

Let Your Website Help You **Reach a Larger Audience**

By Zac Sharp

You might think of your self storage business website as nothing more than a necessary evil.

A place for people to find you on the web, get a phone number or address and maybe check out some pricing info.

However, the fact is, your website can be so much more if you let it. In actuality, it can be the most crucial tool in your marketing tool-box.

Why the Need for Self Storage Can Come at Inconvenient Times

A website is accessible from anywhere.

Let's illustrate how having a fully functional website tied directly to your self storage facility is massively beneficial.

Stan and Barbara's marriage has been on the rocks for a while now.

Fast forward to Saturday at one AM when Stan comes home after a long night with Jose (Cuervo), Jack (Daniels), and Jim (Beam) only to find the locks on the front door won't open, and all of his worldly possessions are on the front lawn.

Sure, he can sleep on his sister's couch, but she doesn't have room for his three mountain bikes, fishing gear, and collection of Gronk jerseys.

(This is where we, as storage operators, come in to save the day)

How Your Website Can Be a Convenience During These Times

If you have a website for your self storage facility, Stan can look you up online from his front lawn and find exactly where to haul his stuff.

Furthermore, in an ideal circumstance, he can even rent a unit from you right from his phone so long as...

Your site shows up on local searches when Stan types storage "near me."

the Real and Technical Reason a Website Gets the Job Done

When Stan types in his search for storage facilities near him, you've got to do your best to ensure that yours comes up in the Google 3-pack (the list of three businesses featured first on the search engine results page).

The way to do that is by making sure the search terms that are most commonly used to find self storage websites are used (and repeated) on your website.

You'll almost naturally use phrases like storage units, self storage, and storage facility in your website content.

The trick to getting into google 3-pack and showing up in local searches is making sure you optimize your content for your location.

Mention surrounding neighborhoods. Make a note of any worthwhile and important monuments, attractions, colleges, or malls nearby.

This optimization and level of detail will take a little time, but it's well worth the effort.

How to Get Started

You get started by stressing the importance and execution of a fully functional website. Your facility's page can turn a lead into a sale.

Most people are searching for storage units because they need one, and probably soon.

They might want to do a little shopping around, but why not try to snag them from the second they click on your website link? Do this by making it super easy for them to get their unit on your site right now.

Let them browse the various options and prices, and then lead them through the selection process as painlessly as possible. Once they've made their choices be sure to have it all automated, right down to being able to...

Pay & Sign the Lease

...without having to be on the property. All the capability is there to complete this online rental, whether it is with a phone, computer, or tablet.

Moreover, getting it all automated can also help on the back end, as you can offer (or even require) automatic payments.

You'll have less delinquent contracts to call on, which will save you (or your managers) time. It will save time by limiting the number of uncomfortable conversations you must have with customers who often just forgot.

Their forgetfulness can be forgiven, but it still costs you recurring and timely payments.

That's why prompted, or even required, automatic bill pay can keep you going with business as usual.

So That's It, Folks

Three ways your website can be a dependable workhorse for your business if you let it.

Optimize your website and content to rank well on storage and location-related searches so --

1). Your facility can be found.

Have a functional, accurate, and preferably automated website so --

2). Consumers can satisfy their need for a unit once they've decided your facility is right for them. Don't just let people leave your page to find a competitor because they cannot checkout with you where they are.

Use the website to complete the rental checkout with payment, unit lease sign, and available insurance to get all the necessary information so --

3). The renter feels taken care of, and your facility doesn't miss out on recurring revenue or be stuck with incomplete records.

One more thing, consider it an added inclusion for your patience:

Make sure your site is mobile-friendly.

Did you know that more than 60% of all online searches are conducted from mobile devices? In some markets, that number tops out at 72%!

That means, to make the most out of Stan's misfortune, your website has to be as easy to read and navigate on a 3 x 6-inch phone as it is on a giant monitor.

How can you be sure that yours is? Google set up a little mobile-friendly test page so you can check to see how your website stacks up!

There is plenty of information, this article included, and resources in the self storage industry to give all owners a stable footing to operate their business.