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2015





5 Must-Have Features for Your Self-Storage Website

Presented by

Holly Ritchie-Fiorello, Director of Marketing
The Storage Group

What Are Conversions? What's the Goal for the Lead?



Are You Tracking Your CR?



Where Do New Rentals Come From?

Source	Percentage
Your own website	57.37%
Walk-ins	66.04%
Aggregators	49.22%
Yellow Pages	12.64%
YP.com	12.02%
CityGrid Media	3.66%
Outdoor advertising	12.23%
Radio or TV ads	1.25%



Your Website

- Clear calls to action
- Live rates
- Market your mobile
- Social proof and reputation management
- Best practices



Zero Moment of Truth...

Are you being found when they're searching for you?

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Clear Calls to Action

THE DEFINITION OF
CALL-TO-ACTION

HubSpot

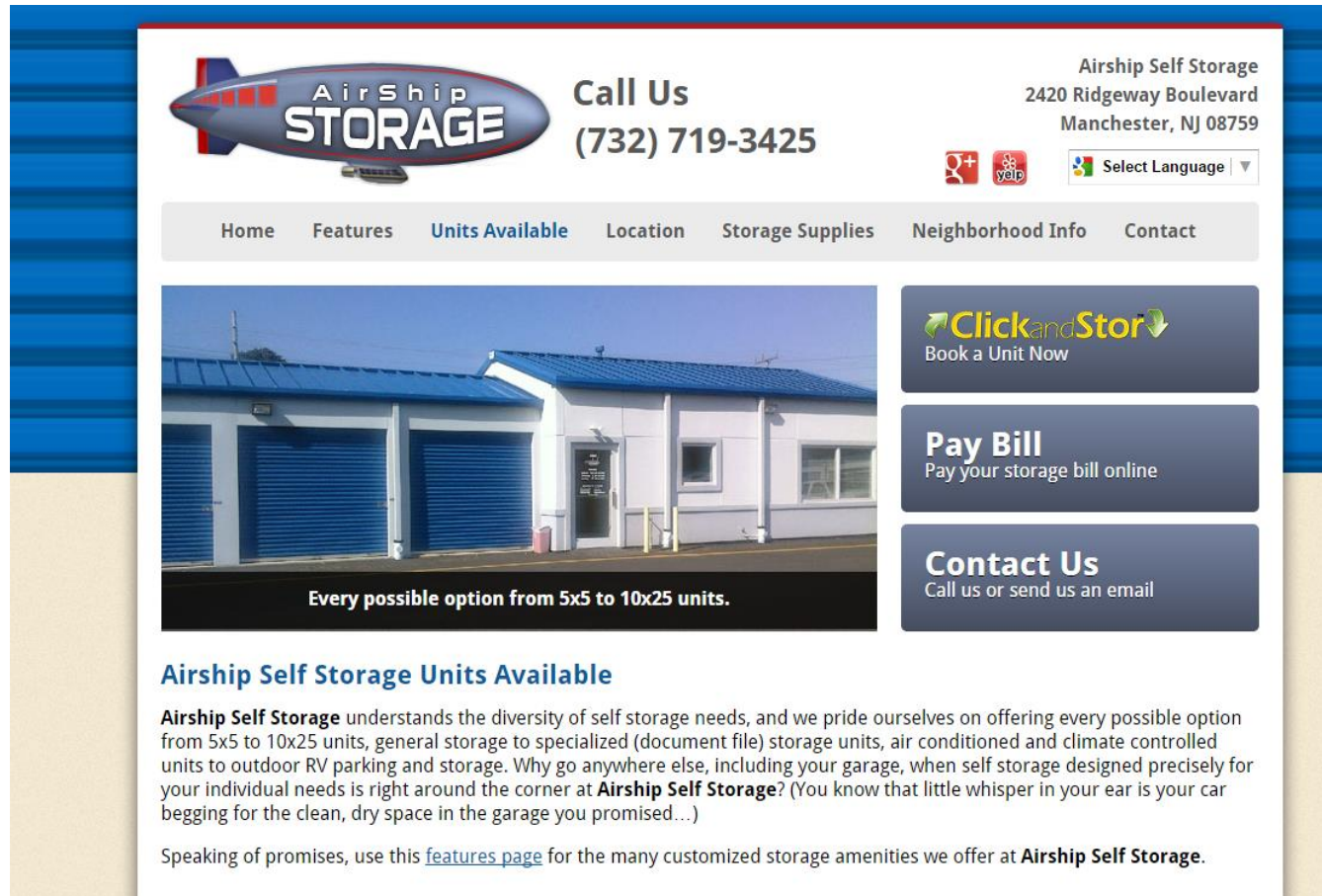
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Clear Calls to Action



The screenshot shows the homepage of Airship Self Storage. At the top left is the logo, which is a blue blimp with 'AirShip STORAGE' written on it. To the right of the logo is the phone number '(732) 719-3425'. Further right is the address: 'Airship Self Storage, 2420 Ridgeway Boulevard, Manchester, NJ 08759'. Below the address are social media icons for Google+, Yelp, and a 'Select Language' dropdown menu. A navigation bar contains links for 'Home', 'Features', 'Units Available', 'Location', 'Storage Supplies', 'Neighborhood Info', and 'Contact'. The main content area features a photograph of a white building with blue roll-up doors. Below the photo is the text 'Every possible option from 5x5 to 10x25 units.' To the right of the photo are three dark blue buttons with white text: 'Click and Stor Book a Unit Now', 'Pay Bill Pay your storage bill online', and 'Contact Us Call us or send us an email'. Below the photo and buttons is a section titled 'Airship Self Storage Units Available' with a paragraph of text and a link to a 'features page'.

AirShip STORAGE Call Us (732) 719-3425

Airship Self Storage
2420 Ridgeway Boulevard
Manchester, NJ 08759

Home Features **Units Available** Location Storage Supplies Neighborhood Info Contact

Click and Stor
Book a Unit Now

Pay Bill
Pay your storage bill online

Contact Us
Call us or send us an email

Every possible option from 5x5 to 10x25 units.

Airship Self Storage Units Available

Airship Self Storage understands the diversity of self storage needs, and we pride ourselves on offering every possible option from 5x5 to 10x25 units, general storage to specialized (document file) storage units, air conditioned and climate controlled units to outdoor RV parking and storage. Why go anywhere else, including your garage, when self storage designed precisely for your individual needs is right around the corner at **Airship Self Storage**? (You know that little whisper in your ear is your car begging for the clean, dry space in the garage you promised...)

Speaking of promises, use this [features page](#) for the many customized storage amenities we offer at **Airship Self Storage**.

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Clear Calls to Action

The screenshot shows the Valley Storage website homepage. At the top is a blue navigation bar with the Valley Storage logo (a stylized 'V' in a cube) and the tagline 'YOUR BELONGINGS. PROTECTED'. The navigation menu includes 'HOME', 'LOCATIONS', 'ABOUT US', 'CONTACT US', and 'BLOG'. Below the navigation is a grey banner with the text 'We're Here to Help!' and social media icons for Facebook and Twitter. The main content area features a large blue button that says 'FIND LOCAL STORAGE' over a background image of storage units. Below this button is a search bar with the placeholder text 'Search by city or zip code...' and a magnifying glass icon. Underneath the search bar are three white boxes, each with an icon and a call-to-action button: 1. A lock icon with the text 'Easily reserve your ideal unit online, or move in 24/7' and a blue button 'RENT OR RESERVE NOW'. 2. A credit card icon with the text 'Pay your bill quickly and securely without coming into the store' and a blue button 'PAY YOUR BILL'. 3. A telephone icon with the text 'Give us a call, we are here to answer all of your questions' and a blue button 'CONTACT US'. Below these boxes is a grey section titled 'QUICK FACTS' with links for 'PROMOTIONS' and 'LOCATIONS'. A paragraph of text describes the company's dedication to customer service. At the bottom is a large blue banner with the text 'RENT OR RESERVE YOUR UNIT TODAY!' and a white button 'RENT OR RESERVE NOW'.

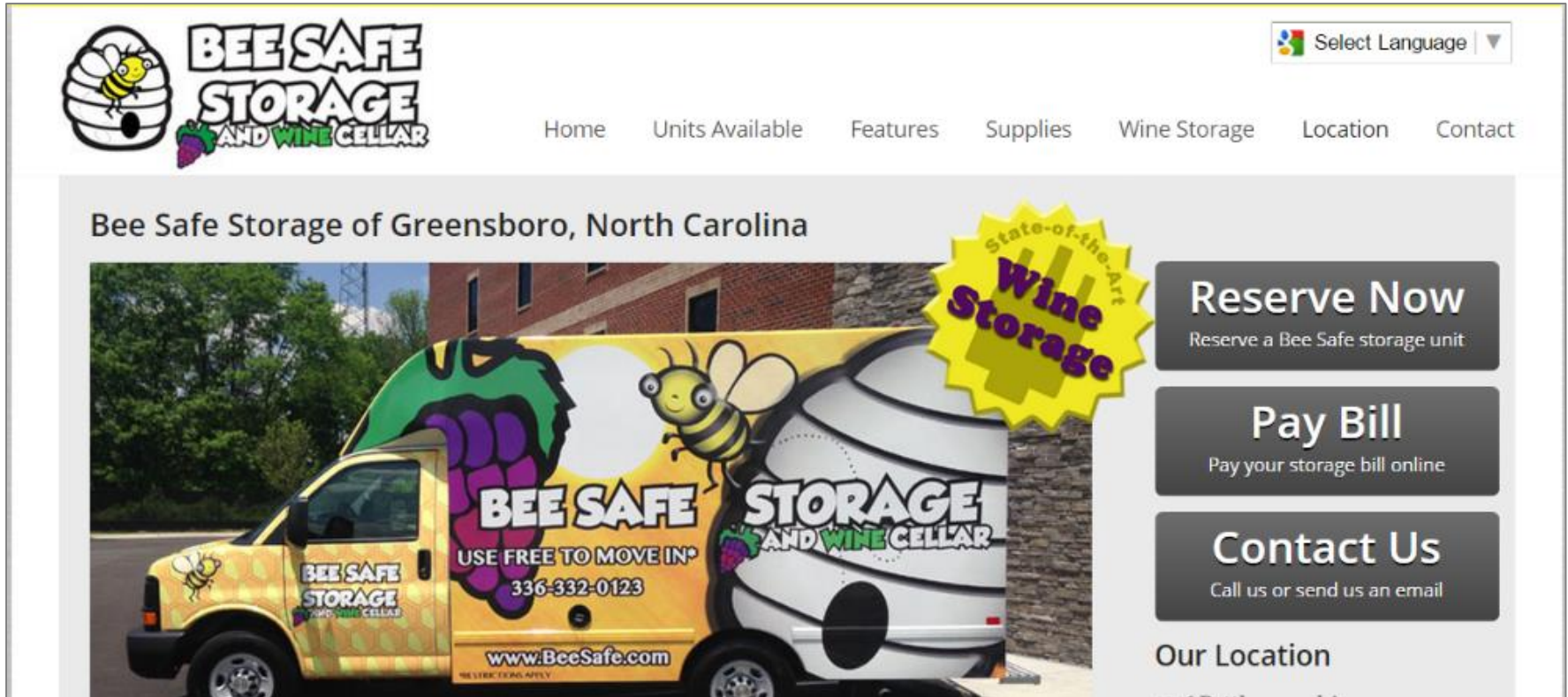


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Click Triggers



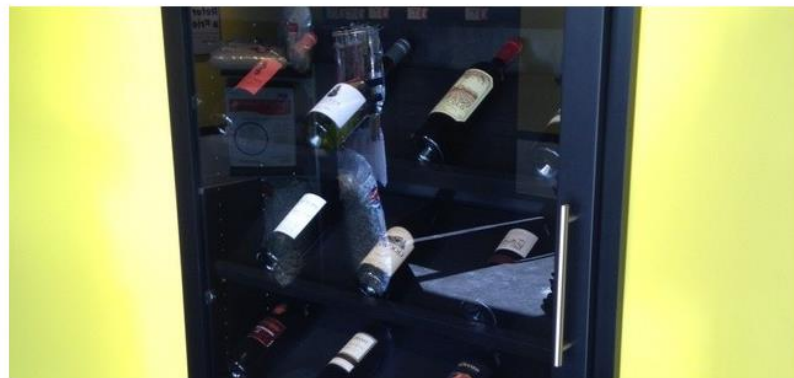
The screenshot shows the homepage of Bee Safe Storage. At the top left is the logo featuring a bee inside a beehive, with the text "BEE SAFE STORAGE AND WINE CELLAR". To the right is a "Select Language" dropdown menu. Below the logo is a navigation menu with links for "Home", "Units Available", "Features", "Supplies", "Wine Storage", "Location", and "Contact". The main content area features a large image of a yellow and white storage van with a bee and grapevine graphic. Text on the van includes "BEE SAFE STORAGE AND WINE CELLAR", "USE FREE TO MOVE IN*", "336-332-0123", and "www.BeeSafe.com". A yellow starburst graphic says "State-of-the-Art Wine Storage". To the right of the van are three dark grey buttons: "Reserve Now" (with subtext "Reserve a Bee Safe storage unit"), "Pay Bill" (with subtext "Pay your storage bill online"), and "Contact Us" (with subtext "Call us or send us an email"). Below these buttons is a link for "Our Location".

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Rent a Unit

Rent or reserve online



Pay Bill

Pay your bill online



Contact Us

Drop us a line



Storing a wine connoisseur's collection and storing it properly is of utmost importance. **Bee Safe Storage and Wine Cellar** takes great care to ensure your wines are stored correctly and securely.

- Humidity and Temperature Controlled
- Units Vented for Great Air Flow
- HVAC has Backup System and Backup Generator in Place
- Keypad Coded Door Entry
- Deliveries Accepted During Normal Business Hours
- Temperatures and Humidity are Tracked and Recorded



Search by zip, address, or ci

Features

- Well Lit Facility
- Wine Storage
- Recorded Video Surveillance
- Commercial Deliveries Accepted
- Convenient Access Times
- Postal Service Onsite (Battleground only)
-and more



Do You Have What They Want?

Direct traffic to landing pages.

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**ADULT TOY
STORAGE, INC.™**

(407) 875-8111
601 Hillview Drive • Altamonte Springs, FL 32714

**\$29.00 Move In Special
1st Month***
* 3 month minimum stay

[HOME](#)

[FEATURES](#)

[LOCATION](#)

[NEIGHBORHOOD](#)

[PRICING](#)

[CONTACT](#)



**boat parking and RV storage
Altamonte Springs, FL**

by TotalLiveChat



[Start Chat](#)

Largest Boat and RV Storage Facility in Florida

[Reserve / Forms](#)

[Pay Bill](#)

[Pull Boat / RV](#)

by TotalLiveChat



[Start Chat](#)

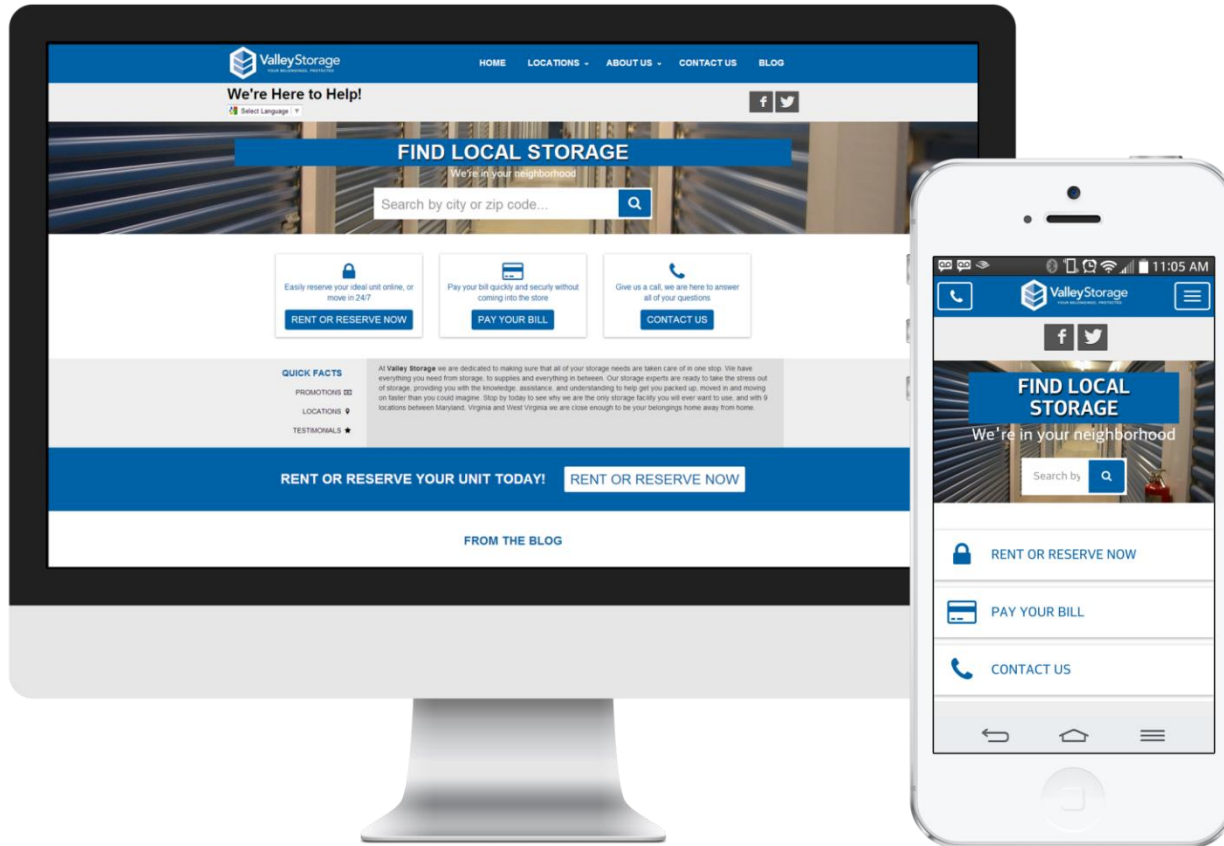
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Can They Find What They Want?



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Live Rates – Online Rentals

Unit
▶
Options
▶
Info
▶
Confirm
▶
Complete

Move-in	Allows you to move into your unit 24 hours a day, 7 days a week, even when the office is closed.
Book-it	Book a unit for future use and pay 1st months rent. You must visit the office during office hours to complete your move in.
Reserve	Reserve a unit for future use. You must visit the office during office hours to complete your move in.

ALL UNITS
All Sizes





SMALL
Up to 75 sq ft

MEDIUM
76 to 150 sq ft

LARGE
Above 151 sq ft

CUSTOM
Calculate size

Size ⌵
Features ⌵
Monthly Rate ⌵
Available ⌵

10x15 150 SQ FT	Self Storage  More information		<div style="background-color: #c00; color: white; padding: 2px 5px; font-weight: bold;">FROM</div> <div style="font-weight: bold; font-size: 1.2em;">\$37.50</div> <div style="font-size: 0.8em; color: #ccc;">WAS \$50.00</div> <div style="font-size: 0.8em;">25% off 3 Months when pay 12</div>	<div style="background-color: #f4a460; color: white; padding: 10px 20px; border-radius: 5px; font-weight: bold; font-size: 1.1em;">Move-in</div>
10x20 200 SQ FT	Self Storage  More information		<div style="background-color: #c00; color: white; padding: 2px 5px; font-weight: bold;">FROM</div> <div style="font-weight: bold; font-size: 1.2em;">\$63.75</div> <div style="font-size: 0.8em; color: #ccc;">WAS \$85.00</div> <div style="font-size: 0.8em;">25% off 3 Months when pay 12</div>	<div style="background-color: #f4a460; color: white; padding: 10px 20px; border-radius: 5px; font-weight: bold; font-size: 1.1em;">Move-in</div>

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Self-Service Awareness



Self-Service Awareness



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Social Proof



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Social Proof



The manager was personable as well as knowledgeable. She is the reason I would recommend and return to this storage facility (after I leave of course). -Teresa K.



Testimonials

★★★★★ Above and beyond

5/5 stars on April 24, 2013

The Management was above and beyond in their care of us as we moved our things in. They are truly a credit to your business and I will and have recommended you to friends.

-Richard P

★★★★★ The place is spotless and clean

5/5 stars on April 16, 2013

Janet and Angela are so friendly and helpful, the place is spotless and clean. They have helped make a very stressful time a little less stressful. I appreciate all they have done to help us.

-Carol W.

[Read more testimonials.](#)

Quick Facts

- Our Location
- Units Available
- Hours & Contact Info
- Features & Overview
- Testimonials

[Review / Like Us!](#)



Request a Coupon

50% off

1st months rent

*restrictions apply

[Print Coupon](#)

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72% of customers trust online reviews as much as personal recommendations.

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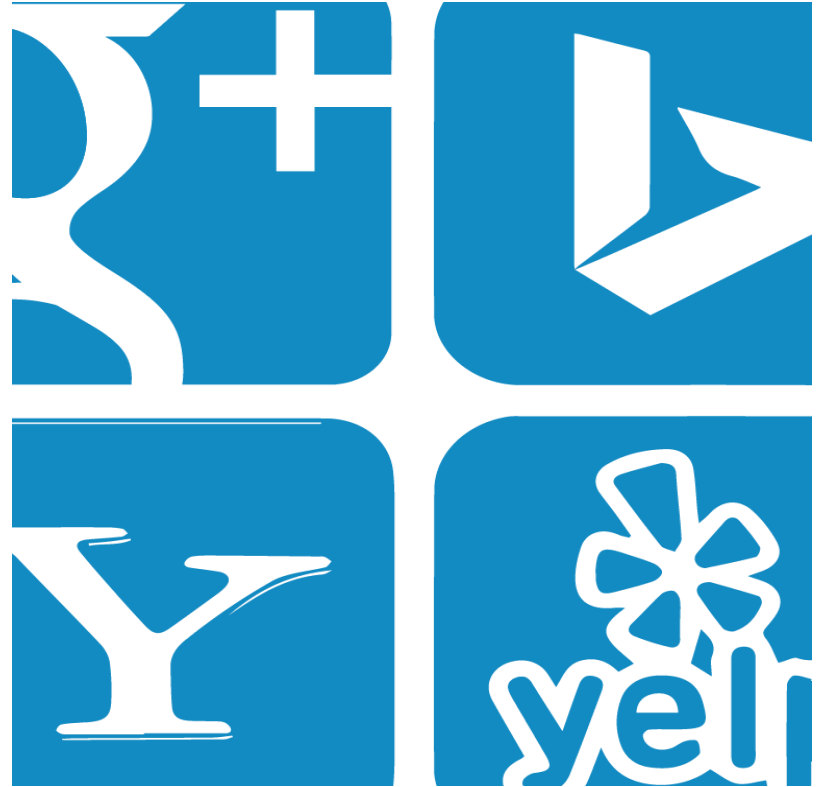
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Self-Review Sites

- Google+ My Business
- Yelp
- YP.com
- Yahoo



Solicit



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Manage Your Reputation

Three simple words:

“Share Your Experience”



Claim Your Listings

Claiming your listings gives **YOU** control!

- You control the accuracy of the information.
- You can identify when new reviews occur.
- You can respond to reviews as the owner.



Make It Easy

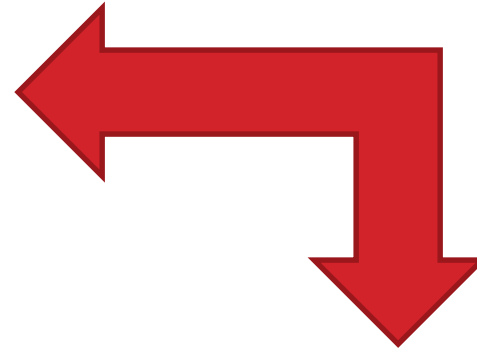
Direct them where you want them to go:

- Put links on your website to review sites.
- You can simply hand the customer a business card.
- Print special cards with links to review sites.
- Include links to review sites in your customer e-mails.



Pay Bill

Pay your bill online



Tenant Feedback Survey

Please fill out the form below to let us know what you think.

Facility * Bee Safe Storage at Battleground ▾

Tenant Name *

Tenant Email *

On a scale of 1 to 5, rate the following statements based on how much you disagree (1) or agree (5) with them.

The facility was clean and professional in appearance. * Disagree 1 2 3 4 5 Agree



Testimonials About Our Laurel Facility

Check out what people have to say:

★★★★★ Always Nice

5/5 stars on 5/2/2014

Everyone in the office is always nice and the facility is very clean.

-Diane S

★★★★★ Happy to Rent Here

5/5 stars on 3/30/2014

The on site managers are great. Rates are great and not overpriced. I am happy to rent here.

-Ivan L

★★★★★ Very Happy

5/5 stars on 2/22/2014

I have been very happy with this storage facility and personnel.

-Natasha J

★★★★★ I will most certainly recommend it to others

5/5 stars on 8/20/2013

I wanted to take a minute to tell you how happy I was as a tenant at the storage facility. The entire property was always neat and clean and well lit. If I needed anything there was always someone in attendance in the office to help me. I was able to get my trucks into and out of the facility thanks to the large driveways and turning area. I would not hesitate to use the facility again and I will most certainly recommend it to others in the future.

-Lawrence H R

Have comments that you wish to share with us? Please take [our survey](#) and let us know!

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Respond to both **positive**
and **negative** reviews.

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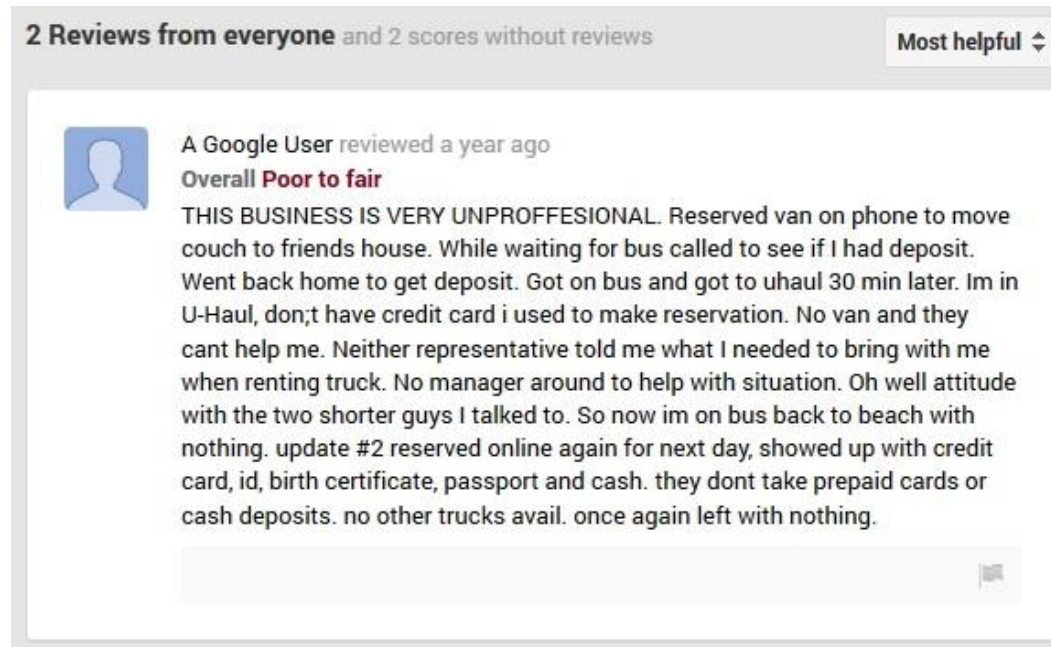
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Handling Negative Reviews

- Be brief and polite
- Address their pain
- Take the conversation offline



Website Best Practices

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Follow Up...

Are you in the 7 percent?

Statistics provided by:



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Payment Icons

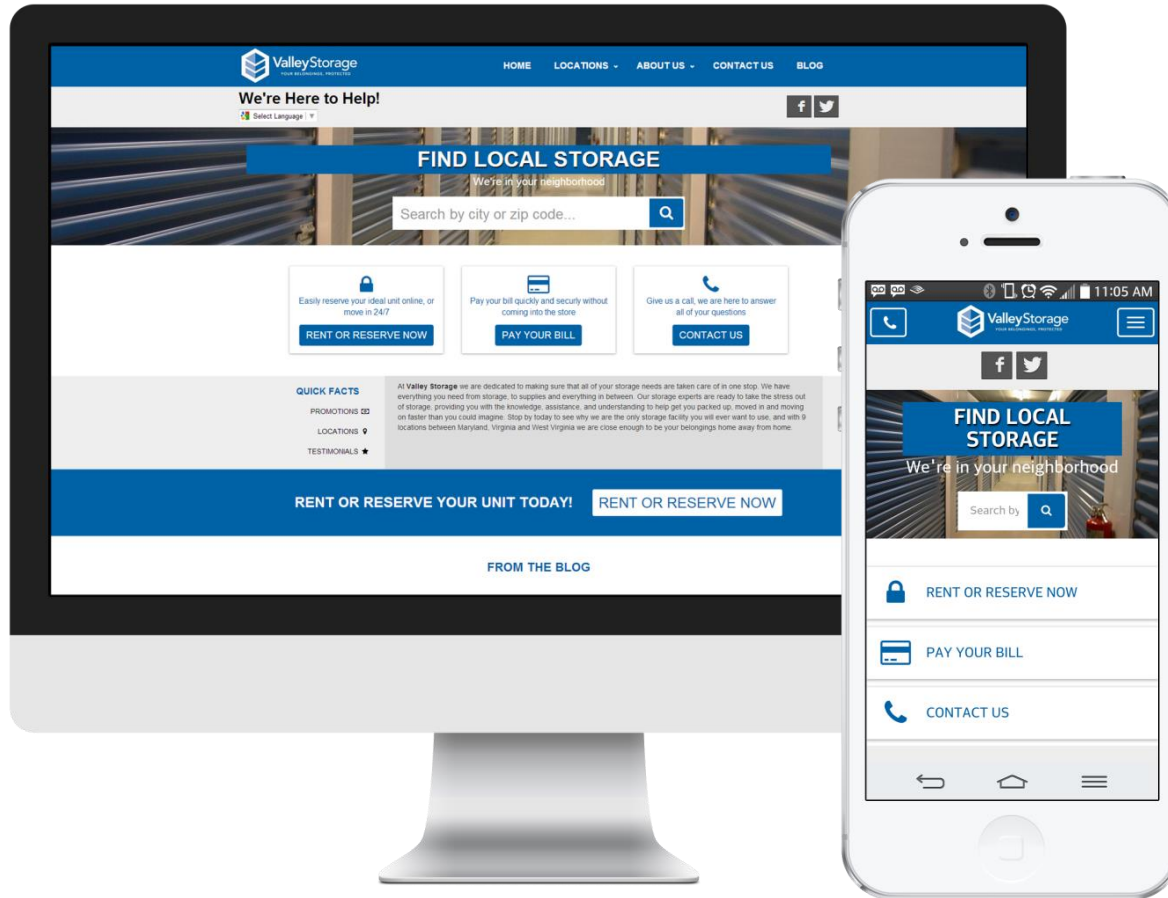


Move in Now

with Click and Stor™ Technology



Responsiveness



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Ideas for Blog Content

- Moving tips, packing, how to store in a unit
- Guest posts for your network
- Community events you host or attend
- Give your website more personality
- Why people store
- How to pack holiday items



Contact the Presenter



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Thank You!

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