

# Website Best Practices



*Presented By: Michael D. Jackson, CEO Auto Search Technologies, Inc.*

# **Who Is ?**

- ***Nationwide Software Development Firm***
- ***100% Automotive Industry Focus***
- ***Provider of Affordable Solutions For Auto Dealers***
- ***SEO (Search Engine Optimization) Specialists***
- ***Supporter of Local Industry Organizations***



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Our process includes inspecting, interpreting and modeling your data with the goal of highlighting useful information, recognizing opportunities, and reporting important decision making that affects the profitability of your business.





# Website Content Compliance



# ***Be Careful When Using These Words***

- ***100% Approval***
- ***The Best***
- ***Award Winning***
- ***Your Job Is Your Credit (Needs To Have An \*)***
- ***Guaranteed***

# ***How To Correctly Use These Words***

- ***We Strive To Provide “100% Approval”***
- ***It’s Our Goal To Provide “The Best”***
- ***We Are Well On Our Way To “Award Winning”***
- ***We Treat “Your Job As Your Credit\*”***
- ***Pre-Approval “Guaranteed”***

# ***PCI Compliance***

- ***What Is PCI COMPLIANCE?***
- ***Do I Take Payments Online?***
- ***If So, Who Is My In-House Compliance Officer?***
- ***Choosing A Good Company?***
- ***Who Is Liable For Compromised Information?***

# ***Website Users & Passwords***

- ***Who Has Access?***
- ***Are Accounts Shared By Multiple Users?***
- ***When Were Login Credentials Last Changed?***
- ***How Secure Are The Account login Credentials?***
- ***Am I At Risk Of Being Hacked?***

# ***Website Policy Page***

- ***Do I Have Opt. In?***
- ***Automatic Email Responders?***
- ***Wireless Text Responders?***
- ***General Policy?***
- ***VIN Decoding & Site Data Policy?***

# *Create Your Plan of Attack*



## *Observe*

- *Locate Internet Hot Spots*



## *Analyze*

- *Review The SEO Of Your Current Website*

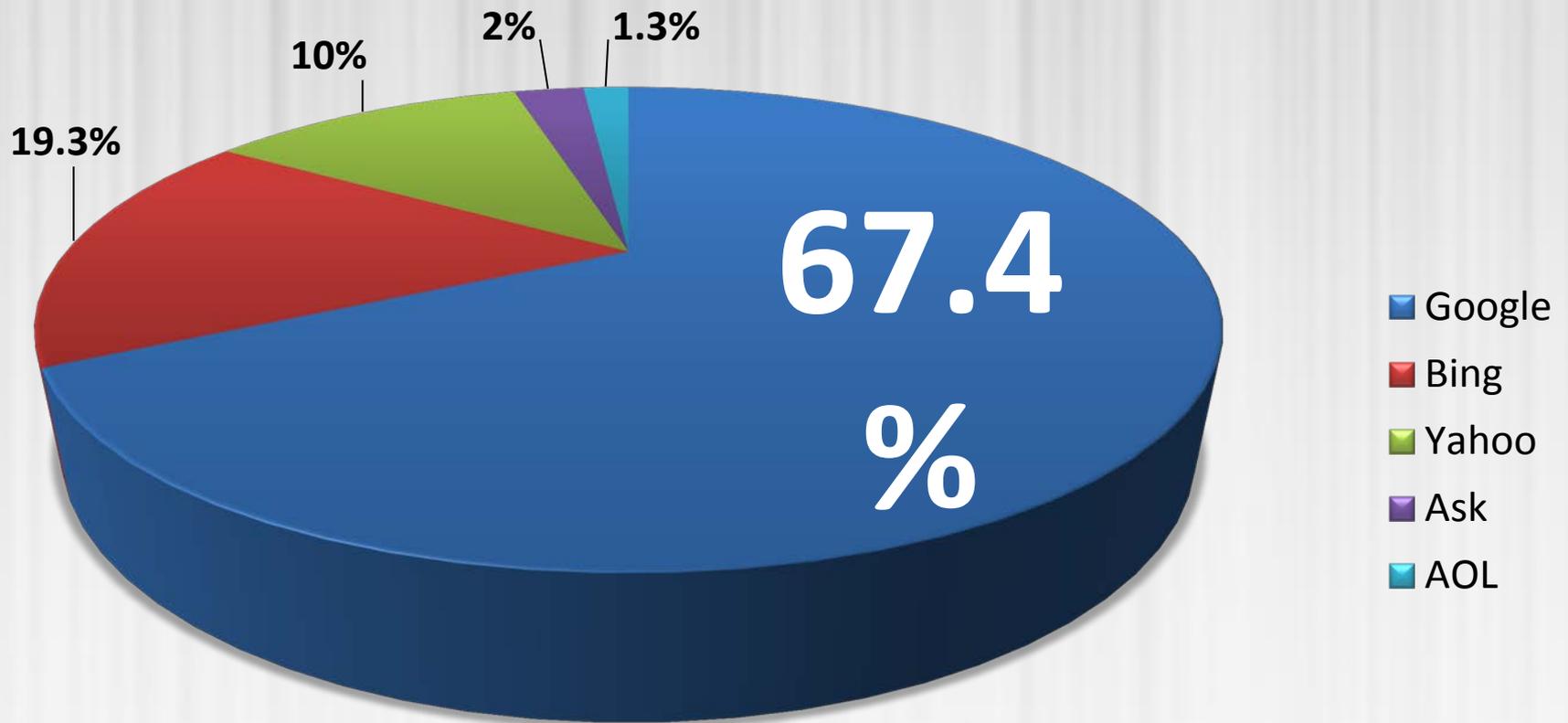


## *Implement*

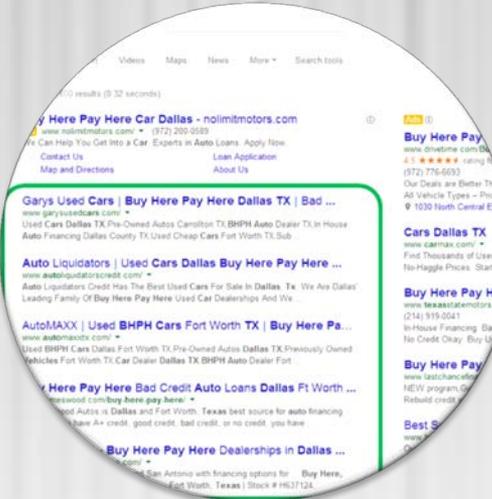
- *Add In The Missing Pieces Of The Puzzle*

# *Search Engine Market Share:*

US Search Engine Usage December 2014

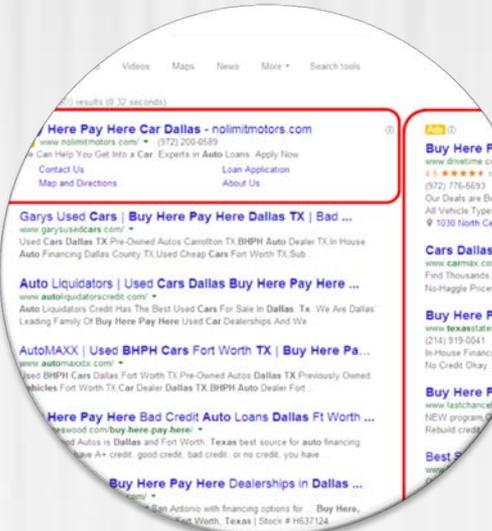


# SEO vs. SEM



SEO

- Qualified Organic Results



SEM

- Paid Temporary Listing

# SEO = Free Listings

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BHPH Cars Dallas TX



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# ***SEO = Free Listings***

- ***You Belong vs. You Pay***
- ***Current SEO = 75% - 85% of Clicked Links***
- ***Onsite CTR (Click Through Rate) = 18% - 26%***
- ***This Will Decrease Your Bounce Rate***

# SEM / PPC = Paid Listings

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# ***SEM / PPC = Paid Listings***

- ***Recent Decline in SEM / PPC***
- ***Current PPC = 15% - 25% of Clicked Links***
- ***Onsite CTR (Click Through Rate) = 1% - 9%***
- ***Not What The Consumer is Looking For***

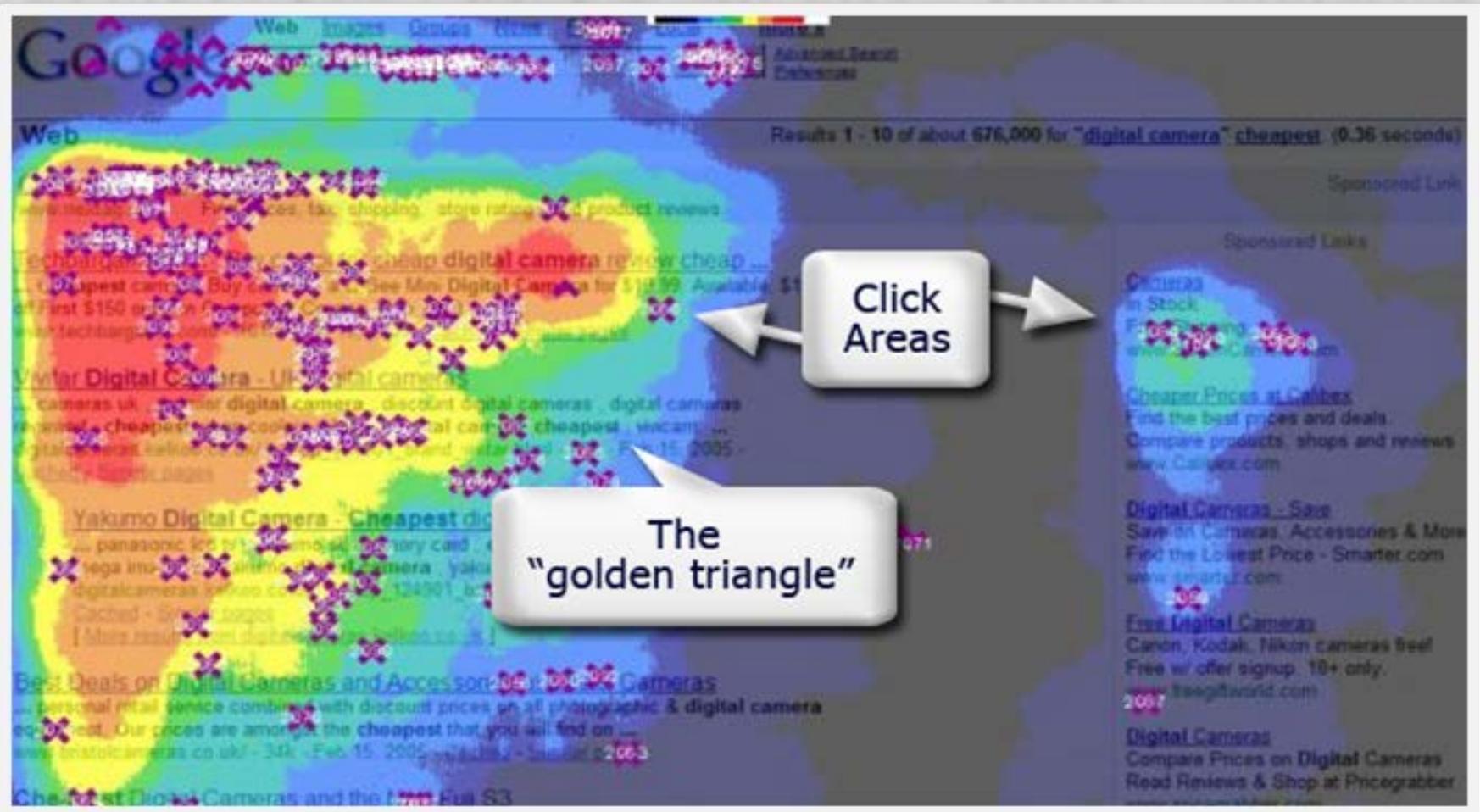
# Paid Vs. Organic

The image shows a Google search interface for the query "Used Cars City ST". The search bar is at the top, with the Google logo on the left and a search button on the right. Below the search bar are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results are displayed in two columns. The left column shows organic search results, with the top result being "Used Cars Michigan - Car City Supercenter" from www.carcitysupercenter.com. The right column shows paid search results, with the top result being "used cars from \$750 in CA" from used-cars.motory.com/CA. A red box is overlaid on the left side of the image, containing text about organic search results. A white arrow points from the text in the red box to the organic search result. Another white arrow points from the text in the red box to the paid search result.

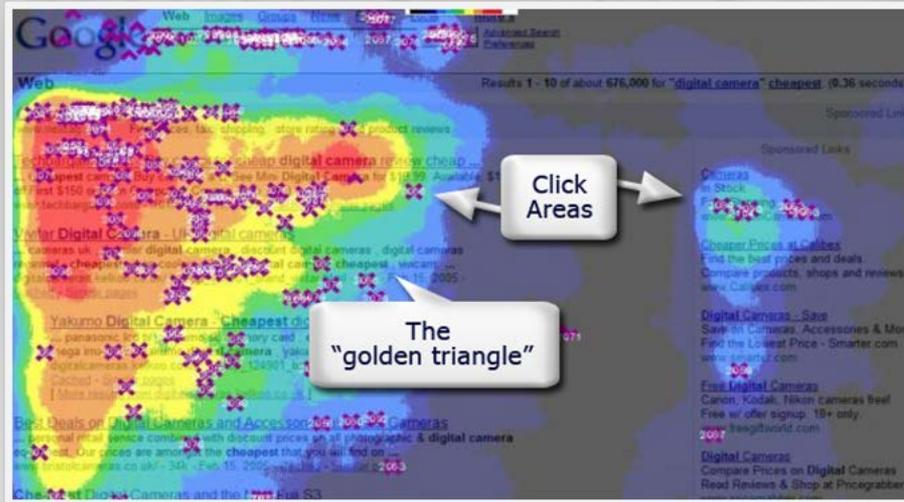
**“FREE” Organic Search results make up 75-85% of clicks with a 18-26% CTR**

**“PAID” AdWords only account For 15-25% of clicks with a 1-9% CTR**

# Go For The Gold: Google Search Golden Triangle



# ***Go For The Gold: Google Search Golden Triangle***



*This Google results page shows an eye-tracking heat map that shows where on the page people look and click on the page of search results.*

*What you see here is the phenomenon called the “Google Search Golden Triangle”. People focus on the top organic results that fall into a triangle at the top left corner of the screen.*

***You want to get as close to this “Golden Triangle” as possible. Top organic results translates into more web traffic.***

# Front Page Placement %

Google	Web	Images	Video	News	Maps	more»		% of Clicks	% Time Spent
<input type="text" value="something"/> <input type="button" value="Search"/> <a href="#">Advanced Search</a> <a href="#">Feedback</a>									
<b>Web</b>							Results 1 - 10 of about 1,050,000,000 for something [define] 0.60 seconds		
<a href="#">Something</a> <small>something</small> <small>www.something.com</small>							56.36	28.43	
<a href="#">Richard took his seventh ...</a> <small>Copyright © 2008 News.com, Inc. All rights reserved. When you click on the "Link" and "Go" buttons, you will be redirected to the website ...</small>							13.45	25.08	
<a href="#">On Something Online</a> <small>Exclusively strong people to create their own world by making a difference in their community ...</small>							9.82	14.72	
<a href="#">Something Software</a> <small>Using Computers - Android, Windows, Mac OS, Linux, OpenOffice, Creative Commons, Operating System ...</small>							4.00	8.70	
<a href="#">Richard took his ...</a> <small>... and ...</small>							4.73	6.02	
<a href="#">Something - Wikipedia, the free encyclopedia</a> <small>"Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American charts ...</small>							3.27	4.01	
<a href="#">Something - Wikipedia, the free encyclopedia</a> <small>"Something" was the first song written by George Harrison to appear on the ... initially based ...</small>							0.36	3.01	
<a href="#">Something (VHS) Video</a> <small>Something is a production and several ...</small>							2.91	3.68	
<a href="#">Something (album) - Discogs</a> <small>... and ...</small>							1.45	3.01	
<a href="#">Richard took his ...</a> <small>... and ...</small>							2.55	2.34	

# Position 1 - 5 = 88.36%

Google	Web Images Videos News Maps more	Advanced Search	% of Clicks	% Time Spent
Web <input type="text" value="something"/> <input type="button" value="Search"/> <input type="button" value="Advanced Search"/> <input type="button" value="Feedback"/>				
<b>Web</b> Results 1 - 10 of about 1,050,000,000 for something [define] 0.60 seconds				
<b>Something</b> <a href="#">Something</a> <small>www.something.com</small>			56.36	28.43
<b>Turns into my boy like</b> <a href="#">Google 21, 2009 has come before - more on my boy like (and) also, Clive</a> <small>www.something.com</small>			13.45	25.08
<b>Something</b> <a href="#">Something</a> <small>www.something.com</small>			9.82	14.72
<b>Something</b> <a href="#">Something</a> <small>www.something.com</small>			4.00	8.70
<b>Handbook book</b> <a href="#">It's not good as we started the war and pushed myself pretty hard, something</a> <small>www.something.com</small>			4.73	6.02

# Position 6 - 10 = 10.54%

<b>Something</b> <a href="#">"Something" Wikipedia, the free encyclopedia</a> <small>"Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to be the A-side in itself ...</small>	3.27	4.01
<b>Something</b> <a href="#">"Something" Wikipedia, the free encyclopedia</a> <small>"Something" was the first song written by George Harrison to appear on the ... initially based on a James Taylor song and had "Something in the Way She ...</small>	0.36	3.01
<b>Something</b> <a href="#">World Video</a> <small>... something in its position and was not even less than the 3D through the 3D as VHS and DVD</small>	2.91	3.68
<b>Something</b> <a href="#">Concept</a> <small>... something in its position and was not even less than the 3D through the 3D as VHS and DVD</small>	1.45	3.01
<b>Something</b> <a href="#">Video</a> <small>... something in its position and was not even less than the 3D through the 3D as VHS and DVD</small>	2.55	2.34

# ***Steps to Success***



- ***Metastructure***
- ***Unique Website  
Keyword Content***
- ***Business Directory  
Listings***

# ***Meta-Structure - 101***



- ***What is Meta-Structure ?***
- ***Why is it Important***
- ***SEO Stop Words***
- ***Character Limit***
  - *Title*
  - *Description*
  - *Keywords*

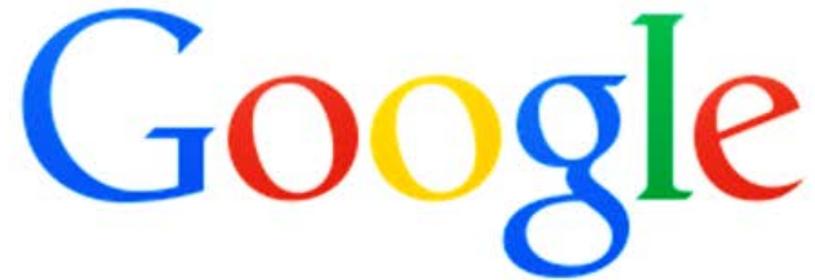
# ***What is Meta-Structure?***

- ***Meta-Structure Is The Term That Refers To The Entire Embodiment Of Verbiage That Is Used To Communicate All Of The Information Of What A Website Is About.***
- ***Meta-Structure Includes:***
  - *Website Title*
  - *Website Description*
  - *Website Keywords*

# ***Why is Meta-Structure Important?***

- ***If You Don't Tell Google What You Do They Can't Find You.***
- ***If You Don't Tell Google Where You Operate, They Cant Find You.***
- ***If You Don't Include The Words That You Want To Be Found Under, They Can't Find You.***

# *SEO Stop Words*



Stop words [redacted] words [redacted] search engines ignore [redacted]



Google Search

I'm Feeling Lucky



# ***Meta-Structure Character Limits***

- ***Title = 65-69 Visible VS. – 400***
- ***Description 155-160 Visible VS. – 400***
- ***Keywords 255 - 400***

# ***Viral Combinations***



# ***Category # 1:*** ***Descriptive Words***

- ***#1 Used***
- ***#2 Pre-Owned***
- ***#3 Previously Owned***
- ***#4 Quality***
- ***#5 Affordable***
- ***#6 Cheap***
- ***#7 Bad Credit***
- ***#8 In-House***
- ***#9 Buy Here Pay Here***
- ***#10 Subprime***

# ***Category # 2:***

## ***Inventory Types***

- ***#1 Cars***
- ***#2 Autos***
- ***#3 Vehicles***
- ***#4 Trucks / 4x4 / Diesel***
- ***#5 Vans***
- ***#6 Pickups***
- ***#7 SUVs / AWD***
- ***#8 Sedans***
- ***#9 Crossover***
- ***#10 Coupe***

# ***Category # 3:***

## ***Business Locality***

- ***#1 City Name***
- ***#2 City Name + State Initials***
- ***#3 Surrounding City***
- ***#4 2<sup>nd</sup> Surrounding City***
- ***#5 3<sup>rd</sup> Surrounding City***
- ***#6 4<sup>th</sup> Surrounding City***
- ***#7 County Name***
- ***#8 State Name***
- ***#9 State Initials***
- ***#10 Zip Code***

# ***Category # 4:***

## ***Bonus Words***

- ***#1 Loans***
- ***#2 Financing***
- ***#3 Dealer***
- ***#4 Dealership***
- ***#5 Instant***
- ***#6 Approval***
- ***#7 Credit***
- ***#8 Low Rate***
- ***#9 Easy***
- ***#10 Quick***

# ***Maximize Combinations***



- ***Make Sure To Balance Your Categories***
- ***$10 \times 10 \times 10 \times 10 = 10,000$  Combinations***
- ***$20 \times 10 \times 10 = 2,000$  Combinations***
- ***$30 \times 10 = 300$  Combinations***
- ***All Examples Use 40 Term Combinations***

# ***Unique Website Content:***

## ***Questions To Ask About Your Website Content***

- ***Does My Website Really Have What I Claim It Does?***
- ***If I Were To Grade My Website, What Grade Would I Give It?***
- ***Is there any room to improve?***
- ***Are the words I want to be found in under even on my website?***
- ***What can I do?***

# *Writing SEO Rich Content*



*Use Grammatical English...  
Google does as well.*



*Do Not Spam, especially from your primary  
URL.*



*Do Not Steal Content From Other Websites.*



*Use The Same Terms That Are Found in Your  
META Data.*

# *Keyword Density*

At (Company Name), we feel that we have the best used cars that (City Name) has to offer. If you are looking for a slightly used, Pre-Owned automobile then you have come to the right place. Here at (Company Name) in (City Name), we offer "Buy Here Pay Here" auto financing to consumers in (City Name) with bruised credit, damaged credit or just plain bad credit. Traditionally the type of used vehicles that other companies offer for "Buy Here Pay Here" consumers are sometimes high mileage late model inventory, but we feel that offer the best used cars, used trucks, used vans, used SUVs & used sedans in (City Name) and all of (County Name). Do you have Bad Credit? If do that's OK. Have you been divorced, if so that is OK too. Even if you have had past repossessions, don't worry at (Company name) we understand your situation and we can help get you approved for a used car loan, used truck loan, used van loan, used SUV loan or used sedan loan of your dreams today! If you need an auto loan in (City Name) then you have found the right place, wither you are a first time Car buyer in (City Name) or (County Name) with bad/baby credit or have things on your credit report that are holding you back from your automotive dreams then see then come on down to see (Company Name) today. We feel that we are the best "Buy Here Pay Here" Dealership that (City Name) has to offer! Here at (Company Name) you will notice that we take pride in our inventory and we feel that we offer the best selection of used cars, used trucks, used vans, used sedans and used SUVs in all of (City Name) and (County Name). We can get anyone financed who the law allows, because here at (Company Name) in (City Name), we offer BHPH (Buy Here Pay Here) automotive financing. Buy Here Pay Here (BHPH) means that (Company Name) (where you purchase the vehicle from) is also the same institution that will carry the note on the loan. Therefore, no traditional bank approval is necessary to purchase a vehicle here at (Company Name). If your FICO score is under 600, which would traditionally prohibit a (City Name) resident with bad credit from using traditional financing options or getting approved for a loan, don't worry. With our high % loan approval success rate, we can help facilitate getting you approved for the car of your dreams. Most (County Name) BHPH (Buy Here Pay Here) dealers tend to stock old inventory with high mileage that can sometimes break down on you within months of your purchase and still leave you with a monthly car payment. Here at (Company Name) catering to (City Name) residents, we specialize in late model, low mileage inventory that we run through an extremely rigorous inspection program before we stamp the (Company Name) name on it. Here at (Company Name), we have the ability to get you a used car loan in the vehicle you want, traditionally regardless of your current credit situation even with bad credit in most situations. With our in house financing specialists you can get approved for a great used car loan in most situations, even with bad credit problems such as unpaid medical bills, late credit card bills, charge offs, no credit, or even bankruptcy. Come on down today and see why (Company Name) is striving to becoming the #1 BHPH (Buy Here Pay Here) dealership in the (City Name) Area and all of (County name) area.

# *Keyword Density Exposed*

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# ***Business Directory Listings***

- ***Create Additional Links in the search engines for your business***
- ***Promote Additional offsite links directing to your website***
- ***Push down any negative results in the search engines***
- ***Make sure to keep record of your username & password.***
- ***Give yourself a goal of 1 to 2 per day***

# ***Top 30 Business Directory Listings***

- Google
- Yahoo!
- Foursquare
- Bing
- Company.com
- MerchantCircle
- AnyWho
- Business Journals
- CitySearch
- Intuit Business Directory
- DMOZ
- Kudzu
- Local
- MojoPages
- SuperPages
- Whitepages
- Yellowbook
- Yellowbot
- Yellowpages
- Yelp
- 2findLocal
- AllPages
- Angies List
- Best of the Web
- BizWiki
- Chamber of Commerce
- HotFrog
- iBegin
- LocalDatabase
- Manta

# ***Website Design Options***



- ***Static Imagery***
- ***Flash***
- ***HTML 5***
- ***Responsive Design***

# ***FREE Website Analysis***



- ***Michael D. Jackson***
- ***O: 949-608-0809***
- ***E: ceo@autosearchtech.com***

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**Q&A**