

FAQs for EasyParts.com



- **Why should I enroll in EasyParts.com?**

EasyParts.com makes every part on your shelf visible to search engines. With over 60% of buyers starting their parts search online (according to a recent study by Google), dealers cannot afford to not have an online presence today. EasyParts.com makes your inventory available to users searching for your parts on all major search engines. This is a market of buyers that regularly search for parts online, and car dealerships simply don't show up in the results today. In fact, the aftermarket captures well over half of all online parts sales, while dealers only capture about 5%. That's what EasyParts.com helps you change.

- **How many buyers are looking on the internet for parts?**

An estimated 300 million searches for parts are done monthly in the U.S. as summarized in the keyword search summary below:

Category	Monthly Searches
Accessories	5,145,870
Air Conditioning	8,582,122
Battery and Bumper	14,633,350
Belts and Hoses	3,111,000
Body and Trim	30,749,017
Brakes	2,130,854
Charging	1,601,088
Electrical	3,442,054
Engine	25,768,750
Exhaust	4,006,479
Filter	764,390
Fluids	20,198,910
Fuel and Emission	8,392,090
Hardware	37,561,214
Ignition	3,598,763
Interior	721,522
Radiators, Water and Fuel Pumps, Sensors, Towing and Windows	21,157,386
Suspension and Steering	28,012,727
Tires	59,588,430
Transmission	13,836,528
Wipers	487,290
Total Monthly Searches	293,489,834



What is the setup process?

For dealers that send inventory data to OEConnection today, there is literally zero setup required. All the dealer needs to do is enroll in EasyParts.com, and the rest happens behind the scenes. There is no maintenance, and all updates to inventory are done automatically.

For dealers that do not send inventory data to OEConnection today, we will only need to set up inventory collection with their DMS system, which is the only setup required for the dealer. For many DMS systems, this setup doesn't directly involve the parts manager and can be done very quickly.

- **What do buyers actually see on EasyParts.com?**

Buyers that search for part numbers on the search engines will see the EasyParts.com result if a dealership has their part in stock. EasyParts.com uses proven SEO practices to help make dealer inventory data appear high in search engine results, increasing the chance that the customer will see and click the result. Once they click the result, the EasyParts.com website immediately determines the customer's location (by zip code) and shows the closest dealer to them with the part currently in stock.

At this point, the buyer sees the dealer's contact information, current availability for the part, and has the option to either complete their transaction online (for ConsumerLink dealerships) or to send an electronic request for quote to the dealership. Buyer behavior shows that many choose to pick up the phone and call the dealership once they know that the part is in stock, so we do expect many sales to occur over the phone from EasyParts buyers.

Buyers will by default see the closest stocking dealership, but also have the option to see up to four additional nearby dealerships with the part in stock, according to distance away. They can also set a dealership as a "Favorite" which will display that dealership by default any time the buyer searches for a part that they have in stock.

- **Why should I enroll in both EasyParts.com and ConsumerLink?**

While EasyParts.com drives buyers to you, ConsumerLink allows you to use additional online marketing techniques such as keywords specific to your Parts Department and online promotions to gain part sales for your dealership. Also, ConsumerLink provides full eCommerce with payment and shipping options, making it easy for buyers to do business online with you 24/7.



- **Why isn't my logo appearing by my dealership in EasyParts.com?**

Only ConsumerLink dealers will have their logo displayed in EasyParts.com. If you are subscribed to ConsumerLink but have not completed setting up your profile, including your logo, you will need to complete this step to have your logo appear on EasyParts.com

- **Can I list feature items or parts on EasyParts.com?**

ConsumerLink dealers may feature their online promotions.

SEO FAQs for EasyParts.com

- **What is Search Engine Optimization (SEO)?**

SEO is a process using many different tools to affect a website's visibility (page rank) through "organic" or unpaid search results.

- **What did EasyParts.com consider in its SEO approach?**

The EasyParts.com SEO team researched how search engines work and what users search for. EasyParts.com uses proven SEO methodologies to improve visibility to all of the major search engines, which equates to more traffic visiting the site. This in turn means more buyers finding the parts they need from dealers posting their inventory on EasyParts.com.

- **What is different about EasyParts.com's approach to SEO?**

EasyParts.com focused SEO around the OEM part number and proximity to the closest stocking dealer.

- **How is EasyParts.com designed for optimal page rank in search results?**

The team used basic practices of clear, easy to read content combined with straight forward navigation, which the search engines look for. The fewer steps it takes a buyer to complete their task, the better the site's ranking on major search engines.

- **Will my dealer be the only dealer that shows up in Search results?**

Many factors influence where each dealer will appear in search results. EasyParts.com cannot guarantee placement of one dealership over another in Search results. What EasyParts.com is designed to do is provide an online presence to automotive OEM parts, getting as many Page 1 search results as possible to promote OEM parts over aftermarket competitors. EasyParts.com provides even greater SEO results when used in conjunction with ConsumerLink.



- **Why isn't my dealership showing up in Search results or why do other dealers appear higher in search results than I do?**

Depending on when your dealership enrolled in EasyParts.com, your information may not yet be indexed by the search engines. This typically takes 3-4 weeks.

If you are not subscribed to ConsumerLink, you are missing out on an opportunity to have your online promotions and keywords specific to your dealership included in EasyParts.com. This also influences where your dealership will appear in the results.

Having a ConsumerLink subscription also allows opportunity to use other SEO tools and techniques that promote specific target selling areas and part categories for ConsumerLink dealers.

- **How do you know SEO works?**

The EasyParts.com team built a prototype site based on a web design specific to how pages and information are indexed by the major search engines. This experience along with feedback from the search engines proved OEM parts could achieve page 1 rank in Search results.