

# *The Purpose Driven Website*



*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***



The National Alliance of Buy Here Pay Here Dealers

OUR GOAL IS YOUR SUCCESS

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The NABD BEST OPERATING PRACTICES and COMPLIANCE CONFERENCE

JAN. 18-20, 2015 - DALLAS, TEXAS HILTON DFW LAKES EXECUTIVE CONFERENCE CENTER

UPDATES: www.bhphinfo.com OR CALL: 832-767-4759



Tweets

@NABDOnline 1 May

Hotel and Registration Discounts for NABD's Buy Here Pay Week. Explore this week. Call 832-767-4759 for more information. Expand

@NABDOnline 22 Apr

Hotel and Registration Discounts for NABD's Buy Here Pay Week. Call 832-767-4759 for more information.

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Buy Here, Pay Here Training Events

Upcoming BHPH Training Events

NABD 2014 Dealer Compliance Academy

Register for this event HERE

NABD 2014 Boot Camp

Register for this event HERE

NABD 2014 National Conference

Register for this event HERE



New to Buy Here, Pay Here?

We Can Help!

Learn about NABD services

Attend a BHPH Training Event

Access BHPH information - Sign up FREE!

Review the BHPH Critical Decisions Checklist

Top industry resources & experts

Engage with BHPH dealers in the NABD Forum

Get important BHPH information year-round



Why Should You Join?

Joining the NABD online community gives you access to Buy Here, Pay Here presentations by leading industry experts, interaction among 18,000 members on BHPH message boards, latest industry news, and updates. Buy Here, Pay Here training event information. Sign up for FREE!

The National Alliance of Buy Here, Pay Here Dealers (NABD) is an association formed exclusively on the needs of the BHPH industry and is dedicated to improving the quality of BHPH dealers through education, ongoing training, and by promoting the interests of well-financed dealers nationwide.

2014 BHPH Dealer Compliance Academy May 18-20, 2014 Call 832-767-4759 For More Information!

NATIONAL CONFERENCE FOR BUY HERE, PAY HERE May 20-22, 2014 "OUR GOAL IS YOUR SUCCESS"

BUY HERE PAY HERE DEALER COMPLIANCE ACADEMY MAY 18-20, 2014 NABD CLICK HERE!

YOUR HD HERE 832-767-4759



NATIONAL ALLIANCE OF BUY HERE PAY HERE DEALERS (NABD)



NATIONAL ALLIANCE OF BUY HERE PAY HERE DEALERS (NABD)

The National Alliance will update attendees on all the latest industry developments and trends. The exhibit hall will feature over 125 exhibitors with all the latest products and services, as well as capital providers. Updates on all the latest legal and regulatory developments will be provided by



Time to Get Compliance Right

LAST CHANCE! NABD BHPH Conference October 21-23, 2014 Atlanta, Georgia



Important Industry Events

IADA Convention June 23 - June 26

Georgia IADA Convention July 24 - July 27

Texas IADA Convention July 27 - July 30

Carolinan IADA Convention August 4 - August 7



Buy Here, Pay Here News & Views

Stay Current On BHPH News

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NABD 2014 "Your Highway to Buy Here, Pay Here Success!"

NABD to Host Buy Here, Pay Here Compliance Academy May 18-20, 2014 in Las Vegas

BHPH 2013 is in the Rearview Mirror, What's Ahead?

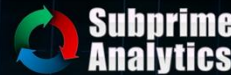


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Follow Us on Twitter!

Stay up-to-date on industry information, events and news.



LEARN FROM YOUR LOSSES. DON'T REPEAT THEM.

Home About Us Services News Contact Us Profit Max

STEP 1 Engage us and provide us with your payment files, and charge-off data. It's as easy as 1, 2, 3!

Click icons below for additional services



Subprime Analytics Learn From Your Losses Don't Lose Millions By Trial & Error!

What Subprime Analytics Does...

- Performs Static Pool And Loss To Liquidation Performance Metrics
Calculates The Return On Your Portfolio Investment
Shows You How Much Of Your Profit You Really Collect
Graphs Loss Trends To Help You Identify Meaningful Patterns
Stratifies Your Losses So You Can Understand Them
Benchmarks Your Portfolio Results Against A Credible National Database
Interfaces With All Dealer Software Applications
Identifies Specific Ways You Can Improve Your Underwriting
Helps You Raise Capital And Projects Future Cash Flow And Profitability

Browse Video Library

Schedule Your Consultation

Subprime Analytics What Metrics Do You Need?

Subprime Analytics How We Analyze Your Portfolio!

BHPH Industry Benchmarks / Trends Library

TOP 10 Reasons to Use Subprime Analytics

Click to View

Click to View

Click to View

Click to View



Credit Scoring Product Profit Max



Click Here to Learn More!

Subprime Analytics

Subprime Analytics was developed to analyze your portfolio performance using data mining and prediction technology. This product enables us to "drill down" into your portfolio data to evaluate your underwriting practices, the vehicles you are selling, and the customers who are buying your vehicles.

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



Contact Us

2102 North Loop West Suite 270 Houston, TX 77018 832-767-4759 info@subanalytics.com



**NIADA** National Independent Automobile Dealers Association  
Serving Quality Independent Automobile Dealers Since 1946

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Website Created by



# NIADA

## Gold National Corporate Partner



### AFC

AFC is one of the largest providers of independent dealer floorplan financing in North America. AFC's inventory financing is available for dealer trades and is also accepted at nearly 1000 auctions. AFC, as part of KAR Auction Services, Inc., provides floorplan financing programs for retail and wholesale automobile dealers, RV dealers, motorcycle dealers, salvage and daily rental operators. For more information about AFC, please phone toll free 1-888-345-0600 or visit us online at [www.AFCDealer.com](http://www.AFCDealer.com).



Want better results? Auto Search Technologies, Inc (AST) is a nationwide software development firm that offers affordable online solutions for dealers of all shapes and sizes. Specializing in SEO (Search Engine Optimization) we can help improve your online results by increasing your website's visibility. Let us take you to the next level with our proven search placement, and push thousands upon thousands of visitors to your website each month. AST has all of the tools necessary in today's online market for dealerships to attract traffic and convert into leads. With you are an independent, special finance/BHPH or franchise dealership AST has a solution. (888) 750-6845 [www.autosearchtech.com](http://www.autosearchtech.com)



Dealers across the country rely on NADA values in their day-to-day operations because we are the most experienced and widely used provider of used vehicle values in the industry, offering more accurate values on more vehicles than any other provider. NADA provides four categories of benchmark data that reflect weekly spot (Auction (low, average, high)) and monthly trend (Trade-In (rough, average, clean), clean Loan and clean Retail) values in the market.

NADA Used Car offers special promotions and a discount to NIADA members. NADA Online, our premier 24/7 web-based application and mobile version are available at a discounted price for NIADA members. Use promo code NIADAWEB during the checkout process at [www.nada.com/b2b](http://www.nada.com/b2b). We are offering two additional exclusive promotions through Dec 31, 2013. NIADA members receive 80 days of Free access to NADA MarketValues, our new mobile app with \$50 per month subscriptions available for NADA values and/or AuctionNet (wholesale transactions). NIADA members get a Free iPad with an annual subscription to NADA AppraisalPRO, our industry leading appraisal tool with six data sources and a customer facing 3<sup>rd</sup> party validated appraisal form. Call us at 866.974.6232 or visit us at [www.nada.com/b2b](http://www.nada.com/b2b) to learn more.

# *Definition of the word* *“Purpose”*

“The reason for which something is done or created, or for which something exists.”

*motive, motivation, grounds, cause, occasion, reason, point, basis, justification, intention, aim, object, objective, goal, end result, plan, scheme, target, ambition, aspiration, advantage, benefit, good, value, merit, worth, profit, percentage, function, role, use.*

# *The Five W's & H of Your Websites "Purpose"*

Who?

What?

When?

Where?

Why?

How?

# Why?

## Why Do You Have a Website?

- *Show Vehicles?*
- *Provide Maps & Directions?*
- *Display Dealership Storefront?*
- *Talk About Yourself & Show Awards?*
- *Because Everyone Else Has One?*

# Why?

## NO! . . .

- *To Be Found Online*
- *To Showcase Your Products & Services*
- *To Generate Leads*
- *To **SELL MORE CARS!***



# Who?

## Who is Your Customer?

## Who Are You Targeting?

- *New Car Buyers?*
- *Used Car Buyers?*
- *Subprime?*
- *Bank Funded?*
- *First-Time Buyers*
- *16 – 25 Age Group*
- *26 – 45 Age Group*
- *Military Personnel*

*Who?*

**NO! . . .**

- ***EVERYONE!***

# Where?

## Where Does My Customer Base GO?

## Where Are They Located?

- *Are They Online?*
- *Do They Walk-In?*
- *Do They Drive-By?*
- *Are They From My City?*
- *Surrounding Cities?*
- *Repeat Customers?*

# Where?

## **To Define Your Market You Must Ask:**

- *Where is My Target Market?*
- *Where Can I Get More Traffic?*
- *Where Should I Focus, How Far is Too Far?*

 Other cities, towns, and suburbs near Houston, Texas:

[West University Place, TX](#)

[Bellaire, TX](#)

[Jacinto City, TX](#)

[Galena Park, TX](#)

[South Houston, TX](#)

[Pasadena, TX](#)

[Cloverleaf, TX](#)

[Aldine, TX](#)

[Missouri City, TX](#)

[Pearland, TX](#)

[Deer Park, TX](#)

[Channelview, TX](#)

[Stafford, TX](#)

[Humble, TX](#)

[Mission Bend, TX](#)

The center of each city listed is within 19 miles of Houston, TX.

<http://www.travelmath.com/cities-near/City,+ST>

What?

**What Terms Should I Use  
For My Website?**

*META Combinations &  
Matching Keyword Content:*

# ***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.***



# ***META Structure Character Limits***

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

# *META Structure (Get Better Odds)*



# ***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:***

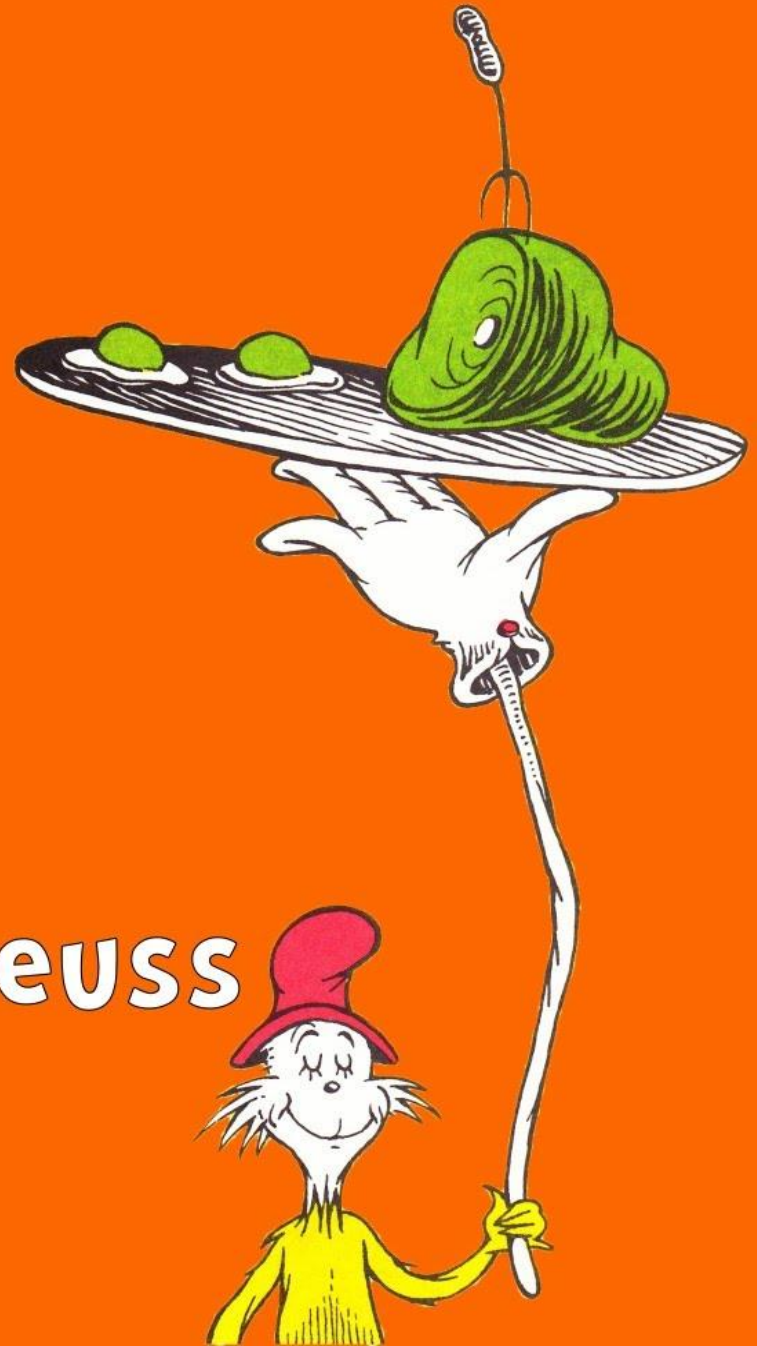
## ***Questions To Ask About Your Website Content***

- ***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?***



# Green Eggs and Ham

By  
Dr. Seuss



# *Entire Book Written with Only 50 Words to Win a Bet!*



a, am, and, anywhere, are, be,  
boat, box, car, could, dark, do,  
eat, eggs, fox, goat, good, green,  
ham, here, house, I, if, in, let,  
like, may, me, mouse, not, on,  
or, rain, Sam, Sam-I-am, say,  
see, so, thank, that, them,  
there, they, train, tree, try, will,  
with, would, you

# *Sample Text*

(Company Name) is a used car dealership serving customers in (City Name) and (County Name). We cater to many local (State Name) and surrounding areas such as: (Surrounding City 1), (Surrounding City 2), (Surrounding City 3), (Surrounding City 4), (Surrounding City 5), (Surrounding City 7). We carry a great selection of used cars for sale, as well as used trucks, used vans, used SUVs, used sedans and used family crossover vehicles in (City Name) and (County Name). Need auto financing? As a buy here pay here/in-house financing dealer we can get you approved and on the road today in most cases. Bad credit? No credit? NO Problem! Let our friendly buy here pay here/in-house auto finance staff help you find the car that fits your style and fits your budget. We are the home of the low down payment, easy financing, and easy terms! Call today or apply online for quick and easy in-house car financing we can get you approved and on the road in no time! (Company Name) has the best buy here pay here/in-house financing used cars that (City Name) and (County Name) have 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) we offer "Buy Here Pay Here" auto financing to consumers in (City Name) and (County Name) with bruised, damaged or just plain bad credit we don't worry about repossession, bankruptcy, divorce, or debt. Bad credit? No credit? Bankruptcy? Divorce? Repossession? NO problem! Traditionally the type of used vehicles that other companies offer for "Buy Here Pay Here/In-House Financing" consumers are high mileage late model inventory, but we offer the best used cars, used trucks, used vans, used SUVs & used sedans in (City Name) and (County Name). At (Company Name) we understand your situation and we can get you approved for the used BHPH car, used BHPH truck, used BHPH van, used BHPH SUV or used BHPH sedan of your dreams today! We are the home of the easy car loan! We have easy car financing, low down payments, and easy payment plans for all of our Buy Here Pay Here inventory. If you need an auto loans in (City Name) and (County Name), then you have found the right place, whether you are a first time Car buyer in (City Name) and (County Name) with bad credit, no credit or have things on your credit report that are holding you back from your automotive dreams such as repossessions, bankruptcy, debt, defaults, and delinquencies then come on down to (Company Name) today. We feel that we are the best Buy Here Pay Here/in-house finance used car Dealership in all of (State Name), and we want you to be the judge! Come make your used car buying dreams a reality today with easy buy here pay here/in-house car financing, low down payments, low car payments and easy terms! We are eager to get you easy financing approval for a car loan for the used car, used truck, used SUV, used crossover, or used sedan of your dreams in (City Name) or (County Name). Come see us and you could be driving away in a new car today! We are willing to work with any situation and we are willing to help you! We are ok with bad credit, no credit, bankruptcy, divorce, and debt. We are eager to approve you for buy here pay here/in-house financing so that you can start building your credit or rebuilding your credit as soon as possible! We offer second chance auto financing. You can build your credit back up while driving a great used car, used truck, used van, used SUV, or used crossover! We are here to help you get into a great used vehicle and get your credit back on track. We can't wait to put you in an affordable vehicle loan that fits your lifestyle! If you are in the (City Name) or (County Name) area and are looking for a used car loan, used truck loan, used SUV loan, used van loan, or any other used vehicle loan you only have to stop at one place, (Company Name) and we will put you in a car with no time at all! If you are in (City Name) or (County Name) then come in for our low down payments and easy buy here pay here/in-house financing and stay for our great customer service and our ability to help you build your credit with you next used car purchase! If you live in (City Name) and (County Name) come see us today!

# *Sample Text Revealed*

**Used = 40, Car/Auto/Truck/Van/SUV = 50, Loan/Credit/Financing = 40  
City Name/County Name/Surrounding City = 30**

(Company Name) is a used car dealership serving customers in (City Name) and (County Name). We cater to many local (State Name) and surrounding areas such as: (Surrounding City 1), (Surrounding City 2), (Surrounding City 3), (Surrounding City 4), (Surrounding City 5), (Surrounding City 7). We carry a great selection of used cars for sale, as well as used trucks, used vans, used SUVs, used sedans and used family crossover vehicles in (City Name) and (County Name). Need auto financing? As a buy here pay here/in-house financing dealer we can get you approved and on the road today in most cases. Bad credit? No credit? NO Problem! Let our friendly buy here pay here/in-house auto finance staff help you find the car that fits your style and fits your budget. We are the home of the low down payment, easy financing, and easy terms! Call today or apply online for quick and easy in-house car financing we can get you approved and on the road in no time! (Company Name) has the best buy here pay here/in-house financing used cars that (City Name) and (County Name) have 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) we offer "Buy Here Pay Here" auto financing to consumers in (City Name) and (County Name) with bruised, damaged or just plain bad credit we don't worry about repossession, bankruptcy, divorce, or debt. Bad credit? No credit? Bankruptcy? Divorce? Repossession? NO problem! Traditionally the type of used vehicles that other companies offer for "Buy Here Pay Here/In-House Financing" consumers are high mileage late model inventory, but we offer the best used cars, used trucks, used vans, used SUVs & used sedans in (City Name) and (County Name). At (Company Name) we understand your situation and we can get you approved for the used BHPH car, used BHPH truck, used BHPH van, used BHPH SUV or used BHPH sedan of your dreams today! We are the home of the easy car loan! We have easy car financing, low down payments, and easy payment plans for all of our Buy Here Pay Here inventory. If you need an auto loans in (City Name) and (County Name), then you have found the right place, whether you are a first time Car buyer in (City Name) and (County Name) with bad credit, no credit or have things on your credit report that are holding you back from your automotive dreams such as repossessions, bankruptcy, debt, defaults, and delinquencies then come on down to (Company Name) today. We feel that we are the best Buy Here Pay Here/in-house finance used car Dealership in all of (State Name), and we want you to be the judge! Come make your used car buying dreams a reality today with easy buy here pay here/in-house car financing, low down payments, low car payments and easy terms! We are eager to get you easy financing approval for a car loan for the used car, used truck, used SUV, used crossover, or used sedan of your dreams in (City Name) or (County Name). Come see us and you could be driving away in a new car today! We are willing to work with any situation and we are willing to help you! We are ok with bad credit, no credit, bankruptcy, divorce, and debt. We are eager to approve you for buy here pay here/in-house financing so that you can start building your credit or rebuilding your credit as soon as possible! We offer second chance auto financing. You can build your credit back up while driving a great used car, used truck, used van, used SUV, or used crossover! We are here to help you get into a great used vehicle and get your credit back on track. We can't wait to put you in an affordable vehicle loan that fits your lifestyle! If you are in the (City Name) or (County Name) area and are looking for a used car loan, used truck loan, used SUV loan, used van Credit, or any other used vehicle loan you only have to stop at one place, (Company Name) and we will put you in a car with no time at all! If you are in (City Name) or (County Name) then come in for our low down payments and easy buy here pay here/in-house financing and stay for our great customer service and our ability to help you build your credit with you next used car purchase! If you live in (City Name) and (County Name) come see us today!

# When?

## **When Should I Take Action?**

- *When Tax Season Ends?*
- *When The Summer Ends?*
- *When The Fall Ends?*
- *When I Have More Time?*
- *When Sales Slow?*
- *When I Get More Staff?*
- *When I lose More Business?*
- *When I Can't Wait any longer?*

# When?

**NO! . . .**

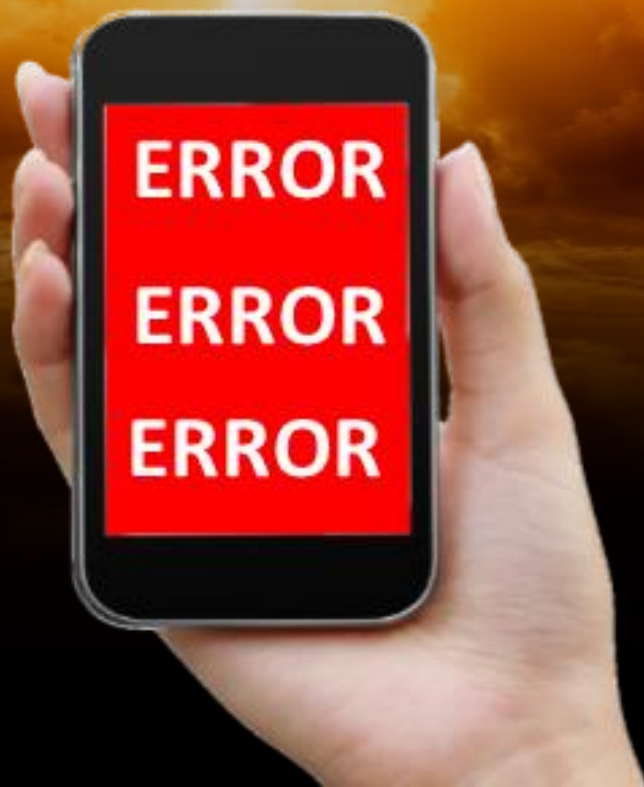
- ***THE TIME IS NOW!***

# How?

## How Do I Make Best Use of My Websites Traffic?

- *How Can I Be Mobile Friendly?*
- *How DO I Use CTA's? (Calls To Action)*
- *How Does a Choke Page/Squeeze Page Work?*
- *How Can I Be Compliant With All of This?*

# Google MOBILEGEDDON





# Search is the most common starting point for mobile research



**48%**  
Start on  
**Search Engines**

42%  
  
Automotive

41%  
  
Home &  
Garden

38%  
  
Apparel &  
Beauty



**33%**  
Start on  
**Branded Websites**

31%  
  
Finance

31%  
  
Apparel &  
Beauty

27%  
  
Automotive



**26%**  
Start on  
**Branded Apps**

36%  
  
Finance

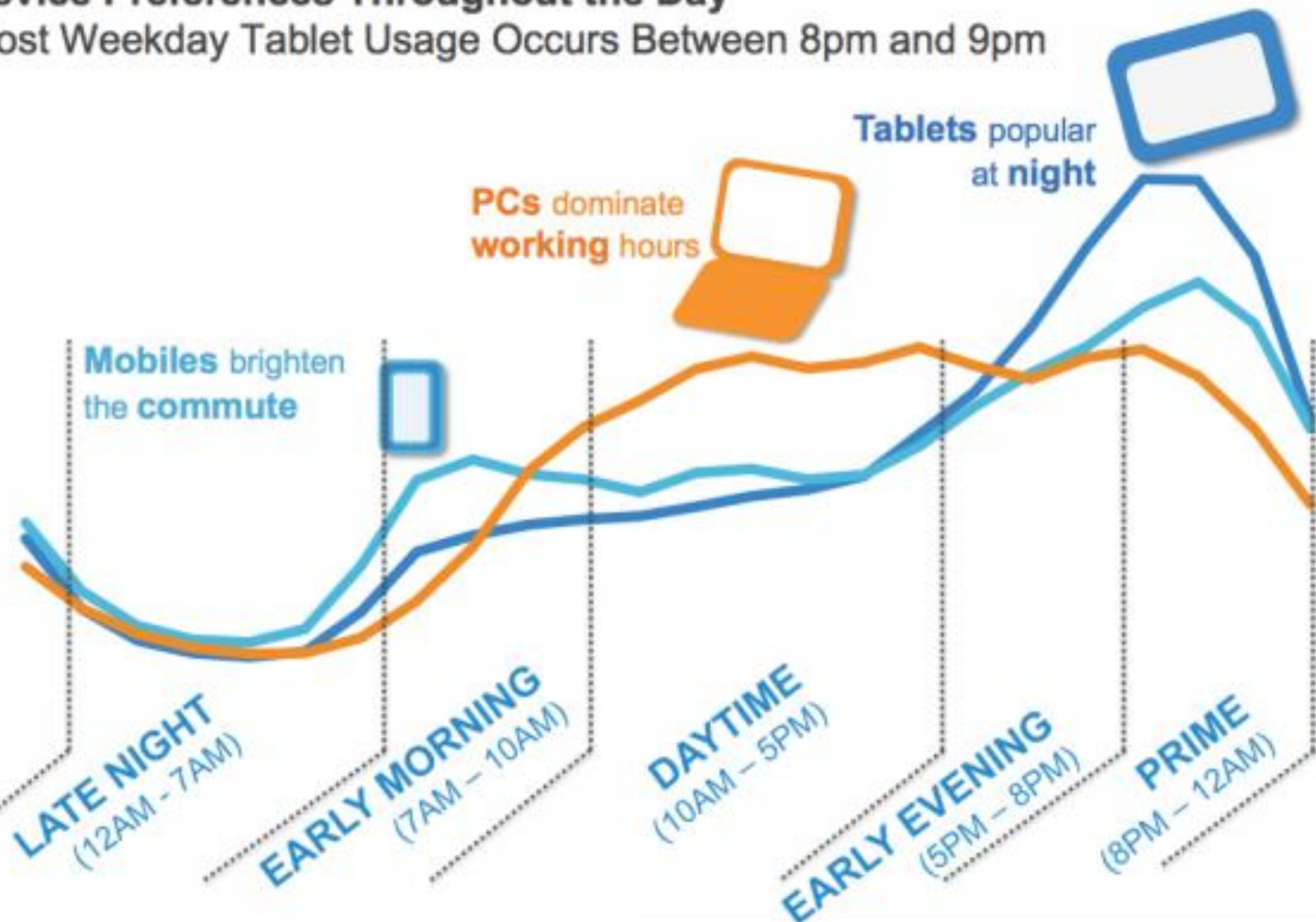
22%  
  
Electronics

21%  
  
Apparel &  
Beauty

# Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

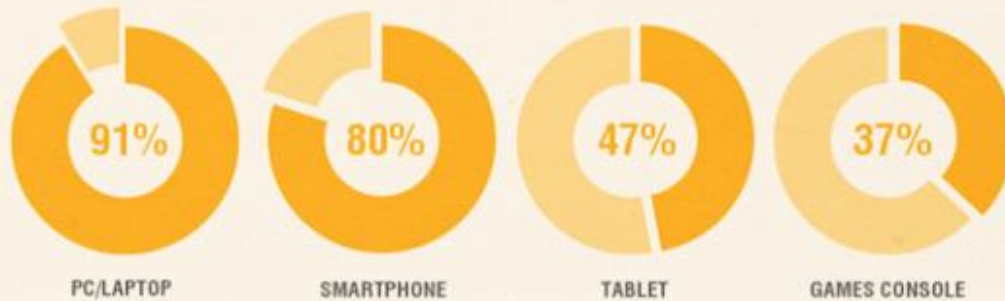
Share of Device Page Traffic on a Typical Workday



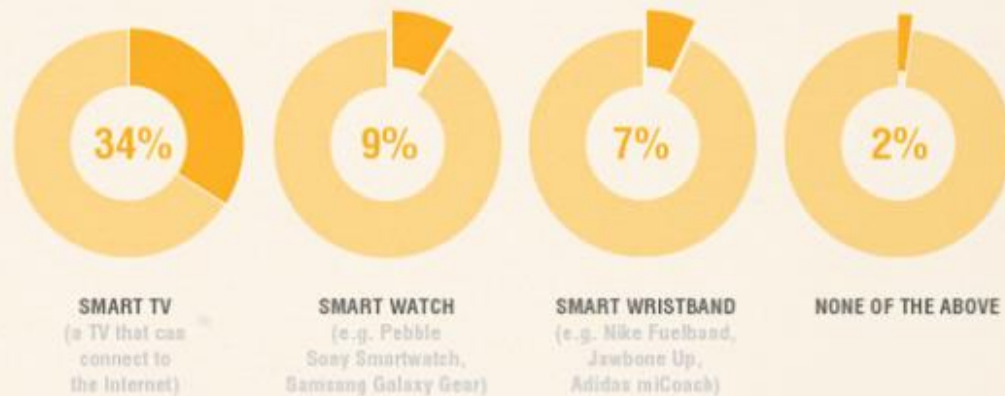
# WHICH DEVICES ARE MOST POPULAR?

80% OF INTERNET USERS OWN A SMARTPHONE

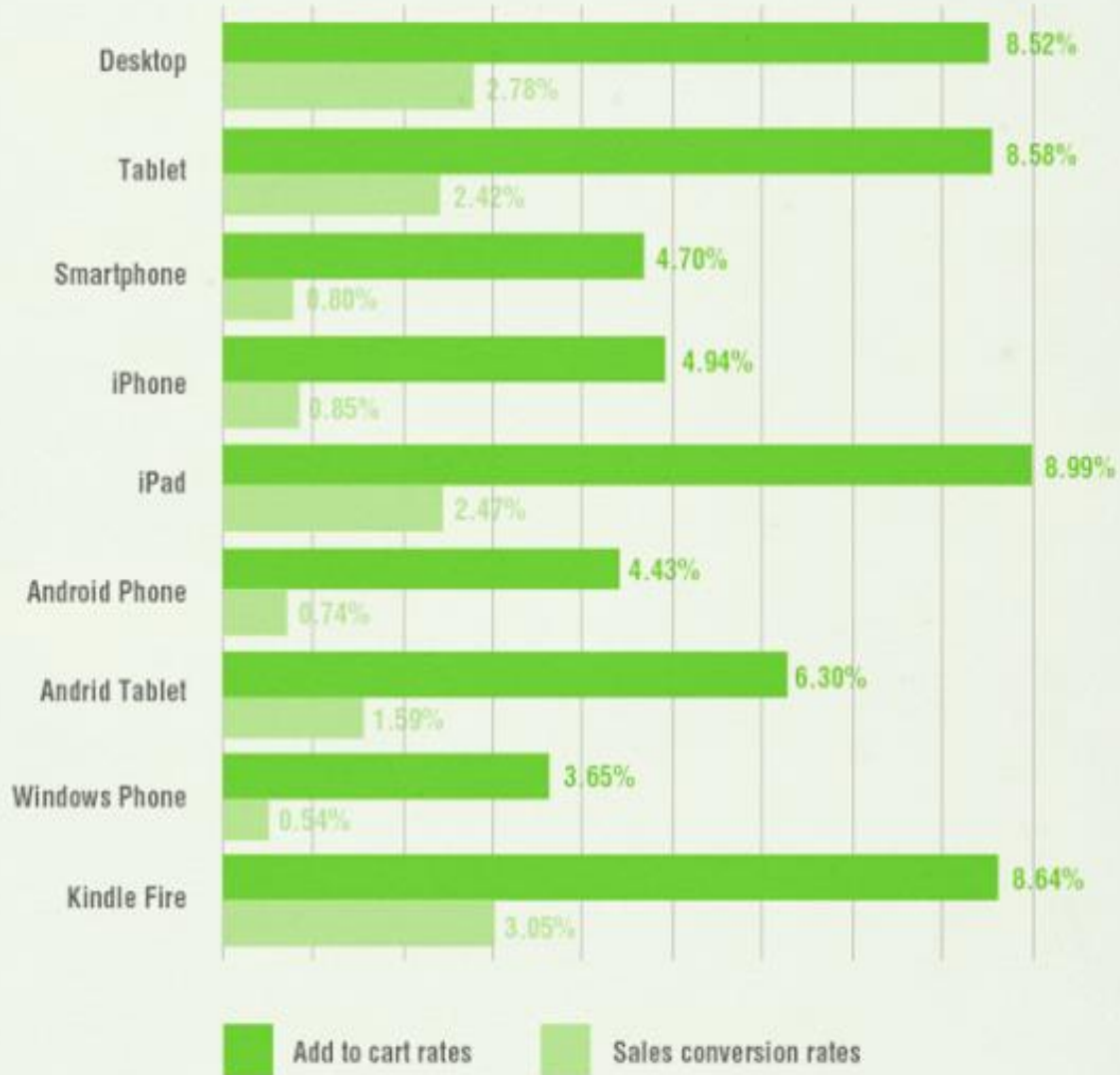
## Most Popular Devices Used to Search the Internet



## Emerging Devices Used to Search the Internet



## Conversion Rates By Device Type



# *FREE Mobile Website Test*

## STOP BY BOOTH #508



**Mobile Guide** Get Started Documentation ▾ Mobile-Friendly Test

Mobile-Friendly Test 

ANALYZE

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google's search results by reading our [blog post](#).



# ***Definition of a “Call To Action”***

*An instruction to the audience to provoke an immediate response, usually using an imperative verb such as:*

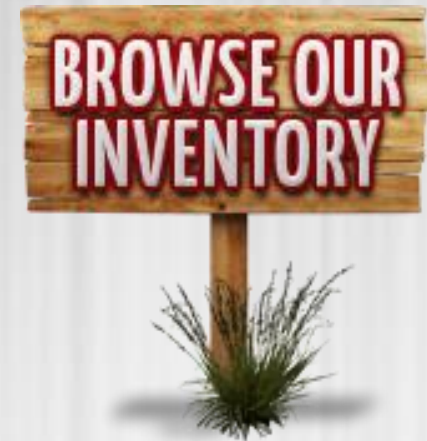
***Call** Now, **Find** Out More, **Visit** a Store Today, **Apply** Online,  
Why **Choose** Us, **Schedule** a Test-Drive, **Schedule** Service  
**Get** Pre-Approved, **Join** Or Mailing List, **Find** Your Car,  
**Locate** a Vehicle, **Like** Us on Facebook, **Meet** Our Team,  
**View** Our Policy, **Write** a Review, **Get** Directions*

# *Website Design Options*



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

# *Buttons, Colors, Font Size, Icons*



**SCHEDULE SERVICE**  
Make a Service Appointment





# TRUE COLORS

WHAT YOUR BRAND COLORS SAY ABOUT YOUR BUSINESS

## COLOR MATTERS:

WHY SHOULD YOU CARE ABOUT YOUR BRAND COLORS?

Studies have shown that a product's color influences 60 to 80 percent of a customer's purchasing decision, meaning color can make or break a product.

Consumers are acutely aware of whether or not a brand and logo color really connect.

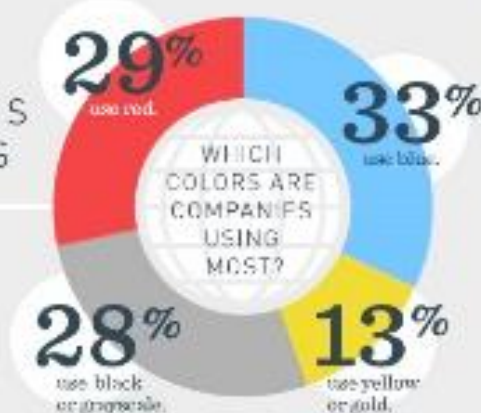
Color is the first thing a consumer will notice about your logo.

It costs your company next to nothing to choose a color, but making the wrong decision could cost your company in the long run.

INTEGRATE YOUR BRAND COLORS ACROSS THE BOARD—IN YOUR LOGO, LANDING PAGE, PRODUCT, AND MORE—TO ACHIEVE THE HIGHEST IMPACT.

### THE TRUE COLORS OF THE WORLD'S TOP BRANDS

A study of the world's top 100 brands (determined by brand value) analyzed each brand's logo and found the following:



NUMBER OF COLORS

**95%** use only one or two colors.

**5%** USE MORE THAN TWO COLORS.

**41%** USE TEXT ONLY.

**9%** DON'T FEATURE THE COMPANY NAME AT ALL.

# CONSUMER REACTIONS

## HOW DO PEOPLE RESPOND TO DIFFERENT COLORS?

Every color elicits a different response from humans. Studies reveal how each of the following colors affect us.

### INDUSTRY



### WARMTH

Colors can essentially be divided into two different categories; warm and cold. Warm colors are associated with energy; cold colors are more about calmness and security.

Warm



Cold



## RED

Red evokes a passionate and visceral response. It is a color that increases your heart rate, makes you breathe more rapidly, and activates the pituitary gland.

#### COLOR CODE

- Aggressive
- Energetic
- Provocative
- Attention-Grabbing



#### POPULAR FOR:



#### QUESTIONABLE FOR:



#### UNPOPULAR FOR:



## PURPLE

Purple is a sophisticated yet mysterious color. The richness of this color tips its hat to the royalty and elegance found deep within us.

#### COLOR CODE

- Royalty
- Sophistication
- Nostalgia
- Mystery
- Spirituality



#### POPULAR FOR:



#### QUESTIONABLE FOR:



#### UNPOPULAR FOR:



## BLUE

Blue is arguably the most popular choice for a brand color. Blue is thought to put people at ease as it is reminiscent of the sky and ocean.

#### COLOR CODE

- Trustworthy
- Dependable
- Secure
- Responsible



#### POPULAR FOR:



#### QUESTIONABLE FOR:



#### UNPOPULAR FOR:



# GREEN

Green is synonymous with calm, freshness, and health. But there is a wide variation between its shades. Deeper greens are associated with affluence, lighter greens with serenity.

## COLOR CODE

- Wealth
- Health
- Prestige
- Security



## POPULAR FOR:



## QUESTIONABLE FOR:



## UNPOPULAR FOR:



# YELLOW

Because the color yellow is reminiscent of the sun, it communicates hope and optimism. Yellow stimulates creativity and energy, and its brightness is especially useful to catch a customer's eye.

## COLOR CODE

- Positivity
- Light
- Warmth
- Motivation
- Creativity



## POPULAR FOR:



## QUESTIONABLE FOR:



## UNPOPULAR FOR:



# ORANGE

Orange combines the brightness and cheer of yellow with the energy and boldness of red to make a color that is full of life and excitement.

## COLOR CODE

- Vitality
- Fun
- Playful
- Exuberant



## POPULAR FOR:



## QUESTIONABLE FOR:



## UNPOPULAR FOR:



# BROWN

Brown speaks of earthly simplicity, as well as strength and durability. However, use caution with brown as it reminds most people of dirt.

## COLOR CODE

- Earthlike
- Natural
- Simplistic
- Durable



## POPULAR FOR:



## QUESTIONABLE FOR:



## UNPOPULAR FOR:



# BLACK

Black is used by companies that wish to boast a classic sophistication. Black works especially well for expensive products.

## COLOR CODE

- Prestige
- Value
- Timelessness
- Sophistication



## POPULAR FOR:



## QUESTIONABLE FOR:



## UNPOPULAR FOR:



# WHITE

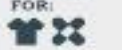
White represents purity (think wedding dress) and cleanliness (think doctor's coat). With this in mind, white is a popular choice for health care and child-related businesses.

## COLOR CODE

- Pure
- Noble
- Clean
- Soft



## POPULAR FOR:



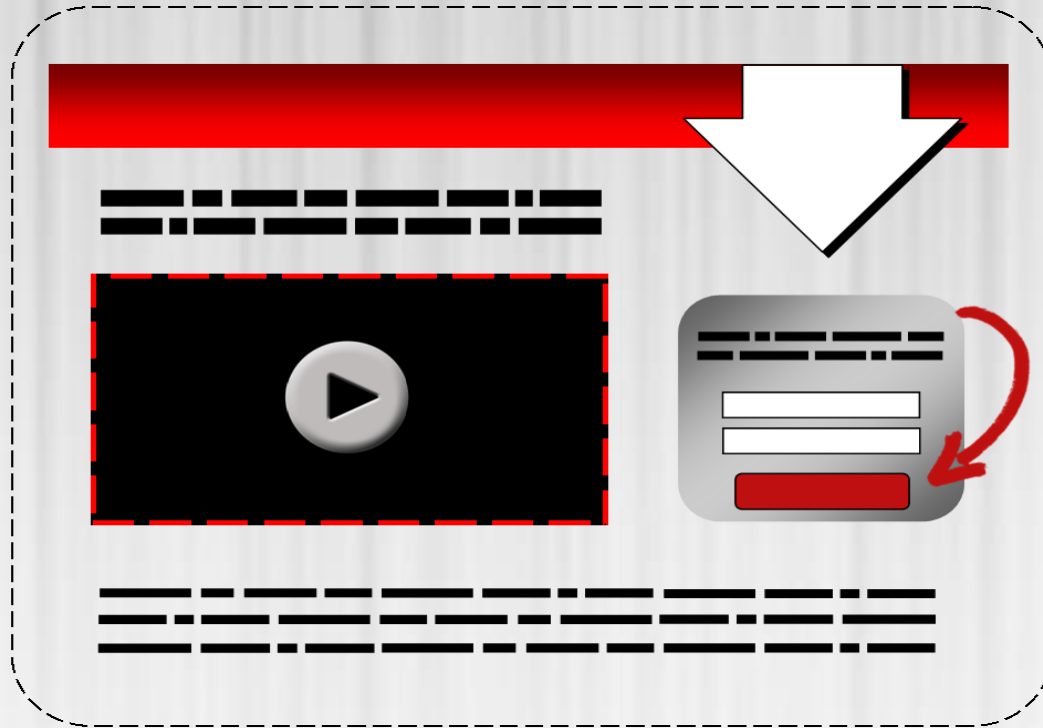
## QUESTIONABLE FOR:



## UNPOPULAR FOR:



# ***Choke Page / Squeeze Page***



- ***What is a Choke Page / Squeeze Page?***
- ***Are they actually effective / do they frustrate customers?***
- ***How do I use one effectively on my website?***
- ***How do I stay compliant with “Terms & Conditions”?***

# Without a Giveaway

## You're Just One Step Away From Discovering My "Private Reserve" Online Vehicle Selection Shhh... can you keep a secret?

Because of my proprietary "Perfect Timing Car Buying Process" I'm able to get the most desirable cars for a steal. I find the perfect vehicle, for the perfect price, at the perfect time. That means I'm able to offer you the best cars at the most value anywhere. In order to keep my methods secret I can't allow other dealers to see my inventory. So if you want to check out my Private Reserve (some of my newest and best stuff) then simply fill out the form and prove you're not a dealer trying to spy on me. By providing your email below, you agree to join our mailing list and receive special promotions and or updates from us.

Thanks for your help.

Click [HERE](#) For Our Policy

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Email"/>	<input type="text" value="Phone"/>



Please enter the verification code as shown above

# With a Giveaway

**BEFORE YOU VIEW OUR INVENTORY... ENTER TO WIN A 40" FLAT SCREEN TV! THE WINNER WILL BE ANNOUNCED ON 05-15-15. NO PURCHASE NECESSARY!**

**ENERGY GUIDE**  
Federal law prohibits removal of this label before consumer purchase.

Television  
T32 Televisions, Inc.  
Model LE40FH02310

Estimated Yearly Energy Cost  
**\$9**

Cost Range of Similar Models  
(\$7 - \$15)

- Based on 11 cents per kWh and 5 hours use per day
- Estimated yearly electricity use of this model: 32 kWh
- Your cost depends on your utility rates and use.
- Visit [EPA.gov/energy](#)

**A REPRESENTATIVE WILL CONTACT YOU TO CONFIRM YOUR ENTRY. THANK YOU FOR VISITING CAR CREDIT! GOOD LUCK.**



Click [HERE](#) For Our Policy

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Email"/>	<input type="text" value="Phone"/>



Please enter the verification code as shown above

# *Promotional Terms & Conditions*

**NO PURCHASE IS NECESSARY. Contest void where prohibited.**

**Contest Terms:** Contest commences at 12:00:00 a.m. E.S.T. on the date of the drawing 12:00AM and closes at 11:59:59 p.m. E.S.T. the day prior.

**Eligibility:** Entrants must be sixteen (18) years age or older with a valid state issued ID, by the contest closing date and be a legal resident of the 50 United States. Employees of (Company Name) and their immediate families are NOT eligible to participate in this contest.

**Entry:** Entry in the contest requires the individual to be a registered entry of (Company Name). **MAXIMUM OF ONE ENTRY PER INDIVIDUAL, PERSONS WITH MULTIPLE ENTRIES WILL NOT BE ELIGIBLE TO WIN.** Required entry information includes correct and valid last name, first name, phone number, email address.

**Prize:** No warranty is provided on this prize. No requests for refund or substitution of any type are allowed. All taxes, duties, fees and surcharges associated with the prize are the responsibility of the winner.

**Prize Draw:** A random drawing will be conducted on a date of the give a way, whose decisions are final. Each entrant selected as a winner must comply with all terms and conditions set forth in these rules and regulations, and winning is dependent upon fulfilling all such requirements. Winners will be notified by email/phone within ten (10) days of the drawing. (Company Name) is not responsible for notifications that are misdirected or not received because of email addresses that are not correct. If a winner cannot be contacted within fourteen (14) days after the first attempt to contact such winner, an alternate entrant will be selected at random from all entries received. If the prize notification is returned as non-deliverable, the winner will be disqualified and another winner selected in the original winner's place. Winners may be required to sign and return an affidavit of eligibility within fourteen (14) days of the first notification attempt.

**Winners List:** (Company Name) will attempt to post contest winners to the web site within thirty (30) days of contest closing date.

**Redemption:** (Company Name) will allow the winner to pick up the prize giveaway from either of our dealership locations. Prizes are non-transferable and must be accepted as awarded. (Company Name) is not responsible for a lost or damaged prize and in the case where the prize is lost or damaged it will not be replaced.

**Conditions:** By accepting the prize, the winner agrees that the (Company Name) may use the winner's name and picture for advertising and promotional purposes without further consideration, unless prohibited by law. **BY PARTICIPATING IN THE CONTEST, THE PARTICIPANT AGREES THAT (Company Name), ITS SUBSIDIARIES, ITS AFFILIATES AND ALL OF (Company Name)'s OFFICERS, DIRECTORS, EMPLOYEES AND REPRESENTATIVES, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS FOR ANY AND ALL LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR ANY PRIZE RELATED ACTIVITY.** Subject to all federal, state and local laws. Void where prohibited.

**Other:** In the event of a dispute, all entries received will be considered to be made by the authorized entry of the email address as on record at the time of contest ending. The "authorized account holder" is deemed to be the natural person who is assigned to an email address by an internet service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A winner may be requested to provide (Company Name) with proof that the winner is the authorized entry of the email address associated with the winning entry along with proof of personal identification.

**Contest Disclaimer:** (Company Name) reserves the right to make revisions to, cancel or suspend this contest for any reason including but not limited to a virus, bug or other cause beyond the reasonable control of (Company Name) which affects the administration or security of the contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, (Company Name) will aim to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. This contest will be governed by and interpreted in accordance with the laws of the State of (State Name), U.S.A., excluding its conflict of law principles.

# ***FREE Website Analysis***



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

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