

LETTING THE WEB WORK FOR YOU

Michael D. Jackson, CEO, Auto Search Technologies Inc.

Presented By:



Online Solutions for the Auto Industry

Dealer

Education

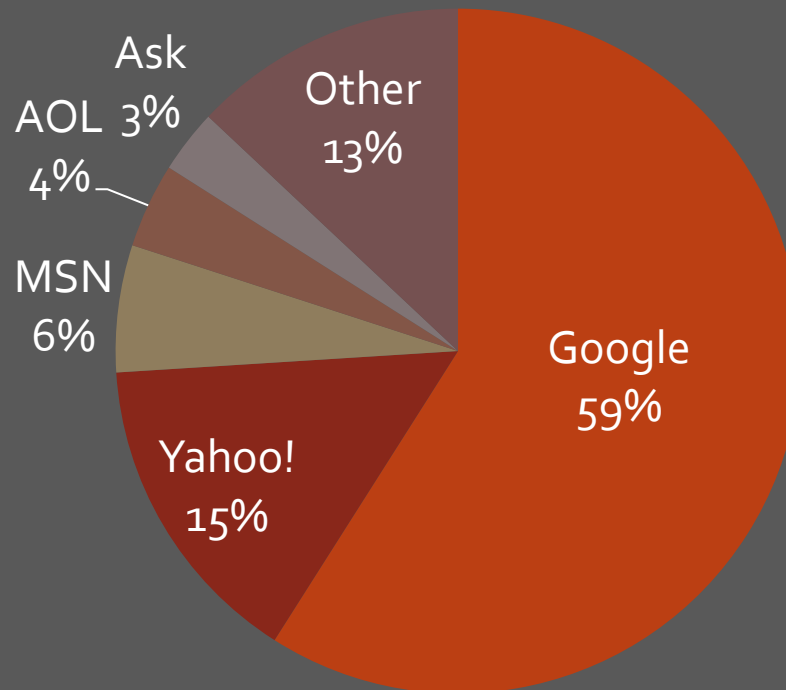
Series

What Happened To My Customers?

- ◆ Where Did Everyone Go?
 - ◆ **“2007 marks the first year that Internet use surpasses all other shopping methods in locating the vehicle a buyer ultimately purchases.” –JD Power & Associates**
 - ◆ 91.4 Percent Of Consumers Say They Will Search Online Prior To Coming Into An Actual Dealership To Purchase A Vehicle. (Outsell Study, cited 2008)
 - ◆ 9 Out Of 10 People Who Bought Used The Internet As Their Primary Source Of Information About Used Cars, Only 1 Out Of 10 Use TV/Radio.
 - ◆ 79% (4 in 5) of consumers use search engines to locate/research auto dealerships, and 72% rely on search engines to help them choose the dealer they will visit. (Yahoo!/Cobalt Study, cited 2008)

Search Engine Usage Statistics

Market Share



SEO Vs. SEM

- ◆ SEM (Search Engine Marketing) = Short Term Results
 - ◆ Paid Ranking/Paid Results
- ◆ SEO (Search Engine Optimization) = Long Term Solution
 - ◆ Non-Paid Ranking/Organic Results

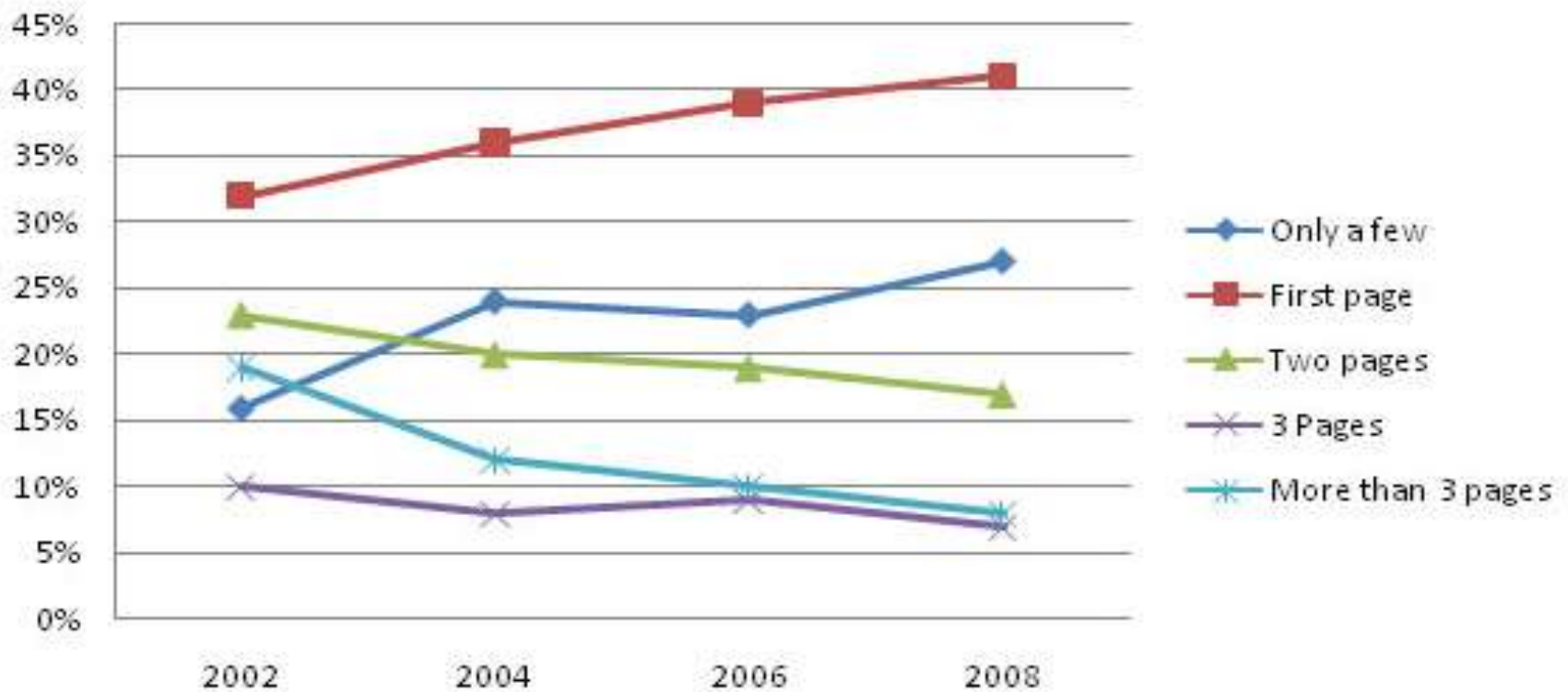
[Google](#)

SEO Statistics

- 87% of all search clicks come from organic search—not pay per click ads. (Jupiter Research Cited in Revolution Magazine 2008)
- Nearly Half Of Search Engine Users Who Continued Their Search Engine Process Changed Their Search Terms/Search Engines After Reviewing Just The First Page Of Results. (iProspect/Jupiter Research/NDP Study 2008)
- Marketers who hire an out-of-house organic search/SEO expert report a 110% jump in site traffic, vs. 38% for those who do SEO in-house. And yet, only 26% of marketers have outsourced organic search to an expert firm. (Marketing Sherpa Guide to SEO, cited 2008)

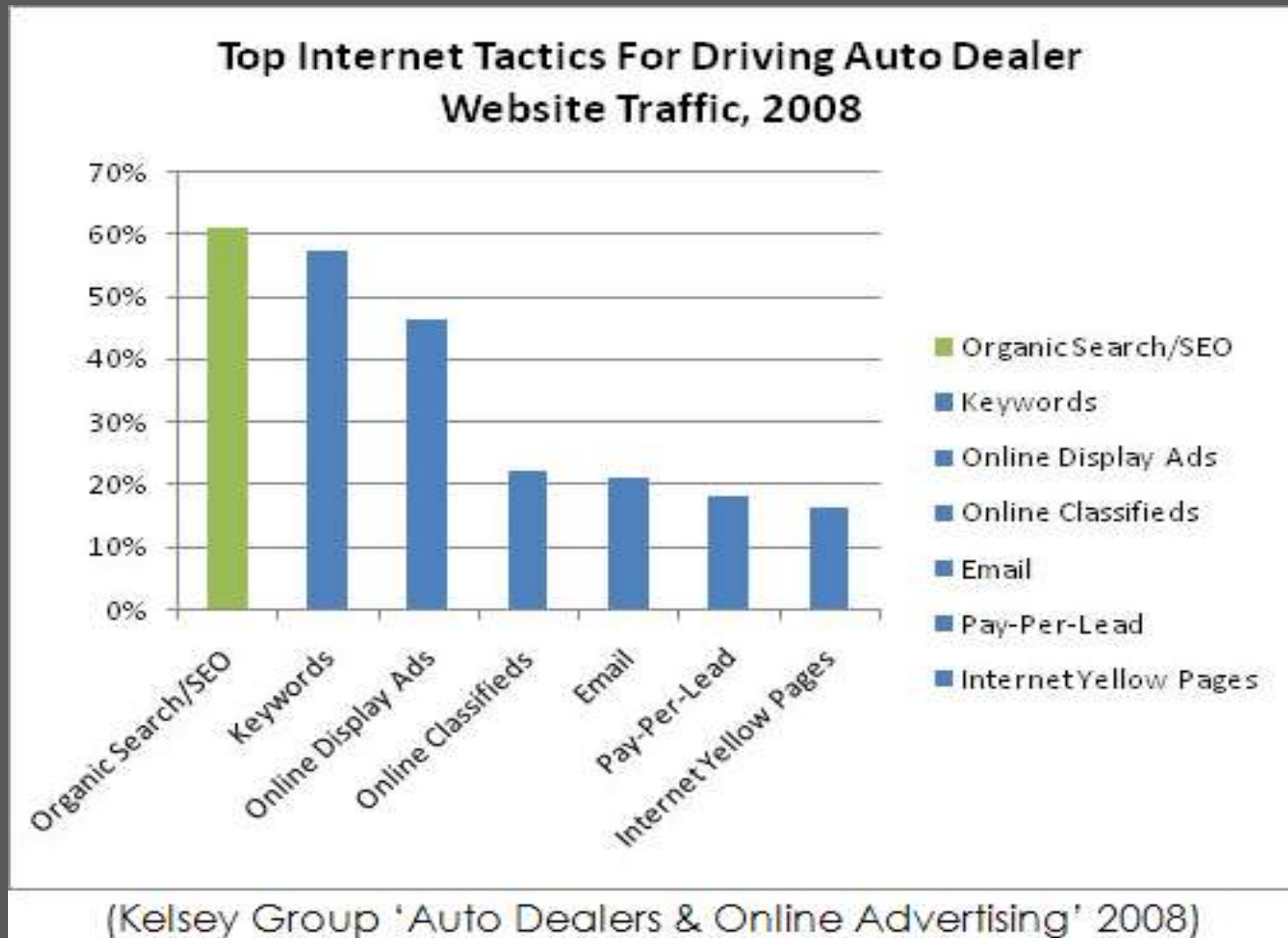
Nearly 7 out of 10 search engine users ONLY click on search results within the first page of results, and 92% click only on results within the first three pages.

Number of Search Results US Users Review Before Clicking 2002-2008



(iProspect/Jupiter Research/NDP Study 2008)

Dealers Report That Organic Search/SEO Is More Effective At Driving Dealership Website Traffic Than Any Other Online Media Or Marketing Tactic



SEO Tips For Success

- 1) Properly Written Meta Tags
- 2) Unique Meta Tags For Each Page
- 3) Business Location Information
- 4) Clearly Written Web Page Content
- 5) Key Word Density
- 6) Page Count & Density
- 7) Proper Web Publishing Procedure
- 8) Linking To And From Your Site

Properly Written Meta Tags

- 1) What is a Meta Tag?
- 2) How many characters?
- 3) Where are Meta Tags located?



Pre-Owned Autos Texas

Search

About 13,100,000 results (0.17 seconds)

Advanced search

Everything

More

Show search tools

Fincher Motor Company :: Used Cars Houston TX, Preowned Autos, Buy ...

Used Cars Houston TX, Preowned Autos, Buy Here Pay Here Houston TX, Used Vehicles Houston TX, Used Cars Harris County Texas, In House Financing Houston TX, Cars ...
www.finchermotor.com/ - 4 hours ago - Cached - Similar

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Preowned Auto Dealership located in Arlington serving all of Dallas and Fort Worth, Texas, Let Stadium Auto Arlington TX find the used car your looking for.
www.stadiumautotexas.com/ - Cached - Similar

Find Texas Used Cars In Yahoo! Autos

Yahoo! Autos offers a selection of used cars in Texas. There are many deals on used vehicles in Texas.
autos.yahoo.com/used-cars/texas.html - Cached - Similar

Austin Texas Used Cars & Trucks, Dealers

Central Texas / Austin, Texas' used cars, trucks, vans, motorcycles, automotive services, automobile dealers and a reference for all things automotive.
www.centraltxautos.com/ - Cached - Similar

James Wood Motors :: Used Cars Decatur TX, Pre-Owned Autos Texas ...

Used Cars Decatur TX, Pre-Owned Autos Texas, 76234, Affordable Autos Wise County, Best Car Deals Bridgeport TX, Credit Challenged Auto Financing Springtown TX ...
www.jameswoodpreowned.com/ - Cached - Similar

Garys Used Cars :: Used Cars Dallas TX, Pre-owned Autos ...

Used Cars Dallas TX, Pre-owned Autos Carrollton TX, Buy Here Here Pay Here Auto Dealer TX, In House Financing Dallas County TX, Used Cars Fort Worth TX, ...
www.garysusedcars.com/ - Cached - Similar

Fast Texas Autos Used Cars Used Trucks Tyler | onview Shreveport

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Pre-owned Audi

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Honda Certified Used Car

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www.honda.com/certified

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BROWSE
CURRENT INVENTORY

APPLY NOW

SEARCH
CURRENT INVENTORY

Welcome



Fincher Motor Company is dedicated and proven to offer the best quality

Featured Autos



2006 Buick Lucerne CXS
2006 Buick Lucerne
Mileage: 62,305
Call for Price



2005 Jeep Grand Cherokee Limited w/ 5.7L HEMI
2005 Jeep Grand Cherokee
Mileage: 81,381

- New Window Ctrl+N
- Cut Ctrl+X
- Copy Ctrl+C
- Paste Ctrl+V
- Blog with Windows Live
- E-mail with Windows Live
- Translate with Bing
- All Accelerators
- Save As...
- Send Page by E-mail...
- Send Link by E-mail...
- Edit
- Compatibility View
- Compatibility View Settings
- Zoom
- Text Size
- Style
- Encoding
- Caret Browsing F7
- Properties
- View Source

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   Financing Harris County TX, Second Chance Financing Harris County, Bad Credit Auto Loans Houston TX, Used Cadillacs
   Houston TX, Used Buicks Houston TX, First Time Car Buyer Houston, Buy Here Pay Here Dealership Houston TX, Used Cars
   Conroe TX, Used Cars Galveston TX, Used Cars Huntsville TX, Used Cars Katy TX, Used Cars Woodlands TX, Used Cars
   Kingwood TX, Used Trucks Houston TX, Used SUVs Houston, Used Vans for Sale, BHPH Dealership, Bad Credit Car Financing
   Houston, In House Financing Houston TX, Donnie Fincher is the Coolest guy in Houston TX</title>
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   Houston TX, Used Buicks Houston TX, First Time Car Buyer Houston, Buy Here Pay Here Dealership Houston TX, Used Cars
   Conroe TX, Used Cars Galveston TX, Used Cars Huntsville TX, Used Cars Katy TX, Used Cars Woodlands TX, Used Cars
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   cadillacs houston tx, used buicks houston tx, first time car buyer houston, buy here pay here dealership houston
   tx, used cars conroe tx, used cars galveston tx, used cars huntsville tx, used cars katy tx, used cars woodlands
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What's Your Combination Column One

- 1) Used
- 2) Pre-Owned
- 3) Previously Owned
- 4) Affordable
- 5) Cheap
- 6) Low Cost
- 7) Bad Credit
- 8) Buy Here Pay Here
- 9) Classic
- 10) Luxury

What's Your Combination

Column Two

- 1) Cars
- 2) Trucks
- 3) Vans
- 4) SUVs
- 5) Autos
- 6) Vehicles
- 7) Automobiles
- 8) Imports
- 9) Pickups
- 10) 4X4S

What's Your Combination Column Three

- 1) City Name
- 2) State Name
- 3) State Initials
- 4) County Name
- 5) Surrounding County Name
- 6) Surrounding City Name
- 7) Additional Surrounding City Name
- 8) City Name + State Initials
- 9) County Name + State Initials
- 10) Zip Code

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- 3) Business Location Information
- 4) Clearly Written Web Page Content
- 5) Key Word Density
- 6) Page Count & Density
- 7) Proper Web Publishing Procedure
- 8) Linking To And From Your Site

The Rules Of The Search Engines Are Always Changing. Is Your Site Keeping Up?

- ◆ Revisiting Robots/Spiders
 - ◆ Make Sure The Search Engines Are Aware Of What You Have At Your Dealership
- ◆ Fresh Changing Content
 - ◆ New Content Is Good/Site Run By A Person Not A Computer
- ◆ Site Growth
 - ◆ Blogs & Sold Inventory

Importance of Social Media

- ◆ “Social Networking Site Facebook Has Overtaken Google As The Site That Most US People Visit. The 2 Sites Accounted For 14 Percent Of All US Internet Visits During March 2010. Facebook’s Home Page Recorded 7.07 Percent Of All Traffic And Google’s 7.03 Percent.”

Importance of Social Media

- ◆ What Does Letting The Web Work For You Mean?
 - ◆ Giving The Consumer Easy Access To Share What They Have Found Through Their Preferred Network. For The Dealer, This Will Not Only Help Their Brand Recognition But It Will Also Help Increase Sales.



Importance of Social Media

- ◆ How To Add Social Media To My Website
- ◆ www.AddToAny.com

Get the button

Customize FAQ Blog Contact



The world's best sharing button



Get the Share Button

Where Do We Go From Here?

- ◆ Things You Should Already Know About Your Internet Exposure
 - ◆ Where Your Money Is Going
 - ◆ Why You Pay Monthly If You Do?
 - ◆ Where Your Site Is Pointed (Locations?)
 - ◆ Your Internet Exposure R.O.I. (\$ Spent VS \$ Earned)

Five Questions To Ask Your Website Provider

1. Do I Own My Domain Name?
2. How Much Am I Getting Charged For Hosting?
3. Can I Transfer To A Different Hosting Company?
4. Do I Get Automatic Updates? If Not How Much Do They Cost?
5. When Was The Last Time You Did A Site Review For My Website?

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