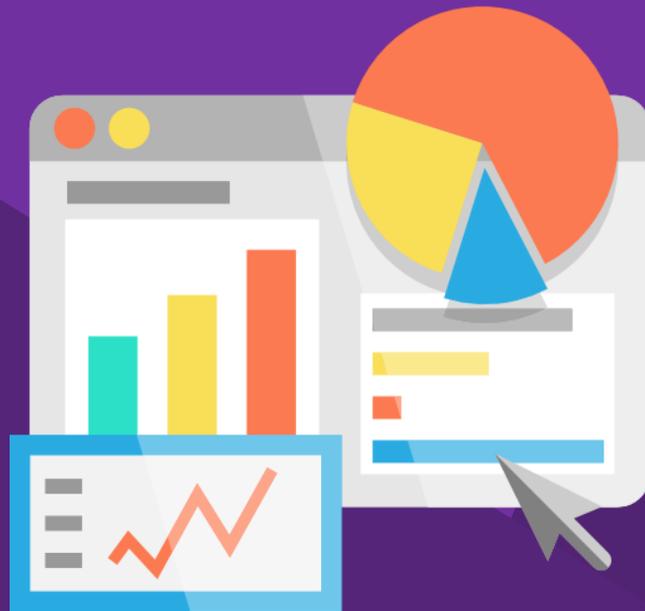


Webstore Blueprint to Grow Your Online Business

Learn how to set up, promote, and monitor your
online rental business using EZRentOut's
comprehensive rental management system



<https://ezo.io/ezrentout/>

support@ezo.io

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Webstore Basics

The Importance of an Online Rental Store



The rental industry is expected to grow very quickly in upcoming years. This is an incredible opportunity for businesses to capture market share and take advantage of the spike in expected demand for equipment rentals. However, the outlook is not all rosy for vendors if they fail to keep up with the latest industry trends!

A [report by IBIS](#) states that a key success factor going forward will be an equipment rental business's ability to quickly adopt new technology into their operations. This means that enterprises that utilize equipment rental software are setting themselves up for success. Other functional areas of a rental company - including marketing and sales - will also benefit from technological upgrades. That is why EZRentOut offers its customers the ability to create their very own Webstore that allows them to display inventory online and take orders through their website, all from one centralized space.

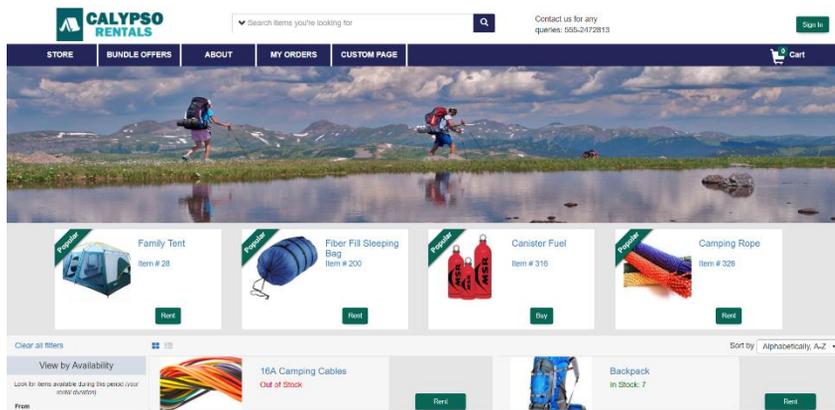
So why should you be excited about launching a Webstore through EZRentOut?

Meet Your Customers Online

With an increasingly large number of consumers researching and shopping for rentals online, a website is your best bet at attracting new customers. An online presence also makes it easier to retain current clients by giving them the opportunity to browse your catalog online, place orders and administer their accounts from the convenience of their own homes.

Stand Out from the Crowd

Are your competitors online? If not, a Webstore is an incredible asset that will set you apart from the pack. If they're already online, you need to amplify your web presence as soon as possible so that you can compete well both online and in-store.



Offer all or part of your inventory for rent online using the EZRentOut Webstore

Automate Sales

When you close your doors at the end of a workday, customers have to wait until the next business day to place orders. If you have a website, clients can book rentals around the clock. This level of automation enables you to grow your business without the addition of extra staff or extended work hours.

Streamline Operations

Thanks to EZRentOut's deep integrations and best of breed online rental store, you will always be in complete control. You'll even save time, as you won't need to manually update assets that are being rented out via the website separately. If a customer rents something out online, the change will automatically be reflected in your online inventory. This is a hassle-free solution that streamlines workflows and increases efficiency.

What Does a Good Webstore Entail?

Any sort of online presence has to be built keeping the customer in mind. That means your Webstore should make it easy for a visitor to navigate the site and find the information or products they are looking for. It's always a good idea to make sure your contact details and store timings are easy to spot on your rental Webstore.

When a customer lands on your website, they should be able to quickly figure out what type of equipment or items your company rents out and sells. Pricing, availability and product details should always be front and center. A convenient booking system also cuts down on order processing times. Many customers may also want to pay for their orders online, and a secure payment system needs to be in place to accommodate this. Once a booking or purchase has been made, a customer portal also comes in handy as it lets clients keep track of their orders and invoices at their convenience.

What Can I Do With the EZRentOut Webstore?

- Publish your rental and sale items online.
- Customize the catalog to highlight key features.
- Change the colors and theme to fit your branding.
- Add category filters and different menu tabs.
- Dedicate a special space for 'Featured' and 'Popular' items.
- Enable customers to sign in and request items for a specific duration.
- Authorize online payments for customers via Credit Card or PayPal, Stripe, Authorize.net, etc.
- Improve the visibility of your online product catalog through SEO tools.

... and a whole lot more!

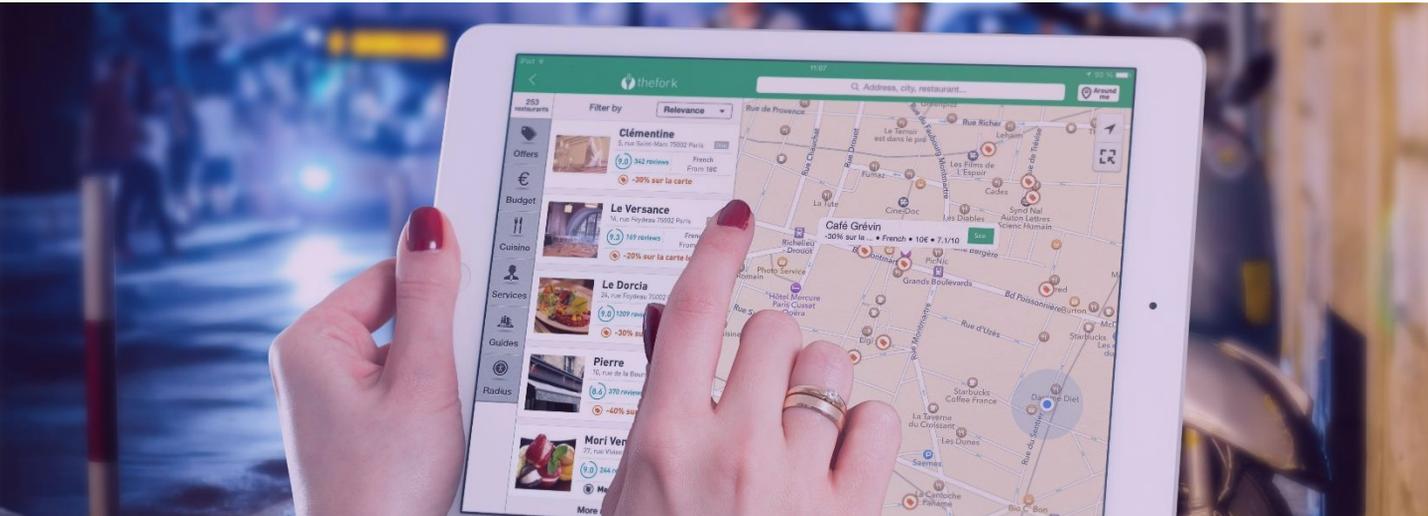
To learn more about setting up the EZRentOut Webstore, [click here](#). We'll have you up and running in no time!



*Clear images, detailed descriptions and user friendly features
make for a great online buying experience*

Getting Started

Making Your Website Easy to Find



When businesses look to open a physical location, one key factor in the decision making process is visitor footfall. Owners are willing to pay a premium for an area that has large numbers of customers because it increases the chances of making sales. This rule of thumb also holds true for websites. A Webstore that has more visitors will generally make more sales.

So how do you get more people to visit your website? The answer is simple; you make it easy for customers to find your business on the web.

Your Domain

A domain name is your website's address on the internet. Purchasing a domain is the first step in making it easy for visitors to locate you and your rental catalogue on the internet. When choosing a domain name make sure to follow the below tips:

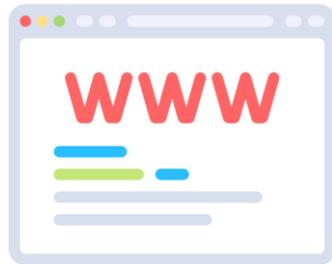
- **Easy to remember** - Don't use an overly complicated name. It makes it hard for people to remember and you may lose visitors who are unable to find your website.
- **Shorter is better** - This ties into the first tip. A shorter domain name is easier to remember and leads to fewer errors when people type it into their browser.
- **Your brand name** - Make sure your business name or brand name is in the domain. If for some reason your brand name is already taken, you can try contacting the current owner to purchase it. Another tactic is to add some sort of modifier to your brand name. For example if you run an equipment rental business called Maverick Rentals in Austin you can try buying the domain MaverickRentalsAustin.com

Note: You can purchase domain names from websites like Godaddy.com or NameCheap.com

Learn How to Setup a Custom Domain in EZRentOut

Once you have a domain name, you can integrate your EZRentOut Webstore with it. This can be done by setting up a custom Webstore URL. Learn how to do that with EZRentOut below:

<https://ezo.io/ezrentout/blog/company-url-rental-software-webstore/>



Organizing Your Site

When a user first visits a website, they usually don't know where to find the information they are looking for. It takes only 8 seconds for someone to decide whether to leave a website. So the better your webstore is at making that connection with new visitors, the higher your business growth will be. A well-organized site guides the browser intuitively to its most important pages. For a rental business, this is most definitely the product listing pages.

An easy way to make these listing pages easier to navigate is by creating categories from your online rental portfolio so people can easily look things up. A good rule to follow when naming categories is to look at your offerings from the customer's point of view. Sometimes it's better to name a category using terms that customers can easily understand instead of utilizing industry jargon. Once again, user experience is key and confusing or technical terminology may cause issues for some users. However, if your customer base is industry savvy then using industry terms may be an advantage.

How to Create Categories in the EZRentOut Webstore

EZRentOut's Webstore allows you to develop an easy-to-navigate site by giving you the ability to create categories within your rental inventory, which automatically gets pulled over into your Webstore. So for a clothing rental store, you can have different categories - defined as groups in EZRentOut - for dresses, jackets, blouses, knitwear, etc. Potential customers can then use the filter feature on the Webstore to dig deeper into the catalogue and find the rental products they want to rent out. Learn how to create categories in EZRentOut below:

<https://ezo.io/ezrentout/blog/organize-items-via-groups-equipment-rental-software/>

Marketing Your Webstore

Attracting Customers to Your Online Presence



Once you've set up a custom webstore URL with EZRentOut, it's time to get customers using your website to place orders!

In order for potential clients to find you online, you must first market yourself on the internet. Digital marketing is a multifaceted discipline and it's easy to get lost in the hundreds of tactics that are used to attract visitors to your website. For owners of rental businesses, the easiest way to keep everything in order is to understand that there are basically two ways for people to discover you online. The first source of traffic to your website is referred to as Paid Traffic, while the second is called Organic Traffic.

Let's look at each of these in turn.

Paid Traffic 101

Paid traffic includes any method of marketing that you need to pay for. This kind of marketing is crucial for most businesses, but it can also be tricky to get right. Before you start paying substantial amounts of money into different channels to boost your traffic, it is first important to understand the different kinds of paid channels. This will help you consider what each of them can offer your business, and therefore allow you to pick the one that best suits your needs.

Some of the most important paid channels are listed below.

Google Adwords

Adwords is Google's main source of income and is one of the most popular methods of generating website visitors in the world. You can get more rental customers by utilizing this ad bidding platform to place your Webstore ads in front of people using Google's search engines and other products. Adwords lets you choose what you want to pay per click (PPC) and then uses an auction system to place your ad in front of potential customers. You are bidding for spots against competitors and the placement of your ad can go up and down based on how high you are willing to bid.



Sign up for an Adwords account [here](#).

Bing Ads

Microsoft competes with Google Adwords with a similar product called Bing Ads. This ad platform will display your advertisements on Bing's search engine and other properties. Bing Ads is also based on PPC and allows you to import your campaigns from Google Adwords.



Sign up for a Bing Ads account [here](#)

Facebook Ads

This social network is one of the most visited sites on the globe with approximately 2.01 billion monthly active Facebook users. You can show ads to this massive market using Facebook's advertising platform. The great thing about Facebook is that it lets you target your audience by age, location, interest and a number of other demographics and behaviors.



facebook. Ads

Learn more about Facebook Ads [here](#)

Of course, there are other channels you can advertise on, such as Twitter, LinkedIn, and Instagram. The use of these depends mostly on the industry you're in, and the kinds of customers your products are aimed at.

Organic Traffic 101

As opposed to paid traffic which requires a monetary investment, you can utilize a number of tools and techniques to boost your website visibility without paying anything at all! Visitors sent your way through unpaid avenues like search engines, forums and social media are grouped together as organic sources of traffic.

In this way, organic traffic can be viewed as free traffic. When users search for rental equipment, they usually type their query into a search engine like Google or Bing. These search engines then present them with web pages that match their request. To help your website gain visibility in search engines, a digital marketing strategy known as Search Engine Optimization (SEO) is widely used by companies across the globe. Properly conducted SEO allows users to easily find your rental store and products when they conduct relevant queries online. If your website shows up near the top of a string of search results, chances are more people would click on it, thus boosting your organic traffic.



*Millions of people use Google every day
to research products and services*

Remember, this is a cheaper way to increase your overall traffic, and can actually be a lot more effective. This is because customers are generally more inclined to click the first few search results instead of an ad. Below, we'll look at numerous ways you can increase your organic traffic using both basic and advanced SEO methods.

Positioning Your Webstore With the Right Keywords

The foundations of online success start with figuring out what keywords users will use to search for your services, and then ranking for those keywords by utilizing Google's best practices.

When a user looks for information online they usually enter a search query into a search engine like Google. This query is also known as a keyword. For example, if a potential customer wants to rent earth-moving equipment they could type in something like "Affordable excavator rental" or "short term bobcat rental". These keywords are then used by Google to determine which web pages to show in the search results page. The results are usually listed by relevance, as search engines want to present websites that will get the user the information they are searching for right away.

In order to start optimizing a website we need to first create a list of relevant keywords that will bring the right type of user to our website. To start building a quality keyword list, you can use the techniques listed below:

Competitor Research

A very effective way to gather keywords is to see what your competitors are trying to rank for on their site. The quickest method you can use to grab competitor keywords is to use keyword tools.

Sign up for any of the tools highlighted below, and follow the instructions on how to identify competitor keywords. You can download the list as an Excel file, and save it for later use.



[SEMRush.com](https://www.semrush.com)



[Spyfu.com](https://www.spyfu.com)



[Moz.com](https://www.moz.com)

Keyword Gathering Tools

Another great way to create your list of keywords is to use 'seed keywords' and then utilize tools to gather related keywords and phrases. You start off by first thinking of the terms that define your industry or market. These are high-level terms that someone may search for to find you. They can also be very specific keywords that name your products. For example, if you are an equipment rental store in Austin, you may come up with the following keywords:

Equipment rental in Austin
Cheap equipment rental
Best equipment rental
Equipment and tool rental

You should also add as many related keywords or sub categories you can come up with. If we keep following the example from above, you could grab keywords that focus on specific industries if you provide rental services for that particular area:

Construction equipment rental
AV equipment rental stores
Gardening tools rental in Austin

You can delve even further and use the exact name of your product as a keyword. This is very useful because there will be a lot of people searching for specific products to rent. For example:

Drill rentals in Austin
4000 Watt Generator rental
Bobcat model 250 rental in Dallas

This can also work with brand names, such as 'Maverick Rentals Drills', and so on.

Once you have this group of seed keywords, you can use the following tools to grow your list.

- Google Keyword Tool - <https://adwords.google.com/home/tools/keyword-planner/>
- Keyword Suggest Tool - <https://keywordtool.io/>

Follow the instructions provided by the keyword tools to input your keywords and extract an even larger list of related keywords. You should also get the monthly searches for each keyword from the Google Keyword Tool. This should help you select appropriate keywords, as there's no point targeting a keyword that's only being searched 50 times in a year. The next section goes into more detail about how exactly to narrow down and select keywords generated through competitor analysis and various keyword tools.

Picking Your Final Keyword List

Once you have collected all your keywords in one place, you should select keywords based on the following:

- **Low Competition, High Volume** - Pick keywords that have a high search volume but low competition.
- **Buying Keywords** - Select keywords that have 'buying intent'. Some examples include "affordable equipment rental" or "AV rental near me".
- **Long Tails** - Long tail keywords are keywords that have three to four words in a phrase. They usually have low search volume but also have low competition. In addition, they're also incredibly specific, so you know someone putting in a long tail keyword wants exactly that item. These qualities make it easy to rank for long tail keywords, and to attract hyper targeted searchers.
- **Brand & Product Names** - When a user searches for a product by name they are usually further down the buying cycle and are looking for a specific item to purchase. If your site can provide the needed rental item to the browser, you have a higher chance of converting them over to a sale.



Proper keyword research is the foundation of a successful organic campaign

Discoverability

Once we have found our list of keywords, it is time to insert them into the appropriate pages on the website. This helps search engines identify which pages to show when a potential customer searches online. As the owner of the Webstore, you need to be mindful of using the correct keywords on the appropriate pages so that a visitor lands on the right page. For example, if your page is showcasing a 'scissor lift' for rent, then the page should have keywords that reflect this product. If you add a keyword like 'trailer mounted boom', site visitors will have a bad user experience because the product on display is not what the keyword indicated.

Below is a list of the different sections within your Webstore where you should consider adding your keywords:

Page Titles

Utilize your keywords to create a page title. An example of this is "19' Scissor Lift Rental in Austin". This title clearly defines what is on the page and also uses keywords like 'Scissor Lift' and "Rental in Austin".

Meta Descriptions

You might have noticed that there are usually a few lines underneath the title link on a search results page. This content is extracted from the web page's meta description. Copywriting is important here because this tag has more space for text, and gives you a chance to convince users to click on the search result.

Image Tags

Use your keywords in the 'alt tags' for your images. Make sure that the keywords correspond to the images so that search engines are able to make associations between them and the content of your page.

Product Descriptions

Create user-friendly content to describe your products and entice users to explore them. The more information you provide to a user, the more likely they are to trust you and rent the equipment being displayed. Remember to write as much as possible, but don't overuse your keywords. Instead, only use them in a natural way.

Sitemap

The EZRentOut Webstore automatically creates a sitemap for you. This map makes it easier for search engine to crawl your site and index all the pages so that it can display them in search results.

Product Pages

Each product should have its own page. This means that if you have two different types of earth-moving equipment, they should be listed separately. Use an equipment's exact name so that searchers can find it when they enter its name on a search engine.

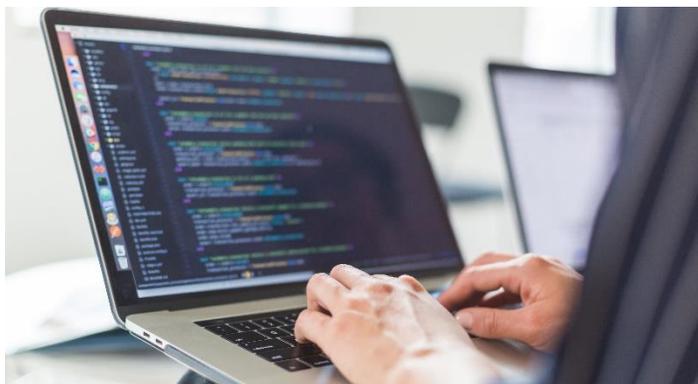
Canonical Tags

You can use this tag to define which page is the 'master' page on the site. This tells Google that it should always direct people to this page instead of other areas of the site that might show partial content from this page.

How to add these details to your Webstore using EZRentOut

You can add all of these details on your Webstore using EZRentOut's custom store settings. This takes the headache of configuring all these details on your Webstore away, allowing you to make all these technical SEO changes from one location. Here's how you can do that:

<https://ezo.io/ezrentout/blog/web-store-for-rentals-online-storefront-setup-in-ezrentout/>



EZRentOut makes it easy to updates keywords on your webstore with out knowing any programming

Attracting Customers Near You

Google has become more sophisticated over the years and now provides personalized results tailored to each user. One of the key directions that search engines have taken is to give customized results to potential customers based on their location. This has allowed businesses to optimize their websites to rank for keywords based on geographical keywords like city or state names and appear on Google maps. This type of optimization is called 'Local SEO'. This also keeps competition low, as you're only competing with businesses at the local level, rather than all the businesses that are targeting the same keywords as you.

EZRentOut makes it very easy to implement best practices to help your site get visibility in local search.

Google My Business (GMB)

Google offers business owners the ability to control how they appear in search results and other Google properties like Google Maps and Google+ through a dashboard tool called Google My Business. GMB is a crucial part of local SEO and is considered by many to be a major ranking factor. Getting started with the tool is very easy. All you need to do is the following:

- Go to <https://www.google.com/business/> and sign up.
- Search for and claim your business.
- If you do not see your business listed, add it.
- Verify your business by requesting a PIN.
- You will receive a postcard from Google with your PIN on it.
- Log back in to your GMB account and enter your PIN to verify your business.

Once you are verified you can manage your business by adding categories, descriptions, contact details, photos, working hours and replying to reviews.



Name, Address, Phone (NAP)

An important piece of information that you will enter into the GMB panel is your business Name, Address and Phone, also known as NAP. You should make sure that you have used the correct spelling of the company name, that the address is complete, and the phone number provided is working. Google gives NAP details importance because these help customers find your business and incorrect information makes for a bad user experience, which Google tries to avoid.

Citation and Directories

Getting listed on GMB is only the first step in ranking at the top of local search results. Once your business is verified in GMB, you should start adding your details to local directories. These online citations are important because customers use them to locate your business and Google looks at these for consistency. If your business name is spelled differently in GMB and directory listing, or you have multiple phone numbers across the internet, it makes it difficult for customers to find you. A good practice is to keep all NAP mentions consistent and update any incorrect information.

You can use the following tools to find directories to list your business or change incorrect information:

- <https://moz.com/local/search>
- <https://whitespark.ca/local-citation-finder/>



An equipment rental store with consistent NAP across different online directories like Google, Yelp and Yellow Pages

Online Reviews

Reviews on GMB and Yelp have a direct impact on where your Webstore's link is shown when a potential client searches for an item you rent. A business that has more high quality reviews will usually end up being ranked higher in the search results by Google. GMB allows you to manage these reviews but you will need to make the effort yourself to get as many reviews as possible. A good practice is to ask your customers to review your rental business online so that others can use their opinions to make an informed decision.



1. Monarch Event Rentals
★★★★☆ 15 reviews
Party Supplies, Party Equipment Rentals

8863 Anderson Mill Rd
Austin, TX 78729
(512) 219-6666

 Monarch has the HIGHEST quality items to rent in town. I went to so many places for the perfect gold sequin tablecloths and blush satin linens, and Monarch was the only place that... [read more](#)



2. United Rent All
★★★★☆ 22 reviews
Party Equipment Rentals

3007 Longhorn Blvd
Austin, TX 78758
(512) 452-9206

Yelp reviews of party rental equipment providers in Austin, TX

Title Tags and Description Tags

Title and description tags are useful for both the robots used by search engines to crawl and index your site, as well as humans that see your Webstore listed in the search engine. That is why it is best practice to make these readable by users while also indicating to search engines what your page is about. You would optimize the title tags as follows for an equipment rental company:

Title Tag: Construction Equipment Rentals in Austin, TX.

Description: Austin's largest inventory of construction equipment available on short notice any day of the week. Discounts for long term rentals with free delivery and pick-up.

Measuring Success

Analytics & Reporting



So far in this guide, you will have learned to set up your Webstore using EZRentOut, point customers to it through a custom URL, and categorize your online inventory so customers have an easier time navigating your site. In addition, you've gone over the two main kinds of traffic your website receives. You can boost paid traffic by running ads on Google, Facebook, etc., and improve your organic traffic by utilizing basic or advanced SEO techniques - whether it's picking the right keywords, setting up your Webstore to reflect this optimization, or even making use of local SEO.

However, your job doesn't just end after setting up and promoting your Webstore! What's crucial as a next step is to evaluate your performance using various reports and analytics tools. Below, we'll outline a few key ones.

Google Search Console

Google has some great tools for people that own websites. One of the most important ones is the Search Console. The sign up process takes only a few minutes and has a lot of features to help you track your site's performance and health. A quick tip is to grab your sitemap link from EZRentOut and enter it into the Google Webmasters' Search Console for in-depth analytics.

Account Owners and Administrators can do this by going to Name → Settings → Store Settings → Sitemap in their EZRentOut Account.

Google Analytics

This is another great tool from Google that graphically shows you how much traffic your site gets, where it comes from, and how it interacts with your Webstore. You can gather insights from the analytics tools very quickly to see how your rental store is performing on a daily, weekly or monthly basis.

Set up an account and connect it to your website by adding the Google Analytics Tracking ID to Name → Settings → Store Settings → Google Analytics.



Real time reporting lets you know exactly how your business is performing

EZRentOut Reporting

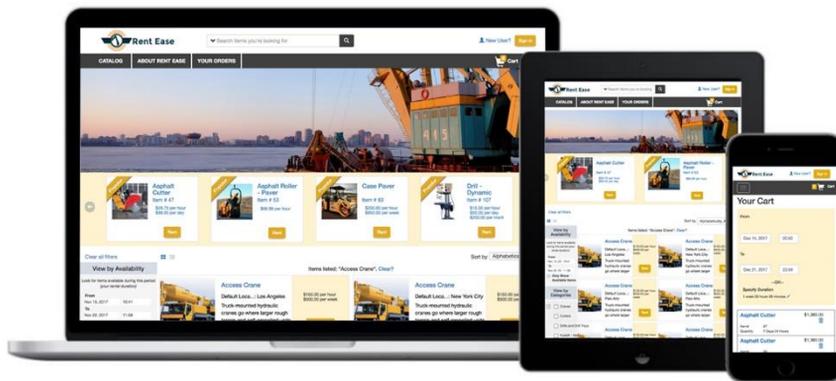
EZRentOut offers a number of very powerful pre-built reports that offer insights into how your Webstore is performing. For example, you can see how your customers or orders have grown over a certain period of time, draw up reports on staff performance, see sales or rent summaries, and even draw up custom reports. As an example, here's an in-depth look at all the item reports you can draw up using EZRentOut:

<https://ezo.io/ezrentout/blog/item-reports-equipment-rental-software/>

Reports like these and the ones outlined above can give you a 'big picture' perspective of how your rental business is doing. This is why this kind of insight is good to have alongside the more technical, marketing-centric analytics you can get with tools like Google Analytics and Google Search Console.

Online Success

The EZRentOut Webstore is designed to make running a successful online rental store hassle-free. Implementing the many actionable steps in this guide will help your business stand out from the online crowd and aid you in customer acquisition. You do not need to apply all the suggestions right away; after launching your rental store, you can work on each section one at a time until you have optimized your entire Webstore. If you put in the time and effort, your rental Webstore is sure to become an integral part of your equipment rental business!



Need help getting set up? Request a FREE demo with our rental Webstore specialists today!

Request Free Demo

About EZRentOut

EZRentOut is the only rental software on the market that lets you track equipment, orders, and customers. We're a POS, Webstore and Customer Portal all rolled into one, with accounting and payment integrations to make your rental journey easier than ever. Maximize ROI by efficiently renting out gear, minimizing downtime, and running actionable reports for added value. It's ridiculously easy to use, and our mobile apps allow for operations on the go. Learn how to set up, promote, and monitor your online rental business using EZRentOut's comprehensive equipment rental system.

Get started with cloud-based Rental Management today
Try out our free 15 day trial – no credit card required!

[Start Your Free Trial](#)

<https://ezo.io/ezrentout/>

support@ezo.io