

# HOW TO **SCALE WEB TRAFFIC FOR HEAVY EQUIPMENT DEALERS**

A Guide By WebFX

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# Introduction



Every website starts with zero visitors. You can have visions of a state-of-the-art heavy equipment dealer, but we all start at square one. This is what allows tiny startups to compete with giants online. It's the beautiful democracy of the web at work.

But starting with no traffic and a brand new website is terrifying. Getting 100 visitors a day, let alone 1,000, seems impossible, doesn't it? The websites that are the most successful online are typically those who are quick to market and quick to scale their web traffic. They are able to rapidly move from zero visitors to thousands by using a variety of marketing channels.

Timing is everything when it comes to scaling your web traffic. Your plan of attack to get your first 100 visitors won't work when you want to move from 10,000 monthly visitors to 100,000. And if you didn't plan things out early on, you probably won't even make it that far.

In this guide, we'll walk you through ways that you can scale your web traffic at each stage of growth. Keep reading to learn more about what we have to offer.

# The Three Phases of Web Traffic



Your website's traffic, depending on several different factors, will typically fall into one of these three stages: Launch, Growth, and Mature.

Below is a representation of what these three stages might look like over time in an analytics tool:



These three phases of web traffic for your dealership will help you determine what strategies to go after to assist in growing your website. It might take a bit of work, but before you know it, you will be growing as a dealership and your online traffic will improve.

In this guide, we've included information and a checklist for each stage that will allow you to track your progress from Launch stage all the way to Mature stage. As your site improves and your traffic grows, you can refer to the strategies detailed at each stage to learn more about what you should do next.

There are many different strategies for getting to the top, but based on our experience, we know that we can help guide you with the least amount of headaches and confusion. That's why we created this guide, after all!

Let's get started!

# Stage One: Launch Stage

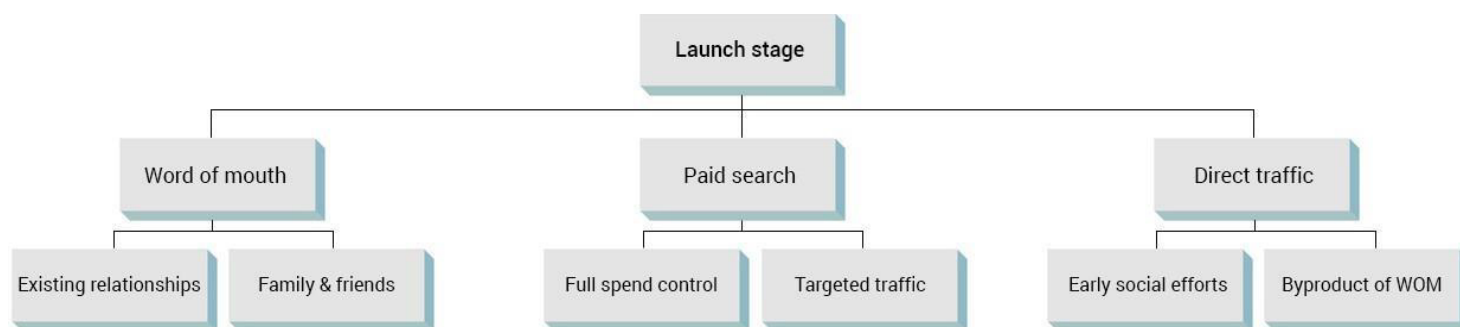


Websites in Launch stage are typically new, but they could also be stagnant. This is the moment of panic where people realize all of the work they've put into getting their site launched is worthless unless they figure out how to drive traffic and conversions.

A site that falls into this category likely won't rank well in search engines, as the domain age is low and the site has been crawled only a few times.

This is where marketers and heavy equipment experts need to leverage some ways to generate immediate traffic to the site. Most people start by encouraging those closest to them to visit and share. Email blasts and press releases can also be some quick wins during this stage.

Also, paid search traffic works great for new heavy equipment dealers. You get to control exactly how much you are spending, where visitors are landing on your site and visitors don't know if your site is new or if you've been around for ages. This also helps you collect some early data on how people are interacting with your website. Paid search can be an asset throughout all phases of improvement, but is especially important for new sites.



# Launch Stage Checklist



## Word of Mouth

Start talking! Tell everyone you know including your family and friends. Word of mouth is still the best form of marketing out there. Use it for an early quick win for your website traffic.

- ⦿ **Family/Friends** - Your mom is your number one fan!
- ⦿ **Email Marketing** - A quick email never hurts, as long as subscribers have opted-in first.
- ⦿ **Press Releases** - Try one of these sites for easy press releases: PRWeb.com, PRNewswire.com, PRLog.org.

## Paid Search

Paid search traffic works great for new dealerships. You get to control exactly how much you are spending, where visitors are landing on your site and visitors don't know if your site is new or if you've been around for ages.

- ⦿ **Google AdWords** - The most common and most popular (over 80% market share).
- ⦿ **Bing Ads**
- ⦿ **Yahoo Advertising**

# Launch Stage Checklist



## Direct Traffic

You will receive some direct traffic, although it most likely will only be results of your word of mouth marketing and other early social efforts.

The most common mistake during Launch stage is not scaling and preparing for the next phase - Growth. Launch stage is always an exciting time for everybody involved with the website compared to developing a site, sending out a few emails to people and writing up a press release is a breeze. However, you can pretty quickly exhaust these traffic sources in just a couple of weeks or months, and will need to shift your focus to traffic sources that are more sustainable, mainly non-paid search traffic.

Make sure you are investing your time heavily in the following things:

- ① **Search Engine Optimization** - Optimizing your site for search engines will allow your website to transition into the Growth stage and create sustainable traffic for your dealership.
- ② **Content Creation** - There is no better way to get people to your heavy equipment dealer website than creating content that is compelling and shareworthy.
- ③ **Conversion Rate Optimization** - Use data you have collected from your quick wins to analyze the behavior of your visitors and tweak certain areas of your site for better conversion rates.

# Stage Two: Growth Stage

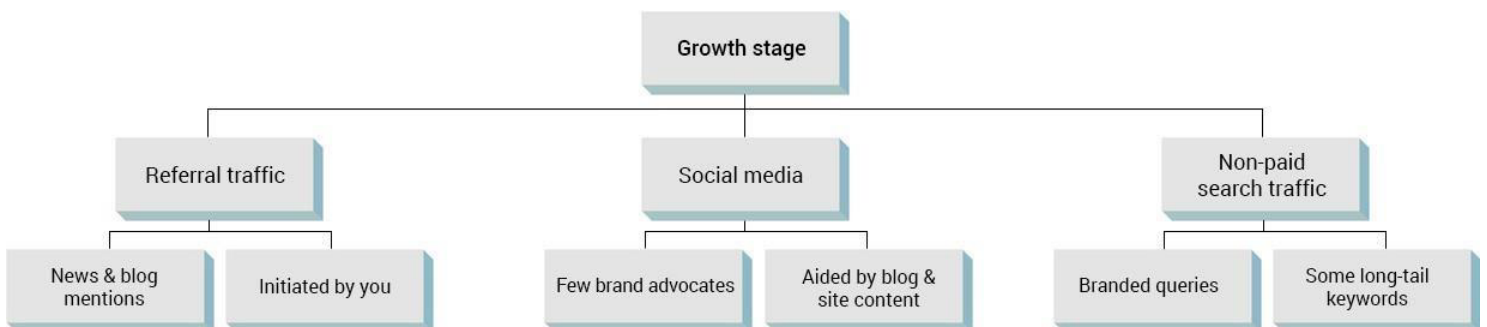


The most difficult leap for a new site is moving from Launch to Growth. Most heavy equipment dealerships that fail online do so because they've overly relied on word of mouth or paid search to drive long-term traffic for them. If you can pivot into a Growth phase, you're in for lots of excitement.

This stage is characterized by lots of referral traffic spikes as your website is featured in a news story, an increase in social media traffic/chatter and non-paid search visitors starting to roll in from branded and long tail queries.

It's important to note the Growth stage can, like adolescence, be a bit awkward. To your small but passionate number of brand advocates and frequent readers, you are already a huge deal. It's important to hustle as much as you can to drive traffic to your dealership's site, but stay professional about it.

At this stage, you should work like the small business that you are, but start thinking like the mature dealership you want to become. You can't make that transition unless you start thinking like a bigger, more recognized dealership.





# Growth Stage Checklist



Most of the big traffic spikes should come from marketing that your heavy equipment dealer center is doing. If you want people to come to your site, you still need to hustle and reach out to other websites.

Traffic during this stage is typically correlated with how much time you are investing. You're not big enough yet for people to have heard about you and naturally include your latest blog post in their industry round-up. The responsibility is on you to let them know about it. **Here's how:**

## Social Media

It's much easier to build up consistent traffic from social media for a newer website than from search engines. You can rapidly create a large social media presence whereas gaining authority and trust from search engines is a longer-term process.

- ⦿ Facebook
- ⦿ Instagram
- ⦿ Twitter
- ⦿ LinkedIn
- ⦿ Pinterest
- ⦿ Google+
- ⦿ YouTube
- ⦿ Foursquare

## Focus on Content

The most crucial aspect of the Growth stage is your content. Having fresh content will attract visitors now and a long time into the future. Give people a reason to keep coming back to your site. Align yourself with information and work towards becoming an expert in your industry.

- ⦿ Blog Posts
- ⦿ Videos
- ⦿ Guides
- ⦿ Infographics
- ⦿ Photos
- ⦿ Articles

# Stage Three: Mature Stage

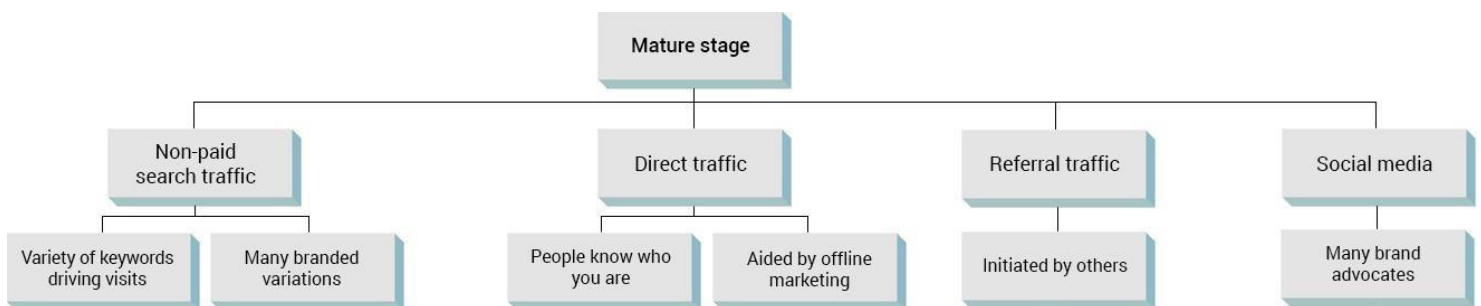


This is where everything comes together. Some sites transition into the Mature Stage in a couple of months while it may be 10 years for others depending on your budget, industry, strategy and execution. This is where non-paid search traffic becomes the keystone for your online marketing efforts. Your website is ranking highly for a variety of keywords, including some very competitive terms. Non-paid search traffic provides a constant stream of new visitors to your website without any upfront cost to you, as SEO efforts have been scaled throughout the process of launching your website.

Direct traffic is also increased because people have heard about you by now. A lot of these visitors probably heard about you during the Growth stage...by seeing you featured on another website or by encountering your content. If you are engaging in a lot of offline marketing, this will impact direct traffic as well.

You'll still see large traffic spikes from referring websites, but they aren't as noticeable anymore with so much traffic coming from non-paid search and direct traffic. The key difference is that influencers are now reaching out to you instead of you having to do the outreach work.

Social media continues to play a role as well, though you won't have to go out of your way as much to encourage people to share and discuss your website, brand or product. With so many visitors, it will occur naturally.



# Mature Stage Checklist



While it's important to break into some smaller channels, increasing and optimizing the channels that are currently driving visits and conversions should be your main task.

This includes optimizing the following areas:

## Non-Paid Search Traffic

Continue to fight for the top spot on search engine results pages as this will continue sending high quality traffic to your heavy equipment dealer center website. The following things will really boost your search traffic:

- ⦿ **On Page SEO**
- ⦿ **Off Page SEO**
- ⦿ **Link Building**
- ⦿ **Fresh Content**
- ⦿ **Microsites**
- ⦿ **Lead Generation Sites**

## Direct Traffic

This will continue to provide you with quality leads. Assist in the growth of direct traffic with things like offline marketing and some of the following ideas.

- ⦿ **Offline Marketing**
- ⦿ **Promotions/Offers**
- ⦿ **Giveaways/Contests**
- ⦿ **Big announcements**

## Social Media

While it will be much easier to create leads from social media with so many advocates for your dealership, there are additional strategies to employ.

- ⦿ **Facebook/Twitter Ads**
- ⦿ **Social Media Customer Support**
- ⦿ **Social Media Promotions**

# Conclusion



No path that any two equipment dealerships take online is going to be exactly alike. Every site, product and company is unique and cookie-cutter marketing solutions are never as effective as customized solutions. But heavy equipment dealerships all go through similar growing pains online, and anyone who has morphed their website into an online powerhouse has learned to scale their web traffic.

Overly relying on one source of traffic, or ignoring the long-term value of another at launch, is a recipe for disaster. Try to build a marketing plan that relies on multiple traffic sources, so that if one were to vanish overnight, your site would not be abandoned.

As your website grows and changes, so too should your online marketing strategy. We wish you the best of luck as you continue to grow your heavy equipment dealers center's presence online!



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## Need an expert's advice?

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