

Winter Car Care Information Website Plus Snow Equals Increased Online Sales of Entrepreneur's Vehicle Invention

For many people a weather forecast calling for snow is an inconvenience. But for one entrepreneur, the winter season combined with a snowstorm equals an increase in traffic to his informational website – which translates into greater sales at the online store selling his winter-related vehicle invention.

December 27, 2009 (FPRC) --Snow plow operators, auto accessories stores and strong-backed youths bearing snow shovels aren't the only ones who relish a fierce snowstorm. For entrepreneur Sid Holmes, the early winter blizzard that blanketed the Northeast with up to two feet of snow was a boon to his business, increasing sales of his winter-related, vehicle invention fivefold. "I pray for snow every day," he says. "The deeper the snow, the better for our bottom line."

One of the greatest challenges facing an entrepreneur entering the marketplace with a new invention is generating public demand for the product.

But Holmes, whose water-repellent covers protect side view mirrors from snow, ice and frost, has solved that problem by combining his online store with another website providing car and truck owners with essential information they need to prepare their vehicles for the harsh winter driving season.

Holmes sells his mirror covers – dubbed MirrorMateMitts (MMMs) – through an online store, www.mirrormatemitts.com. The majority of his customers connect to the website by entering 'car mitts for snow,' 'mirror mitts,' 'never scrape again,' or a similar inquiry into a search engine. However, as the winter draws closer, drivers also begin thinking about getting their vehicles ready for the accompanying snow, ice and hazardous road conditions. That's when a second website, www.winter-car-care.com, comes in.

Devised as a single source of information, the site boasts links to nearly 300 articles and videos from The Weather Channel, Car and Driver, Canadian Driver and Edmunds, etc. The site's tips to help winterize your car, snow tires reviews and winter driving techniques log thousands of visitors each month – gaining more readers as the season advances. And with an estimated 70 percent of motorists failing to prepare their vehicles for the cold weather, the recommendations are extremely useful to drivers.

To promote the mirror covers, each of the site's 101 pages has a photo linked to the MMM store site, along with the slogan, "Never Scrape Your Side Mirrors Again." The strategy reflects directly to the flow of traffic into the MMM store; after the most popular search engines (Google, Yahoo, Bing) [winter-car-care.com](http://www.winter-car-care.com) is the number one referring URL to the store site.

Yet, his best accomplice for generating interest in his product is a weather forecast predicting a heavy snowfall. While the two websites work well in tandem, when coupled with a forecast calling for a snowstorm, cover sales multiply exponentially. "The early snowfall was real winner for us," says Holmes, whose company, MMM Tech, LLC, began selling MirrorMateMitts two winters ago.

Small e-retailers selling a variety of goods would likely experience revenue increases by taking advantage of the natural synergy generated by pairing an informational website with their online store, says Holmes. With no background in HTML or web design, he created both sites himself using existing templates.

“The key to increasing our MMM sales is driving traffic to the MirrorMateMitts store,” Holmes states. “If online merchants don’t furnish information people can use in their everyday lives there’s no incentive for eyeballs to land at their stores, giving them the opportunity for a potential sale.”

MirrorMateMitts are available at the MMM online store: www.mirrormatemitts.com

To help prepare your car for winter weather visit: www.winter-car-care.com

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