

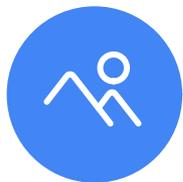
# 行业拓展白皮书

## 汽车配件

谷歌大中华区渠道销售行业拓展组

“传统行业的在线营销需要了解行业，了解客户痛点，同时了解行业营销规则。优秀的方案规划能力和增值业务能力也能让拓展事半功倍。

# 拓展新行业几大阶段



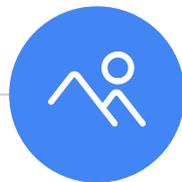
## 行业情况分析

行业进出口情况  
行业贸易指南



## 谷歌数据分析

行业搜索趋势  
行业获客趋势  
行业竞争趋势



## 行业网站

优秀网站案例

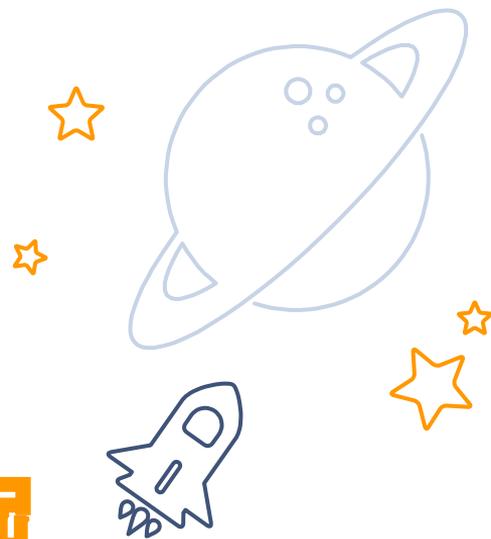


## 行业关键字

关键字选择  
关键字趋势

# 行业了解及客户发掘

从哪里开始了解您的客户和他的行业？





## 行业市场规模了解

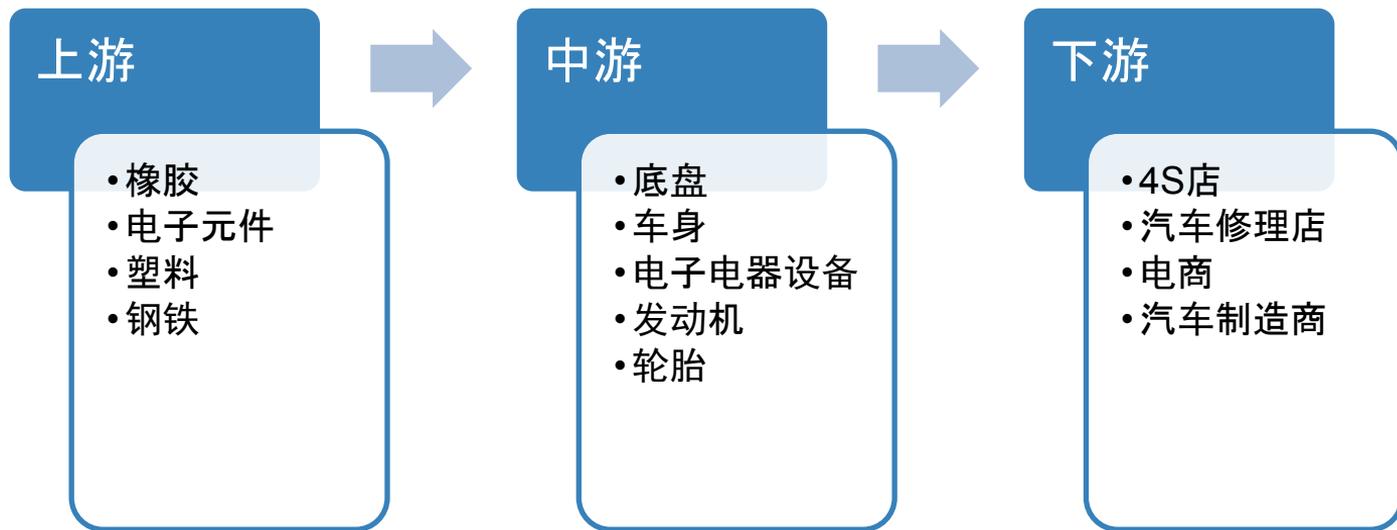
本白皮书着重于机动车配件，  
不包括两轮的机动车及自  
行车配件



# 汽车配件行业发展特征



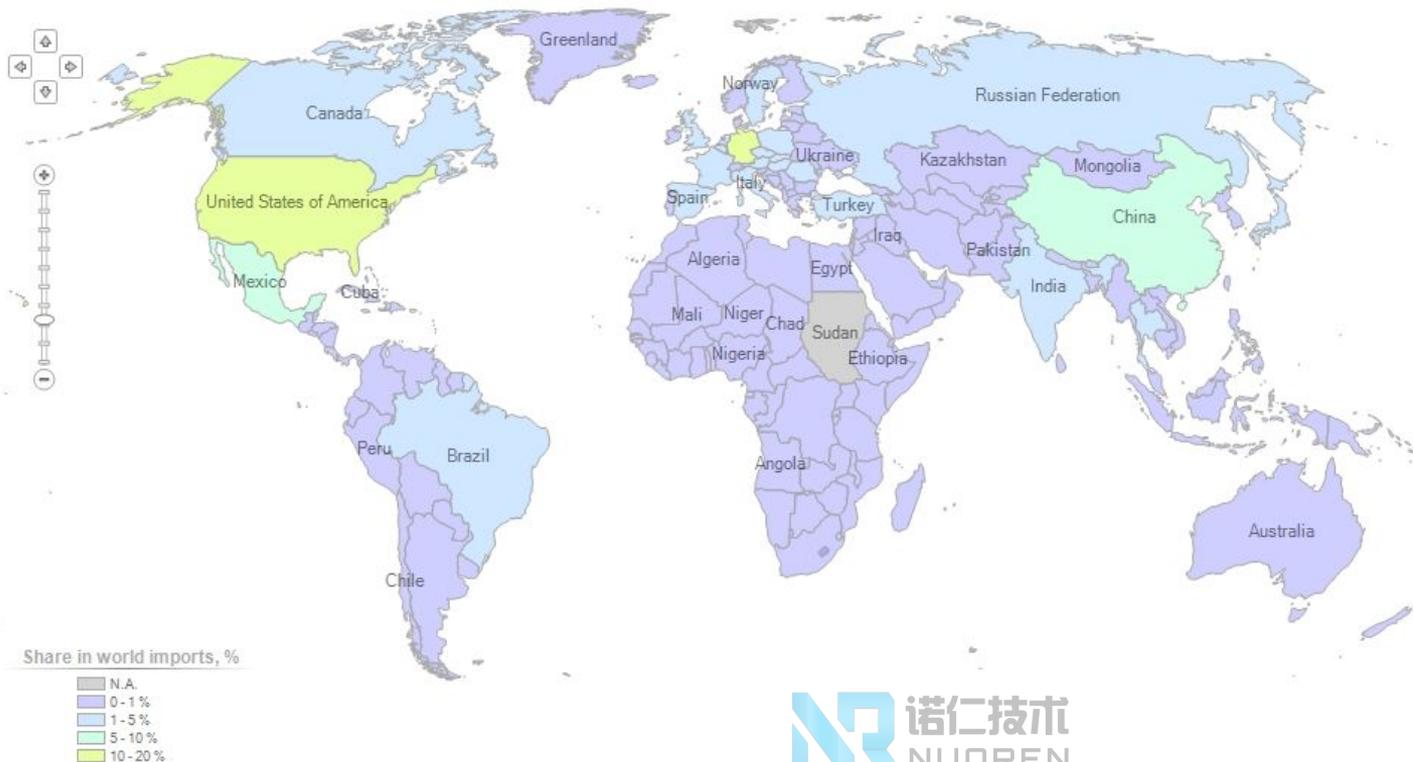
# 汽车配件上下游一览



# 全球汽车配件进口一览

## List of importing countries for the selected product in 2018

Product : 8708 Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons. motor vehicles for the transport of goods and special purpose motor



美国(17%全球进口量)和德国(10%)为汽车配件主要进口地区。

# 全球汽车配件出口一览

全球出口\$364B, 其中中国出口\$31B, 占全球8.5%

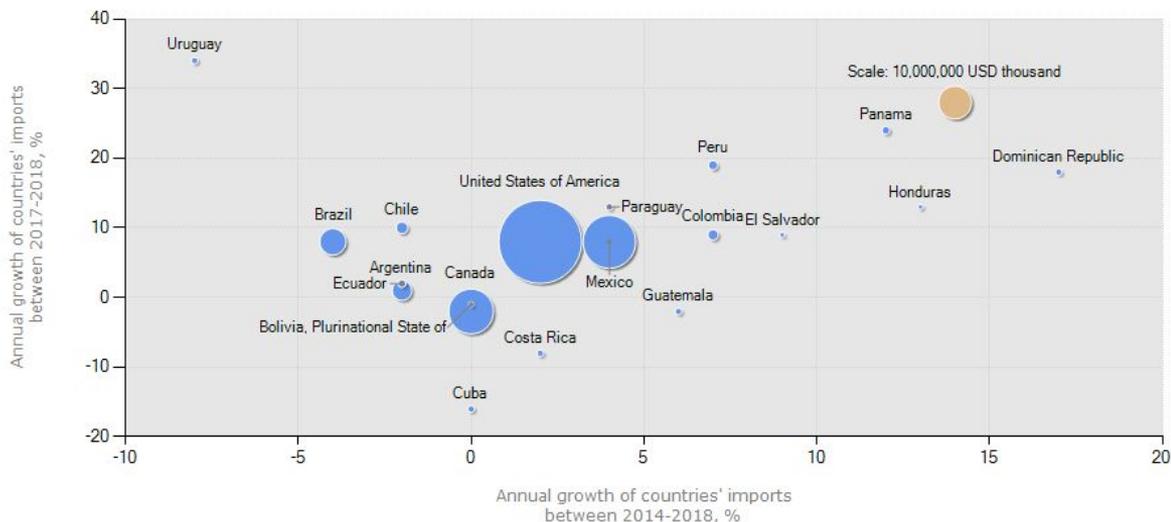




# 汽车配件市场机会点-美洲

growth of countries' imports

Product: 8708 Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons, motor vehicles for the transport of goods and special purpose motor vehicles of heading 8701 to 8705, n.e.s.

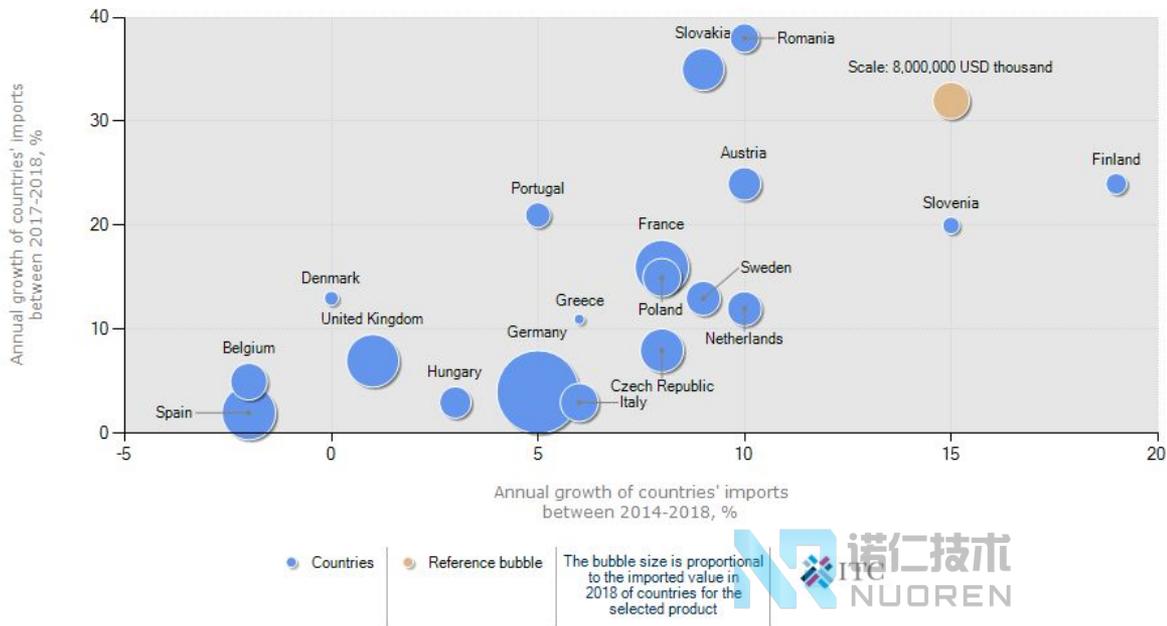


在美洲市场，美国，墨西哥和加拿大的进口量最大。前两者在18年的增幅均超过其过去五年的平均增幅，增长势头强劲。而加拿大在18年呈小幅负增长。

# 汽车配件市场机会点-欧盟

growth of countries' imports

Product: 8708 Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons, motor vehicles for the transport of goods and special purpose motor vehicles of heading 8701 to 8705, n.e.s.



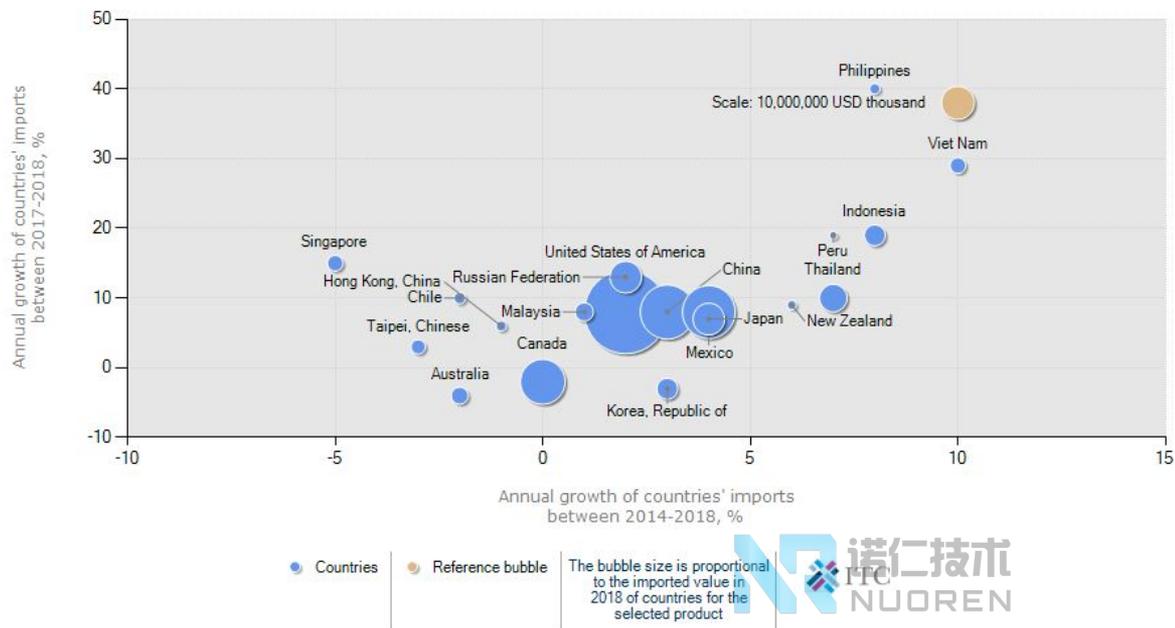
欧盟28国中，德国，西班牙，法国和捷克的体量最大。

相比德国和捷克的匀速增长，法国18年的增速明显放缓，而西班牙脱离负增长并在18年实现了小幅增长。

# 汽车配件市场机会点-APEC

growth of countries' imports

Product: 8708 Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons, motor vehicles for the transport of goods and special purpose motor vehicles of heading 8701 to 8705, n.e.s.



亚太经合组织各国中，唯有中国进口体量可以和墨西哥抗衡，均占美国进口量的约40%。

越南和菲律宾在18年的增常异常迅猛。

# 常用在线出口分析资源

ITC - 分析行业出口国家的潜在机会点：<http://exportpotential.intracen.org/#/home>

Macro Market - 关于国家和产品的宏观介绍：  
<https://macro.market/country/aschn?source=oec>

Comtrade - 全球出口数据：  
<https://comtrade.un.org/>

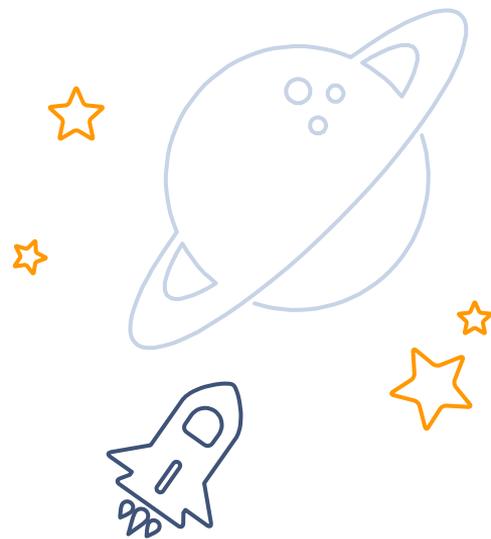
国家进出口可视化：  
<https://atlas.media.mit.edu/en/profile/country/chn/>

谷歌商机洞察：  
<https://marketfinder.thinkwithgoogle.com/intl/en/>  
也可关注“谷歌营销商学院”公众号，快捷菜单查询

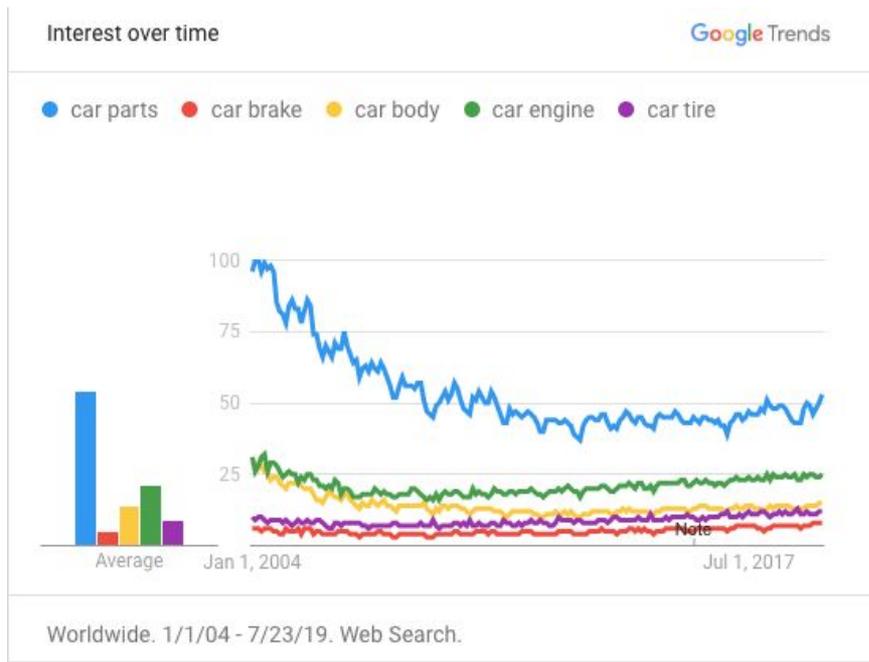
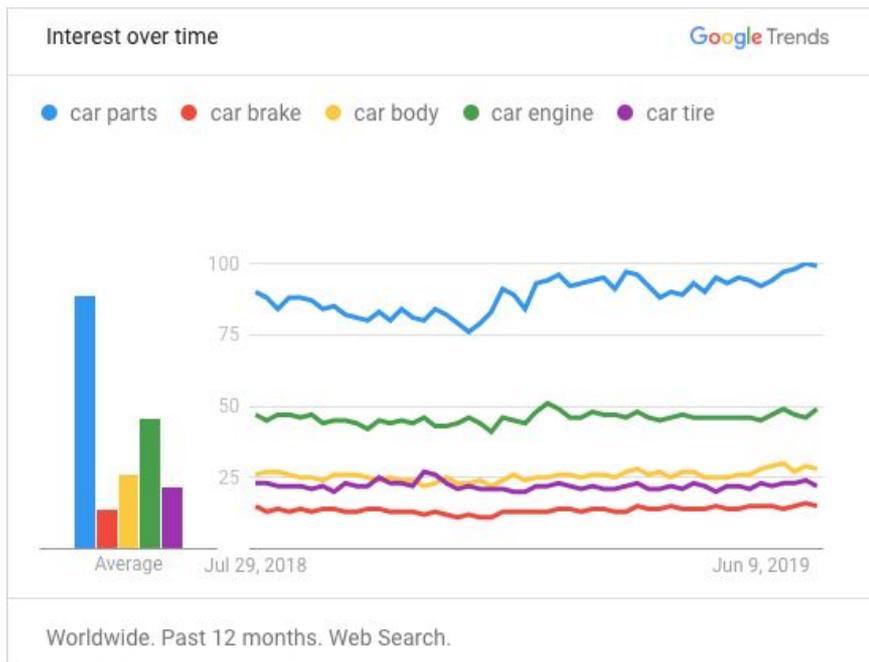
谷歌趋势：  
<https://trends.google.com/>

# Google X 汽车配件

行业的营销趋势



# 谷歌趋势查看相关产品流量



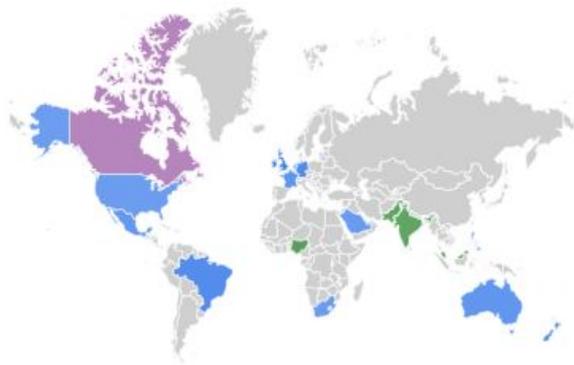
虽然大类搜索下滑，分类的搜索量近十几年来呈平缓趋势

# 全球趋势地图配合出口数据使用

Compared breakdown by region

Region ▼ ↓ <> ↻

● car parts ● car brake ● car body ● car engine ● car tire



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for car parts ▼



Include low search volume regions

< Showing 1-5 of 20 regions >

不同区域所侧重的关键字各不相同

# 汽配美国搜索一览

14% Q1'19的整体搜索成长(与前一年相比)

70% 手机端搜索占比

25% 桌面端搜索占比

-3% 单次点击出价变化(与前一年相比)

## 汽配主要参数对比-美国

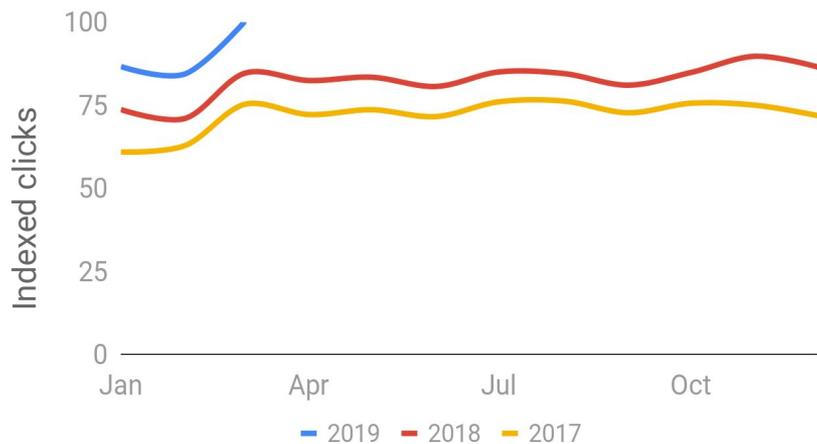
Q1 2019 的年比上年增长 - Q1'19 vs Q1'18

	Queries	Imp	Clicks		CPC	Ad Depth	
	YoY	YoY	YoY	YoY	Q1'19	YoY	Q1'19
手机	21% ▲	55% ▲	27% ▲	-4% ▼	\$0.40	25% ▲	14.9
平板	-3% ▼	27% ▲	1% ▲	-2% ▼	\$0.49	35% ▲	15.5
桌面	-0% ▼	23% ▲	-4% ▼	8% ▲	\$0.66	29% ▲	12.6
整体	14% ▲	46% ▲	18% ▲	-3% ▼	\$0.45	28% ▲	14.4

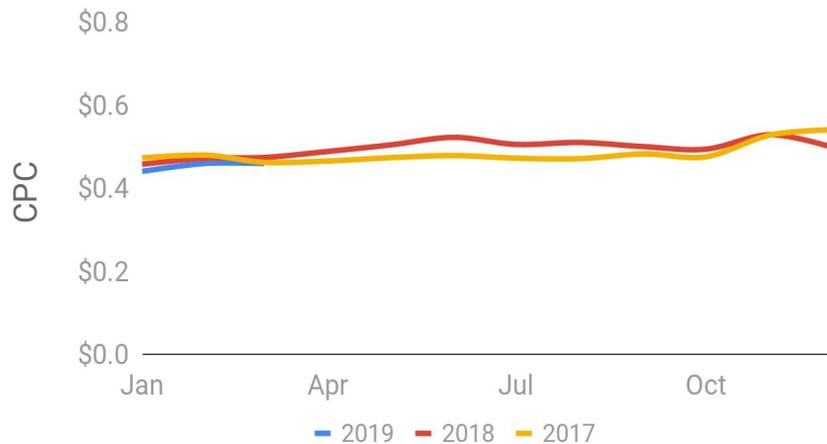
手机端的搜索量仍处于上升期，但是点击成本略有下降，是个机会点

# 汽配点击和CPC的季节性变化-美国

## Clicks

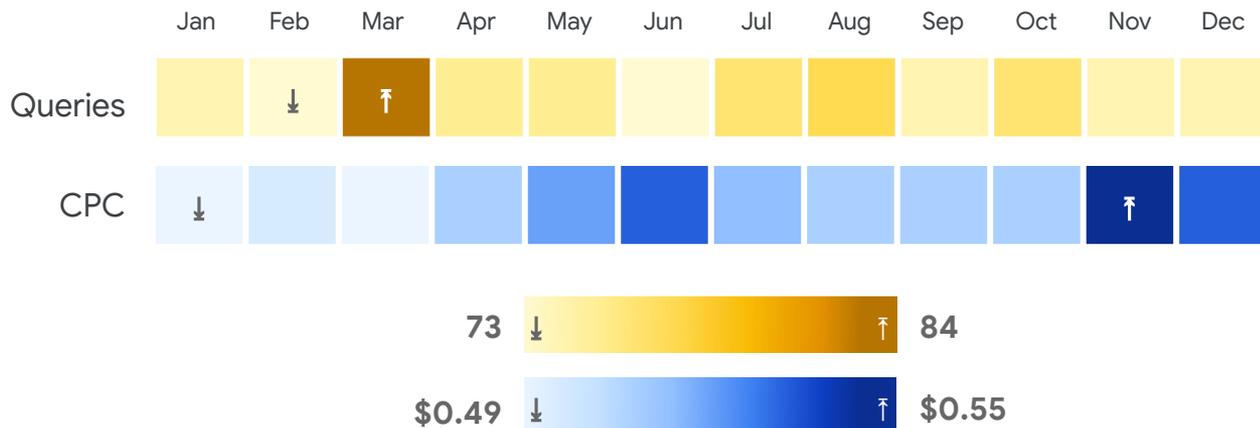


## CPC



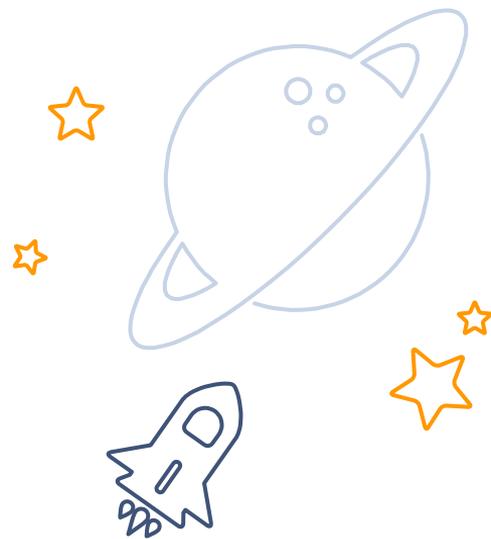
## 汽配月度变化趋势-美国

过去四年中, CPCs 价值在**\$0.49-\$0.55**, 峰值一般出现在**11月**  
搜索量通常在整体比较平均, 一般在**3月**到达顶峰

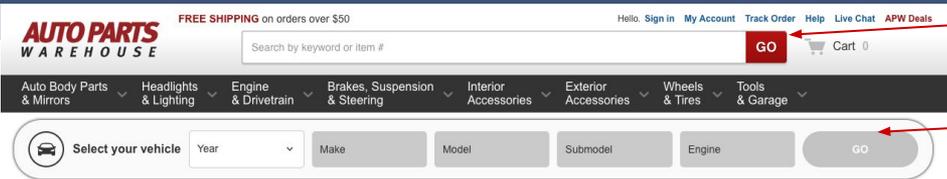


# 行业网站案例

什么是好的网站



# 网站要素一览图



导航栏

显著的搜索框

汽车模型输入



Banner中展示促销信息

## Popular Categories



### Shop Auto Body Parts & Mirrors

- Bumpers & Components
- Fenders & Components
- Grilles & Components
- Hoods & Components
- Mirrors & Components

[See All »](#)



### Shop Brakes, Suspension & Steering

- Brake Discs, Pads & Calipers
- Control Arms, Thrust Arms & Components
- Lowering, Leveling & Lifting Kits
- Shocks, Struts & Components
- Wheel Hubs, Bearings, and Components

[See All »](#)



### Shop Engine & Drivetrain

- Catalytic Converters & Components
- Exhaust, Headers, Manifolds, Mufflers & Components
- Fuel Systems & Components
- Heating, Air Conditioning & Components
- Radiators, Fans, Cooling Systems & Components

[See All »](#)



### Shop Exterior Accessories

- Bumpers & Components
- Car Covers
- Fog Lights, Driving Lights, Components & Accessories
- Grilles & Components
- Hoods & Components

[See All »](#)

合适的图片素材

# 网站对比

Need Assistance?  
Call 1-877-702-1309 or Chat Online

My Account | Feedback | Track Order | Retrieve Quote

**CarParts.com**

Enter Keyword Or Item #

Auto Body Parts & Mirrors | Engine & Drivetrain | Headlights & Lighting | Brakes, Suspension & Steering

**SELECT YOUR VEHICLE**

Select Year

Select Make

Select Model

Select Submodel

Select Engine

**DON'T SWEAT IT.**

We've got all the cooling products you need to get you through the summer heat.



Shop by Popular Parts

 Headlight	 Tail Light	 Fog Light	 Radiator	 Radiator Support
 Mirror	 Bumper Cover	 Bumper	 Step Bumper	 Fender
 Hood	 Grille Assembly	 Window Regulator	 Exterior Door Handle	 Interior Door Handle
 Control Arm	 Wheel Hub	 Tie Rod End	 Shock Absorber and Strut Assembly	 Timing Chain Kit

诺仁技术  
NUOREN

跟上一个网站的对比是什么？首页上显示单个SKU vs. 类别，以功能 vs. 品牌分类，有否横幅广告和电话询问机制.....

网站的布局，特别是外贸类网站，可以充分考虑当地的使用习惯。

# 连锁品牌

The screenshot displays the NAPA website interface. At the top, there is a navigation bar with the NAPA logo and 'KNOW HOW' text. Below this, there are several utility links: 'Change Vehicle', 'Change Store', 'My Account', and 'TRACK ORDER'. A search bar is located below the navigation bar with the placeholder text 'Enter a product, vehicle, part # and more'. The main content area features three large promotional banners. The first banner is for 'Avalanche' A/C refrigerant, with the headline 'BEAT THE HEAT WITH AVALANCHE.' and a sub-headline '#1 SUPER CHILL FORMULA. LOWEST PRICE EVER \$34.99!'. The second banner is for 'Military Month at NAPA', stating 'A donation will be made to the Intrepid Fallen Heroes Fund with each purchase.' Below these banners are three smaller product images with corresponding text: 'Fight the heat.' for Avalanche A/C, 'Hot engine? Cool it off' for Zerex Antifreeze, and 'Feel the freeze.' for NAPA AC Kits. At the bottom, there is a 'TOP CATEGORIES' section with a horizontal menu listing: ALL, BRAKES, FILTERS, STEERING AND SUSPENSION, STARTING AND CHARGING, TOOLS AND EQUIPMENT, and CHEMICALS AND CLEANERS. Below the menu are four product category cards: 'Pads and Shoes' (with a brake pad image), 'Rotors and Drums' (with a rotor image), 'Calipers' (with a caliper image), and 'Brake Fluid' (with a brake fluid can image). A large '诺仁技术 NUOREN' watermark is overlaid on the bottom half of the page.

**KNOW HOW**

DISCOVER NAPA ENGLISH TRACK ORDER

Change Vehicle Select a Vehicle

Change Store 2085 Marvella Blvd N., Atlanta, GA 30318

My Account Sign In

PARTS, TOOLS & ACCESSORIES POPULAR BRANDS KNOW HOW DEALS

Enter a product, vehicle, part # and more

**BEAT THE HEAT WITH AVALANCHE.**  
#1 SUPER CHILL FORMULA.  
LOWEST PRICE EVER \$34.99!  
At participating stores. Offer ends 7/31/19.  
CLICK TO SAVE

**IT'S MILITARY MONTH AT NAPA**  
A donation will be made to the Intrepid Fallen Heroes Fund with each purchase.  
LEARN MORE Exclusions apply. Offer ends 7/31/19.

**Fight the heat.**  
Get Avalanche A/C Refrigerant for \$19.99.  
Cool off with Avalanche >

**Hot engine? Cool it off**  
Get Zerex Antifreeze for \$13.99/gal.  
Learn More about Zerex >

**Feel the freeze.**  
Get up to \$50 mail-in rebate on select NAPA AC Kits.  
Save on NAPA AC Kits >

**TOP CATEGORIES**

ALL BRAKES FILTERS STEERING AND SUSPENSION STARTING AND CHARGING TOOLS AND EQUIPMENT CHEMICALS AND CLEANERS

**Pads and Shoes**

**Rotors and Drums**

**Calipers**

**Brake Fluid**

对于有线下实体店的连锁品牌，网站设计风格可与线下连锁店相一致。

# 网站测速工具

81

https://www.carparts.com/

0-49 50-89 90-100 ⓘ

**Field Data** — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the **Chrome User Experience Report**. We are showing the **90th percentile of FCP** and the **95th percentile of FID**.



Show Origin Summary

Lab Data

■ First Contentful Paint 0.9 s	■ First Meaningful Paint 0.9 s
▲ Speed Index 2.6 s	● First CPU Idle 0.9 s
● Time to Interactive 0.9 s	● Max Potential First Input Delay 40 ms



<https://developers.google.com/speed/pagespeed/insights>

如图所示，carparts.com网站整体的速度一般。

速度对于图片的优化(包括图片形状, 图片格式, 图片编码, 等)提出了需求, 在网站设计的时候也需要考虑进去。

# 移动端体验同样重要

27

https://www.carparts.com/

0-49 50-89 90-100

**Field Data** — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the [Chrome User Experience Report](#). We are showing the **90th percentile** of FCP and the **95th percentile** of FID.



Show Origin Summary

Lab Data



不论是自适应网站或专门的移动端网站, 对移动端的重视是基于用户向移动迁移行为习惯的最好反馈



# 行业关键字

汽配行业



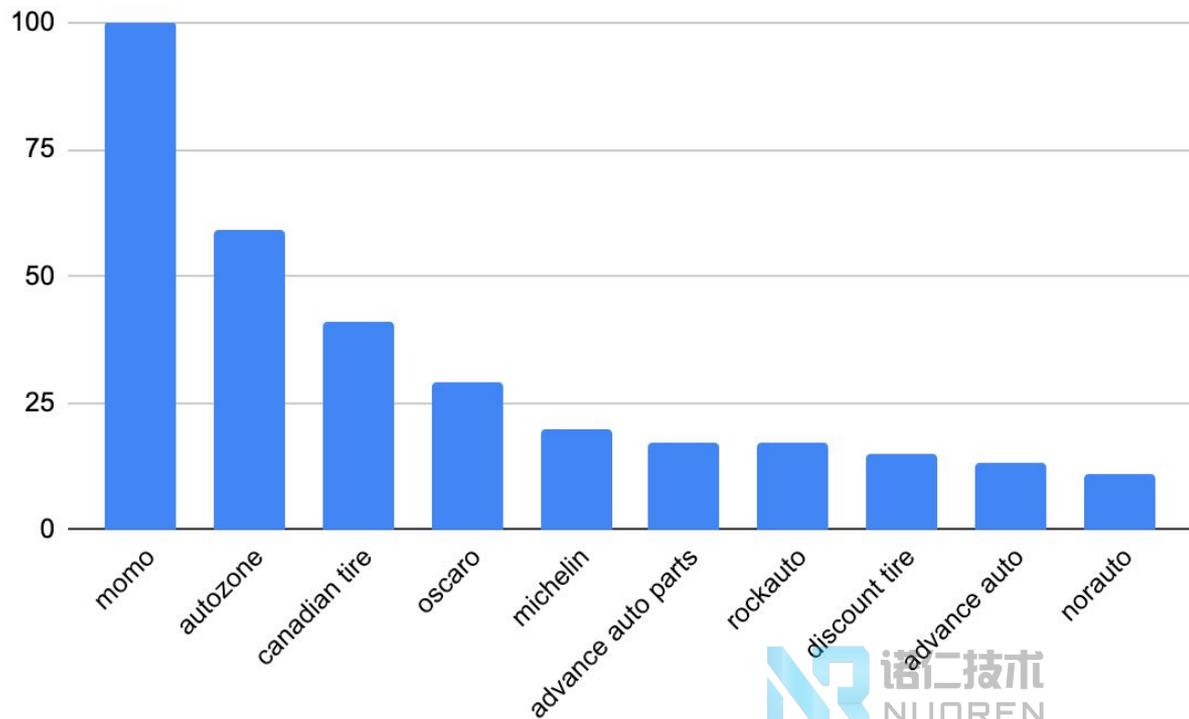
## 汽配行业关键字指导

汽配行业范围广，涉及种类多，不同产品型号种类繁多，关键字需要考虑的也多

通过不同区域的搜索习惯，可以了解一些当地的人群搜索重点

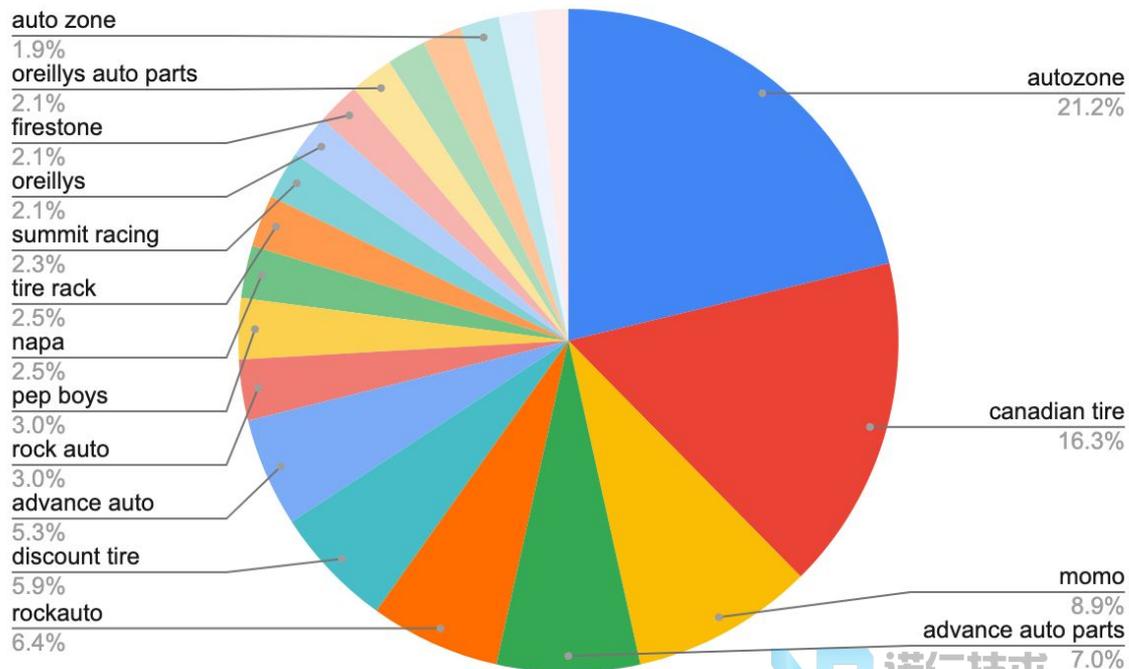


## 汽配全球品牌Top10



意大利的Momo排在首位，其次是美国汽配经销商的autozone和加拿大轮胎。基本上前十品牌榜全部是欧美品牌

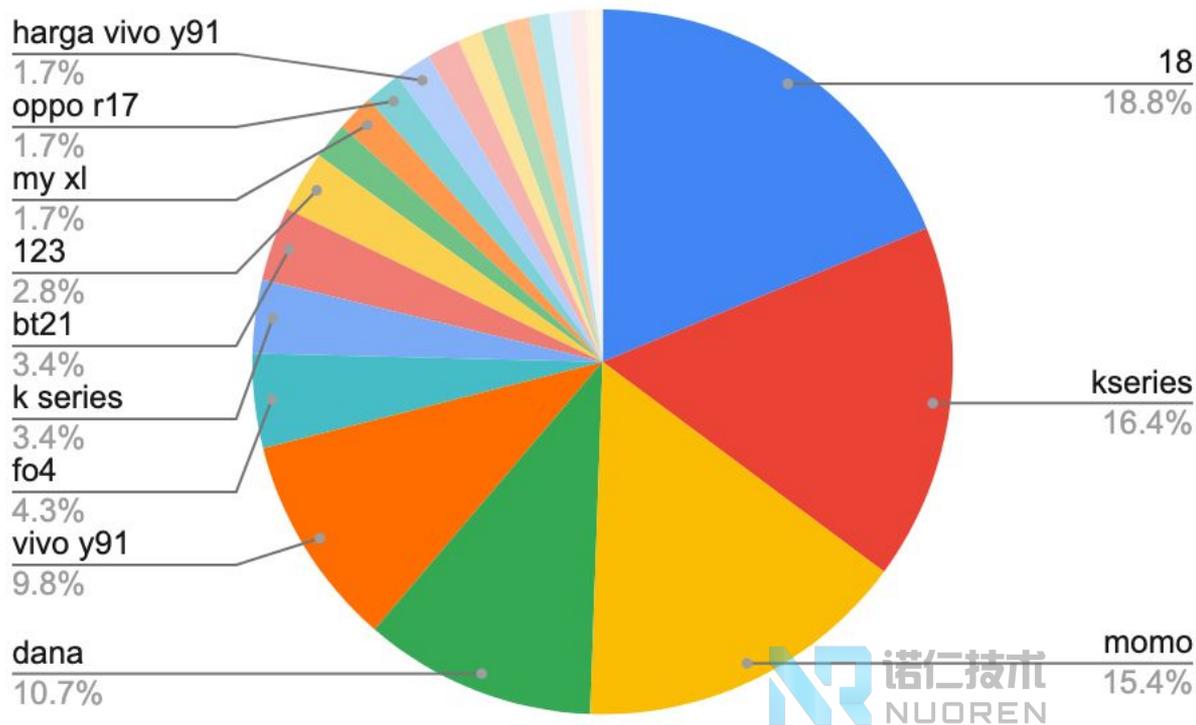
# 北美汽配主要关键字



搜索量大的全部是品牌词，北美的汽配市场全部被当地知名的零售和经销商品牌垄断。

在北美aftermarket品牌也是相当火热的

# 东南亚汽配主要关键字

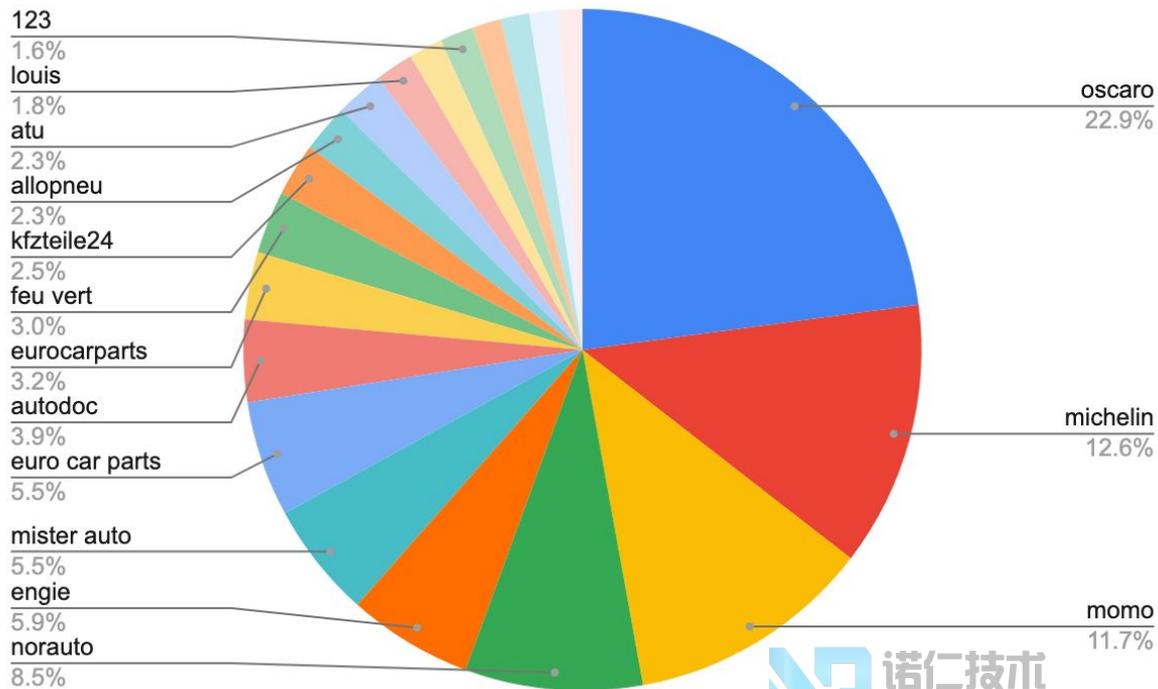


搜索量里面有一些对于电子产品配件的关键词，由于搜索配件时电子消费品配件时热门，所以要注意屏蔽

同时有一些热门产品搜索，例如Honda的K系列这种热门的引擎名称

轮胎的尺寸等参数是重要搜索词。此外由于东南亚摩托车市场的蓬勃，头盔，电池等非传统意义上的配件搜索量也很大

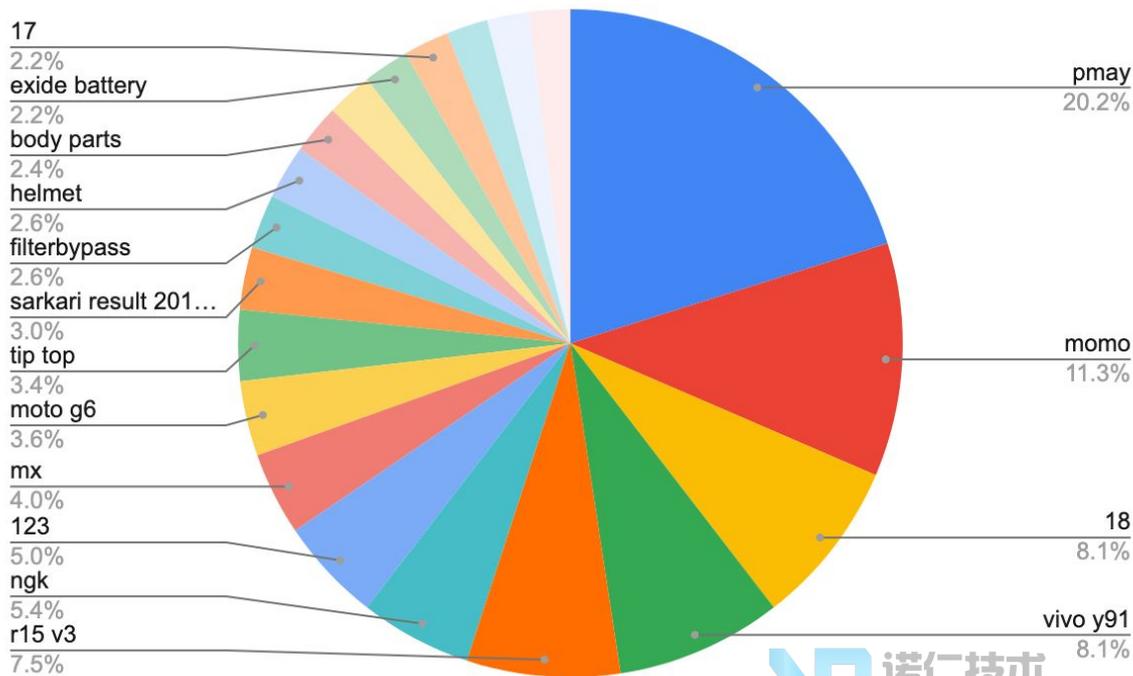
# 欧洲汽配主要关键字



欧洲和北美类似，搜索品牌词占比极大，本地的汽配经销商和零售品牌完全占据流量。

很多的零售品牌都已经有了网上商城，电子商务发展得很好

# 印度汽配主要关键字

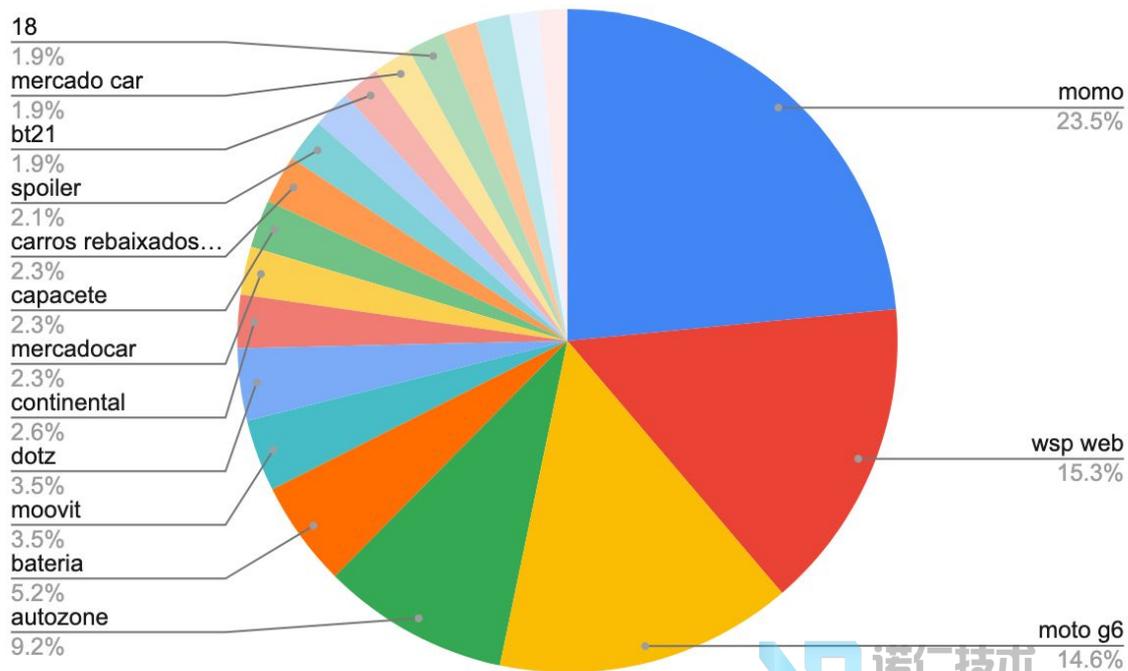


印度和东南亚类似，电子消费品配件的搜索量很大，需要注意屏蔽

对于头盔电池搜索也多。除此之外对于火星塞等特定部件品牌敏感度高

Pmay作为政府支柱的农村住房计划，由于有很多跟配件等相关的搜索，所以也要注意屏蔽

# 拉美洲汽配主要关键字

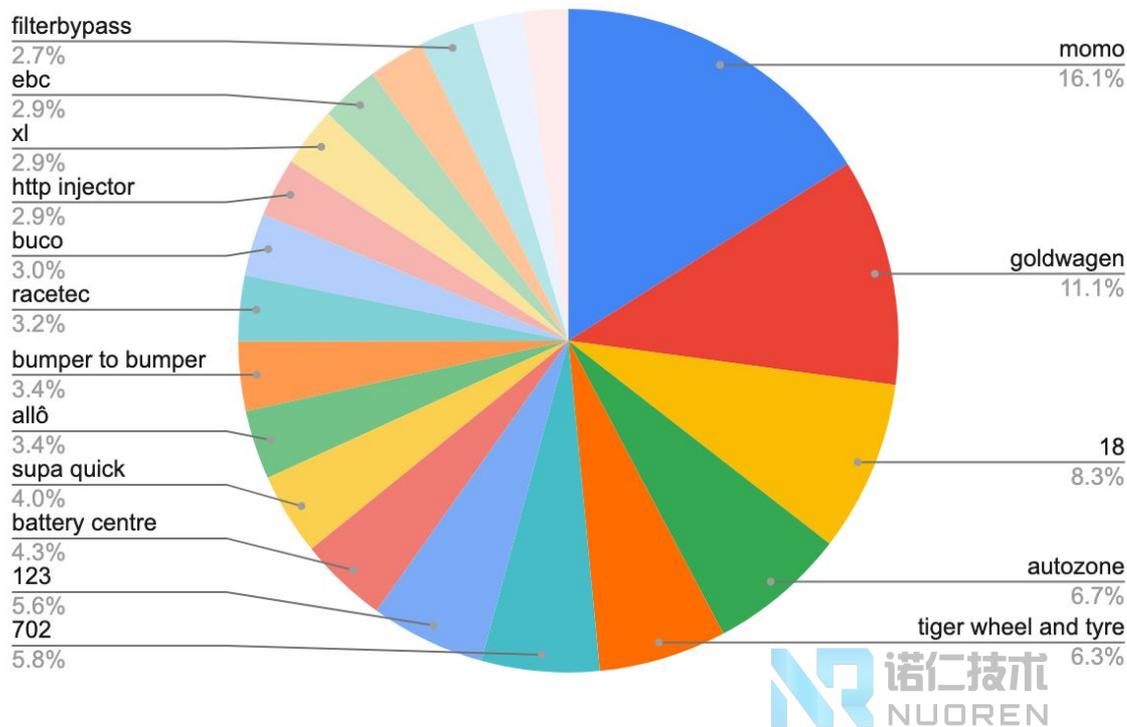


有少量的电子消费品配件例如moto g6需要屏蔽

轮胎的品牌搜索量很大,本地的汽配经销品牌例如mercadocar搜索量也很多

也有一些对于电池的需求

# 非洲汽车零部件主要关键字



非洲除了对于momo的品牌认知，还有南非本地的汽配经销品牌。

非洲的搜索也有很多直接搜索轮胎尺寸的习惯，例如18, 702等常见尺寸和型号关键词一定要注意加入

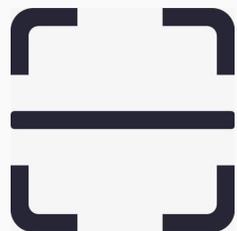
“ 拓展新行业只是开始，做好以上以后您需要的是持续的行业经验累积，才能更好的服务该行业客户。



诺仁技术-售前支持  
广东 深圳



微信扫一扫



诺仁技术- 售前支持  
QQ: 2181569258



QQ:2181569258

# 深圳诺仁技术有限公司

Nuoren Technology Co., Limited

诺仁技术（香港）有限公司

全国热线：400-995-9890

公司电话：0755-8670 2367 / 0755-8656 1123

公司地址：深圳市南山区科技园路2002号卫星大厦15层

官网[www.nuorw.com](http://www.nuorw.com)

培训[www.nuosem.com](http://www.nuosem.com)