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# **FREE WAYS**

**to Drive Traffic to Your  
Heavy Equipment Dealership**



# INTRODUCTION

The Internet has become the easiest way to communicate with people anywhere from down the street or halfway around the world. That makes the Internet a fantastic place to advertise products and services, and heavy equipment dealerships are no exception.

We understand that in order for your dealership to stay in business, heavy equipment needs to keep rolling off the lot. One of the best ways to make sure you're selling your products is to allow customers to easily find your business online.

This eBook will help you navigate through the different kinds of online traffic and how to use each one to drive traffic to your heavy equipment dealership. We'll even give you some tips on how to maintain your website traffic and make sure that your customers keep coming back. The best part is – you get the entire eBook for free! We know that it's hard to find the perfect strategy to ensure that your heavy equipment dealership is getting the attention it deserves, and resources to do so can be pricey.

That's why this one's on the house.

**Check out our 80 ideas on how to drive more visitors to your heavy equipment dealership.**

# WELCOME TO THE GUIDE!

We know that our guide will serve your heavy equipment dealership well since these techniques have also worked for our current clients.

Each method we discuss will come with a “traffic potential” rating and a “difficulty” rating.

## HERE IS A LEGEND OF EACH:



## HOW IMPORTANT IS TRAFFIC TO MY SITE, ANYWAY?

If your heavy equipment dealership isn't attracting website traffic, you won't have the customers that you need to grow your business. By implementing our 81 ways to drive traffic in your heavy equipment marketing, you'll build your online presence, show up in search engines, and get the customers you need.

# SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization is the process of improving your website so that Google can read it and recommend it to users more easily. SEO tailors your website to the needs of both visitors and search engines.

Making your website rank in search results for relevant keywords is the single best way to get traffic to your heavy equipment dealership's website.

And best of all, the techniques we'll discuss are 100% free.



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## KEYWORD RESEARCH

Keyword research is the process of finding the keywords that your primary demographic uses to research heavy equipment. You can use tools like Google AdWords Keyword Planner to see how often people search certain keywords pertaining to your industry, and you can also use Keywordtool.io to brainstorm keywords.

Keywords are the search terms that users enter into Google to find information that they want. When you target keywords related to heavy equipment, Google can recommend your site to those users, which drives more traffic to your website.

Using keywords that are ultra-specific to your heavy equipment dealership allows you to rank for those terms. Generally, you want to target highly specific keywords like "heavy equipment dealerships in [your city]" to appeal to the most qualified traffic.

**Helpful Tip:** Use Google's free keyword research tool in Google AdWords.

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## RICH SNIPPETS

If your website uses ratings, you can increase traffic by coding rich snippets into your pages.

Rich snippets allow your site to display additional information in search results to encourage users to click on your site.

**Helpful Tip:** Use Google's structured data markup helper to add code to your pages so that the correct type of rich snippet is displayed.

## SCHEMA MARKUP

Schema is a collaboration among different search engines to use the same coding information to identify the context of different parts of a page.

That means there's a schema markup to denote author names, age, location, industry, etc. It's also one of the ways that you can get a star rating in search results.

## META DESCRIPTIONS

Meta descriptions are the text that is shown under your page title in search engine results.

Sometimes, this text can make or break whether or not a user enters your site, based on if they see what they're looking for from reading the meta description. They're about 160 characters long, and they should summarize the page's content.

**Helpful Tip:** Don't forget to optimize your meta descriptions with keywords.

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## TITLE TAGS

Title tags are equally as important as meta descriptions because they tell users exactly what the page is about. The title tag should be a concise description that helps search engines (and users) understand what the page is about. And as always, don't forget to optimize your title tags with keywords that relate to heavy equipment!

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## PAGE ORGANIZATION

Page organization is extremely important to your heavy equipment dealership's website, because it allows visitors to find what they're looking for easily, which can prevent them from jumping from the page.

The more levels you have to your site navigation, the easier it will be for site visitors to find exactly what they're looking for in a timely manner.

For example, it would be beneficial to have a navigation bar at the top of your homepage that includes titles like "About Us," "FAQ's," "Equipment We Offer," and more. Those titles should then break off into smaller, more detailed titles that are nested within each of the main topics.

With easy navigation, users are less likely to get frustrated and navigate away from your site.

**Helpful Tip:** Think of your website as a filing cabinet for your web pages and make folders (navigation tabs) based on what content fits well together.

## H1 TAGS

H1 tags tell Google what a page is about and can help your heavy equipment website rank for important keywords. Though H1 tags aren't the most influential ranking factor, you should still be sure to optimize them with the most important keywords for heavy equipment.

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## BREADCRUMB NAVIGATION

Breadcrumb navigation is a kind of mapping system that shows users where they are located on your website.

It works hand-in-hand with page organization and allows users to go back to a page without using the back button. This is because the “map” of their location is usually available at the top of the page, and they can choose to click on any part of the site that they were previously on.

For example, if a user clicks the “Equipment We Offer” tab, and then goes to the “pricing” category, but decides they want to navigate back to “Equipment We Offer,” they could simply click that folder which is shown at the top of the page.

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## ANCHOR TEXT

Anchor text is important because it's the text that appears with a hyperlink. It's important to get anchor text right because it helps search engines determine what the target page is about, and how the page should rank according to what information it serves.

For example, if you use a link on your heavy equipment website that links to an article about a new piece of equipment that you'll be selling, you should use anchor text that describes the article – something as simple and obvious as “new equipment.”

**Helpful Tip:** You should never use “click here,” as anchor text. It gives search engines no idea of what the page is about.

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## GRAMMAR & SPELLING

Grammar and spelling are always important components when you have an online presence.

If you're sloppy with something as simple as basic grammar and spelling, users will likely view your heavy equipment dealership as sloppy, too. It will show that you don't pay attention to detail, and that you don't care to have a polished, professional online presence.

## PHOTO OPTIMIZATION

Similar to video optimization, photo optimization refers to using the correct tags so that Google understands photos that you post on your website.

If you provide a picture of a staff member using one of your bulldozers, your alt tag should be just that – so that Google can get a sense of what the picture is of.

## VIDEO OPTIMIZATION

When you use a video on your heavy equipment website, you should always be sure that it's optimized so that Google can understand it.

When Google indexes your website, it won't be able to watch your video – so you'll have to give all the information necessary for Google to understand exactly what it is.

You can do so by using the correct alt tags and descriptive tags to name and describe the video.

## AUDIO OPTIMIZATION

Audio optimization refers to, you guessed it – using the correct alt tags and descriptive tags so that Google can understand your audio element, even though it can't actually hear it.

## GOOGLE GRANTS

There are always new offers for free Google Ads coupons.

Usually when you sign up for a new web hosting service, they tend to offer Google Ads credits for free. Take advantage of this freebie to help kick-start your heavy equipment dealership's ad campaign!

**Helpful Tip:** Google offers up to \$10,000 in free AdWords for non-profit organizations per month.

# SOCIAL MEDIA

There are dozens of social media channels out there, and to get the most traffic to your heavy equipment website, you should take advantage of as many as possible.

Social media sites make it easy for anyone to quickly share a lot of information – including information about your heavy equipment dealership.

By utilizing social media, you can generate a lot of interest in your dealership and what it offers.



## LINKEDIN

The best way to take advantage of LinkedIn is to be active in groups. You can either create a group for your heavy equipment dealership, or engage in an existing one to spread the word about your dealership.

If you've written a blog post about a topic that was covered in another group, share a link to your blog to encourage conversation with other industry leaders. LinkedIn also has its own **set of best practices** you can follow for the most success.

Furthermore, you can connect with professionals in your industry and see what others are talking about. Because of that ability, LinkedIn is great for generating traffic from potential customers in your area.

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## TWITTER

Start by creating an account, following people in your industry, and let the tweeting begin!

People won't follow a brand new account right away, but tweeting can help you get on the radar. Start by retweeting popular heavy equipment leaders, sharing links to your website, and starting conversations with any followers you earn.

You can also check out a few key best practices to help your account gain followers.

Do your best to provide interesting content every day that compels followers to go to your heavy equipment dealership's website.

**Helpful Tip:** You can find users by profession, hobby, or industry by searching for them on Twellow, We Follow, and other Twitter directories.

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## SWARM

Swarm is targeted to organizations with physical addresses, making it a great place to generate web traffic. When you make your account, just add your URL to the end of your heavy equipment dealership's Swarm name to show users how they can find you.

**Helpful Tip:** Offer a discount for a paid subscription that you provide through your dealership.

## REDDIT

Reddit is an extremely popular place to promote great content. Reddit operates on a system of “upvotes” and “downvotes.” You post your content to Reddit, and users then determine if they like the information, or dislike the information.

Getting upvotes means that more people will see your content, and getting downvotes means that fewer people will see it. You can start by finding a subreddit – a niche with people interested in one specific topic – related to heavy equipment. That could be reddit.com/r/bulldozer, or reddit.com/r/[your city]. Lots of areas have subreddits for locals, so look around for the best places to post.

Reddit is a super-specialized social media site, and its users notoriously hate attempts at marketing. But when you use Reddit correctly, it can deliver a huge amount of traffic to your site. Check out our guide on how to use [Reddit for marketing for more information](#).

**Helpful Tip:** Studies show that posts that are shared before 5 p.m. receive heavy Reddit traffic.

## PINTEREST

Pinterest allows you to share images from your website with a concise description. If other users like what you post, they can click on it and jump to your website.

They can also re-pin something you post to their own profile. That gives them the chance to revisit later, meaning you'll have multiple chances to earn new clients through one Pinterest follower.

## PINTEREST CONTINUED

Pinterest has a ton of potential for any business, and most of its content is indexed by Google. This means you can make your Pinterest profile rank in Google searches, just like your regular website.

These could be keywords like “heavy equipment dealerships in Illinois,” “excavators,” and any other high traffic keywords.

**Helpful Tip:** Edit your images to have large text that describes the URL within the picture – this boosts the click and share rate.

## FACEBOOK

More than 1 billion people use Facebook. This makes it a great way to reach out to potential customers from one marketing platform.

This is a great channel to build your heavy equipment brand with images of your location, equipment, and staff.

When you post, give your followers a call to action and include a link to your website. That'll show them a reason to go to your website and encourage them to do so all at once.

Give followers a reason why they should read your content and how they can benefit. Once you do that, you'll have them on your site with the potential to serve a new customer.

**Helpful Tip:** Posts with pictures and videos are much more interesting, so try uploading more visual content.

## SOCIAL BOOKMARKING

Social bookmarking sites let you promote content among a website's user base depending on their interests. It's a service that allows users to add, edit, organize, and share bookmarks of website documents all in one place. So if you have a new blog about your heavy equipment, post it to a social bookmarking site like Stumbleupon or Digg.

From there, other people can see, rate, like, and share your content. It's a great opportunity for other people to see what you have found about the heavy equipment industry and share it with their friends.

## SQUIDOO

Squidoo is a social service that is used to share articles online. It's a site that is user-generated, which allows users to understand and post to the platform without an understanding of HTML. There are lots of options when creating a Squidoo lens, which is the website's term for a page.

Just like a page on your website, lenses are more appealing when they use photos, infographics, videos, or other forms of multimedia.

You can create a mini version of your heavy equipment website by adding different building blocks to the lens. That includes elements like RSS feeds, polls, comment sections, a link list, and a main content area.

Each lens has tags which are often discovered on the main page, and a Squidoo lens can even link to your social media profiles.

## GIVEAWAYS

Giveaways are another great way to gain traffic to your heavy equipment dealership's website.

Every time a social media follower shares one of your heavy equipment blogs, or if they sign up for your monthly newsletter, they could be entered to win a prize of your choice.

Everyone loves free things, which makes giveaways a great way to increase awareness for your dealership.

**Helpful Tip:** Host a giveaway on your social media networks and reward those who share your content the most.

## SELL SOMETHING

You can buy just about anything on the Internet, which means you can sell just about anything, too. Sell something related to heavy equipment to drive the most relevant traffic to your website.

Whether you sell an eBook, compatible parts for your equipment, or tickets to an event your company is sponsoring, the chances are good that your audience wants what you're selling.

Include links to your website in everything you sell and you'll drive tons of traffic back to your website.

### CRAIGSLIST



Posting on Craigslist can attract a lot of web traffic. It's one of the most visited websites in the world, and you can create a post for any of your heavy equipment parts.

When you post products on Craigslist, there's even a place to specify that you're a dealership. That way, users will know that they're buying from a reputable business.

If your heavy equipment dealership also offers services on heavy equipment, there's a "services" section of Craigslist as well.

**Helpful Tip:** Make sure the title of your listing is concise, but detailed.

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## COUPONS

Everybody loves a great deal, especially on big purchases like heavy equipment.

Though you can't offer a 50% off coupon of one of your forklifts, you can provide coupons for heavy equipment accessories, cleaning kits, maintenance, and more.

When you create coupons, post them on coupon directories online, in your email newsletters, and in your social media posts. Be sure to have a link to your website at the bottom of every coupon!

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## EBAY

Grammar and spelling are always important components when you have an online presence.

If you're sloppy with something as simple as basic grammar and spelling, users will likely view your heavy equipment dealership as sloppy, too. It will show that you don't pay attention to detail, and that you don't care to have a polished, professional online presence.

# OFFLINE MARKETING

Though the Internet is the go-to hub for information, offline marketing is still a viable way of earning online traffic. Seeing something in person can catch someone's eye and make them want to check out your products and services.

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## COUPONS

If you have a company vehicle with the name of your dealership, add your website to it and drive it as often as you can!

Though it may seem too simple to work, people respond to advertisements that find them in just the right place.

For example, if a customer looking to buy a piece of heavy equipment is stopped behind your company vehicle, they can remember to look up your website later for more information. It's easy for them because they don't have to do research, and you'll get more traffic to your website! Just make sure you have contact information located under your dealership's name.

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## INTERVIEWS

Is the CEO of John Deere visiting your dealership to explain a new piece of equipment? If someone well-known in your industry comes to your dealership, ask if you can do a quick interview.

This can draw valuable traffic to your website when other industry leaders, customers, and newspapers find out that you've interviewed someone in the industry.

After your interview, you can blog about it, post pictures on social media, and even share a video of the interview!

If you're lucky, the local news station might even pick up the story!

# GIVE SOMETHING AWAY

When you give things away, you show your community that you care.

If you consistently give things away, customers will likely return to your website often to see what you're giving away this time! Whether you're giving something directly to the people that visit your site, or simply donating to a good cause, giving things away online is a great way to increase the amount of traffic going to your heavy equipment website.

Below are our suggestions for giveaways that will generate additional traffic to your website.

## DONATIONS



Do a little philanthropy work and donate to a good cause. If there is a cause that's related to your heavy equipment dealership that you want to support, that's a great first option. You could even organize a charity event to get the whole community involved.

You could fill a bulldozer with toys for Toys for Tots, or fill a cardboard box on a forklift with school supplies for kids that are less fortunate.

No matter how you donate, it will show that your dealership is dedicated to a cause, and cares for others in the community.

You can also create blog posts, social media posts, and forum discussions about the charity or cause you're donating to, and link back to a main article on your heavy equipment website discussing your involvement.

**Helpful Tip:** Donate one of your pieces of equipment to a community project that needs the help.

## FREE COURSES

Offering free knowledge and wisdom is a good way to bring in the masses. If you're a good teacher in a particular area related to your heavy equipment dealership, offer a free course that clients can benefit from.

For example, you could offer a course that teaches contractors a new technique for laying drain pipes using one of your new pieces of equipment.

No matter what the subject matter, as long as it's beneficial, it'll attract others to your free course and your website.

**Helpful Tip:** Donate one of your pieces of equipment to a community.

## CONTESTS

Hold a contest on your website or social media account to get people to interact with your content as well as share it.

Encourage your viewers to compete for things, like a caption contest or a logo contest. Some blogs even do an article contest.

They end up receiving lots of great content for their website for free, and it's often based on sharing. The winner with the most likes or share on their article wins, and you end up with your content spread far and wide.

**Helpful Tip:** Prizes don't have to relate to your industry – they could be as simple as a gift card to a popular restaurant!



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## AD SWAPS

If there is a similar heavy equipment website that has like-minded ideas, try contacting them to do an ad swap. Each website would put an ad for each other on each website in hopes of having others click on that ad.

You'll receive traffic from your ad on their website and they'll see traffic from their ad on your website.

# CONTENT SHARING WEBSITES

Content sharing websites allow users to publish their own content and share it with others.

When you create content to share on these sites, you can link back to your own website. Then, when you share that content with others, they'll see your link and have the opportunity to go to your dealership's website.

The best way to get people to click is to post interesting content. This is why fresh ideas and an enthusiastic marketing team are must-haves for any heavy equipment dealership. Here are some different kinds of content that you can use to drive more traffic to your heavy equipment dealership's website.



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## PHOTO SHARING WEBSITES

Lots of photo sharing websites allow others to download your photos or link to them from their websites. Using this, you can add images to sites like Flickr and Google Photos and allow others to use your pictures freely online. Simply require anyone who uses your photo to use an attribution link back to your dealership's website. These images will show up in Google's image search as well, giving you an even larger reach.

Your heavy equipment dealership's staff, facilities, and equipment are all excellent opportunities for photos.

**Helpful Tip:** Use your own Flickr photos in your blogs and cite them to reflect that they were created by your dealership.

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## VIDEO SHARING WEBSITES

You can generate a lot of visitors to your site with YouTube and any other video sharing website. One of the best ways is to include a link to your site right in the video's description.

With a good description and a call to action in each video's description, you'll have yet another source of traffic to your heavy equipment dealership. Make sure you describe your video with keywords so it can rank for related searches, too!

YouTube is a great place to post tips for heavy equipment users, safety tips, or a tour around your dealership. In general, videos are a great way to connect with potential clients by showing them what a day is like at your dealership.

**Helpful Tip:** Post recently published videos to your social media sites to gain more links.

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## PODCAST SHARING WEBSITES

If you have a regular podcast, you can easily share it using podcast networks. These sharing sites allow you to give a description of your podcast and each episode. People who really enjoy your material can share it via their social accounts as well, getting your heavy equipment dealership's name out there even more.

**Helpful Tip:** Make sure that your tone of voice is exciting to viewers. Nobody likes a monotone narrator!

## EBOOK SHARING WEBSITES

As more people turn to their Kindles for reading material, eBooks have become extremely popular. There are several sites that are dedicated to distributing eBooks, and you can even use your own site to host eBooks too.

On these sites, you can upload your eBooks at no cost and share your content with others. You can also brand it with your logo and have a link to your site in the footer of every page.

Check out this [list of free sites to promote your eBook](#). This can ultimately draw readers to your website, giving you more website traffic.

**Helpful Tip:** Make sure your eBook has an interesting title and cover to entice readers.

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## SLIDESHOW SHARING WEBSITE

Sites like SlideShare (which is owned by LinkedIn) allow you to create slideshows on their site and share them across the web. You can add links to your slides to drive more traffic to your website from every slideshow viewed. SlideShare slideshows show up in Google searches as well.

**Helpful Tip:** Consider using a site like Slide.ly to upload content to a slide show and easily share on social media.

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## FILE SHARING WEBSITES

If you have files that you want to share with potential customers, you can use sites like Dropbox to give people access to them.

This could include flyers, images, and videos – anything that can explain your dealership.

## CREATE SOMETHING

While you could share content created by other people (as long as you give them credit), you'll send a lot more traffic to your heavy equipment dealership if you create unique content. When you create content yourself, you show your audience that you're knowledgeable in your field.

Creating the kinds of content that we mention below might take time, but they're definitely worthwhile.

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### GRAPHICS & IMAGES

Images are a great way to get traffic to your website.

For one, they're indexed by Google, giving you another chance to rank in search results as long as you use the right alt text and relevant keywords. If people are searching Google for an image related to your heavy equipment dealership, your images will appear in search results. Another advantage of images is that they're shareable. With your website, social media accounts, and other online outlets, you can market your dealership with all kinds of images.

Finally, images are great to use in email marketing to add visual interest to a newsletter or drip campaign.

**Helpful Tip:** Always be sure to create high quality, aesthetically pleasing images with sites like Pixlr.

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## INFOGRAPHICS

Infographics are designer-made images that visualize data in simple ways. They provide valuable information in an engaging format that earns links for your website and spreads awareness about a certain topic. Best of all, you can create your own infographics in programs like Canva.

People love to read infographics and share them with others because they appeal to the visual portion of the viewer's brains.

The only downside to infographics is that they take a lot of time to create. Research alone for one infographic can take more than eight hours to complete, and then there's the design stage. But when all is said and done, this kind of content can generate hundreds of likes, favorites, and shares online, and each infographic has the potential to go viral.

In addition, the traffic you'll get from social sites will help you get more visitors to your dealership's website! You could create infographics on nearly any subject that is pertinent to heavy equipment.

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## MAPS

Maps are a unique way to produce traffic for your dealership's website, and it works extremely well. Consider using a map as an idea for an infographic or interactive infographic. You can use the map to portray data or industry information by state. You could use data like how many dealerships like yours there are in each state, or how many clients each has.

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## TUTORIALS

If there are things that you can show website visitors how to do, take advantage of tutorials. A great tutorial for your dealership might be teaching visitors how to properly store heavy equipment in the winter time, or how to de-ice them quickly.

## VIDEO INFOGRAPHICS

Just as videos are shareable, video infographics are even more appealing to people, especially on social media.

Video infographics drive a lot of traffic because they show complex data in simple terms and they have lots of movement. With both of those elements, video infographics are naturally compelling content.

Take advantage of this strategy and produce high quality video infographics about your heavy equipment dealership that allow your site visitors to learn and share.

**Helpful Tip:** To find an interesting infographic topic, use YouTube and Quora to research what people are interested in pertaining to heavy equipment.

## LISTS

Lists are popular among Internet users because they're easy to skim and quick to read. They just outline the most important information on a topic in an organized fashion.

They make a list of things that are relevant in the heavy equipment industry. For example, you could make a list of things you should know when purchasing your first piece of heavy equipment, or how to keep it in the best possible condition.

**Helpful Tip:** Lists are also great for starting conversation, so be sure to allow for comments at the end of your page.

## ONLINE SURVEYS/ POLLS

Try asking for feedback on a certain topic. Users love to take surveys and polls because they want their voice to be heard. Polls are interactive elements that do just that.

If you need lots of participants, you can give users an incentive by offering a prize that will be drawn after the poll is closed. You can also capture email addresses from polls, which allows you to stay in touch with all of the contacts you've received.

What's even better is that poll participants will want to see the results you publish to see how their answers stack up, so they'll probably come back to your site!

**Helpful Tip:** Use a poll or survey to collect information that users would be interested in knowing as well.

## MOBILE APPS

Most Internet users today use mobile devices to search online. Creating a mobile app is a great way to stay on someone's smartphone at all times. You can forward content from your site to the app to help others stay up to date on heavy equipment, and you can use part of the app as a contact form so that you can earn new leads at any time.

**Helpful Tip:** Create an app for your dealership that gives daily facts about your equipment.

## TEST/QUIZZES

Online quizzes can be very popular depending on the topics you choose and how you promote them. They are fun to take, and they also produce easily shareable results.

But if you're publishing test results, make sure that users are aware before they take the quiz.

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## TESTIMONIALS

Testimonials can be used in a variety of different ways on your dealership's website.

When someone has rave reviews about your equipment, they can submit a testimonial by saying a few things about their experience with you. Then, you can post it on your website.

That way, when other visitors on your site question the quality of your services, they can read an objective review from other satisfied customers.

If your heavy equipment dealership is a part of Google My Business, these testimonials can also show up as reviews with a star rating based on user input.

**Helpful Tip:** Sign up for Google My Business to allow users to see your dealership in Google search results.

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## START A PETITION

If there is something that has cause for a petition, start one!

Petitions often become viral and it can easily be shared across several different websites and networking channels. Petition websites like Change allow you to make a petition for just about anything while putting valuable information like, like your website URL within the content. If people feel that it's a worthy cause, they will sign the petition and share it with their friends.

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## EGO-BAIT

Find an industry influencer that is highly respected in the field of heavy equipment and write about their expertise in a flattering way.

Then, you can tweet at them or send them an email so they know what you said. The goal is to have them sharing your writing, which builds brand awareness and attracts new visitors to your site.

Each time an industry leader shares something, more people will see it – and it has your dealership's name attached.

**Helpful Tip:** Sign the email or compliment with the name of your dealership and not your personal name.

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## FREE TOOLS

If you've developed a free tool that people find useful, they'll come to your website to use it.

A free tool on your website gives it another marketable item that can attract people to your site. If visitors like your tool, they can share it with their friends that are looking for something similar, and they will most likely view other pages of your website as well.

A free tool on your dealership's website could be something like a calculator to determine how much a customer will spend to get all of the tools and equipment that they need for a job.

## LONG FORM CONTENT

Long form content is any blog or article that has more than 2,000 words.

Long form content is valuable because it explains an idea or answers a question in-depth. Ideally, you want to make long form content the only place someone would have to go for information about a topic.

Google and other search engines like long form content because it's typically engaging and gives their users a full, well-rounded answer to a question. You have opportunities to make long form content rank even better in search engines by adding images, video, and audio multimedia.

Long form also works great for getting links from other sites, which in turn helps you attract even more traffic to your dealership's site.

# BLOGS

Blogs are by far one of the best ways to drive traffic to your heavy equipment dealership's website. You can easily share them on social media, and other websites can quickly link to what you've posted. Whether you're writing for your own dealership's blog or guest blogging for an authority in heavy equipment, every website can benefit from blogging.

Here are the different ways to use blogs in order to drive traffic to your heavy equipment dealership's website.



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## CREATE A BLOG

Blogging on your dealership's website has massive potential, and many websites have taken up this task as a way to attract customers to their dealership.

WordPress is a platform that makes blogging extremely easy for your dealership. The platform is self-explanatory and user-friendly, and you can watch your posts go live within seconds.

You can also effortlessly add media, use a template or create the page yourself, save drafts, and even see the back end of your blog, for users that enjoy coding.

**Helpful Tip:** Start a blogging calendar so you have your topics chosen ahead of time and can release them on a schedule that users can get used to.

## GUEST BLOG

Guest blogging is another powerful tool for anyone looking to increase their website traffic. This entails you writing blog posts for other authorities involved in heavy equipment. It requires finding other industry-leading blogs, thinking of an idea that'd work for their site specifically, and pitching the idea to them.

If they accept your content, you can add a link back to your site in the body of the post or afterward in a short bio about yourself. This means that anyone reading the blog will see the link to your dealership as well.

## "SHARE THIS" BUTTONS

Providing an easy way for your readers to share your content is extremely important. Having a "share" button, allows your readers to do all the sharing for you – and the more shares, the more traffic for your dealership's website. Give your readers a way to easily share your content by adding social media buttons above or below each post, or by adding a plugin that shows up on each page.

Include buttons for different types of social media and social bookmarking sites too.

**Helpful Tip:** Make sure your buttons are large enough to be noticed by readers!

## BREAKING NEWS

To stay at the forefront of your industry, you should always aim to share breaking news when it's relevant. You could even have a feed somewhere on your dealership's website that shows breaking news, or recent news in general.

By doing so, your website viewers know that you're up to date with industry news, and also care to keep users updated.

**Helpful Tip:** Share and explain a new piece of equipment in the heavy equipment industry with site visitors.

## LIVE BLOGGING

Live blogging is another way to provide interesting and engaging content on your blog. If you're attending an event like a conference, you can post updates about your experience right to your blog.

This is especially popular among technology related industries to quickly publish big news.

For instance, blogging at a heavy equipment conference that releases the name and function of a new piece of equipment would be popular with potential clients and noteworthy people in the heavy equipment industry.

**Helpful Tip:** Make sure that you advertise your live blog ahead of time so users know when it's happening.

## INDUSTRY ROUNDUP

This is a great place to be featured, or to publish your own content.

Create a roundup that features some big heavy equipment news, or some helpful topics. This is so popular because it's a valuable resource to readers and it is easily shared.

If you hope to be featured in a round up, contact a blog that does regular round ups of heavy equipment news that you might be featured in. Anyone who is interested could potentially follow the link to your website or could possibly share the roundup as a whole.

Overall, you have a backlink to your site that is gaining clicks and shares.

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## ACCEPT GUEST BLOG POSTS

Accepting guest blogs on your site is another way to earn new traffic.

Generally, the author of the guest blog will share their post via social media, allowing their followers to come to your site. And if those followers like it, they can subscribe to your blog and regularly check your website for updates.

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## INTERVIEWS

Interviewing a well-known person can get your heavy equipment dealership attention.

Film your interview, with the permission of the interviewee, and ask questions that are important to the industry. Make sure to address questions that clients would be interested in as well.

Besides filming, you could also create a blog from the transcripts of the article and share it on social media.

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## INFOGRAPHIC BASED BLOGS

Creating a blog based on an infographic has huge traffic potential since infographics are one of the most popular forms of media online.

Infographics leave a lot of room for elaboration, so writing information you didn't have space to provide in the design is a great way to share information. And not only are infographics easy to share, but so are blogs – it's a great combination!

# EVENTS

Events are live occurrences that generate interest from the public.

Exhibits, concerts, community gatherings, and spoken lectures are just a few of the many kinds of events at your disposal. But how can real-world events drive traffic to your dealership's website?

Simple.

Connect your website with events that people in your industry are interested in, and the events themselves will bring more traffic to your heavy equipment dealership's website. Below are some ways that we recommend to generate more website traffic with events.

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## SPEAK AT EVENTS

Your website already provides valuable information to heavy equipment customers, but did you ever think of hosting a live event to share that information? You could host an event or speak at one to get your dealership some attention. You could tell the audience how to learn more on a certain topic by going to your website, and offer them subscription forms to your blog or email campaign. You could talk about the latest in heavy equipment news, new brands, new uses for equipment, and more.

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## Cover Events

Providing live updates of a popular event on your website will allow those who couldn't attend to feel like they have a front seat.

You could cover an event like a farm show or a conference about heavy equipment.

After the event is over, you can provide valuable information on how the event went, which can bring even more viewers to your website.

## ATTEND EVENTS

Go to an event with like-minded individuals in your industry who would want to hear about your website. Network with others in your industry at the event and hand them your business card or information to provide them with your website URL.

Networking in person can also lead to networking online, which can ultimately drive more industry traffic to your website.

Try attending trade shows where they sell your equipment, and be ready to answer any questions that potential buyers may have.

# PARTICIPATE ONLINE

When you actively participate in online communities, you can earn the interest and respect of people with questions about heavy equipment.

Below are a few ways that you can be a good neighbor to others online.

## Q & A WEBSITES

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Answering people's questions online is a great way to drive them to your website. If there is content on your site that answers a common question related to your industry, you can answer it with a link to your site to drive traffic. Then, whenever someone looks up that question online, they'll see a link to your heavy equipment dealership that has the full answer. A great example of a Q & A website would be [Quora](#).

**Helpful Tip:** Don't just answer the question, link to a blog post on your website that answers it in depth.

## FORUMS

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Being active on web forums can be just as rewarding as Q & A sites. As you find relevant discussions on your industry, you can share a relevant link that can help others. As more users read your post in a forum, they'll find that link to your website.

**Helpful Tip:** Make sure your links are relevant or you could be marked as spam.

## PRODUCT REVIEWS

If you have reviewed a product on your blog or website, go back to where you bought the product online and add your review there as well. Link it back to your website review so that you can drive others to take a look at the full evaluation of that product on your website.

**Helpful Tip:** You could review heavy equipment mechanics, or cleaning products for heavy equipment.

## PRESS RELEASES

Being active on web forums can be just as rewarding as Q & A sites. A press release lets you announce a change to your dealership and share it with bloggers, journalists, and local news sources.

In a press release, you can also share links, images, and other media to engage your recipients.

Then, you can choose a free publisher (like [www.pr.com](http://www.pr.com)) to show your press release to users. Those users can then go to your site, write about your site, and link to it which will give you more traffic.

**Helpful Tip:** Concentrate more of your efforts on online press releases rather than traditional print.

## WIKIPEDIA

Getting web traffic from Wikipedia isn't easy, but it can be a great way to get the word of your heavy equipment dealership out there.

You first need to create an account with Wikipedia so that you can contribute to articles about your niche. By contributing pages about heavy equipment history, trends, and other information, you can post a link to your own site as a reference for a fact.

Your links must directly relate to the information that you added to Wikipedia and the article itself, though. Otherwise, other Wikipedia editors will think you're spamming their pages for links to your site.

Wikipedia editors are notoriously fickle as well. But once you build up a reputation as an objective source on heavy equipment, you could also create your own Wikipedia page for your dealership. The only catch is that you need enough objective, third-party sources (newspapers, bloggers, etc.) to prove that you're noteworthy.

Links from Wikipedia don't carry any SEO value, but they can still send qualified traffic to your site.

**Helpful Tip:** Strive for credibility so that your information has a chance of being picked up by Wikipedia.

# EMAIL MARKETING

Email marketing is one of the most effective ways to earn new customers to your heavy equipment dealership. You can encourage visitors to your site to sign up for your newsletters to get messages straight from the dealership. Then, you can organize those subscribers depending on what they want to hear from you. Your newsletter signups can get messages from you about heavy equipment in general, cost estimates, new equipment, and information about your staff. You can also use emails to share links to your latest blog or video.

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## EMAIL SIGNATURE

Every email you send can send users back to your site. Add a link to your website in your email signature so that every email you send can direct customers back to your website. Not every email recipient will click the link, but it's still an easy and free way to earn traffic.

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## NEWSLETTERS

Email newsletters are a great way to stay in touch with clients, both potential and past.

They are a way to keep them up to date with what is happening at your dealership, introduce new staff, talk about upcoming events that you're sponsoring, and even share industry news.

Before you send them though, you'll have to capture email addresses from an online form or subscription.

## LEAD NURTURING

Emails are a great way to nurture users that could become potential customers. As with newsletters, you'll first have to create a contact list based on email addresses that you collect via social media, a contact form on your website, or a physical contact form.

Once you have a subscriber list, you'll be able to stay in touch with users and keep them interested in your dealership.

## REVIEW SITES

Review sites are important because many users looking for your equipment will use them as a way to determine if you provide the quality care and products that they're looking for. One of the best ways to determine the quality of a dealership is by compiling ratings of customers who have been served, and the staff at the dealership.

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### YELP

Yelp is another great way to market your heavy equipment dealership. It allows other people to review your services. This can be a good or bad resource based on the quality you provide, but if you know that you provide top of the line services to your customers, you have nothing to worry about. If you have a lot of great reviews, then your heavy equipment dealership will show up higher in Yelp listings, which translates into more page visits and more website traffic.

## ADDITIONAL TIPS

Here are a few miscellaneous ways for you to drive traffic to your heavy equipment dealership. We didn't feel that they fit into our other traffic-driving categories, so enjoy these odds and ends as you near the end of our 80 ways to drive traffic guide.

### HEADLINE OPTIMIZATIONS

Blogs, articles, and every other piece of content needs a headline. Without a good one, you'll miss opportunities to entice traffic to your site!

Make sure you have fully optimized headlines to attract more readers to your articles and blogs. This is extremely useful for social media headlines and search engine titles. The more attractive and enticing your headlines are, the higher the click-through rate.

### WORD OF MOUTH

Some of the easiest forms of website traffic can come directly from your friends and family.

Not only will they visit your site if you're the one creating content, but they can also recommend your website and dealership to their friends and acquaintances that might need your products.

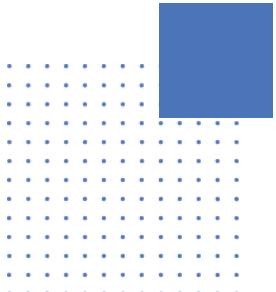
**Helpful Tip:** Ask your friends and family to share your social media updates to expand your reach beyond your own network.



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# THANK YOU FOR JOINING US!

We hope you enjoyed the guide!

More importantly, we hope you found our advice helpful. Hopefully, you can apply it to your own heavy equipment dealership to drive more traffic to your website. If you're looking for more information, we're happy to help!

**Just contact us directly and we'll have an SEO expert get back to you as quickly as possible!**

**~The WebFX team**

