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Intro to Web Publishing 20303-02

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26 January 2019

Enterprise CarShare Content & Traffic Analysis

WEBSITE OVERVIEW

General Industry & Company Information

- **Overview:** In this day and age, individuals in highly populated areas tend not to make frequent use of vehicles, and in the occasional situation that they do, it's likely that they want a short-term commitment. As a response to this demand, the car-sharing (mobility) industry was born. With car-sharing, individuals can charter cars by the hour for personal use, eliminating the need for a day or longer of commitment usually required by car rental companies. One of these car rental companies, Enterprise, saw this demand and capitalized upon it as well. This led to the creation of Enterprise CarShare, which will be the specific focus of this analysis.

Enterprise CarShare is a traditional car-sharing business, where company-owned vehicles are leased out to people by the hour for brief trips. These trips are round-trip, as Enterprise CarShare is a station-based sharing service that requires the car to be required to its original location after the customer is through with it. This is akin to ZipCar, another industry competitor launched in 2000. Unlike other car-sharing companies, Enterprise CarShare struggled for a while to provide an adequate mobile platform, and they also have fluid rates, which is bothersome for those used to set rates. However, they are typically less expensive than competitors when it comes to those rates – varying by location, rates

can be anywhere from \$3 to \$9/hour, or \$40 to \$70/day. Enterprise CarShare also has a wide assortment of vehicles to choose from and they offer multiple plans for customers, while also customizing specific system arrangements for businesses/government agencies.

- **Trust:** When it comes to trust, Enterprise CarShare's reputation is erratic at best.

Enterprise itself already has skin in the game for a long time when it comes to the mobility industry, and it is an easily recognized brand. According to reputable trade news source Automotive News, Enterprise has more or less been offering a key part of car-sharing for over 13 years – hourly rates (Lutz). On top of that, Enterprise CarShare has been a registered domain on the web for 7 of those 13 years, so by no means is it an unseasoned competitor - but at the same time, it is no veteran. That being said, the site on that domain is a secure website, so customers can at least be sure they can trust Enterprise CarShare with their card information.

At its best, Enterprise CarShare seems to be a trustworthy company. Forbes contributor Christopher Elliott even writes that Enterprise is “at the vanguard” of the mobility industry (Elliott). However, this supposed leader of the industry has a tough time garnering good reviews on both their services and their customer relations. Their Yelp pages sport a low 1.5 to 2 stars out of 5 between almost 200 reviews, with customers citing problems such as unreliable customer service, poor website design, and misleading advertising online. In an industry where customer service and mobile efficiency are key, Enterprise CarShare can't quite be trusted as of yet.

Quality Content Assessment

- **Credibility:** If a website wants to be successful (and show up on search engines first), it has to have unique content. Search engines like Google scour websites for duplicate

content, which is what Enterprise CarShare wants to avoid so they can rank higher – they want unique content, content that can not be found anywhere else. It has to be original work, and preferably work that is expertly written and free of typos. Websites like

Your Duplicate Content - Click below to see your duplicate content:

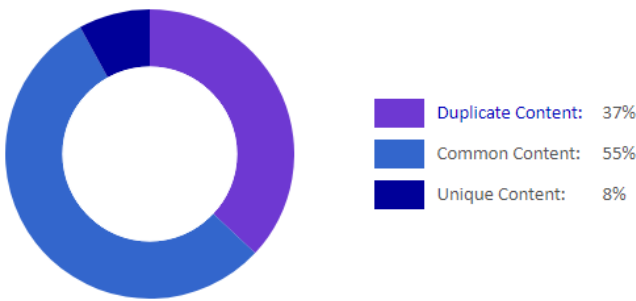


Figure 1. Enterprise CarShare’s duplicate/common/unique content.

Siteliner can check another website in entirety to locate duplicate content, and when Enterprise CarShare’s domain is entered, we can find that only 8% of their content appears to be completely unique (as seen in **Figure 1**).

However, digging deeper into what Siteliner deems duplicate content reveals that most of Enterprise CarShare’s supposedly

unoriginal content is due to the fact that there are multiple different locations that share similar/identical FAQs or policies (see **Figure 2** below). Most of the links lead to similar pages just hosted for different locations, so this 37% of duplicate content and 55% of common content is actually not as negative as it seems at first glance. Nevertheless,

Google’s search engine rankings could easily see this lack of purely unique content, and

us/en/applicant/enrollment.html/...	Enrollment	2,630	98%	2	6
us/en/policies/membership-policies.html	Enterprise CarShare Member Policies	1,546	81%	8	18
us/en/policies/philadelphia-policies....	Enterprise CarShare Philadelphia Member ...	1,355	79%	2	3
us/en/policies/mem-policies.html	Enterprise CarShare New York& Boston ...	1,353	83%	2	3
us/en/programs/university/nyit.html	New York City Car Sharing and Hourly Car ...	692	75%	26	3
us/en/programs/retailHenryew-york/new-york-...	Rate Plans	622	58%	16	3
us/en/programs/university/byuh.html	Brigham Young University - Hawaii Car ...	559	64%	41	3
us/en/programs/university/ccp.html	Community College of Philadelphia Car ...	551	62%	35	3
us/en/programs/university/rutgers-camden....	Rutgers University - Camden Car Sharing- ...	547	62%	40	3
us/en/programs/university/hawaii-pacific....	Hawaii Pacific University Car Sharing- ...	536	62%	38	3
us/en/programs/university/itsp.html	Lutheran Theological Seminary at ...	525	51%	22	3
us/en/programs/retailHenryew-jersey/new-...	Rate Plans	501	57%	14	3
us/en/programs/university/barnard.html	Barnard College Car Sharing and Hourly ...	421	46%	22	3
us/en/programs/university/byui/brigham-...	Rate Plans	416	52%	10	3
us/en/programs/university/byui/brigham-...	Rate Plans	416	52%	11	3
us/en/programs/university/usciences.html	University of the Sciences Car Sharing- ...	409	46%	15	3
us/en/programs/university/temple.html	Temple University Car Sharing- ...	372	42%	8	3

Figure 2. Siteliner’s list of Enterprise CarShare’s “duplicate content.” that

could prevent them from ranking Enterprise CarShare as high as it could be if there weren't as many duplicate pages.

Typos are also very important in determining credibility, and just as Siteliner exists, there is also a tool for checking a website's typos – Internet Marketing Ninja's spell check tool. When Enterprise CarShare is run through this tool, it locates around 80 to 85 possible misspellings. Sifting through all of these alerts, it isn't long before one can find that they are all false alarms that boil down to word style differences or miscommunications – URL/domain names were a common false alarm, along with words that can be stylized in multiple ways (i.e. pay stub vs. paystub, or smartphone vs. smart phone). So, all in all, Enterprise CarShare contains little to no glaring typos and/or completely unoriginal content, making it a verifiably quality site in terms of content credibility alone.

- **Value:** Content by itself is one thing. It is a whole other thing to have quality content that keeps people on the site, or brings them back in the future. A website like Enterprise CarShare has to have “value” content within it in order to keep viewers engaged/interested in their services – infographics, charts, and demo videos are just a few of the countless examples of this type of content. Enterprise CarShare contains a few notable “value” content items, one of those being helpful infographics to explain numbers that would remain flat if just explained through text (see **Figure 3** below). These numbers are located on a page that expresses the value of CarShare's sustainability and fuel efficiency, which is a value-content driven page in itself.

Arguably, the best piece of “value” content that I found on Enterprise CarShare's website was the demo video, which is featured on the “How CarShare Works” page. The

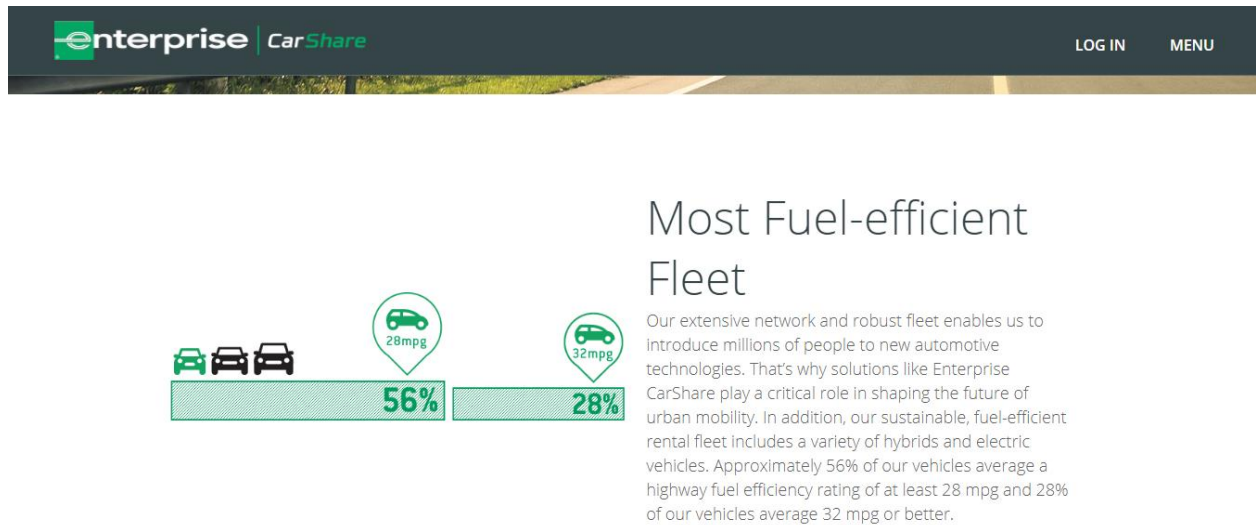


Figure 3. Sustainability/Fuel efficiency mini-infographic.

1.5-minute long video details the process from start to finish, including the reservation, how to unlock the car, what a reservation entails, and then how to return it once you are done with your car. As a consumer, seeing this video is a big attraction point – many people don't want to read step-by-step what happens during a reservation. This video gives a visual to the process from the inside, and gives the consumer an idea of what will take place if they were to become a member and utilize this service. This is perfect for Enterprise CarShare and customers alike, eliminating demonstrations in person and making the process easier. It makes lengthy explanations unnecessary and caters to the “need to know now” minds of consumers.

Competing Site

- **Zipcar:** Enterprise CarShare's biggest competitor is, without a doubt, Zipcar – it's been around since 2000, serves many more locations (even in different countries), and has far more favorable customer service reviews (Jones). Upon first glance at their website, Zipcar, which (as mentioned earlier) is a station-based sharing service just like Enterprise CarShare, generally has higher rates/fees than Enterprise CarShare. The lowest hourly

rate on Zipcar.com is around \$8 – this is over \$5 more than Enterprise CarShare’s lowest hourly rate. Both websites actually contain similar offers in terms of monthly/annual personal plans. However, Zipcar features demo video directly on their home page, as well as a map of locations, a cost estimation calculator, a preview of their fleet, and you can see from the latter part of the homepage that they also personalize systems for colleges/business, just like Enterprise CarShare does. On pages like “Why car sharing?,” Zipcar’s site goes into depth about the benefits of car sharing, while including several infographics as eye-catchers. Generally speaking, Zipcar has Enterprise CarShare beat when it comes to value content and website features, but Enterprise CarShare clearly takes the crown when it comes to pricing.

TRAFFIC ANALYSIS

Visit Analysis

	EnterpriseCarShare.com	Zipcar.com
<i>12-Month Average Monthly Visits</i>	173,575	1,516,666.67
<i>12-Month Average Unique Visitors</i>	100,908.33	765,466.67
<i>Average Visits per Unique Visitors</i>	1.72	1.98

Figure 4. Enterprise CarShare vs. Zipcar visit analysis stats

- Definitions:** Figure 4 (above) showcases Enterprise CarShare’s visits and unique visitor stats when stacked up against the competitor, Zipcar. First, it shows the average monthly visits over a span of a year/12 months. Following that, you see the average unique visitors over that same span of time, and then both values are combined to average out the visits per unique visitor. Now, it’s important to understand what exactly the terms mean, because they’re not as obvious as they look. If taken at face value, one could be

mistaken by what they're looking at.

A visit (or session) consists of a singular visit to your website that amounts to one or more page views. Visits are made to your website by visitors, and in many cases, unique visitors. Unique visitors are a new, distinct IP address/device visiting your site. But don't get it mixed up – unique visitors are not unique humans. In fact, two unique visitors could be the same individual visiting once on their desktop, and once on their mobile device/phone. So, when you combine those two terms into an average, a visit per unique visitor would simply be a singular visit to your site by a unique IP address/device that comprises of one or more pages viewed.

- **Comparison:** Looking over the SEMrush visit analysis numbers of Enterprise CarShare and Zipcar, it's very clear that Zipcar experiences the most traffic. Zipcar gets over 1.3 million more visitors per month on average, and over 600K more unique visitors in that exact time frame. Those numbers average out and don't put Zipcar at a seemingly monstrous advantage when it comes to visit per unique visitor, but with enough volume, that 0.26 difference can easily become a lot more. At the end of the day, Zipcar is just seeing more visits with more unique visitors.

Considering Zipcar has been around for almost 19 years, these numbers are not surprising. Enterprise CarShare is still a baby compared to Zipcar, so the wild statistical difference could be largely attributed to the ages of the two companies. On top of that, I personally felt that Zipcar's website was more interesting, and found it easier to navigate than Enterprise CarShare. And, according to an article comparing car sharing services, Enterprise CarShare struggled to keep up in the mobile app department, which may have hurt their chances as Zipcar's mobile app featured "map view, GPS location, and

directions to easily find your rental” (Jones). Enterprise CarShare’s failures in the mobile app side of things, as well as their lack of infographics/videos and appealing value content, are most likely big contributors to the stark difference between the two sites – that is, after considering age. Age is still the biggest difference between the two, and it gives Zipcar an advantage that cannot be ignored.

Engagement Analysis

	EnterpriseCarShare.com	Zipcar.com	Web Averages
<i>Bounce Rate (%)</i>	39.6	28.54	20
<i>Pages Per Visit</i>	3.98	8.35	4.6
<i>Average Visit Duration (min)</i>	3.26	3.65	3.1

Figure 5. Enterprise CarShare vs. Zipcar vs. Web average engagement analysis.

- **Bounce Rate:** When a visitor comes to a site like Enterprise CarShare, sometimes they do not last long on the page before leaving already. There could be a multitude of reasons for this quick exit, but you’d generally call this a bounce. Bounces are when someone only visits one page on the whole site before exiting again, and can mean both negative and positive things. Sometimes, a user bounces because they only need to visit the login page for a moment, so they only need to see one page on the site. They could just be locating the contact page straight from Google, or just wanted to check a price really quick. On the other hand, a user could bounce due to excessive ads, slow load times, inefficient landing page design, and other reasons that are bad for the site.

The bounce rate on Enterprise CarShare could either be good or bad, depending on how you looked at it. For some, the fact that only one page is needed is a good sign. For others, that’s a terrible sign. They want people to explore and find out more. I

personally believe that Enterprise CarShare's bounce rate is a bit too high to be a good thing. The web average bounce rate for service sites like Enterprise CarShare is 20%, 30% if you push it - compare that to Enterprise's nearly 40% average, and you've got some cause for concern. For reference, Zipcar's average monthly bounce rate clocks in at 28.54%, just below the top of the average. A bit of over or under is okay, but when close to half of your traffic is bouncing and you're a website designed to be explored throughout multiple pages, that isn't good.

Let's assume a good portion of the bouncing individuals are starting on the homepage. What do they get from this one page visit? A list of locations, a brief overview of a reservation, a quick look at starting rates, and a link to the FAQ page. Meanwhile, you visit Zipcar's homepage – you're getting the brief overview, a map with locations, a trip cost estimator tool, a sneak peek at some of the car fleet, a list of reasons to choose them, social media photos, AND links to different business/student plans (**Figure 6** below). Enterprise CarShare is clearly lacking value content on the homepage, and even if not all visits start at the homepage, it's safe to assume a good portion of them might. The

Figure 6. Examples of value content Zipcar offers on their homepage

The screenshot displays the Zipcar homepage with a green header bar containing the Zipcar logo and a 'Join' button. The main content area is divided into several sections:

- Zipcar in Austin:** A section on the left featuring a map of Austin with Zipcar locations marked. Text includes: "Shop along South Congress. Hit the trails around the city. Or take a day trip to the Alamo. Your wheels are here." and "Use the map to find Zipcar locations near you." Below the map is a search bar for "Address, neighborhood, or zip" and a "Vehicle Type" dropdown.
- Estimate your trip cost:** A central section with a form to estimate trip costs. It includes a "Choose a car" section with radio buttons for "Economy" (selected) and "SUV". Below that is a "Select a trip" section with radio buttons for "1-hour errand" (selected), "3-hour shopping trip", "1-day road trip", and "2-day weekend getaway". At the bottom is a "How far are you going? (180 miles included per day)" section with a slider ranging from 0 to 500 miles, currently set at 100 miles. To the right of the form, it displays "Estimated trip cost" as "\$10" and a "View plans" button. A note at the bottom states "Gas and insurance included."
- Why Zipcar?:** A section on the right with three columns of benefits:
 - Locations near you:** "Locations near you are live in your local neighborhood, and ties, campuses and airports across the globe." Accompanied by a map icon.
 - Drive on-demand:** "No waiting in line at the counter. (No need to even search for your keys!) Just book and go." Accompanied by a sun and cloud icon.
 - Go beyond public transit:** "Zipcar is the perfect complement to the bus and train—whether it's local errands or weekend adventures." Accompanied by a rocket icon.

homepage should showcase Enterprise CarShare's winning material, and because it isn't, people may be bouncing.

- **Pageviews Per Visit & Average Visit Duration:** With these terms, the definitions are a bit more straightforward than the ones from the visit analysis section. Average visit duration simply means how much time an individual spends on your site. So, for example, I could spend 4 minutes and 7 seconds on the website, going between pages, and it just counts my entire stay as one visit duration. As I said, during that state, I can move from page to page, which contributes to my page views per visit as well. Page views per visit is the total number of pages on the site that I visited in the time I was there.

In this category, I can actually say that Enterprise CarShare is doing well in both of the categories (see **Figure 5** on pg. 8). Pageviews per visit are at 3.98, which is not too far from the web average of 4.6 pageviews per visit. The monthly average visit duration is at 3.26 min (or 3 min., 16 seconds), which is almost right on par with the monthly web average of 3.1 minutes (or 3 min., 6 seconds). Although Zipcar sits well above the average in both categories, Enterprise CarShare still holds its own just below the average, but not horribly below. This is a step up from the bounce rate, which was wildly past average.

Of course, there is room to improve in both of those categories, and as I've been saying, the homepage could very well have something to do with it. The homepage is what most people see first, and where they choose whether to navigate to another page. Pageviews are still slightly under par due to the basic appearance of this homepage. Adding icons, maybe a location map, or something else that is interactive could vastly improve the appearance of the front page, which in turn could extend time spent on the site. On the other hand, I feel like pageviews could be improved even without adding the

demo video to the front page or something similar. In the case that the homepage isn't actually the first page a person is looking at, interactivity and page design is still a big issue for me on the website. Zipcar has interactive maps, interactive calculators, and icons that make you want to engage. Enterprise CarShare has drop down menus, and lists. It gets to be boring for the eyes, and interest is lost if you're not truly invested in purchasing a car (see **Figure 7** below). This could very well be the factor that is keeping the page views on the shorter side of the average, even if it isn't by much.

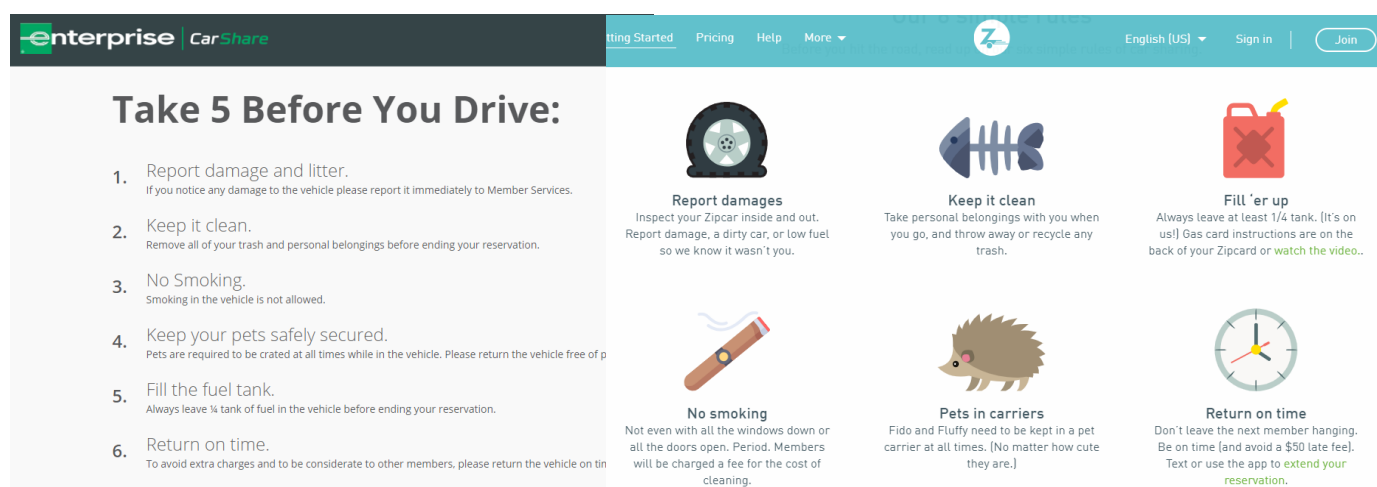


Figure 7. Enterprise CarShare vs. Zipcar's page design

Value Content & Engagement Improvement Recommendation

- Enterprise CarShare has a long way to go before I would say it contains a solid amount of value content, and it definitely has some glaring flaws that should be taken care of in the near future. It has some negative reviews that need to be addressed and some shortcomings in the customer service department that need to be worked on thoroughly. This isn't saying that Zipcar doesn't have its faults, but Enterprise CarShare needs to step back and take a look at itself so they can restructure and get the traffic numbers up.

Though I speak of all the flaws of Enterprise CarShare, I believe that the best thing they could do for their website as of now is to focus not only on the flaws, but on

highlighting what they're doing well. I think they should capitalize on one of their strongest selling points, which they don't really appear to be doing currently. Enterprise CarShare's price points are significantly lower than their competitor's, and they are not doing enough to, for lack of a better word, boast about it. As aforementioned, Enterprise's lowest hourly rate was around \$5 below Zipcar's lowest hourly rate, and that is significant.

That being said, my content/site change that I'd like to suggest for Enterprise CarShare is a price comparison tool on the homepage. Similar to what Zipcar has on their



Figure 8. Progressive price comparison

homepage for a ride price calculator, Enterprise CarShare should have a homepage tool that shows how their prices stack up against the competitors. The price comparison gun in the Progressive commercials is the most prevalent similar product I can think of, despite it not actually being a thing (see **Figure 8**).

However, a price comparison tool would compliment the lower prices of Enterprise CarShare nicely.

Websites like Google Shopping and PriceGrabber (see **Figure 9** below) already put similar items in the same area to help the consumer compare the varying prices of the groceries they're after, so they can then decide where to purchase from after that. Enterprise CarShare could easily utilize something like this to showcase their low prices, highlighting a big benefit of chartering a car from them instead of the competitor. All the consumer would have to do is input their location, the number of hours they'd like to reserve a car, and what kind of car. Then, a list of estimated price points would pop up to

compare and contrast using different companies (Turo, car2go, etc.). This seems like the most obvious way to exploit their biggest advantage in order to add quality content to the website.

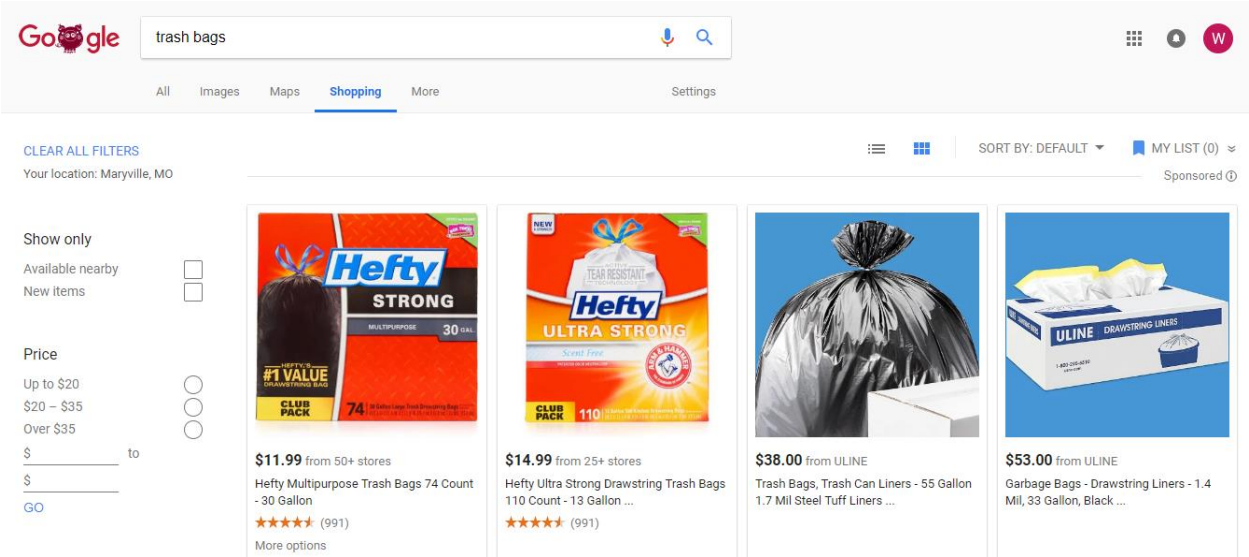


Figure 9. Google Shopping example for Enterprise CarShare price comparison tool

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Slideshare link: <https://www.slideshare.net/WhitneyHenry5/whitney-henry-content-and-traffic-analysis>