

The Roadmap to

Awesome Automotive SEO

in 2018

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2017
 - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



SHOW **NADA**2018

DEALERON

Booth 3493C



**Pave the Path to Purchase:
Turn Website Traffic into Sales**



**The Lego Master Builder's Guide to
Local SEO for Car Dealers**

Say Hello To...



Steve Shackelford

SEO Manager at DealerOn

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SShackelford@DealerOn.com

[@StShackelford](https://twitter.com/StShackelford)



SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!

AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

Tweet Much?

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The Roadmap to

Awesome Automotive SEO

in 2018

OBJECTIVES

- * Learn What Matters for SEO in 2018
- * Learn How to Identify New Link Opportunities
- * Learn How to Treat SEO as a Branding Effort
- * Giveaway
- * Question & Answer Session





DESPITE WHAT YOU HEARD...

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DESPITE WHAT YOU HEARD...

LINKS STILL MATTER

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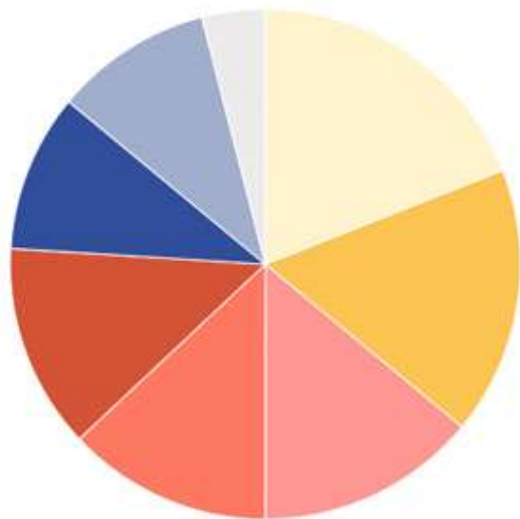
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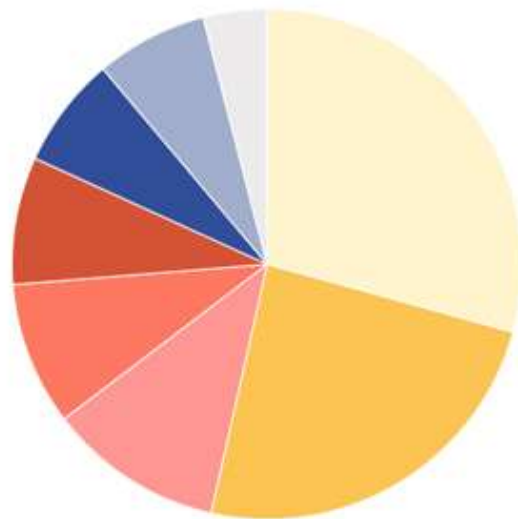
@stshackelford

Local Pack/Finder Ranking Factors



1. My Business Signals (Proximity, categories, keyword in business title, etc.) 19%

Localized Organic Ranking Factors



1. Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 29%

Despi

MATTER



SEARCH ENGINES CHECK YOUR SITE OUT

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A cartoon illustration of Homer Simpson sitting at a desk, looking at a computer monitor. In the background, Bart Simpson, Lisa Simpson, and several other people in red uniforms are visible through a large window. The text "Then they check out other sites" is overlaid in white with a black outline.

Then they check out other sites

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MENTIONS AND CITATIONS WHICH SITES LINK BACK TO YOUR SITE

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ALSO CHECK INTERNAL LINK STRUCTURE

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**YOU HAVE A LOCAL BUSINESS
GO LOCAL LOCO**

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EVENT SPONSORSHIPS
REAL COMPANY GOODTIME STUFF

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SPONSORING RELEVANT BUSINESSES
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REAL COMPANY GOODTIME STUFF
SMART CONTENT IN UNTAPPED AREAS

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EVENT SPONSORSHIPS
REAL COMPANY GOODTIME STUFF
SMART CONTENT IN UNTAPPED AREAS
USEFUL STUFF AGAIN

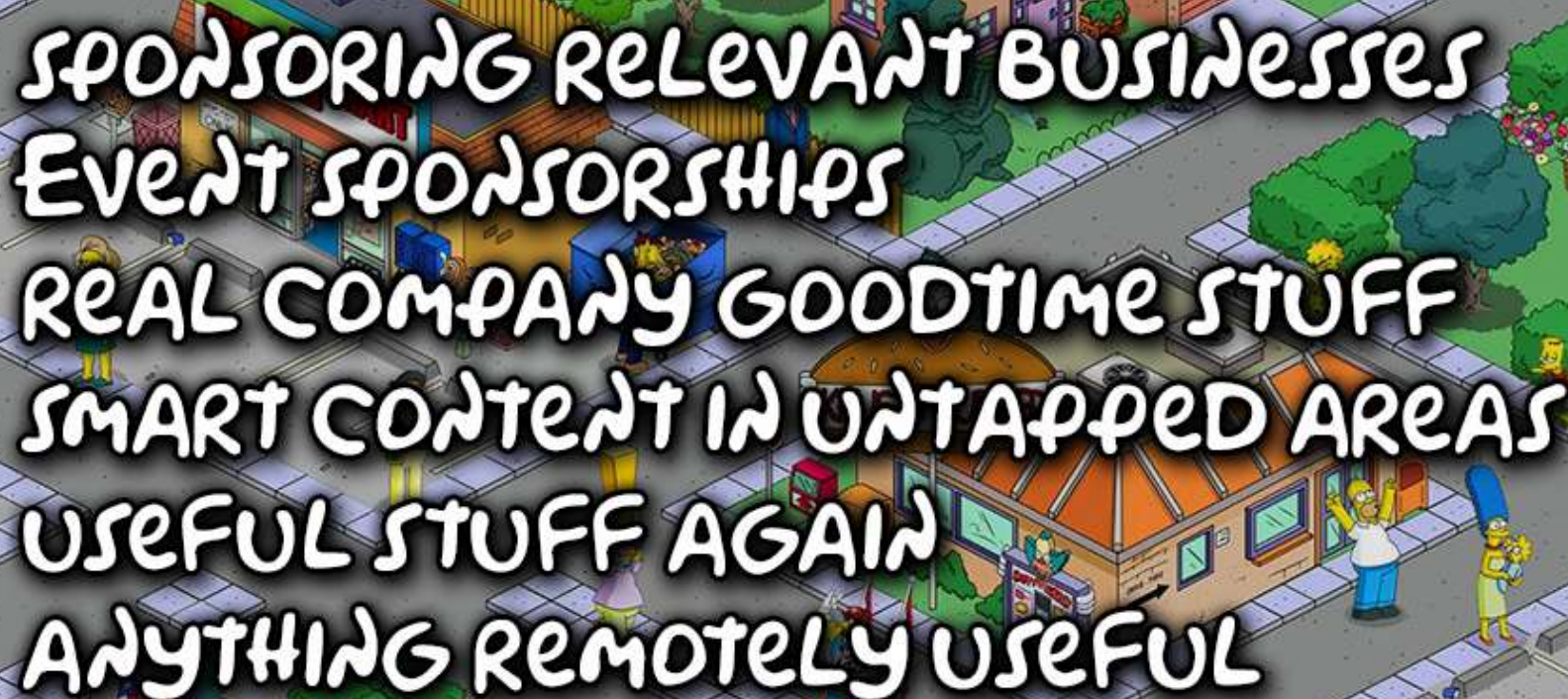
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EVENT SPONSORSHIPS
REAL COMPANY GOODTIME STUFF
SMART CONTENT IN UNTAPPED AREAS
USEFUL STUFF AGAIN
ANYTHING REMOTELY USEFUL

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POLL QUESTION





DETERMINE WHERE YOU PROVIDE VALUE

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DETERMINE WHERE YOU PROVIDE VALUE
WHILE STAYING TRUE TO YOUR BRAND

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NOT GOOD FOR ANYONE

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BRING SOME VALUE TO THE TABLE

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**BRING SOME VALUE TO THE TABLE
RESOURCES OR STRAIGHT CASH**

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BRING SOME VALUE TO THE TABLE
CONTENT OR A SPLASHY STORY

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CONSIDER THESE BRANDING EFFORTS

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IF YOU DO IT JUUUUUUST FOR LINKS
IT WILL FEEL LIKE A RAW DEAL

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DO IT TO BUILD YOUR BUSINESS

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**DO IT TO BUILD YOUR BUSINESS
REINFORCE YOUR MARKETING EFFORTS**

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DRIVING EDUCATION SCHOOLS



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DRIVING EDUCATION SCHOOLS GIMMICKY DEFENSIVE DRIVING COURSES



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DRIVING EDUCATION SCHOOLS
GIMMICKY DEFENSIVE DRIVING COURSES
HOMEOWNERS ASSOCIATIONS



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DRIVING EDUCATION SCHOOLS
GIMMICKY DEFENSIVE DRIVING COURSES
HOMEOWNERS ASSOCIATIONS
LOCAL TEEN SAFETY PROGRAMS

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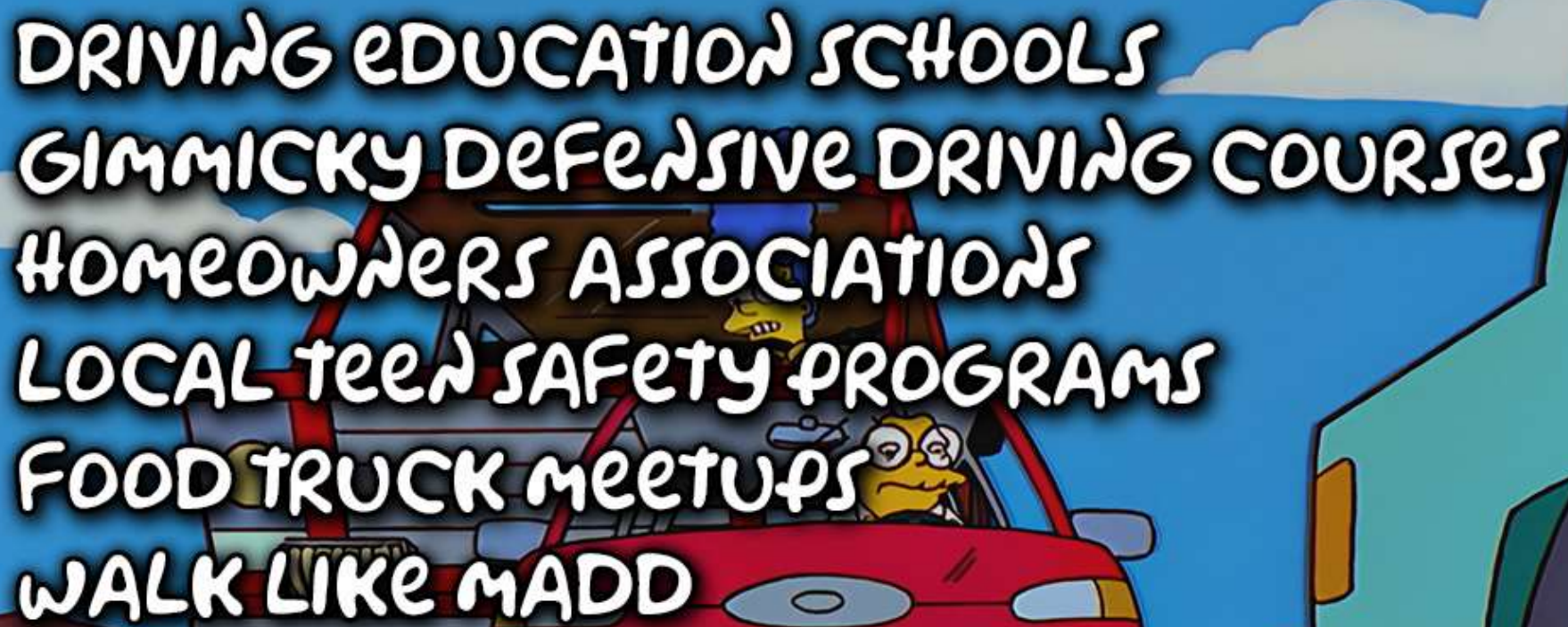


DRIVING EDUCATION SCHOOLS
GIMMICKY DEFENSIVE DRIVING COURSES
HOMEOWNERS ASSOCIATIONS
LOCAL TEEN SAFETY PROGRAMS
FOOD TRUCK MEETUPS

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DRIVING EDUCATION SCHOOLS
GIMMICKY DEFENSIVE DRIVING COURSES
HOMEOWNERS ASSOCIATIONS
LOCAL TEEN SAFETY PROGRAMS
FOOD TRUCK MEETUPS
WALK LIKE MADD

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OFFICIAL VEHICLE



2018 NOTIFICATION LIST

Search

MAKE A DONATION

CLASS REGISTRATION SCHEDULE

DONATE CAR

MEMBER LOGIN / RESCHEDULE

HOME

ABOUT

DRIVER TRAINING

GET INVOLVED

PRESS RELEASES

SUPPORTERS

MEDIA

SHOW CAR

CONTACT US

Supporters



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HYUNDAI
GLOVIS

 Manheim


MERITOR






FOOD GROUP
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of South Charlotte
Powered by Trust | Driven by Value



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KKW
of the Generation

 Liberty Mutual
INSURANCE



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Get Involved

There are numerous ways to help B.R.A.K.E.S. educate teens on the importance of safe and responsible driving. Individuals, small groups, and corporations may help B.R.A.K.E.S. by volunteering their time, money, and/or resources. B.R.A.K.E.S. accepts both monetary and in-kind contributions.

With over 5,000 teens a year dying in automobile accidents, advocacy for safe and responsible driving, is a great way to get involved. B.R.A.K.E.S. works closely with the local and state police, government officials, and insurance agencies. By speaking about B.R.A.K.E.S. to law makers and insurance companies you can help in the fight to save teen lives.

Responsibility Starts With You



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Get Involved

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With over 5,000 teens a year dying in automobile accidents, advocacy for safe and responsible driving, is a great way to get involved. B.R.A.K.E.S. works closely with the local and state police, government officials, and insurance agencies. By speaking about B.R.A.K.E.S. to law makers and insurance companies you can help in the fight to save teen lives.

Responsibility Starts Here

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Get In

There are numer
driving. Individua
and/or resources.

With over 5,000 te
great way to get in
insurance agencies
the fight to save tee

Responsibility Sta

URL: <http://www.putonthebrakes.org>

Hide Metrics

Authority

DOMAIN AUTHORITY ⓘ

50 /100

PAGE AUTHORITY ⓘ

56 /100

SPAM SCORE:

0 /17 

and responsible
their time, money,

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The Problem ▾

The Solution ▾

Get Help ▾

Get Involved ▾

About MADD ▾

DONATE



PRESENTING PARTNERS

Our partners help MADD deliver impactful and life-changing adult and youth awareness and educational programs, as well as providing help and hope to crime victims. As a result, these relationships have helped us save more than 340,000 lives...and counting.



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Our partners help MADD deliver impactful results. As a result, these relationships have helped...

U B E R

Official App of the Designated Driver



HOME REGISTER ABOUT MADD GET INVOLVED YOUR IMPACT FAQ

REMEMBER

Will you walk for those who no longer can and alongside those who are learning to walk again?

INSPIRE

Will you walk to finish the job that was started by a grieving mother in Yellco?

COMMIT

Will you walk to end drunk driving?



46% of Goal!

GOAL: \$35,000.00

RAISED \$15,994

PARTICIPANTS 269

TEAMS 14

Fort Worth Walk Like MADD 2017

DONATE

WHEN
OCTOBER 21, 2017
WHERE
BOTANIC GARDEN

Home

Why We Walk

Event Details

FAQ

Recognition Program

Participant Center

Sponsorship

Volunteer

Join MADD

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help and hope to crime victims.



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- Team Great Start \$1,500
- Team Justice \$1,216
- Five Angels \$1,094

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GET THE WORD OUT

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- [Twitter](#)
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[DONATE](#)

help and hope to crime victims.



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PAGE AUTHORITY 

86 /100

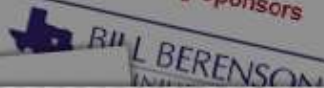
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YDP TEAMS
Tommy Grant 30-300
Tommy Grant 30-300
Tommy Grant 30-300

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Authority

Authority

DOMAIN AUTHORITY [Ⓜ]

82 /100

DOMAIN AUTHORITY [Ⓜ]

52 /100

PAGE AUTHORITY [Ⓜ]

59 /100

help and hope to crime victims.



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YOU WANNA FIND OPPORTUNITIES

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FIND WHAT WORKS IN YOUR VERTICAL

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DO IT BETTER

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THAT IS KINDA THE WHOLE POINT HERE
DO IT BETTER

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GOOD IDEAS BEAT YOUR COMPETITION

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MORE DOES NOT MEAN BETTER

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POLL QUESTION



A cartoon illustration of the Simpson family and other characters at a beer hall. Homer Simpson is in the center, holding a large mug of beer. Bart Simpson is to his right, also holding a mug. Marge Simpson is to the right of Bart. In the background, there are other characters, including a man with a hammer on his forehead and a man with a green hat. The scene is set in a room with wooden walls and a table with spilled beer.

START WITH A LINK CHECKER

Moz ose
MAJESTIC
Ahrefs

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START RUNNING LINK CHECKS ON
COMPETITORS IN YOUR MARKET

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A cartoon illustration of a group of people in a bar. In the center, a man with a yellow face and a red jacket is shouting into a megaphone. To his right, a woman with blue hair and a red jacket is also shouting into a megaphone. Other people are visible in the background, some holding beer mugs. The scene is set in a bar with wooden walls and a red curtain.

START RUNNING LINK CHECKS ON
COMPETITORS IN YOUR MARKET
TOP PERFORMERS IN OTHER MARKETS

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START RUNNING LINK CHECKS ON

COMPETITORS IN YOUR MARKET
TOP PERFORMERS IN OTHER MARKETS

IDENTIFY POTENTIAL LINK SOURCES

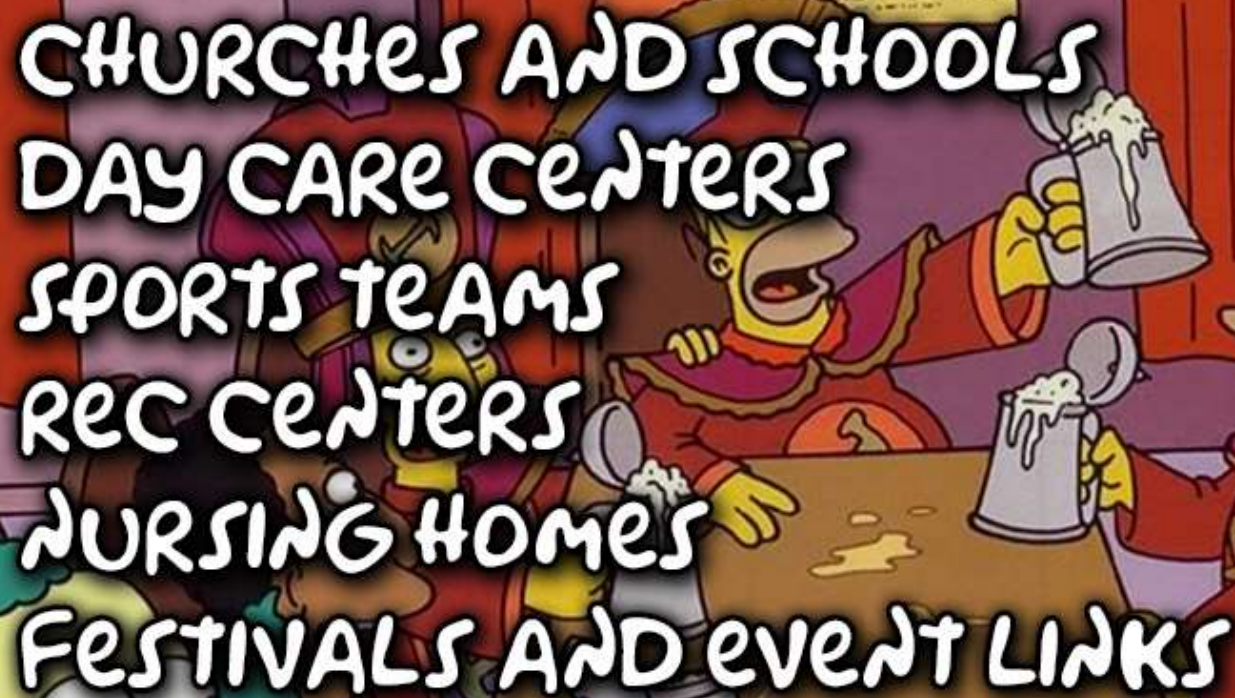
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A cartoon illustration of the Simpson family at a beer festival. Homer Simpson is in the center, holding a large mug of beer and looking surprised. Bart Simpson is to his right, also holding a beer mug. Marge Simpson is in the foreground, looking towards the camera. In the background, other Simpson family members and a man in a red jacket are visible, all holding beer mugs. The scene is set outdoors with a wooden fence and a sign in the background.

CHURCHES AND SCHOOLS
DAY CARE CENTERS
SPORTS TEAMS
REC CENTERS
NURSING HOMES
FESTIVALS AND EVENT LINKS

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NEWS SITES
LOCAL MAGAZINES AND ALT WEEKLIES
AWARDS SITES
LOCAL BLOGGERS
MAYYYYBE NATIONAL SITES

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ALSO FIND SPAM

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ALSO FIND SPAM

LOTS AND LOTS AND LOTS OF SPAM

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QUALITY AND VOLUME VARY BY MARKET

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QUALITY AND VOLUME VARY BY MARKET
AND VERTICAL

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PACK RESULTS AND ORGANIC
CAN VARY WILDLY ON LINK COUNTS

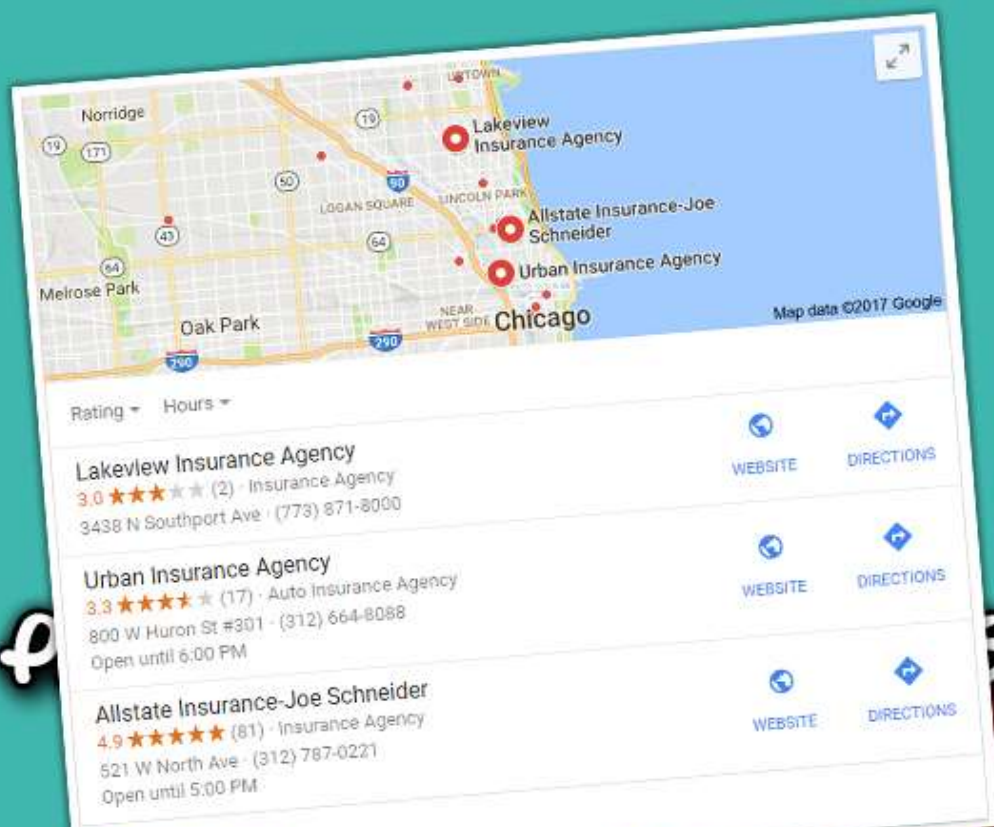
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Site Explorer ▶ (play video)

or [compare](#)

URL ▾



 Use Fresh Index

 Use Historic Index

Summary

Topics

Ref Domains

Backlinks

New

Lost

Anchor Text

Map

Pages

Order By:

Backlinks ▾

Descending ▾

Then:

Trust Flow ▾

Descending ▾

Refresh

No Results.

This is because <https://lakeviewins.com/> has 0 referring domains. You can find out more by creating an [Advanced Report](#).

1 - 9 Linking Domains

Tools Support

Request CSV Prev Next

Linking Root Domain	DA	Linking Root Domains
homestead.com/		
northwestern.edu/	92	141,595
yellowbook.com/	85	39,450
factbites.com/	83	26,028
lgbtcc.com/	49	740
calculateme.com/	43	142
lakeviewchamber.com/	41	302
cheapcarinsuranceco.com/	40	156
lakeviewins.com/	32	122
	17	10

Site Explorer

(play video)

or compare

https://agents.allstate.com/

URL



Use Fresh Index

Use Historic Index

Export Data

You are exporting the top **890** results for **https://agents.allstate.com/**.This is only a subset of top data. To get a CSV for all data, create an [Advanced Report](#).

Excel

CSV

TSV

Google

Export 890 Ref Domains



Summary Topics Ref Domains Backlinks New Lost Anchor

Order By: Backlinks Descending Then: Trust Flow

Export Data

#	Referring Domains	Home Page Title	Primary Topical Trust Flow	Backlinks	Trust Flow	Trust Flow	Citation Flow
1	allstateagencies.com	Allstate Agent Directory-USA	23 Business / Financial Services	27,495	25	25	40
2	hvwinsurance.com	Home - SR22 Insurance	6 Business / Financial Services	4,444	6	6	20
3	allstateinvestors.com	Allstate Insurance - Investor Relations -Investors	36 Business / Financial Services	3,332	36	36	38

<https://agents.allstate.com>

Use Fresh Index

Summary Topics Referring Domains

Order By: Backlinks

Referring Domains

1	allstateagencies.com
2	hvwminsurance.com
3	allstateinvestors.com

100 920,622

Linking Root Domain

- yahoo.com
- chicagotribune.com/
- fema.gov/
- homestead.com/
- prnewswire.com/
- typepad.com/
- nd.gov/
- yellowpages.com/
- nj.com/
- nola.com/
- mlive.com/
- oregonlive.com/

236 Linking Domains

95	42,933
92	141,595
92	90,926
92	206,791
91	14,489
90	37,736
90	42,779
88	30,511
88	33,257
87	38,005
87	19,104
86	20,979



Export Data

Trust Flow	Citation Flow
25	40
6	20
36	38




I KNOW IT SEEMS SCARY

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YOUR ONLY HOPE IS YOUR GIANT BRAIN

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YOUR ABILITY TO BUILD RELATIONSHIPS

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**YOUR ABILITY TO BUILD RELATIONSHIPS
IN VARIOUS WAYS AND WITH HELP**

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LINK OUTREACH IS THE OPPOSITE OF FUN

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LINK OUTREACH IS THE OPPOSITE OF FUN
LEAN ON YOUR CONTACTS TO FIND AN IN

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COLD CALLS AND EMAILS ARE TOUGH

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**COLD CALLS AND EMAILS ARE TOUGH
SOCIAL OR A HANDWRITTEN LETTER**

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IT REALLY HELPS TO HAVE THAT IN

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EVEN THOUGH VALUE IS BEING OFFERED
YOU STILL GOTTA SELL SOMEBODY

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LOCAL AND RELEVANT TO YOUR BRAND

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A cartoon illustration of a man with a large red nose, wide eyes, and a mustache, wearing a black suit. He is holding a microphone in his right hand and a lit cigarette in his left hand. The background is a dark red wall with some faint outlines of windows or door frames.

LOCAL AND RELEVANT TO YOUR BRAND
YOU MAY NEED AUTHORITY AND VOLUME

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I HAVE ONLY ONE REQUEST

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A cartoon illustration featuring a police officer on the left and Marge Simpson on the right. The police officer is wearing a blue uniform and a cap, looking towards Marge with a slight smirk. Marge is looking back at him with a surprised expression, her mouth open. The background is a dark grey grid pattern.

**DO NOT SPAM RANDO DIRECTORIES
AND THEN CALL IT LINKBUILDING**

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Suzanne Brown Agency-Insurance

4.7 ★★★★★ (14) - Insurance Agency

Houston, TX - (281) 558-2210

Open until 6:30 PM

WEBSITE

DIRECTIONS

Houston Insurance Agency, Inc

No reviews - Insurance Agency

Houston, TX - (713) 787-6000

Open until 5:00 PM

WEBSITE

DIRECTIONS

Thuy Epperson - State Farm Insurance Agent

2.3 ★★★★★ (3) - Insurance Agency

Foodtown Grocery Store

Houston, TX - (281) 481-4540

Open until 6:00 PM

WEBSITE

DIRECTIONS

More places

Insurance Agent Jobs, Employment in Houston, TX | Indeed.com

<https://www.indeed.com/q-Insurance-Agent-I-Houston,-TX-jobs.html>

Jobs 1 - 10 of 581 - Apply to Insurance Agent jobs available in Houston, TX on Indeed.com, the world's largest job site.

Licensed Insurance Agent Jobs, Employment in Houston, TX | Indeed ...

www.indeed.com/q-Licensed-Insurance-Agent-I-Houston,-TX-jobs.html

71 Licensed Insurance Agent jobs available in Houston, TX on Indeed.com, updated hourly.

Agency, LLC: Insurance, Independent Insurance ...

Houston Home

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Agency-Insurance DIRECTIONS

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Blue Cross Blue Shield - Review 2016 Plans & Prices
Get Blue Cross Blue Shield Quotes. Find Health Coverage for 2016!
www.bluecrossblueshield.com/BCBS

Secure File Sharing
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sign up: www.securefile.com

Need New Malpractice Insurance - Get A Quote Today And Save
Want to eliminate the middle man. We provide top rated direct coverage for you.
info: www.malpractice.com/malpracticequote

Customer Service Software
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zendesk.com

Small Business Liability
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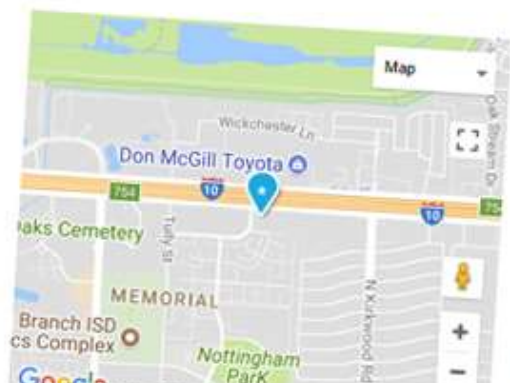


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Website

(281) 558-2210





NOT GOOD FOR ANYONE

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SUGGESTED RESOURCES

* Search Engine Land

* Moz Blog

* DealerOn Blog



ACTION ITEMS

* Start Identifying Areas Where Your Dealership can Provide Value to Organizations

* Audit Your Competitors' Link Profiles

* Verify You Acquire Links from Your Partnerships



Q&A: ASK OUR EXPERT



PRIZE ALERT



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to win this awesome prize!



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Today's Expert



Steve Shackelford

Search and Social Team Manager at DealerOn

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After the webinar, please fill out our short survey
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