

Winner's writing process - Car Rental Website

What Specific Business Objective am I seeking to accomplish?

- Collect customers through Google search ranking and have them click on the business website link. Rent cars. Local landing pages funnel them in.

What Part Of The Funnel Is Needed?

- New build of website, SEO. The client's old Squarespace website is outdated and lacks security. New site will be built on 10web/Wordpress. Transfer Domain.

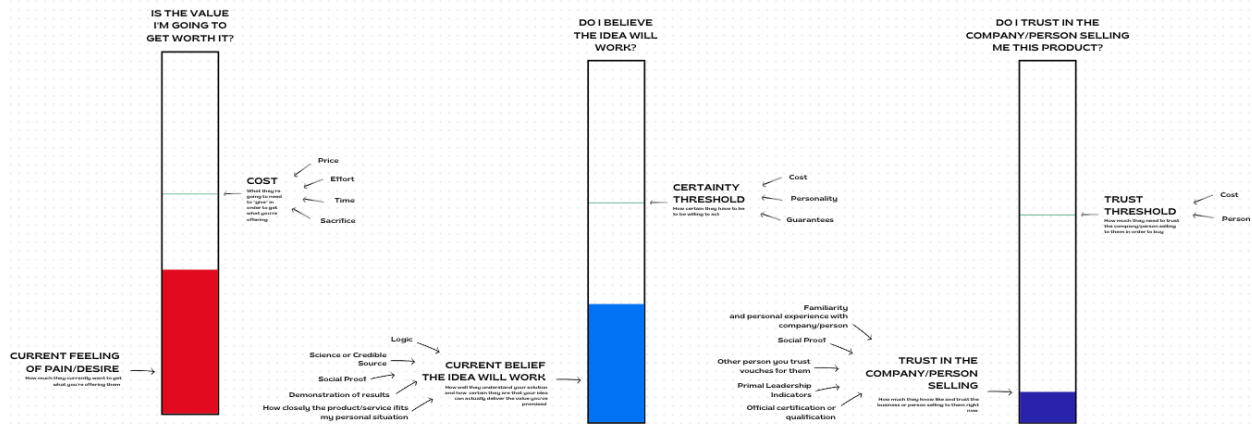
Who Am I Talking To?

- Talking to primarily males 25-54.
- Business and military professions there is a base in town and the personnel often rent with this business.
- Holiday travelers.
- Families going on vacation or visiting family in/out of town.

Where Are They Now?

- They have searched for car rentals and have clicked on the link to the website that takes them to a landing page or the home page.

STARTING POINT



Awareness Level 3-4

They are aware of the solution. Most are unaware of the product (the local rental dealership service that can help them). Some are aware of the product. I can gear the copy to both.

Sophistication Level 2

This is the only truly home-town locally owned rental company in around 90 miles of the business's location. People have been known to come from nearly that far away already. Hence why we're comfortable widening the net like this.

There are national companies, and one has a presence in their town, but no physical office location.

Roadblocks:

- They have a shit car that they don't trust to travel long distances.
- They have no car.
- They don't want to put miles on their car because it's either old, unique, or a lease.
- Their car is not big enough for the need.

Current state

- Want a reliable car to travel.
- Want a larger car to travel.
- Want to look good to their peers and business relations.
- Pained that they cannot just go on their trip without the issues above.
- Stressed that they have to deal with this.

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- Positive customer language:

- Following a vehicle breakdown on the way to a very important next day business meeting, both the above offices of Enterprise **moved heaven and earth** to find me a rental car at short notice, collected me from home at some considerable distance, and worked after weekday closing to get me on the road. Can't recommend highly enough, **everyone pleasant, helpful** and seemed to **all be in a days work** despite all their efforts. Thanks guys, absolute life saver.
- my rental car service i gotten from the enterprise in douglasville ga on fairburn rd was **immaculate!** the car was **pristine** and **kids loved it....**the manager and team was **excellent** and i will be a forever customer of enterprise.....thank yall for a **great experience**
- We hired a small SUV from Enterprise in Nice Airport and returned it to Carcassonne Airport. The staff were **very helpful and friendly** in both locations especially in Carcassonne where I have rented feom many times and found them to be excellent. The range of vehicles and the standards are superb. **Good value for money.**
- Rented a pick-up truck at Enterprise Las Vegas **Airport. Great and friendly service.** **Almost no waiting time.** Great car. En route encountered a technical issue with the car. Was **compensated for the inconvenience.** All in all an **excellent experience.** Will hire there again. Thank you Enterprise
- I experienced two great Enterprise offices on my vacation. When the train was several hours late arriving in Grand Junction, CO, the Enterprise office **called me with solutions for picking up my reserved car.** Then, when I injured myself, Hunter in Moab, UT, **added my brother as a driver** for **no cost.** Finally, when I returned the car in Grand Junction, another **pleasent** young man named Hunter, **gave me a drive** to the train station. Thank you all.

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- Negative customer language

- Awful customer experience. Take your money easily - when you phone on the phone number provided it goes unanswered no matter how often you call or what time of day.

Online chat - **totally useless at solving any issue** other than referring you to T&C's.

TERRIBLE. Use anyone but this organisation. My **worst customer experience** yet!

- Hired a car took money refused to give me the vehicle as I don't have a credit card to take the deposit when previously they've used my debit card.
- Woman on counter on counter **refused to show me this in terms and conditions** said **didn't have time then turned away and started scrolling through Facebook on her phone**
- Don't bother paying for any extras you won't get them and they just take the money and **ignore you**. **Paid for** SatNav, **didn't get it** so then had to **pay for data** so we could do our road trip in the US. So **cost us way more than it should** have to just see how to get somewhere. We've tried contacting them over the last month and **just been ignored** once it was 'escalated' to management.
- I deeply, **deeply regret ever picking up the phone** to Enterprise. Do not think you can **rely on them** to **provide the service** they advertise - they will **let you down** at the last minute. Just hire a removals company, or search around for a man with a van.

We had two vans booked a week in advance. One was **cancelled** at 5pm the day before we were due to collect it, the other was **cancelled** at 5pm on the day of collection! The member of staff on the phone **hung up on me after breaking the news**, despite me remaining calm. I had to drive to the branch just to talk to someone to ask for a refund. I was told the refund was prepaid and would be in my account within 4 days. This also turned out to be **a lie**, as it is going to 8 to 10 working days.

In the end, we managed to hire a team of two men and a Luton van from Coventry. It cost less than the two vans from Enterprise that we never got. **Save yourself the stress** and **avoid** Enterprise **like the plague**.

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Where do I want them to go?

- I want them to go to call and book for a rental using one of the CTA buttons, or the booking page.

SEO specific copy:

Home page front fold headline and subhead

“The best car rental company in Alpena”

“We're a locally owned and operated Auto Rental company serving Alpena and the surrounding areas, including our local airport.”

“Whether you need a rental for business or personal use, a one day car rental, or long term car rental. We've got you covered.”

Subhead 2

“Book your auto rental today and experience the best service in the Alpena area. We offer a wide range of rental vehicles to meet your needs, all at affordable prices.”

Website rough draft

Local landing page template:

<https://crossroads-auto-rental.10web.me/posen/>

Home page:

<https://crossroads-auto-rental.10web.me/>

Keywords:

Saved Keywords Stats 2024-07-08 at 06_20_06								
June 1, 2023 - May 31, 2024								
Keyword	Segmentation	Avg. monthly searches	Three month change	YoY change	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
	All	8312100.0						
	United States	8312100.0						
car rental		5000000.0	0%	0%	Medium	34	1.61	4.86
auto rental near me		500000.0	0%	0%	Medium	36	1.36	3.98
car rental near me		500000.0	0%	0%	Medium	36	1.36	3.98
vehicle rental near me		500000.0	0%	0%	Medium	36	1.36	3.98
airport car rental		50000.0	0%	0%	Low	29	1.71	4.47
airportrentalcars		50000.0	0%	0%	Low	29	1.71	4.47
best car rental company		50000.0	0%	0%	Medium	41	2.01	6.53
car rental agencies		50000.0	900%	900%	Low	20	1.28	3.43
car rental com		50000.0	0%	0%	Medium	51	0.83	4.49
car rental companies		50000.0	0%	0%	Medium	36	1.53	4.73
car rental company		50000.0	0%	0%	Medium	36	1.53	4.73
car rental places		50000.0	0%	0%	Medium	37	1.34	4.56
car rental places near me		50000.0	0%	0%	Medium	37	1.21	3.75
car rental prices		50000.0	0%	0%	Medium	34	0.51	2.16
car rental with debit card		50000.0	0%	0%	Medium	45	1.73	5.71
carrentals		50000.0	0%	0%	Medium	50	1.26	3.98
carros de renta		50000.0	0%	0%	Medium	36	0.64	2.50
cheap rentals		50000.0	0%	0%	Low	33	0.64	3.12
long term car rental		50000.0	0%	0%	Medium	54	0.94	3.97
luxury car rental		50000.0	0%	0%	Medium	37	0.66	2.71
minivan rental		50000.0	0%	0%	Medium	54	0.90	3.20
monthly car rental		50000.0	0%	0%	Medium	54	0.88	3.13
one day car rental		50000.0	0%	0%	Medium	40	0.96	3.87
one way car rental		50000.0	0%	0%	Medium	51	1.12	3.58

pick up rental		50000.0	0%	0%	Medium	46	0.67	2.95
rent a pickup truck		50000.0	0%	0%	Medium	46	0.67	2.95
rent a pickup truck near me		50000.0	0%	0%	Medium	44	0.63	2.66
rent a van		50000.0	0%	0%	Medium	52	0.59	2.75
rent a van near me		50000.0	0%	0%	Medium	49	0.69	2.58
renta de carros cerca de mi		50000.0	0%	900%	Low	33	0.58	2.30
rental car rates		50000.0	0%	0%	Medium	34	0.51	2.16
rental companies		50000.0	0%	0%	Low	12	0.94	4.99
rentalcars		50000.0	0%	0%	Medium	46	1.82	4.25
renting truck		50000.0	0%	0%	Medium	47	1.06	5.46
suv rental		50000.0	0%	0%	Medium	48	0.95	3.42
24 hour car rental		5000.0	0%	0%	Medium	36	1.24	3.91
7 seater car hire		5000.0	0%	0%	Medium	54	1.06	3.76
7 seater car rental		5000.0	0%	0%	Medium	54	1.06	3.76
8 passenger van rental		5000.0	0%	0%	Medium	49	0.66	2.58
8 seater car rental		5000.0	0%	0%	Medium	55	0.85	3.43
airport rental		5000.0	0%	0%	Medium	38	1.57	4.48
auto rental		5000.0	900%	900%	Low	31	1.45	4.70
best car rental		5000.0	900%	900%	Medium	43	1.85	5.60
best car rental sites		5000.0	0%	0%	Medium	44	2.40	7.02
best place to rent a car		5000.0	0%	0%	Medium	54	1.80	6.09
best way to rent a car		5000.0	0%	0%	Medium	54	1.96	6.19
budget airport		5000.0	0%	0%	Low	13	0.61	3.23
car hire near me		5000.0	0%	0%	Medium	43	1.10	3.51
car rental fill airport		5000.0	0%	0%	Medium	42	2.02	6.14
car rental nice		5000.0	0%	0%	Medium	50	2.10	6.83
car rental service near me		5000.0	0%	0%	Medium	40	1.42	4.83
car rental services		5000.0	0%	0%	Low	33	1.60	5.58
car rental sites		5000.0	0%	0%	Medium	42	1.85	5.58
cheap van rental		5000.0	0%	0%	Medium	53	0.98	3.60
cheapest car rental without credit card		5000.0	0%	0%	Medium	46	1.12	3.95
cheapest place to rent a car		5000.0	0%	0%	Medium	49	1.25	4.29

cheapest rental car company for under 25	5000.0	-99%	0%	Low	29	1.34	4.88
convertible car rental	5000.0	0%	0%	Medium	49	0.66	2.82
electric car rental	5000.0	0%	0%	Medium	42	0.96	3.79
fil car rental	5000.0	0%	0%	Medium	46	2.29	5.91
hourly car rental	5000.0	0%	0%	Medium	45	1.07	4.58
large suv rental	5000.0	0%	0%	Medium	53	1.16	4.10
local car rental	5000.0	0%	0%	Medium	41	1.21	4.56
local car rentals near me	5000.0	0%	0%	Medium	47	1.14	3.80
one way car rental near me	5000.0	0%	0%	Medium	46	1.23	3.36
one way cargo van rental	5000.0	0%	0%	Medium	55	1.31	7.11
one way rental	5000.0	0%	0%	Medium	51	1.21	3.81
personal car rental	5000.0	0%	0%	Medium	34	1.21	5.94
premium car rental	5000.0	0%	0%	Medium	35	1.00	3.60
private car rental	5000.0	0%	0%	Medium	38	1.14	4.95
prom car rentals	5000.0	0%	0%	Medium	42	0.82	2.77
rent a car for a month for 300	5000.0	0%	0%	Medium	55	0.63	2.60
rent a car from private owner near me	5000.0	0%	0%	Medium	55	0.72	2.74
rent a passenger van	5000.0	0%	0%	Medium	54	0.68	2.67
rent my car	5000.0	0%	0%	Low	26	1.55	8.01
rent your car	5000.0	0%	0%	Low	26	1.55	8.01
rental car com	5000.0	0%	0%	Medium	53	1.37	5.76
rental car companies near me	5000.0	0%	0%	Medium	38	1.44	4.66
rental cars com	5000.0	0%	0%	Medium	47	1.61	4.07
rental cars dfw	5000.0	0%	0%	Medium	48	2.70	7.05
rentalcars near me	5000.0	0%	0%	Medium	46	1.28	4.28
short term car rental	5000.0	0%	0%	Medium	52	0.96	3.78
suv car rental	5000.0	0%	0%	Medium	49	1.04	3.85
suv rental near me	5000.0	0%	0%	Medium	52	1.18	4.27
vehicle rental	5000.0	0%	0%	Medium	39	1.18	4.01
weekly car rental	5000.0	0%	0%	Medium	51	0.92	3.38
weekly car rentals under \$100	5000.0	0%	0%	Medium	49	0.62	2.64

long term car hire		500.0	0%	0%	Medium	50	0.78	3.23
rent a car com		500.0	0%	0%	Medium	54	1.18	5.12
rent a car without deposit		500.0	0%	0%	Medium	57	1.56	6.03