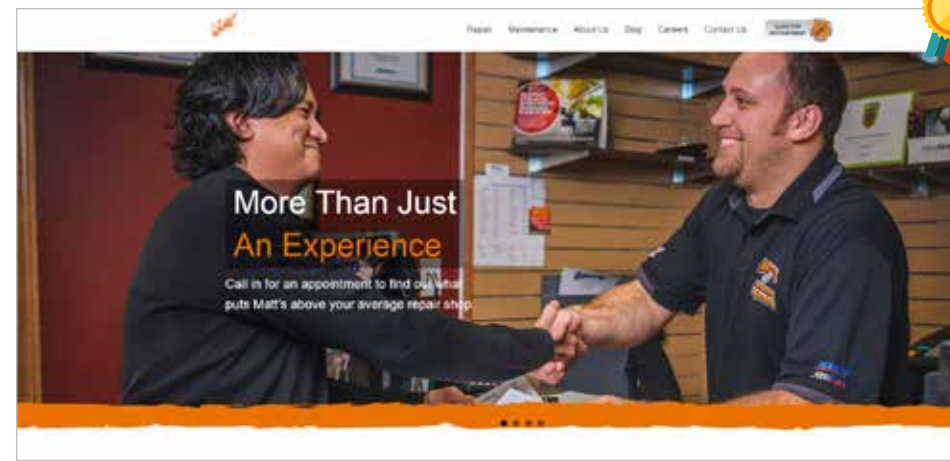
Matthew Lachowitz, owner of Matt's Automotive Service Center, says he understands what a shop's website must have to be effective: It must be user focused.

"If a customer can't find the information they are looking for quickly, there is a chance that they will just move on to another site," he said, adding that updating promotional content, staff bios and graphics can "also go a long way."

Ensuring the website works on mobile devices, in this day and time, also is essential.

"The frustration that sometimes comes along with car repair can be overwhelming, so we want our customers to be able visit the site and find exactly what

### mattsautoservicecenter.com



they are looking for quickly and without hassle," he said.

He says his website uses blogs and its "Meet Our Team" to establish "we're trustworthy and qualified."

#### Judges' Comments:

- I really liked the design and color choices.
- The banner images are professional and a good size.
- I would add the name (of the business) somewhere other than the body.

### McLean Auto Repair Elgin, Illinois

Experience is the name of the game at McLean Auto Repair – and it shows on the shop's website.

John Vallely, the shop's owner, says what makes him most proud is the site "truly captures our people that make the business possible."

"Our shortest-term employee is almost nine years – and that says a lot to a consumer looking for service on their automobile," Vallely said. "... This website displays professionalism, and we live up to it every day through honesty and integrity."

According to Vallely, keeping the website "simple, clean and informative" is important.

"You only have but a few seconds to capture a person's interest and engage

### mcleanautorepair.com



them in what they might be looking for," Vallely said.

"... Also, the content must be relative to the search engine and point to the information the consumer is looking for, so a properly indexed and coded site is important to create that engagement and

retaining their interest in your website."

#### Judges' Comments:

- Nice colors scheme
- Clean and easy to navigate
- Simple is good

### Same Day Auto Service Clackamas, Oregon

TJ Reilly, owner of Same Day Auto Service, doesn't mince words when talking about his website's success.

"We are most proud of our over 700 five-star reviews listed on our website," Reilly said, noting the goal of the website is to instantly create trust and credibility by featuring the reviews.

Reilly says his shop works extremely hard to go the "extra mile for our customers."

One of the best things about his website, he says, is a "pre-purchase inspection guide" that gives customers the ability to do a basic inspection "before they bring the car to us."

According to Reilly, shop owners need to feature content on their websites that customers are "looking for."

### samedayautoservice.com



"What's in it for me? That's the question that your website needs to be answering," he said.

#### Judges' Comments:

- Overall, it's clean, well-organized and

visually appealing. ■ The layout leads me to believe the shop is clean, credible and will provide me with great service.

■ They do a great job of showing the customer who they are.

### Ulmer's Auto Care Center Cincinnati, Ohio

As Bryan Kauffeld sees it, his Ohio shop's website is doing exactly what it needs to do: Turn those who are inquiring into customers.

He's most proud about how easy it is for customers to schedule appointments.

"After all, the purpose of the website is to generate calls to the shop, appointments scheduled and cars in the bays," said Kauffeld, owner of Ulmer's Auto Care Center. "

Kauffeld says his site is "able to tell our story on our homepage" in a "very simple and clean manner."

"Our online appointments have increased dramatically since this redesigned site went live about eight months ago," Kauffeld said.

He says the site features four of his

### ulmersautocare.com



shop's "strong competitive" advantages: Free shuttle service, ASE master technicians, free loaner cars, and its three-year/36,000-mile nationwide warranty.

"We truly are part of the community and have been since 1936," he said.

#### Judges' Comments:

- Images are very professional. Love the use of icons
- Very tech-savvy with the bot chat window
- Impressive that they have an app as well.

#### Thank You to Our Judges

Judges taking part in this year's Top 10 Websites Contest include **Jody DeVere**, CEO of AskPatty.com and known widely for



being a champion for women in the automotive industry, **Ellen Bayrouy**, a member of the marketing team at savings4members, offering ASA members' benefits with



the top preferred vendors in their respective industries, and **Paul Sturiale**, APR, the CEO of PAOLO, a marketing & communications firm in the Dallas-Fort Worth area.

