


Motor Coach Industries

Updating Your Website For Better Results

The logo for Motor Coach Industries, featuring a stylized 'MCI' monogram in a light blue, 3D-effect font. The letters are interconnected and have a slight shadow, giving them a floating appearance.

Thank you for joining us.
Our webinar will begin shortly.
If you are experiencing any difficulties,
please call Lynn Asquith at (847) 285-2089

The online revolution

Over 248 million people use the Internet in the U.S. and Canada, many as a substitute for Yellow Pages, Directory Assistance, and other forms of information-gathering.



Why a Website?

Website makeover pays dividends Should you be thinking about upgrading?

DENVER — One year ago, Rasmussen Express completed a makeover of its Website.

Then, earlier this spring, the fleet, charter and cruise operator made more Web upgrades, including improving its processing of search engines without scattered pay-per-click advertising.

Today, additional "organic" improvements are in the works, plus the launch of a second Website: www.CasualVacile.com, aimed specifically at promoting its cruise charter service to Colorado.

Coinciding with the launch of the new Website, the heavy of the company's site content has now shifted to being designed by ContentMinds.com on the sides and back — instead of Rasmussen Express.

To say Rasmussen Express President Todd Hoffland believes in the power of the Internet to market company motorcoach services is something of an understatement. Hoffland has become a fan believer.

His new Rasmussen Express is still getting strong results from the extensive Web makeover of a year ago. "We're averaging about a dozen new leads daily," he says.

The catalyst for Rasmussen Express' Web-based marketing upgrade was something of an accident. Hoffland was a Webpage makeover from "Major" Coach Industries at a meeting of the International Motorcoach Group.



But he didn't simply refresh the splash page, however. Hoffland decided to update his entire Website. The new look began generating scores to 10 new leads daily. Hoffland made other changes, as well, so the new look generated by the revamped Website got prompt responses.

Today, Rasmussen Express' Website does what experts say it should: expands the company's marketing presence, takes orders,

and helps it collect information. It's also more sophisticated — the way of today's online travel buyer.

Marketing specialists say that simply having an attractive home page is no longer good enough for today's savvy Web user. Those who track Internet trends say a company Website should be a "clickable landing" with robust product content, good visuals and

- Rapid communication with potential and existing customers
- Improve image
- Increase business



Where to Begin?



- Audience
- Objectives
- Strategy
- Competitive Review



Audience



- **Audience**
- Objectives
- Strategy
- Competitive Review



Objectives



- Audience
- **Objectives**
- Strategy
- Competitive Review

Charter Bus Online Quote Request

Departure Location <input type="text" value="Enter Departure Location"/>	Departure Date <input type="text" value="Enter Departure Date"/>	Number of Riders <input type="text" value="10"/>
Destination Location <input type="text" value="Enter Destination Location"/>	Return Date <input type="text" value="Enter Return Date"/>	<input type="button" value="Submit"/>




Strategy

Online Reservations

Book online and save! Reserve a spot on our regular shuttle runs.




 Make Payments

Weekly Casino Runs



Shuttles run every Tuesday, Thursday & Saturday.

 View Schedule

- Audience
- Objectives
- **Strategy**
- Competitive Review



Competitive Review

The screenshot shows the homepage of Company X Tours and Shuttles. The header features the company name and tagline "Fast, Reliable, Courteous" above a navigation menu with links for HOME, TOURS, CHARTERS, OUR FLEET, ABOUT US, and CONTACT. A large image of a white tour bus is positioned on the right side of the header. Below the header, the main content area is divided into several sections: a "REQUEST A QUOTE" form with fields for departure and destination locations, dates, and number of riders; a "Sign up for our email newsletter" section; a "View Photos of our Fleet" gallery; a "Book a Shuttle" section; an "Upcoming Tours" section; and a "Testimonials" section. The footer contains contact information for Company X Tours & Shuttles, including the address, phone numbers, and email.

- Audience
- Objectives
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What message should you try to convey with your Website?

Classically Elegant



Your website is an extension of your company. It should reflect the personality of your business.



Party Time!



Virtual Experience



Create a website that tells your customers that you care.

- Well designed and maintained.
- Say **No** to “flashy bells and whistles”
- Make a good first impression



Virtual Experience



Creating and maintaining
your website

- Content
- Review
- Upkeep



Virtual Experience



REQUEST A QUOTE

Departure Location

Destination Location

Departure Date
Apr 2006

Return Date
Apr 2006

Number of Riders

SUBMIT REQUEST

What should your website include?

- General company information
- Obtain email addresses
- Electronic quote requests
- Downloadable brochures
- Perhaps an “**email a friend**” link

Company X tours & Shuttles | 123 Main Street | Anytown, ST 12345 | tel: 123-456-7890 | fax: 345-321-7575 | Email Us



Virtual Experience



What other features are important in a website?

- Interactive
- Display your best and most marketable equipment
- Include special accreditations
- Keep your site current
- Test your site often

▶ View Photos

▶ View Schedule

▶ Make Payments

▶ Learn More



Virtual Experience

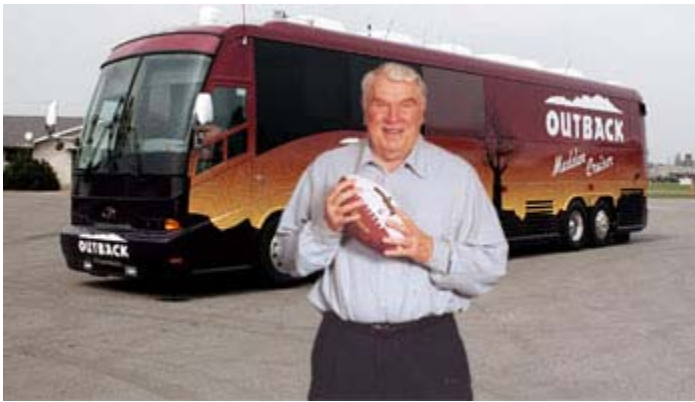


Make your website visitors feel comfortable and secure in doing business with you.

- Use quality photography
- Include photos of passengers and destinations
- Site navigation should be easy and logical
- Showcase your industry affiliations, memberships, awards, and milestones



Other Website Marketing Ideas



"I like to be in the best . And for me that's MCI"
- NFL Broadcaster John Madden

- Testimonials
- List all services, no matter how big or small
- Give reasons to take action now!
- Provide contact opportunities
- Guarantee a response time – and stick to it!



Build a Relationship



[Click Here to be Removed from THIS mailing list](#)

[Click Here to be Removed from ALL mailing lists](#)

Create an e-mail newsletter

- Multiple opportunities to register
- Make it valuable and relevant
- Create content specific newsletters
- Remove
- www.spamlaws.com



FYI from MCI



400 Subscribers in 2003

Almost 6,000 today

MCI uses information to:

- Promote our brand and relationship
- Keep MCI top-of-mind with our customers

Offer Special Releases:

- Use with discretion
- Make sure you have a message that needs to be conveyed



Social Media



twitter



flickr™



facebook



delicious

digg

Planning the use of social media

- WHO?
- WHAT?
- WHY?
- Current online activities
- Try it out
- www.forrester.com/Groundswell/profile_tool.html



Learn from your Website



<http://www.webtrends.com/>



<http://www.google.com/services/>

Websites provide valuable marketing information. Use analytics!

- WebTrends; Google
- Determine popular pages
- How many visitors
- Keywords
- Site Design



Marketing your Website

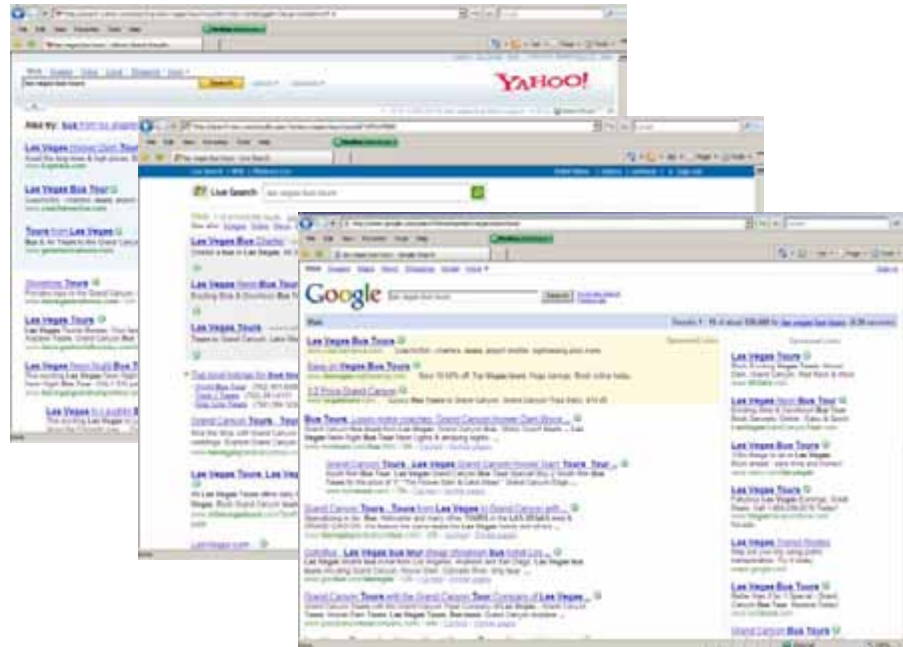


Promote your website

- Business cards, stationary, invoices, receipts, brochures, advertising.
- Beneath your email signature
- Phone system 'on hold' message
- Your Coaches



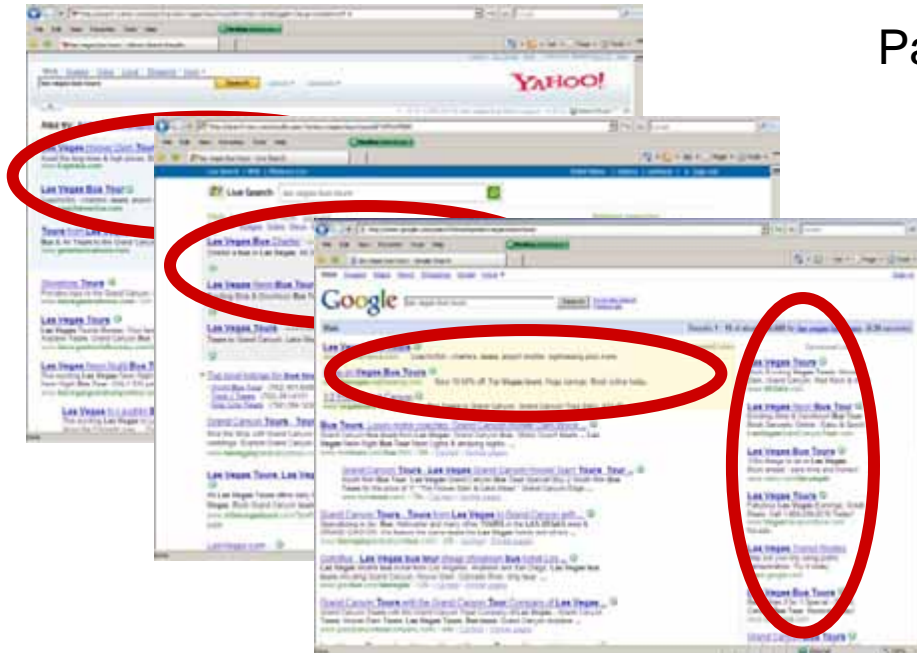
Search Engine Optimization



- Purchase at www.google.com, www.yahoo.com, and www.msn.com
- Pay-per-click advertising
- Organic Discovery



Search Engine Optimization

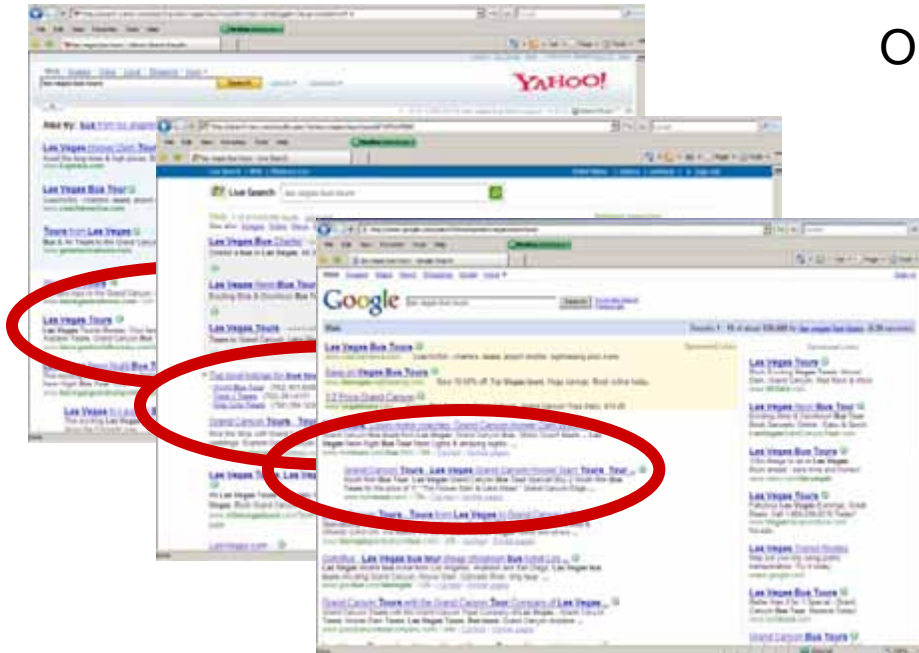


Pay-per-click advertising

- Guarantees placement on search page
- Disadvantages to pay-per-click



Search Engine Optimization



Organic discovery

- Analytics
- File structure
- Page titles
- Web copy
- Inbound links



A Great Optimization Success Story:



RAMBLIN EXPRESS
Five Star Transportation

Home | About Us | Services | Contact Us

RAMBLIN EXPRESS is a passenger ground transportation company that has been providing service since 1993, with operations in Colorado Springs (including southern Colorado), and Breckenridge (including Denver and northern Colorado).

Founded and headquartered, Ramblin Express is operated 24 hours a day by a Team of professionals dedicated to excellence.

More than 150 people make up the Team that operates a modern fleet of nearly 300 vehicles including Motorcoaches, Mini Buses, Vans, Luxury Sedans, Stretch and Superstretch Limousines.

RAMBLIN EXPRESS MISSION To consistently provide the safest, most on-wheel passenger transportation services in a friendly, professional manner.

RAMBLIN EXPRESS VISION An innovative, growing organization established as the Leader in each market served, by offering services with the greatest value to our customers, through the maximized utilization of technology, and a modern fleet operated by the most qualified Team of people in the industry.

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Last modified: January 21, 2009



A Great Optimization Success Story:

The screenshot displays the Ramblin Express website with the following content:

- Navigation:** Home, About Us, Services, Contact Us, and a search bar.
- Header:** RAMBLIN EXPRESS logo and phone numbers for Colorado Springs, Pueblo, and Denver.
- Left Sidebar:**
 - Home (1) / Home
 - Request a Quote
 - Request a Service
 - Services
 - Locations
 - Employee Request
- Main Content:**
 - Easy Moveovers for Corporate Vehicles...**

Ramblin Express is a locally owned passenger group transportation company that has been providing service since 1978, with operations in Colorado Springs and Denver. Our drivers have the ability of modern **TRUCKS**, **TRAILERS**, **VANS**, **SHUTTLES**, **LIMOUSINES** and **LINERS**. **TRUCKS**.
 - Whether you want to improve a client's...**

Whether you want to improve a client's or need a professional limo or shuttle for a special event or evening on the town, the friendly team at Ramblin Express offers value-driven services that always prove **patience**, **professionalism**, and **courtesy**.
 - Some of the convenient transportation services we offer include:**
 - Corporate Shuttle
 - Limousine
 - Group Transportation
 - Event Transportation
 - Special Occasions
 - Wedding Services
- Right Sidebar:**
 - GET A QUOTE QUICK QUOTE
 - BRONCOS
 - CASINO SHUTTLE
 - RAMBLIN EXPRESS
- Footer:** Ramblin Express, Inc. | 1400 North Academy Blvd. | Colorado Springs, CO 80901 | 719.594.1111



A Great Optimization Success Story:



Website Design

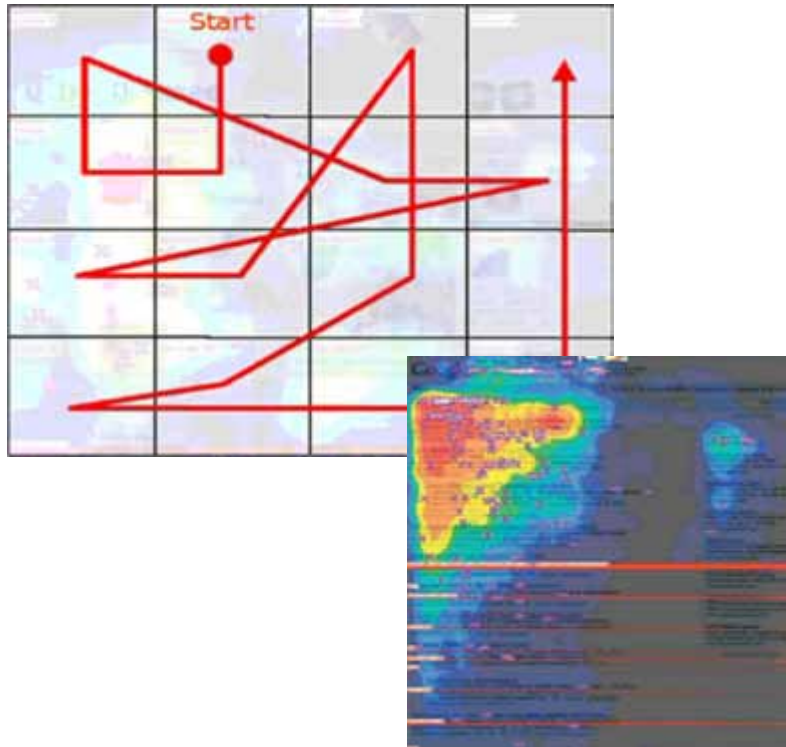


Basic home page design principles

- Priority Zones
- Prominence level distribution
- Navigation
- Search
- Narrow focus of home page



Website Design

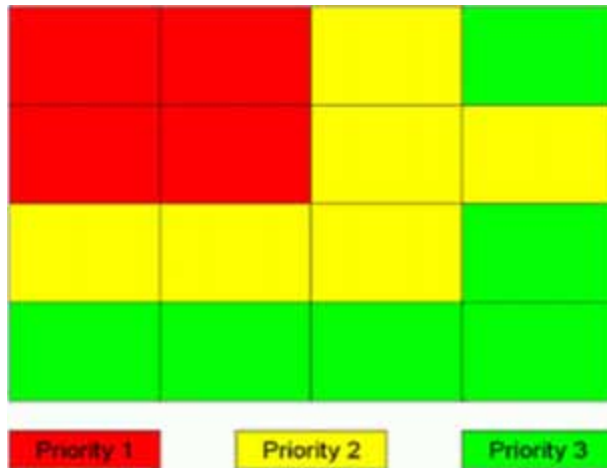


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MCI Customer Website Makeovers

Mission: To enable our customers to gain a viable Internet presence, helping to ensure their continued success and benefiting the motorcoach industry as a whole.



An Example of a Website Makeover



An Example of a Website Makeover



An Example of a Website Makeover



Summary

- Why a Website?
- Where to begin
- Message
- The Virtual Experience
- Marketing Ideas
- Building Relationships
- Social Media
- Analytics
- Optimization
- Design
- fyi@mcicoach.com



Thank you for attending

A webinar survey will be sent immediately following this session. Your feedback is critical to providing insightful and timely webinar sessions that help you in your business. Your time is greatly appreciated. If you have any additional questions, please contact me at alice.lemon@mcicoach.com or call 847-285-2175.

