

## **Car Covers Mobile Website Upgrade For CarAutoCovers.com**

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Los Angeles, California ([PRWEB](#)) February 29, 2016 -- Harsh weather conditions continue to bear down on area residents across North America, affecting citizens and their vehicles in some of the most destructive weather to hit both the United States and Canada. There's been a rise in daily media coverage showing disturbing images of houses, boats and cars covered with ice and snow. Concern over the damage that those weather factors can cause has made protecting vehicles from the elemental forces an increasing concern of automobile owners nationwide.

One car cover company based in Anaheim, California specializing in car covers, as well as SUV and truck covers, [carautocovers.com](http://carautocovers.com) has just re-launched its website with mobile optimized enhancements that will make it easier for customers to order their car covers from their cell phones, tablets and notebook devices.

The importance of these mobile enhancements is largely due to the rise of mobile device-based online purchasing, which has steadily been increasing over the past decade. Car Auto Cover's website upgrades follow several 2016 market forecasts estimating online sales figures of \$327 million. Online sales currently represent a little under 7 percent of total US sales.

Mobile device website optimization became an online business priority last year when search engine leader, [google.com](http://google.com) announced that web based lookups originating on mobile devices exceeded those initiated from laptop and desktop computers combined. In response to these statistical findings, Google announced that websites that did not perform well on mobile devices would find their listings demoted in the result ranking order returned to Google's online web users.

Other recent developments in response to mobile device-based marketing efforts by online vendors include omni-channel marketing, a new technology that allows merchants to follow up on sales inquiries made by consumers across desktop, laptop and mobile devices.

Online purchase of car covers has become attractive to consumers for a wide variety of reasons including competitive prices, low cost or free shipping, return and warranty guarantees comparable to retail-outlet, brick and mortar counterparts and not having to pay sales tax in many situations.

Car cover have become popular with both enthusiasts and commuters as the primary means to protect their investments in their cars that can result from damaging exposure to sunlight, rain (including acid rain), hail, snow and windstorms, bird droppings, tree saps and falling objects such as branches and pine cones. Many vehicle owners use car covers in indoor vehicle storage to protect their vehicles paint from dust, bugs, cats and other types of damage which can occur during long term storage.

Car covers have also found use as first stage deterrents to keep the car's interior cool during the summer, as well as to prevent car vandalism and theft.



Started over a decade ago in New York, Anaheim-based Car Auto Covers is a distributor of high-quality, weatherproof car covers and offers a sure-fit guarantee, a lifetime warranty and with prices that begin at \$74.99. The company's operations include warehouses in California, New York and Montreal, Quebec, Canada.

The company, [carautocovers.com](http://carautocovers.com), is currently running a 50 percent markdown promotion across all of their inventory and is offering free shipping. Car Auto Covers can be reached via their website at [carautocovers.com](http://carautocovers.com), their email address: [info\(at\)CarAutoCovers\(dot\)com](mailto:info@CarAutoCovers.com) and via their toll free number: 1-800-288-5844.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).