

# Guide to Creating a **Successful** Aftermarket Automotive E-Commerce Website

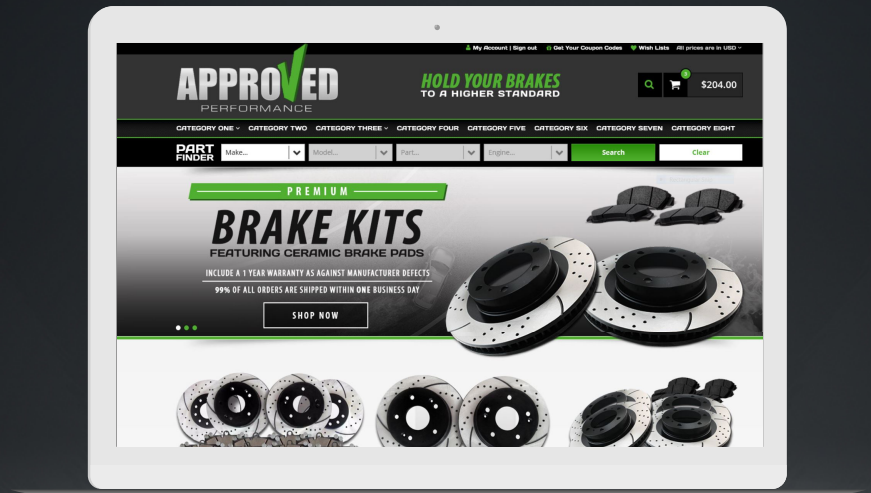


Image Credit: Frooition for Approved Performance Brakes



## Data is the Future of Your Online Business

One of the most important components to creating a successful aftermarket automotive e-commerce website is data. Up-to-date and accurate fitment data results in reduced return rates, improved customer satisfaction and increased sales with good reviews and repeat customers.

Whether you are selling your auto care products through an online retailer, marketplace, or your own ecommerce website, providing accurate fitment data (year/make/model search) to your customers is essential to your sales success.

### Auto Care ACES Data Standard

As an auto care products seller, either you are already using ACES (Aftermarket Catalog Exchange Standard) or have heard of it and are wondering if this is something you should be utilizing. The answer is very simple. If you are planning to grow your online business, then yes, you should adopt the ACES standard. As online auto part sales continue to grow, the ACES standard will be used by more and more marketplaces. Using the standard will also help you manage your data and ensure accuracy.

Standardizing your fitment data will also help your e-commerce website conversion rate. For more information on ACES please visit the Auto Care website. <https://www.autocare.org/>

### Finding the Right Technology Partner

Having the right technology partner is crucial to the success of your online business. There are two key considerations when talking to potential vendors:

1

#### A technology partner with aftermarket automotive experience

A technology partner that understands aftermarket automotive and fitment data can help you build a great year/make/model part search that's fast and responsive. Streamlining your fitment data update process will eliminate unexpected costs for maintenance after your site is launched.

2

#### A technology partner that understands e-commerce

Finding a technology partner that knows e-commerce will give you a head start. They will be able to provide the features and functions important to buyers, which will in turn help you better position, promote and grow your business. The ability to integrate your e-commerce website with your shipping and fulfillment process.

### What Features Do I Need?

Building an e-commerce website is a big task. There are many aspects of the business, such as pricing, inventory, shipping, marketing and promotion that you will need to consider. Here is a shopping list of features to help guide you through the decision-making process.

- Reliable hosting
- Unlimited storage and bandwidth
- No transaction fees
- SEO built-in
- Cart saver, streamlined checkout
- Coupons and discounting

- Side-by-side product comparisons
- Customer segmentation lists
- Newsletter subscription capture
- Flexible shipping options
- Great analytics and metrics

## Step 1 Select an e-commerce platform

BigCommerce is an e-commerce platform perfectly suited for the auto parts seller.

- BigCommerce is a SaaS e-commerce platform that will give you the scalability you need and allow you to pay as you grow, without any significant upfront costs.
- This platform includes hundreds of advanced e-commerce features: built-in selling on marketplaces like Amazon and eBay, secure hosting, unlimited storage and bandwidth, and much more – all with zero transaction fees. Everything is easy to learn and designed to grow with your business.
- An automotive e-commerce website is not complete without a year/make/model part lookup. BigCommerce is API-ready and offers seamless integration with your part lookup.

## STEP 2 Design the website

Great website design and brand positioning are very important

- Creating a well-designed e-commerce site that is both responsive and mobile ready will set you apart from your competitors.
- We recommend working with a company such as Frooition, a design agency specializing in multi-channel e-commerce and automotive e-commerce.
- Frooition offers a range of BigCommerce design solutions, with options available to meet the needs of every seller.
- Frooition offers automotive themes for BigCommerce that are year/make/model part lookup ready.
  - <https://www.frooition.com/bigcommerce-design.html>

## STEP 3 Integrate fitment data with your e-commerce website

PC Fitment's year/make/model part lookup solution for BigCommerce offers the best of both worlds:

- There are three things to consider when you integrate a year/make/model part lookup solution with your e-commerce website: accuracy, speed and scalability.
- **Accuracy:** using the Auto Care ACES standard will provide you with the most up-to-date vehicle data to add to your auto parts. Show customers precisely which vehicles your parts fit in their search results.
- **Speed and performance:** a poorly integrated year/make/model part lookup solution could take a long time to load, depending on how the dropdowns are populated. Reduce the risk of losing potential customers frustrated by a slow, clunky lookup experience by using a solution optimized for speed.
- **Scalability:** as you grow your business, you will continue to add more auto parts to your store. As your number of SKUs increases you will want a year/make/model part lookup solution that can handle your growth.
- **PC Fitment** is a SaaS platform developed by Parts Connect Inc. that helps auto part sellers manage their fitment data. PC Fitment also manages fitment data submission to Amazon and lets you download your ACES data for other marketplaces.

“ The accuracy and speed of PC Fitment and Parts Connect’s product search combined with the security and scalability of one of world’s the top e-commerce platforms ensure that your customers can quickly find exactly the part they are looking for and order it precisely when they need it.

## Step 4: Managing your fitment data as you grow your business

Here are a few tips to help you build a long-term data management strategy:

- While you are focused on marketing your site and growing revenue, you want to make sure you aren’t sabotaging potential sales by neglecting your fitment data. As you continue to add new products to your e-commerce website, use PC Fitment to update, add and manage your fitment data.
- Autocare updates their database every month. We recommend you schedule an update once a month to make sure your data is current.
- If monthly updates are not possible but you are sending your fitment data to other marketplaces, we recommend you update and send your latest fitment data at least once every three months.
- A single service for managing your fitment data like PC Fitment is highly recommended as your number of SKUs grows. This will allow you to easily update your catalog – and if necessary fix any errors – in a timely fashion.

## We are here to help!

Let’s discuss how we can help you grow your online business.

Contact Us

Contact Us: <http://bit.ly/PCFitment-BC>



Parts Connect Inc. is an international automotive technology company empowering auto parts manufacturers to grow their businesses online. With a proprietary suite of cloud-based technology solutions, Parts Connect provides their customers the option of self-serve or white glove managed services.