

Enterprise CarShare Popularity & Traffic Analysis

WEBSITE OVERVIEW

General Industry & Company Information

Overview: Enterprise CarShare is one of the top suppliers in the growing car share industry. According to Earths Friends, car sharing has been on a clear rise. As of October 2014, there were more than 1.6 million users and 24,000 (company-owned) shared vehicles in America. In one year, the United States saw a 34 percent increase in the number of users, and more studies show that user numbers will continue to grow. Additional studies indicate that millennials are ditching traditional car ownership in favor of this new trend.

There are two main types of carsharing. First is the traditional car sharing, where Enterprise CarShare falls. Traditional car sharing is where you rent a company owned vehicle to drive around. The other main type of car sharing is peer-to-peer. In this type of service, people allow their car to be rented by people, much like an Airbnb. Within the traditional car sharing category, there are four different models that companies follow. First is station-based sharing, this is where Enterprise CarShare falls as well. Station-based car sharing is where users pick up the car and drop off the car in the same spot. Secondly, one-way car sharing is where the vehicle can be picked up at one station and returned to another. Next, home area sharing creates a virtual fence within an area which individuals have permission to park the car on any approved side streets. Lastly is the free-floating model. In this model, a user can pick a vehicle and end the trip anywhere in the home area.

In 2005 Enterprise CarShare began operating under Enterprise Rent-A-Car's hourly car rental fees. The hourly rentals outgrew Rent-A-Car so Enterprise created WeCar by Enterprise

where they spread to universities, governments, corporations, and municipalities. In August 2011, Enterprise Holdings purchased PhillyCarShare, a Philadelphia based company who had 13,000 car-sharing members. Only 10 months later, Enterprise once again acquired a smaller car-sharing agency, Mint Cars-On-Demand, which served 8,000 members in New York City and Boston area. These companies vehicles and members were incorporated into Enterprise fleets. In Spring 2013, Enterprise renamed WeCar to Enterprise CarShare and started to purchase more car sharing companies in cities such as Chicago and Washington, D.C., and even international cities in Canada and the United Kingdom. Currently, Enterprise CarShare is in 62 cities in the U.K., 14 U.S. cities, and four Canadian cities. Along with the 14 American cities, Enterprise CarShare is located on 86 different college campuses and with four businesses across the United States. While there are only four retail locations in Canada, Enterprise CarShare is on 19 different campuses and works with 95 different businesses.

Enterprise CarShare operates as an automated way to rent a vehicle in a variety of different ways for different situations. A user can rent a car by the hour, the day, or overnight. Since Enterprise CarShare is a sister company with Enterprise Rent-A-Car, they share a wide variety of vehicles that a user can rent. Enterprise CarShare offers sedans, SUVs, hybrids, luxury cars, pickup trucks, vans, and electric cars. While it is expected for users to put fuel into the car, they do not have to pay for it. There is a prepaid card located in the car they can use to refuel the car. The rental rate also includes insurance for the car. Depending on what plan you choose depends on the type of liability and physical damage coverage.

Enterprise CarShares rates and fees vary by city, model, the day of the week, and time of the day. Student plans start as low as \$35 for the first year and they offer a \$35 driving credit

with signup at the UMKC location. When it comes to retail prices, hourly rates vary from three dollars in Houston, Texas to nine dollars in St. Louis, Missouri. Daily rates run from as high as \$70 in cities like Honolulu, St. Petersburg, and Tampa and run as low as \$40 in Philadelphia.

Trust: When talking about a successful site, one of the topics that arise is trust. Trust is how much confidence people have in your site. One factor in determining trust is the authority on a topic. Enterprise CarShare's parent company, Enterprise Holdings, is an expert in the car community. It was created in 2009 after Enterprise Rent-A-Car purchased Vanguard Automotive Group, the parent company of National Car Rental and Alamo Rent a Car. Enterprise Holdings has proved to be an expert in the world of rental cars. They own three different car rental companies with many other companies that involve the rentals of trucks and exotics and even car sales. Enterprise CarShare has been in business since 2005 creating a more credible existence. The longer a company has been operating the more trustworthy it is.

To add to the credibility, Enterprise CarShare has partnered with New York City for about 300 parking spots in more than a dozen neighborhoods and reserving them exclusively for vehicles from car-share companies. Seeing how the New York City government is paring with our company shows that we are a credible place to do business. Along with this, as I was searching for credible search results I saw 50 news results and I assumed eight to be credible: Forbes, The Denisonian, New York Times, Bloomberg, and Chicago Tribune. During this search, I found some articles detailing Enterprise CarShare pulling services out of Chicago and other articles about cities giving away parking spaces to the car-sharing industry.

Quality Content Assessment

Credibility: Becoming credible is important for any company no matter the industry. The way to become credible is to produce valuable, well-written content. Content is text, video, audio, infographics, e-commerce, or charts. Another way to become credible is to produce unique content. Unique content means there is no other content like it out there. To find this out about Enterprise CarShare, I ran the site through Siteliner. My duplicate content checker came up with 37 percent duplicate content on Enterprise CarShare. After further investigation, the majority of the duplicate content was found on university pages. It makes sense because 86 colleges carry the Enterprise CarShare program and have information about the program for their students.

Next, I analyzed the content for typos. After running the spell check tool on Enterprise CarShare's website I found seven different typos for the website. The one that caught my attention the most was the use of the word iPhone. It was not properly capitalized and that reflects poorly on the credibility of the content. Secondly, there were a few words that were not properly spaced apart. For example, wheelchair getaways was one word on one page and car sharing was not made two words. Lastly, the tool caught the British spelling of the word canceled, the site had an extra "l." The spell check tool also picked up EnterpriseTrucks as a misspelled word, but that is a name of one of the sister companies. Another word I thought was correct from the tool was geolocation. I believe it suggested it needed space but after looking further, that proved to be the correct spelling of the word.

Value: The purpose of valuable content is to offer more than just a simple explanation or description to the user. Value gives the user a reason to be on the website, it keeps them engaged with the content produced. One thing on Enterprise CarShare's website that is valuable is the different pricing plans for colleges and universities. It varies from place to place and students and parents can log on and find the site with all the pricing information. While they came to the site for the pricing information, they see all the amenities that Enterprise CarShare has to offer on the same page, creating value to that user.

Other things of value are maps of different locations in New York and New Jersey. This shows the user where exactly they can get a car and even drop off a car. Along with this, the map makes the car-sharing experience personal. Another good way to add value to the site is to address the user directly. Having more relatable content is always valuable in terms of people returning to your site. I also noticed they have 24/7 customer service but I didn't know this until I clicked on the "Contact Us" section. Good customer service reflects well online, so putting that Enterprise CarShare has 24/7 customer service could serve a valuable purpose.

Competing Site

The competing site to Enterprise CarShare is ZipCar. ZipCar launched in 2000 and is also a traditional car-sharing service that uses the station-based model of sharing. Since its opening, it has been bought by Avis Budget Group and has grown into the most well known traditional car sharer. The service is available in more than 170 cities in 44 states, the District of Columbia, Canada and Europe and at more than 300 U.S. colleges and universities. Zipcar is the top player in the U.S. when it comes to their services.

ZipCar's prices compare are higher compared to Enterprise CarShare. ZipCar's hourly rate is nine dollars while daily \$74. They offer different kinds of cars such as sedans, SUVs, and vans. ZipCar has stations in all the major metro areas like Boston, Los Angeles, and Chicago, while Enterprise CarShare doesn't have stations in these markets. The biggest drawback about ZipCar is the minimum you can rent a car is one hour.

TRAFFIC ANALYSIS

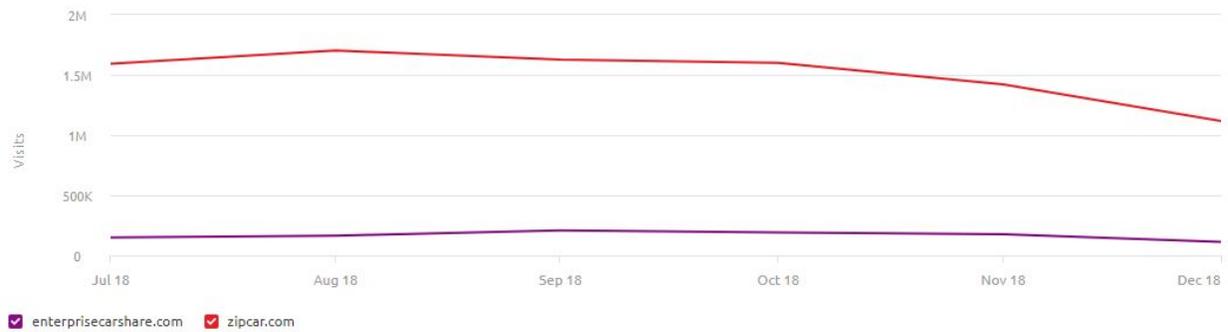
	<i>EnterpriseCarShare.com</i>	<i>ZipCar.com</i>
6-Month Average Monthly Visits	167.4 K	1.5 M
6-Month Average Unique Visitors	96 K	740.6 K
Average Visits per Unique Visitors	1.7 K	2 K

Visit Analysis: The data above shows six-month averages for visits, unique visitors and average visits from both Enterprise CarShare and ZipCar's websites. A visit is whenever a visitor goes onto the site for a session. A unique visitor is someone who uses the site. Metrics for websites, like these gained through SEM Rush, cannot get accurate metrics for actual people that use the site, but can get a count on devices that access the site. Lastly, visits per unique visitor are how many visits are by a unique visitor in the six-month span.

When comparing the numbers, the first thing that jumps out is the average visit numbers. ZipCar's totals dominate Enterprise CarShare. When diving into these numbers I checked the age of both of the domains. ZipCar's domain has been active since 1999 meaning it has been around since Enterprise CarShare's seven-year-old domain. This means that since ZipCar's site has been around for longer it probably has gained more credibility in the car share community. Secondly, I

noticed that while ZipCar’s numbers for unique visitors and visits were much higher than Enterprise CarShare’s, visits per unique visitor were closer than I expected. I believe this means that ZipCar has more return users since they have been around for longer, they have returning visitors while Enterprise CarShare is gaining new clients.

Enterprise CarShare vs. ZipCar Visits



When observing the trends of the visits the biggest thing I took away from this was the recent month’s dip in visits for ZipCar. While they still prove to have more visitors, this number has been on the decrease since October 2018. This relates to the concept of being a service website. Service websites are not designed to create a lot of views, they’re created for information. Once people know the information, there is no need for them to come back. Another cause for the dip could be the time of year. That is the holiday season and most college students are home for that time of year. A large chunk of users from both sites are college students. When the college-aged users are home, there is no need for the site.

	<i>EnterpriseCarShare.com</i>	<i>ZipCar.com</i>	<i>Web Averages</i>

Bounce Rate Percentage (6-month average)	39.48%	27.09%	20.00%
Pages Per Visit (most recent month)	3.98	8.35	4.6
Average Visit Duration (6-month average)	3:20	3:53	3:10

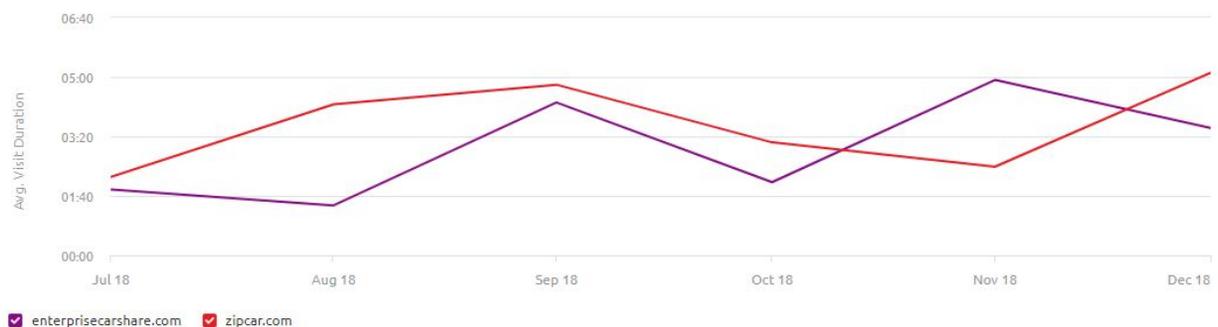
Engagement Analysis: When looking at engagement metrics there are a few important terms to know. First, bounce rate is the rate in which a visitor views only one page and leaves the site. Bounces have nothing to do with time on the site. Bounces are shown in a percentage as seen above. Secondly is pages per visit. This calculates how many pages a user views during a session visiting the site. Lastly, average visit duration calculates approximately how long a user is on the site for.

When looking at these numbers compared to the web averages, I thought a few things were interesting. Both ZipCar and Enterprise CarShare are above the web averages for service sites. After further contemplation, this isn't necessarily bad. This means that more users are viewing the page they need and leaving. If Enterprise CarShare is wanting people to be return users, they expect to have more bounces because people will know what they are coming to the site for. The more returning visitors hopefully, in turn, creates more business. A possible explanation behind the higher bounce rate of Enterprise CarShare compared to ZipCar is the university plans that Enterprise CarShare offers. Enterprise CarShare puts information about the college program on university websites. Curious students or parents may click the link for more information and only view one page because that is all they need on their visit.

Next, Pages per visit play into the bounce rate as well. As you can see, since Enterprise CarShare has a high bounce rate, the pages per visit is low. This means the average person views

almost four pages on Enterprise CarShare's website when they come to visit, which is just under the web average. As mentioned above, I believe this plays into Enterprise CarShare catering to the college crowd. Because these students and parents only need information about the college campus their student is on, they don't usually go and look for more information about the company. Once again, bounces and pages per visit have nothing to do with time on the page or site. Compared to ZipCar, I would say this number is somewhat alarming. It seems that even though ZipCar is already the leader in the industry, more people are looking at ZipCar and trying to gain more information about them.

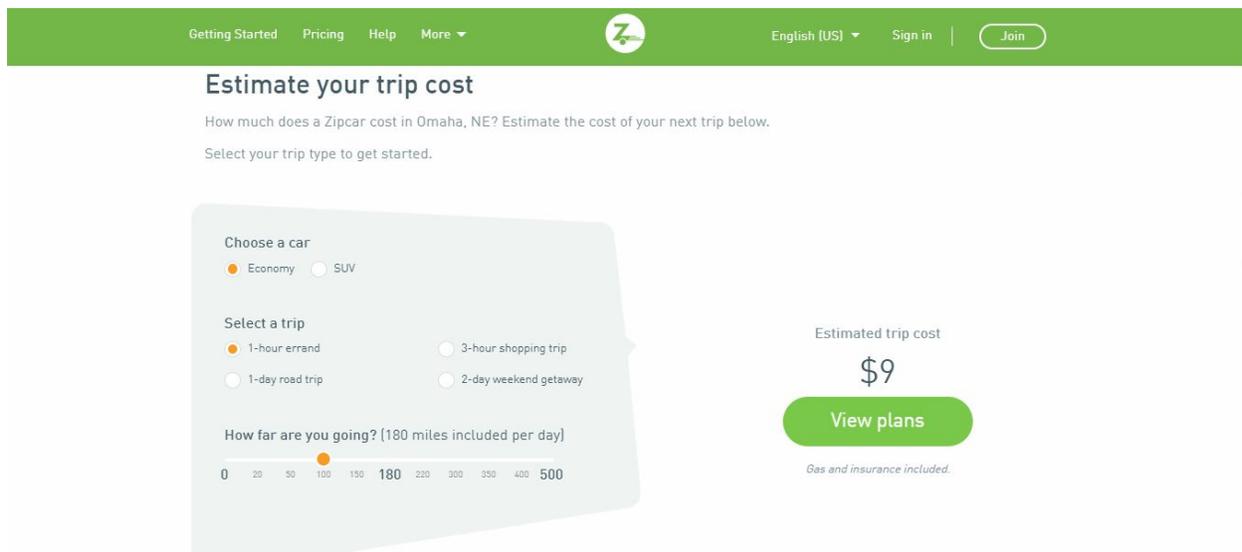
Enterprise CarShare vs. ZipCar Average Visit Duration



Lastly, the average visit duration numbers caught my eye. One of the main thing that caught my attention was the trends in the time on site. As seen above in the chart, both Enterprise CarShare and ZipCar come in above the web average in time on site. While Enterprise CarShare's six-month total is slightly below ZipCar's, the trends are the main interest. The two lines are very intertwined. The first trend I noticed was the spike in Septemeber. This is expected as this is usually the month that college and universities start their classes for the fall semester. Parents and students will be on the site trying to figure out what service is best and what the services actually do. The second trend I noticed was a dip from the fall from September to

October. That is expected when the month before was so high. While it looks like these numbers fell, they dropped to right around average for Enterprise CarShare. Lastly, an explanation for the November spike could be in word of mouth. Students went home to tell their parents about Enterprise CarShare on their campus and the parents wanted more information and possibly give them their business.

Value Content & Engagement Recommendation: One change to the content that I think would, in turn, create more engagement is a live trip estimator. When looking at ZipCar's website one of the things that caught my attention was that you could estimate the price of your trip based on how far you were going, how long you were going, and what kind of car you wanted to take. Here is the estimator below:



The screenshot shows the ZipCar website's trip cost estimator. The header is green with the ZipCar logo, navigation links (Getting Started, Pricing, Help, More), language selection (English [US]), and user options (Sign in, Join). The main heading is "Estimate your trip cost" with a sub-heading "How much does a Zipcar cost in Omaha, NE? Estimate the cost of your next trip below." and a prompt "Select your trip type to get started." The estimator is a light blue box containing three sections: "Choose a car" with radio buttons for "Economy" (selected) and "SUV"; "Select a trip" with radio buttons for "1-hour errand" (selected), "1-day road trip", "3-hour shopping trip", and "2-day weekend getaway"; and "How far are you going? [180 miles included per day]" with a slider ranging from 0 to 500 miles, currently set at 100 miles. To the right of the estimator, the "Estimated trip cost" is displayed as "\$9" with a green "View plans" button below it. A note at the bottom right states "Gas and insurance included."

There is nothing like this on the Enterprise CarShare website. You can find out prices but there is a long process to find those prices. If you want to find multiple city prices, that's even tougher. The price estimator shows all different kinds of information at the tip of the user's

fingers. You can get an accurate estimate at the click of your mouse. You can not only see what you need but what you want as well. You can look up weekend getaway prices, full day prices, and even chose a car.

I think that this would help Enterprise CarShare show their prices easier for their users. The prices being right there for the users would, in turn, create more engagement because the users will want to try out different scenarios.

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