

What Happens When a Website Performs?

Steve Lucas



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Steve Lucas is an entrepreneur at heart. He believes that success comes from leveraged risks, guts, and failures. This belief has guided him throughout his successful career.

For over 42 years, Lucas' entrepreneurial nature led him to new and exciting opportunities. He has experience in construction, digital marketing, and app development. His passion for driving sales and expertise in the digital landscape made him a perfect fit at The Storage Group. However, Steve will tell you it is his strong research ability that led him to the company.

Steve Lucas' journey with The Storage Group began in 2013 as the Director of Sales. Two years later, he took on the challenge of Chief Operating Officer. He became a partner in 2018. Now, as Chief Executive Officer and Managing Partner of The Storage Group, Steve continues to fuel his entrepreneurial spirit by leading the self-storage marketing company. He remains eternally grateful for the opportunity

Why a Great Website is Crucial

91%

of consumers use the internet to look for local goods or services

64%

of consumers prefer to buy from businesses they can contact online

93%

of consumers use the internet for research before making a purchase

What Makes a Good Website?



User Friendly

- Optimal Design
 - Easy to Read Fonts - Times New Roman, Verdana, Arial, Tahoma, Helvetica.
 - Quick Load Time - Under 2 seconds
 - Clear Call to Actions
 - Customers can find what they are looking for
- Mobile Friendly
- Relevant Content

Search Engine Optimization (SEO)

- Def: the process of increasing the quantity and quality of traffic to your website through free organic search results.
- SEO is vital to driving renters to your website
- Customers are searching...a lot.
 - In fact, consumers now do as much as 70% of their purchasing research online before they ever get into a sales conversation.

Offer a New Experience

- Customers want eCommerce, creating a streamlined eCommerce experience for your site guarantees customer satisfaction and increased conversions
 - Moving away from traditional rental tools
 - Implementing an online rental suite
 - Rental suites are intuitive platforms focused on enhancing the consumer experience
 - More secure, streamlined, and simpler to use than traditional tools

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Increased Conversions

- A website conversion happens when a visitor completes a desired action such as:
 - Filling out a lead form
 - Clicking to Call
 - Making a Reservation
 - Renting a Unit

Conversion Funnel



People Searching Online for a Storage Facility



Website Visitors



Lead Forms/ Reservations/ Calls



Move-Ins

Increased Visibility

- Increase rankings by following SEO best practices
- Increased SEO brings more viewers to your site
- More visitors pushes people further into the funnel

Stor-U-Self, www.storuself.com/

Multi-Location Facility Example - MA, CT, RI

	Start April 30th - May 31st, 2020	End April 30th - May 31st, 2021	% Increase
Web Traffic	3,863	5,652	46%
Reservations	20	41	105%
Move Ins	8	13	62.5%
Payments	31	52	68%

SERP Rankings

Stor-U-Self, www.storuself.com/

Multi-Location Facility Example - MA, CT, RI

	Start April 30th - May 31st, 2020	End April 30th - May 31st, 2021
1st Position	142 Keywords	186 Keywords
2nd - 5th Position	37 Keywords	30 Keywords

Single Facility Example High Population (>150k)

- Ohio

	Start Sept 15th - Oct 15th, 2020	End Aug 24th-Sept 24th, 2021	% Increase
Web Traffic	630	1,633	159%
Move Ins	1	5	400%
Payments	0	44	Infinity%

Single Facility Example High Population (>150k)

SERP Rankings

	Start April 30th - May 31st, 2020	End April 30th - May 31st, 2021
1st Position	26 Keywords	62 Keywords
2nd - 5th Position	14 Keywords	71 Keywords

119 Self Storage, www.119self-storage.com

Single Facility Example Low Population (<150k) - Colorado

	Start Aug 18th - Sep 18th, 2020	End Aug 18th - Sep 18th 2021	% Increase
Web Traffic	138	697	405%
Reservations	4	12	200%
Move Ins	3	15	400%
Payments	1	47	4600%

SERP Rankings

119 Self Storage, www.119self-storage.com

Single Facility Example Low Population (<150k) - Colorado

	Start April 30th - May 31st, 2020	End April 30th - May 31st, 2021
1st Position	12 Keywords	20 Keywords
2nd - 5th Position	12 Keywords	25 Keywords

Better Customer Experience

- Customers are used to 24/7 access to services
- ClickandStor® allows customers to claim and pay for a unit any time, any where
 - Cart Abandonment Emails and Coupons bring people back to your site to finish a move in.
 - 3-D Calculators help customers to decide the size of the unit and increase satisfaction

ClickandStor® Data

	04 - 08/2020	04 - 08/2021	% Change
Actual reservations	\$345,230	\$796,000	130%
Abandonment emails generated	6,169	10,050	63%
Estimated Total Move ins	12,686	15,393	21%
Payments made	101,941	132,702	30%

Going Beyond Your Website

The image features a dark blue background with a curved orange shape on the right side. The text "Going Beyond Your Website" is written in white, sans-serif font, positioned in the upper left quadrant.

Follow Up

- Customer Service is Key
 - Follow up to close leads.
 - Reservations are warm leads but not bringing in any money until they are a move in.

World Wide Web

- Reviews and Reputation Management
- Social Media
- eMail Marketing
- Paid Search
- Local Listings

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