

ansira



ELECTRIC VEHICLES

A Practical Guide

ELECTRIC VEHICLES A PRACTICAL DEALER GUIDE

To compete in this emerging market, automakers are investing billions to electrify their vehicle lineup and are asking dealers for facility upgrades that often come with a hefty price tag. Although co-op advertising and incentive programs are designed to help dealers move existing vehicles off the lot, the EV market is a little different. To be successful, dealers will need to stimulate demand in their local markets with a more proactive approach and careful consideration for how they advertise national and local tax incentives.

10%

Of new car sales are projected to be EV by 2025.*

*IHS Markit, 2022





ELECTRIC VEHICLES A PRACTICAL DEALER GUIDE

Dealerships need to prepare to sell and service a vehicle with a vastly different design from the vehicles they've been selling and servicing for decades. Not to mention, be ready to supply a charge as well.

From a dealership facilities perspective, the investments required to house EVs include:

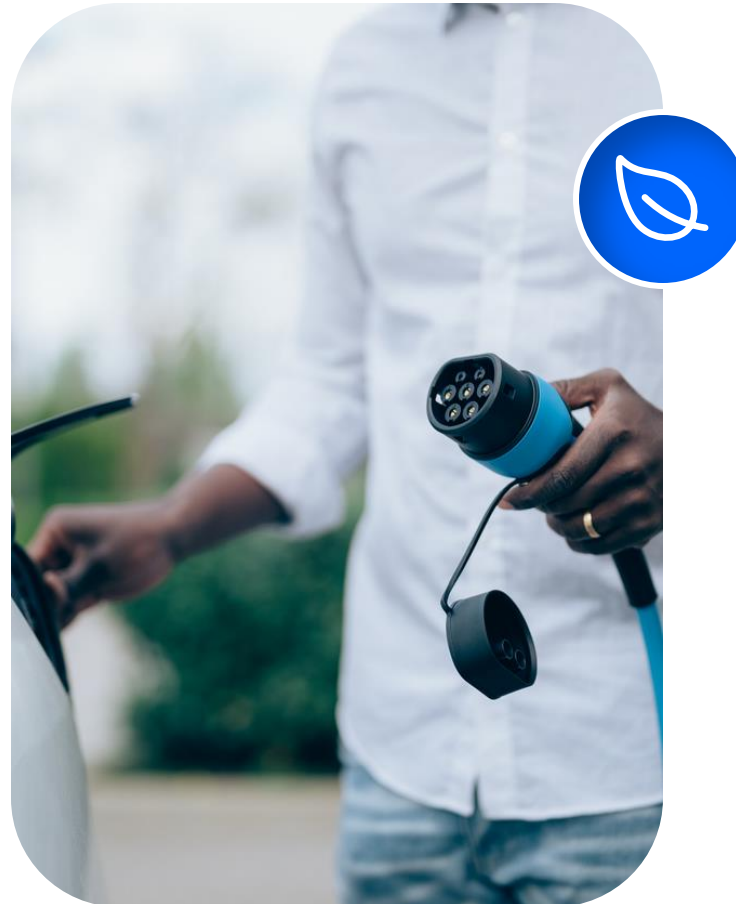
- Charging stations
- Special service bays with EV-centric lifts
- Specialized tools
- Quarantine areas
- Dedicated showroom space
- Sales and Service team members with technical EV training and certifications



ELECTRIC VEHICLES A PRACTICAL DEALER GUIDE

Dealers need to be equal parts evangelist, teacher, and advocate for the EV prospect buyer. Consumers have countless questions surrounding the financial and environmental benefits of purchase. And questions remain on battery range and availability of fueling stations. In order for customers to make a fully informed purchase decision, be prepared to help them answer questions on:

- Performance
- Maintenance
- Warranty
- Safety
- Resale value



OEM ACTION: As the market moves past the “low hanging fruit” buyers and require franchised auto dealers to acquire a new set of skills for EV marketing efforts, the time is now to help prepare them with financial, marketing and training support.

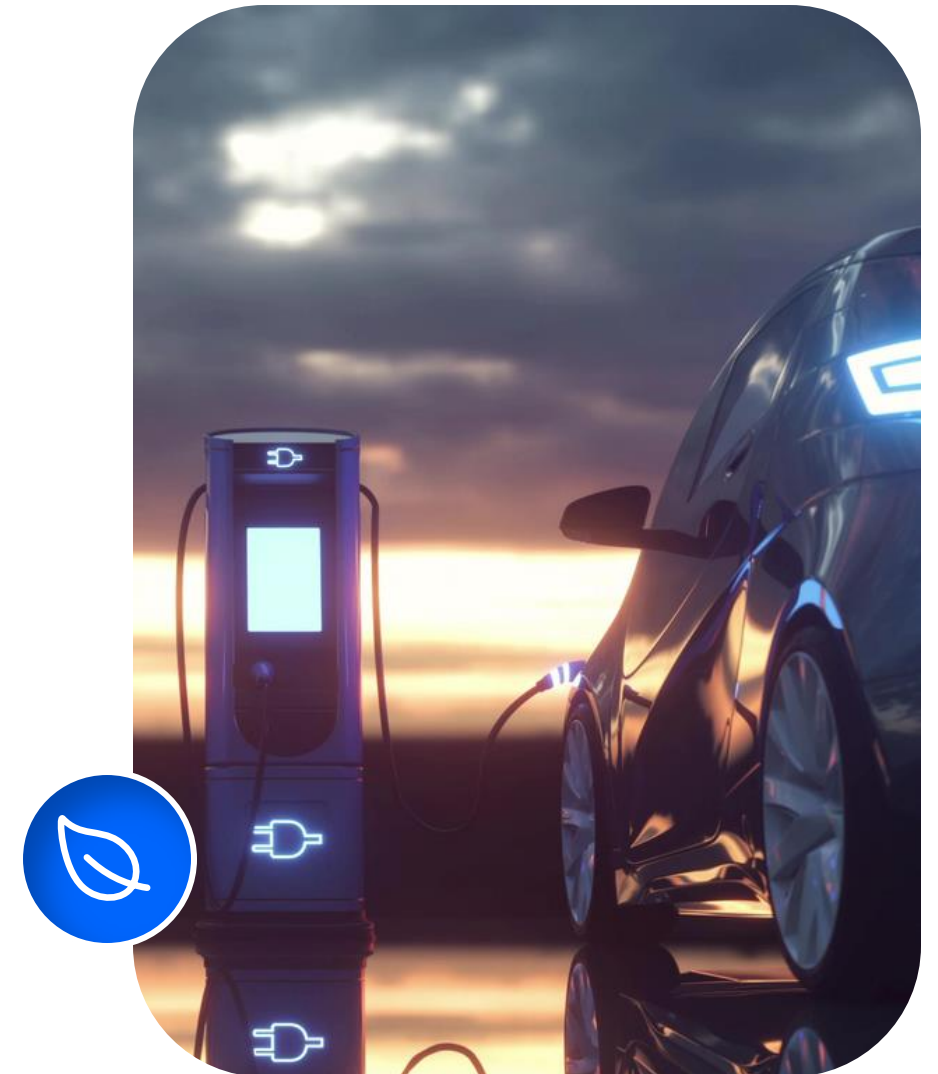
ELECTRIC VEHICLES A PRACTICAL DEALER GUIDE

Electric vehicles continue to grow in popularity. But there are many factors a customer must consider when exploring the purchase of an electric vehicle. Now is the time to adjust your dealership's website strategy so that you can answer their questions and capture their business. Optimizing your website is the first step in making sure these customers can get the information they need over the course of their buying journey.

36%

of Americans plan to buy an EV or are seriously considering doing so.*

*Consumer Reports, 2022





ELECTRIC VEHICLES A PRACTICAL DEALER GUIDE

Our practical website optimization tips will help to:

1. Drive awareness of EV models in commonly used website areas
2. Offer shoppers tools and content to make an informed decision
3. Give customers specific vehicle information tailored to the models they are interested in





**DRIVING
AWARENESS**



**Ansira Website
Platform**



DRIVING AWARENESS

When customers shop your website, they may not know if you carry electric vehicles, so you need to showcase them in places customers are already visiting. These main areas are:

1. NAVIGATION

2. HOMEPAGE

3. VEHICLE SEARCH RESULTS

4. VEHICLE DISPLAY PAGE

CROSSOVERS & SUVS

SEDAN & HATCHBACKS

SPORTS CAR

ELECTRIC

MAZDA CX-30

MAZDA CX-5

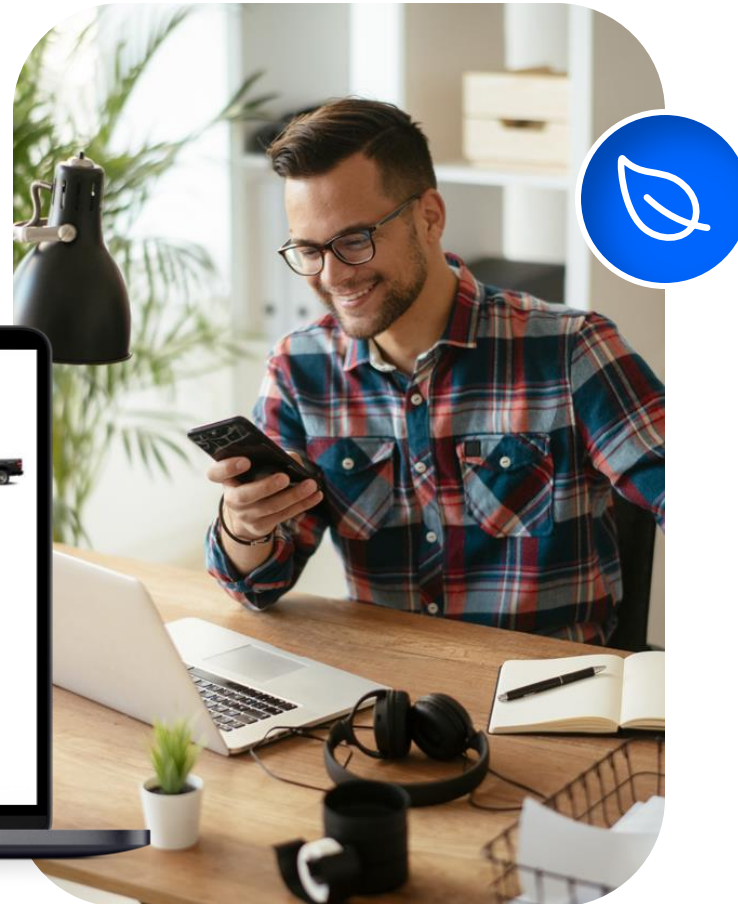
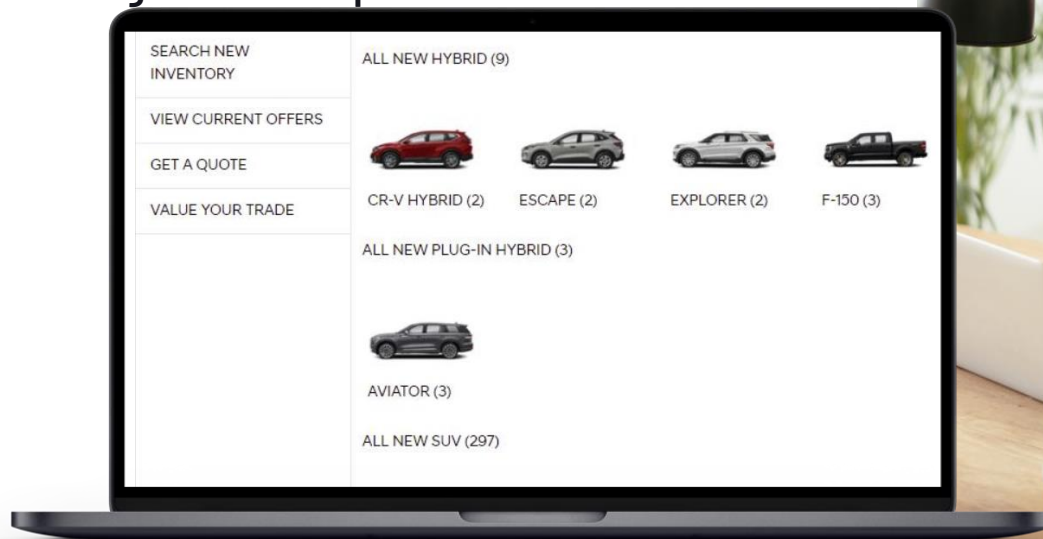
MAZDA CX-50



DRIVING AWARENESS

Customers typically start their search in the navigation, here are some ways you can capture their attention immediately after they land on your website.

Navigation example featured below.



Navigation

- Create main navigation items related to EV models and/or FAQ on EVs
- Add sub-navigation item within vehicles tabs
- Customize enhanced navigation to showcase multiple fuel types

DRIVING AWARENESS

Homepage

As customers scroll down the homepage to learn about your dealership and offers, it's important that you have electric vehicles as part of your models as shown in the examples here.

MODEL

0 Vehicles

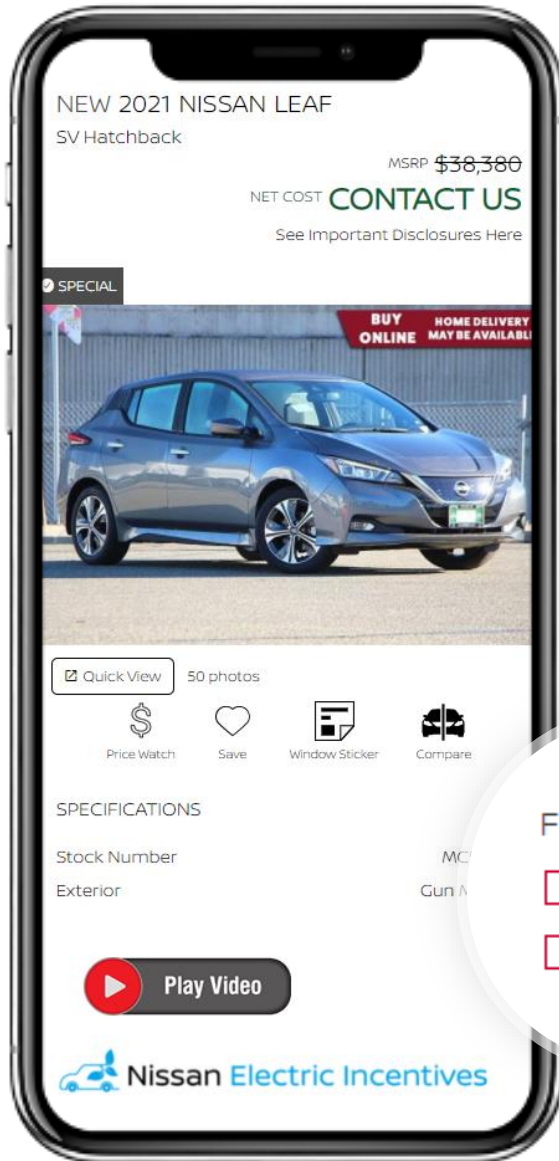
[VIEW INVENTORY](#)

CROSSOVERS & SUVS SEDAN & HATCHBACKS SPORTS CAR **ELECTRIC**

MAZDA CX-30 MAZDA CX-5 MAZDA CX-50



The image shows a navigation bar with four categories: 'CROSSOVERS & SUVS', 'SEDAN & HATCHBACKS', 'SPORTS CAR', and 'ELECTRIC'. The 'ELECTRIC' category is highlighted with a blue border. Below the navigation bar, three Mazda SUV models are displayed in a row: 'MAZDA CX-30' (dark blue), 'MAZDA CX-5' (white), and 'MAZDA CX-50' (light blue). Each car is shown from a side profile view. Navigation arrows are visible on either side of the car images.



DRIVING AWARENESS

VSR/VDP

- Include Fuel Type filter on VSR
- Add EV badge (or program logo) to eligible vehicles and link to landing page for more information

FUEL TYPE

Electric (7)

Gas (170)

PRACTICAL EXAMPLES

In addition to searches that indicate a sales intent, many people look for EV information independent of model or brand. We recommend focusing content around 4 primary categories:

1. Range anxiety
2. EV charging
3. Costs and savings
4. Safety and performance

The keywords showcased to the right were developed by Ansira's Digital Performance Strategy Team and can be customized and added onto almost any page independently or used throughout a single landing page to drive EV engagement on your website.

- Ad EV Program Landing Page
- Add link to all electric vehicles (new and preowned)

SEO Target Examples

Keyword	Search Volume /Month (SEMRush, US)
How long does it take to charge an electric car	27,100
How much does it cost to charge an electric car	33,100
How Long do electric car batteries last	5,400
Electric vehicle charging stations	27,100
Electric cars for sale	33,100

CONTENT BLOCK EXAMPLE

You can use keyword search terms in content blocks to answer common search queries and boost your site's search engine optimization.

**EV
Battery
Information**



**Emissions
and Energy
Efficiency**



**Reduced
Maintenance
Requirements**



**Reduced
Operating
Costs**



EFFICIENCY COST, & MAINTENANCE

CONTENT BLOCK EXAMPLE

CHARGE & RANGE

CHARGING IS EASY

Charging your vehicle is as simple as plugging in your smartphone. Whether it's starting your day with a full charge or utilizing a network of over 40,000 public stations, Chevrolet provides the tools to ensure a convenient experience.

CHARGE ANYWHERE.

Standard
120-Volt Portable Charge
Cord

Offers about 4 miles of range per hour of charge and is a great option for overnight charging. Just plug in anywhere there's a 3-prong outlet.

[Important Information](#)



CHARGE AT HOME.

Available
240-Volt/32-AMP
Charging Unit

Offers up to 25 miles of range per hour of charge time and is the fastest, most recommended way to charge at home (professional installation required).

[Important Information](#)



CHARGE ON THE GO.

Available
DC Fast Charging

Offers up to 100 miles of range in about 30 minutes of charge time and is available for public use.



HOW MUCH DOES IT COST TO CHARGE AN ELECTRIC CAR?

HOW LONG DOES IT TAKE TO CHARGE AN ELECTRIC CAR?

HOW LONG DO ELECTRIC CAR BATTERIES LAST?

HOW LONG DO ELECTRIC CAR BATTERIES LAST?

Electric car batteries are designed to last for many years, with most manufacturers offering warranties of 8 years or more. However, it's important to note that battery life can vary depending on how the car is used. For example, battery life will be shorter if the car is frequently driven in very cold or very hot weather, or if it's used for a lot of stop-and-go city driving. That said, electric car batteries typically retain a large portion of their original capacity even after many years of use, so they should still be able to power the car for long distances even as they age.

CONTENT BLOCK EXAMPLE

FUEL ECONOMY – WHAT DOES IT MEAN?

FUEL MILEAGE EXPLAINED

The distance a car could travel on a tank of gasoline is calculated by the mile per gallon it gets. The size of the vehicle, drivetrain (4WD or 2WD), engine horsepower, Electric Hybrid, or Electric technology all play a huge role in calculating the miles per gallon of a vehicle. The numbers like small cars with hybrid capabilities and a low overall weight that just barely tips the scales vs the number for a large truck or SUV will be very different. While fuel mileage can decrease during the life of a car, maintenance and regular drives are the easiest ways to prevent a drop in your fuel economy.

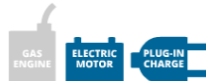
ELECTRIC VEHICLE RANGE-PER-CHARGE

When you're looking at EVs, be sure to check the "range-per-charge" for the vehicle. This is the number of miles the car can typically drive between full charges. For example, if the range per charge for an EV is 100 miles and your daily commute is 30 miles, you should be able to go about 3 days between charges (30mi + 30mi + 30mi = 90mi). EV range varies significantly between models.

THINGS TO KNOW ABOUT EVS

There are various types of EVs available; these are the three most common:

Battery Electric Vehicles (BEVs or AEVs)



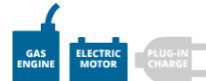
Battery Electric Vehicles have a battery and an electric motor instead of a gas tank and an internal combustion engine. Sometimes BEVs are also referred to as "All Electric Vehicles" or "Plug-in Vehicles" (not to be confused with Plug-in Hybrid Electric Vehicles). They run entirely on electricity and do not produce any exhaust from the burning of fuel.

Plug-in Hybrid Electric Vehicles (PHEVs)



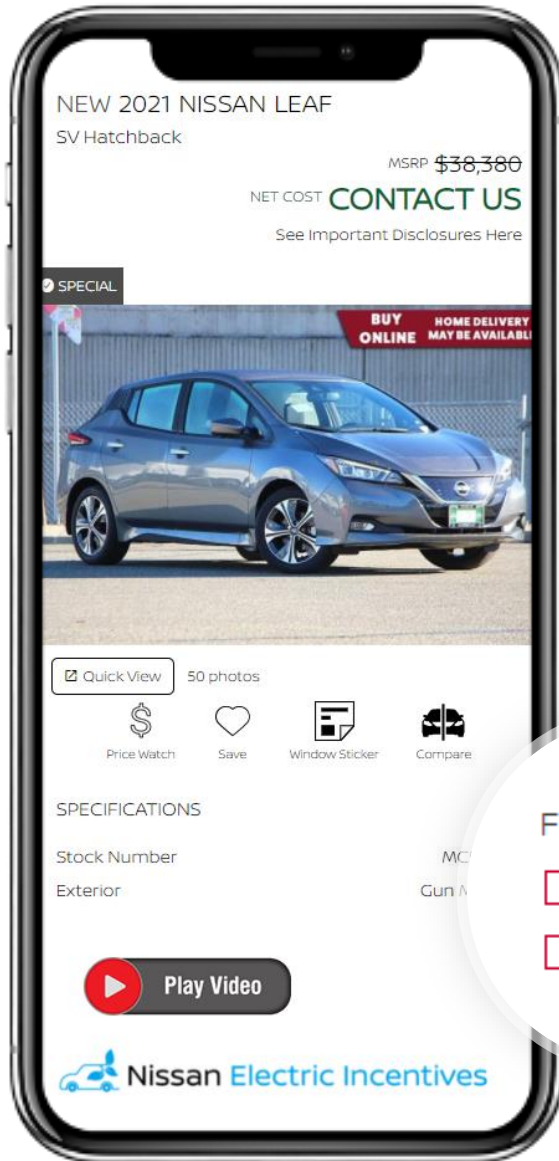
Plug-in Hybrid Electric Vehicles have an electric motor AND a gas-powered internal combustion engine. Some PHEVs operate exclusively, or almost exclusively, on electricity until the battery is nearly depleted, then the gasoline-powered engine turns on to provide power. Like Battery Electric Vehicles, PHEVs can be plugged in to charge the battery when the vehicle is not in use.

Hybrid Electric Vehicles (HEVs)



Hybrid Electric Vehicles have an electric motor AND a gas-powered internal combustion engine, and don't plug-in for charging. HEVs can have substantial range on a single tank of gas, but they still burn fossil fuel, produce carbon emissions, require trips to the gas station and scheduled engine-maintenance. An HEV may be an ideal choice for those with extended commutes and limited charging system access.

GENERAL FUEL ECONOMY & EV TYPES



EV VEHICLE MERCHANDISING

FUEL TYPE

Electric (7)

Gas (170)

EV MERCHANDISING

Models

Customers searching for vehicle information relating to EVs will want to access that information easily on your site. Your OEM will typically feed these pages automatically and it's then up to you to showcase them. We recommend doing that in the following way:

1. Navigation link to EV model research pages
2. Homepage model carousel to include links to those models
3. Enable personalization so if a customer's profile matches an EV shopper, those models are prioritized



2022 CHEVROLET BOLT EUV

SEARCH INVENTORY

VIEW OFFERS

LEARN MORE



2022 CHEVROLET BOLT EV

SEARCH INVENTORY

VIEW OFFERS

LEARN MORE

EV MERCHANDISING

Vehicle Details

It's important to give your customers details on the engine type within the details of each vehicle. Offering Fuel Type and MPG will help them to continue their journey towards purchase.

New 2023 Honda HR-V
EX-L AWD CVT
MSRP \$29,090
MSRP \$29,090

Home > New > 2023 > Honda > HR-V > EX-L AWD CVT

SPECIFICATIONS	
VIN	7F0R0E6D9JG010000
FUEL ECONOMY	24 CITY / 31 HWY
ENGINE	2.0L I4
EXTERIOR	PLATINUM/WHITE TRIM
INTERIOR	BLACK
ENGINE	2.0L I4
MODEL CODE	ACT/HRV
MSRP	\$29,090
TRANSMISSION	AUTOMATIC
BODY STYLE	SPORT UTILITY

Stock Number: FN700473
Fuel Economy: 24 CITY / 31 HWY
MSRP: \$29,090

SET THIS VEHICLE CALL MY TRADER ASK FOR PRICING WATCH PRICE

SEO – EV SALES KEYWORD PAGE

Landing pages, although admittedly overused by website owners and SEO's worldwide, can have a very efficient appeal when targeting a niche group of keywords. We can put a simple page template to good use when targeting queries associated with EV sales intent.

If you have EV inventory to sell and can branch away from informational material into the competitive realms of highly searched, local sales intent queries, consider creating a SEO sales keyword hub page. Be sure to:

1. Target high level sales intent EV query
2. Use easy-to-add inventory cards, OEM/Model specific info, and customized locations or brands
3. Link out to OEM model pages, EV customized inventory feeds, specials and more



WHAT IS AN ELECTRIC CAR?

Electric vehicle technology has rapidly progressed over recent years, with new and previously inconceivable innovations helping drive this new way to view transportation in a modern world. With quantum leaps in electric motor and battery cell high-tech mechanics, automotive OEMs across the globe are racing to switch their model line focus to specialize in electricity as opposed to gasoline combustion.

While there is still much work to be done in the means of battery car charging station networks to support this wave of new vehicles, the path to this very near future of automotive is quickly taking shape.

According to a 2021 Consumer Reports article, over 100 BEV (Battery Electric Vehicles) will be hitting



TIM NGUYEN'S GM TEST SITE

2200 1st Avenue South Seattle WA 98104 US

Sales: (000) 000-0000

[GET DIRECTIONS](#)

EV SALES KEYWORD PAGE SETUP

SEO Setup Suggestions:

- URL: /electric-cars-for-sale
- Title Tag: Electric Cars For Sale - %DEALER_NAME%*
- Meta Description: %CITY%, %STATE electric cars for sale at %DEALER_NAME% - EV Dealers near you

Page Setup Suggestions:

- Add fuel type or mileage filtered model rotator card
- Add links to EV model landing pages or MLPs
- Embed Google Map with store location or charging station if available
- Link to fuel type filtered inventory or special feeds
- Link from Nav and homepage if appropriate

*text like %THIS% are called autofills. They will automatically generate in response to settings on your site and pages to render the correct content.

SEO Target Examples

Keyword	Search Volume /Month (SEMRush, US)
Electric vehicle charging stations	27,100
Electric cars for sale	33,100
Electric vehicle	22,200
Battery car	14,800
Hybrid cars	110,000

ELECTRIC VEHICLES A PRACTICAL DEALER GUIDE

Ansira's EV Start Program leverages our deep expertise in supporting auto clients as they dive into emerging markets. Designed to help dealerships create the reporting and infrastructure to become EV ready, the EV Start Program assists dealers in managing the rollout. It keeps them informed every step of the way while facilitating dealer subsidy payments based on the receipt of proof of investment performance.

Some of Ansira's [proprietary technology](#) and [channel partner services](#) that support clients in the EV rollout include:

- A custom program website to serve as an information hub for dealers and field teams to access all EV launch resources and timelines
- Dealership report cards that display and track the requirements and completion
- A mechanism to collect data on and audit customer-facing chargers to both ensure installations meet compliance requirement and help create a more robust charging network
- Facilitating the dealer enrollment process and track/display that information on the website
- Managing a contact list of "EV Lead Employees" and providing relevant communication to this group
- Dedicated EV Program Headquarters Team that can answer calls and emails from both the dealers and the OEM field team



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OUR COMMITMENT TO YOU

Having a solid EV strategy will help you educate and win shopper loyalty, plus it will give you a leg up on your competition.

If you need help implementing any of these strategies, we are here to help.

Reach out at automotive@ansira.com





THANK YOU!

Let's Connect And Talk About It

ansira.com