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DEALERON



SUPER POWERED

SEO Tips for Auto dealers

DIGITAL
Dealer
WEBINARS

<http://bit.ly/superpowered-seo-tips>

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Local

SEO

(& social media)

dealeron.com/blog

(weekly tip videos)

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Used Cars - 1980

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Bullets
KILL
Kittens

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WEBINARS

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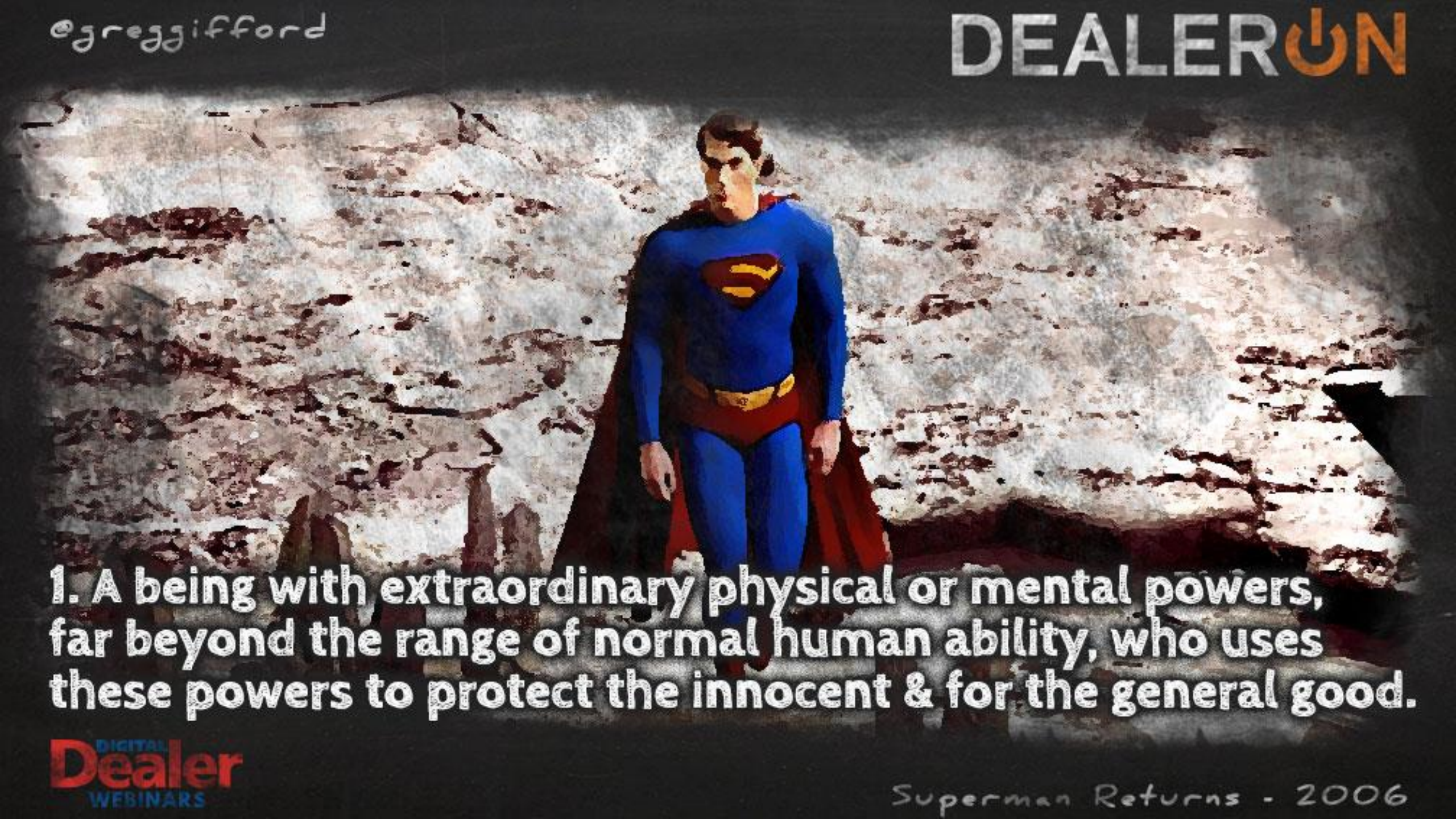
DEALERON

Including 152 Superhero movie references
(including at least one for every year in the last 50 years)

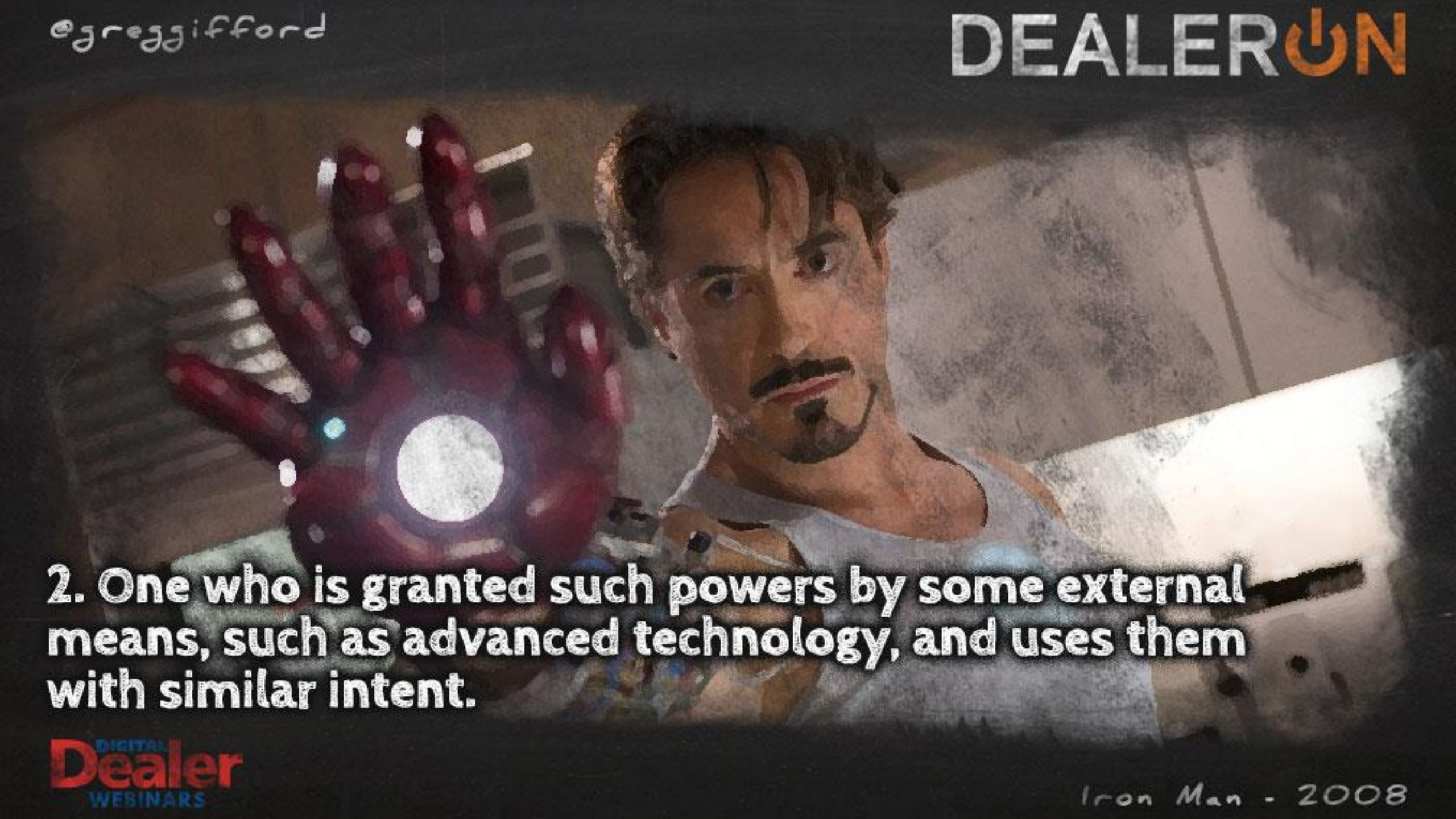
Movie attribution ↘

DIGITAL
Dealer
WEBINARS

Avengers: Age of Ultron - 2015

A full-page background image of Superman from the 2006 movie 'Superman Returns'. He is standing in the center, wearing his classic blue suit with a red and yellow 'S' shield, a red cape, and a yellow belt. He is looking slightly to his left. The background is a dark, rocky, cave-like environment with some light reflecting off the surfaces.

1. A being with extraordinary physical or mental powers, far beyond the range of normal human ability, who uses these powers to protect the innocent & for the general good.

A close-up of Tony Stark's face, looking slightly to the side with a serious expression. He is wearing his Iron Man helmet, which is partially visible on the right side of the frame. The background is dark and out of focus.

2. One who is granted such powers by some external means, such as advanced technology, and uses them with similar intent.

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3. Goddamn Batman

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Batman Begins - 2005

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Army of Darkness - 1992

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Thor - 2011

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Man of Steel - 2013

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WEBINARS

Remo Williams: The Adventure Begins - 1985

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Ghost Rider: Spirit of Vengeance - 2012

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The Matrix - 1999

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Chronicle - 2012

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Kick-Ass - 2010

A stylized illustration of Batman in a yellow raincoat, green gloves, and green boots, hanging from a wooden structure. He is looking up and to the right. The background is a dark, textured wall with vertical wooden planks.

Traditional SEO:
Trying to get a website to rank
when someone enters a search query

Local SEO:

Trying to get a website to rank
in a specific geographic area

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Don't get it?

**Search "pizza delivery" at the office,
then later at home. Totally different results!**

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Teenage Mutant Ninja Turtles - 1990

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Google treats car dealers the same way...

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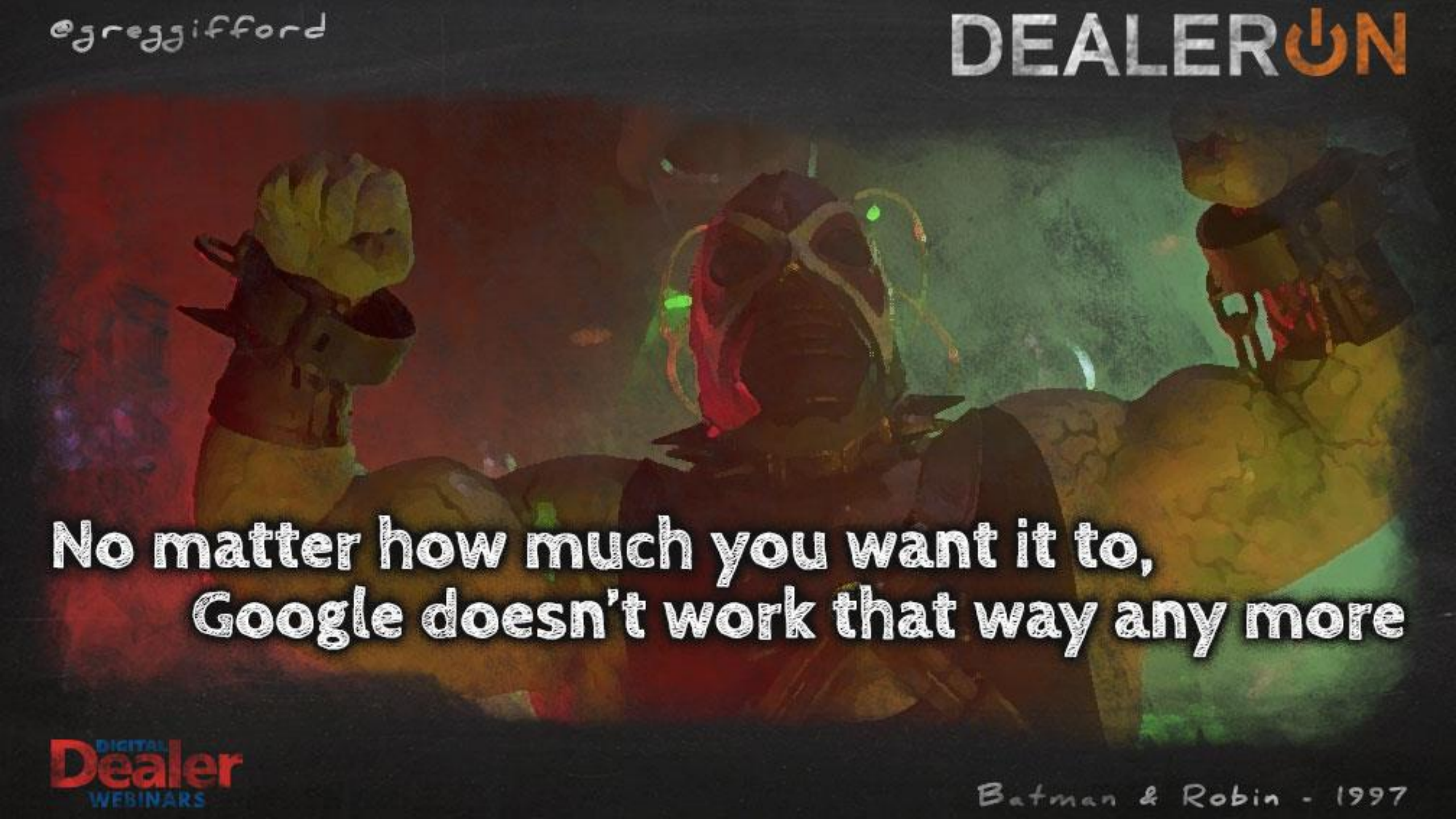
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Recently, a dealer said he wanted to rank
in these 5 cities:

Battle Creek, MI
New York, NY
Houston, TX
Chicago, IL
Los Angeles, CA

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Batman Forever - 1995



**No matter how much you want it to,
Google doesn't work that way any more**

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A stylized, painterly illustration of Batman standing in the center. He is wearing his iconic suit and cowl. The background is a dark, textured cityscape with yellow and orange highlights, suggesting a night scene with city lights or a fire. The overall style is reminiscent of a comic book illustration or a digital painting.

Need help explaining the need for Local SEO
to your GM or owner? Use simple math

<http://bit.ly/seo-math>

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Batman Begins - 2005

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Here's the big question:

Why do you want to rank?

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The Dark Knight - 2008

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A promotional image for the movie 'The Dark Knight Rises'. It features Batman (Christian Bale) in his iconic suit and cowl, standing behind a man in a dark t-shirt (Christian Bale as Bruce Wayne). They are in a dark, industrial setting with large, metallic, vertical structures in the background. The lighting is dramatic, with strong highlights and deep shadows.

Here's the bigger question:
Why do you deserve to rank?

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The Dark Knight Rises - 2012



Sticking with the pizza metaphor:
Why order pizza when you can just heat up
a frozen pizza that you already have?

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You have to TRULY be different

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Superman And The Mole Men - 1951

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"We treat our customers like family"

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Superman - 1978

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"We're family owned"

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Superman II - 1980

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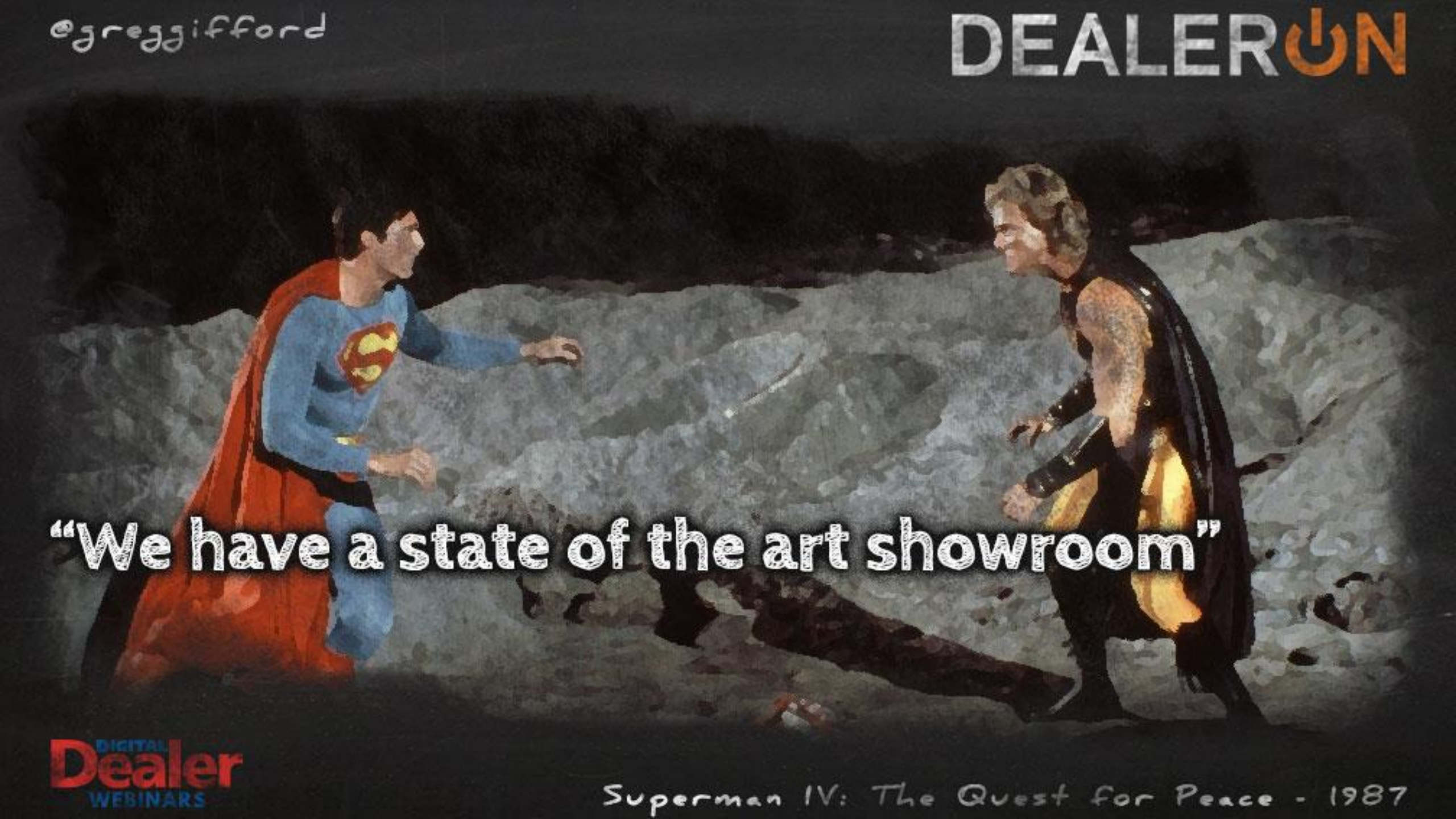
"No haggle pricing!"
"Up front pricing!"

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Superman III - 1983

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"We have a state of the art showroom"

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Give people something unique

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Superman Returns - 2006

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Then optimize with Local SEO

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Man of Steel - 2013

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You need a staff member dedicated to SEO

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WEBINARS

Spider-man - 2002

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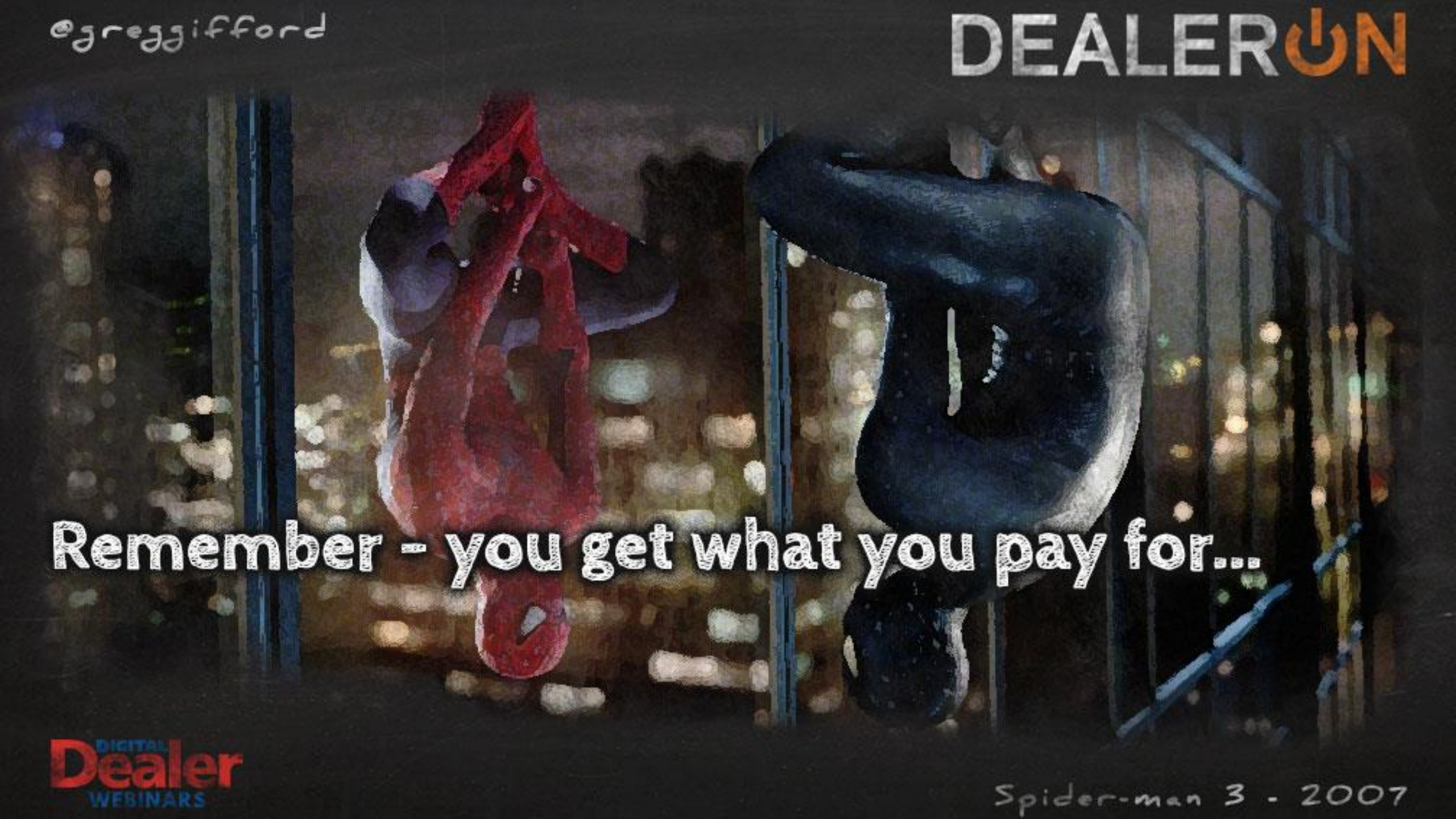
Or you need a provider to handle SEO

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Spider-man 2 - 2004

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A promotional image for Spider-Man 3. It features Spider-Man in his red and blue suit on the left and Venom in his black and white suit on the right, both hanging upside down from a metal railing. The background is a dark, blurry cityscape at night with bokeh light effects. The text "Remember - you get what you pay for..." is centered across the middle of the image.

Remember - you get what you pay for...

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Watch out for shady SEO providers:

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The Amazing Spider-man - 2012

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Watch out for shady SEO providers:
Article publishing

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The Amazing Spider-Man 2 - 2014

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Watch out for shady SEO providers:
Duplicated boilerplate content

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Attack from Space - 1965

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The [REDACTED] service team serving [REDACTED] MD 21811 will inspect your Hyundai Accent air conditioning system thoroughly and ensure it works properly, so no issues arise when the weather conditions are hot and humid. [REDACTED] has everything you need to ensure the air conditioning system in your Hyundai Accent works efficiently and provides comfort to you and your passengers while keeping your gas mileage up.

Several factors can contribute to your air

conditioning system malfunctioning. Some of the chemicals in your air conditioning system may be worn out and need replacement. There is also a chance your Hyundai Accent is leaking fluids, in which case not only is your air conditioning unit not functioning properly, but your entire engine could be affected as well.

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit.

Clogging drags the performance of your Hyundai Accent as well as its gas mileage. By bringing your Hyundai Accent to [REDACTED] serving [REDACTED] MD 21811, you can be sure your air conditioning is keeping you cool without slowing down your car.

Bringing your Hyundai Accent to [REDACTED] ensures that you get a valued product and service at reasonable prices. Our service team knows your Hyundai Accent air conditioning unit from top to bottom and will make sure it is functioning in top form because we want you to drive away from [REDACTED] serving [REDACTED] MD 21811 feeling cool and refreshed.

Watch

RS:

ate content

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Attack from Space - 1965

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DEALER ON

Google

g the course of a day gets in your engine and can clog your air conditioning unit



Web

Shopping

Images

Videos

News

More

Search tools

almost 42 THOUSAND!!!

About 41,900 results (0.52 seconds)

Cadillac Escalade EXT Air Conditioning at LaFontaine Used ...
www.lafontaineusedcarking.com/article/...ext.../2,0,48356,11,53/

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Mitsubishi RVR Air Conditioning at Got Bad Credit Serving
www.gotbadcredit.ca/article/mitsubishi.../2,0,T0E+1V0,43,1240/

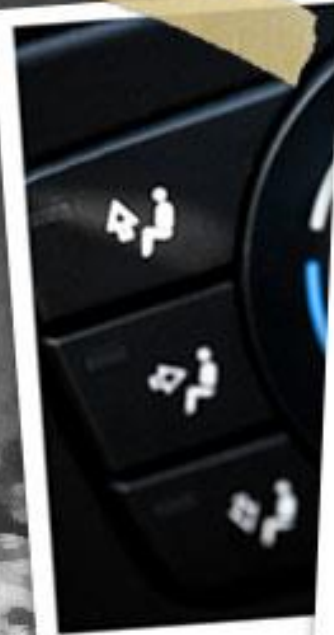
Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Mazda CX-9 Air Conditioning at Crater Lake Mazda Serving ...
www.craterlakemazda.com/article/mazda-cx9.../2,0,97504,38,210/

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Kia Forte Air Conditioning at Classic Kia Serving Groves, TX ...
www.classickia.com/article/kia-forte-air...TX.../2,0,77619,30,168/

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...



conditioning system may
replacement. There is
not functioning properly

Sometimes the dirt, c
conditioning unit. Clo

Accent to
slowing down your

Bringing your Hyun
Our service team k

form because we want

Watch

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Attack from space - 1705

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Watch out for shady SEO providers:
All you get is model pages

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Fearless Frank - 1967

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Watch out for shady SEO providers:
All you get is blog posts

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Goldface the Fantastic Superman - 1968

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Watch out for shady SEO providers:
X pages of site content a month

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Mr. Freedom - 1969

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Watch out for shady SEO providers:
A la carte SEO services

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3 Supermen in the Jungle - 1970

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Watch out for shady SEO providers:
Guaranteed ranking

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Shaft - 1971

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Watch out for shady SEO providers:
Guaranteed links

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WEBINARS

Super Fly - 1972

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Watch out for shady SEO providers:
No Local SEO

DIGITAL
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Supermen Against the Orient - 1973

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Watch out for shady SEO providers:
Report is only rankings

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Zardoz - 1974



Reports should show what matters to your
bottom line: **organic traffic & conversions**

Reporting tip:

Don't lose sleep over bounce rate

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**You HAVE to go to conferences
to keep up with all the Google updates**

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Abar, the First Black Superman - 1977

Google updates require strategy changes:

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Google updates require strategy changes:
Panda update (content)

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Google updates require strategy changes:
Penguin update (links)

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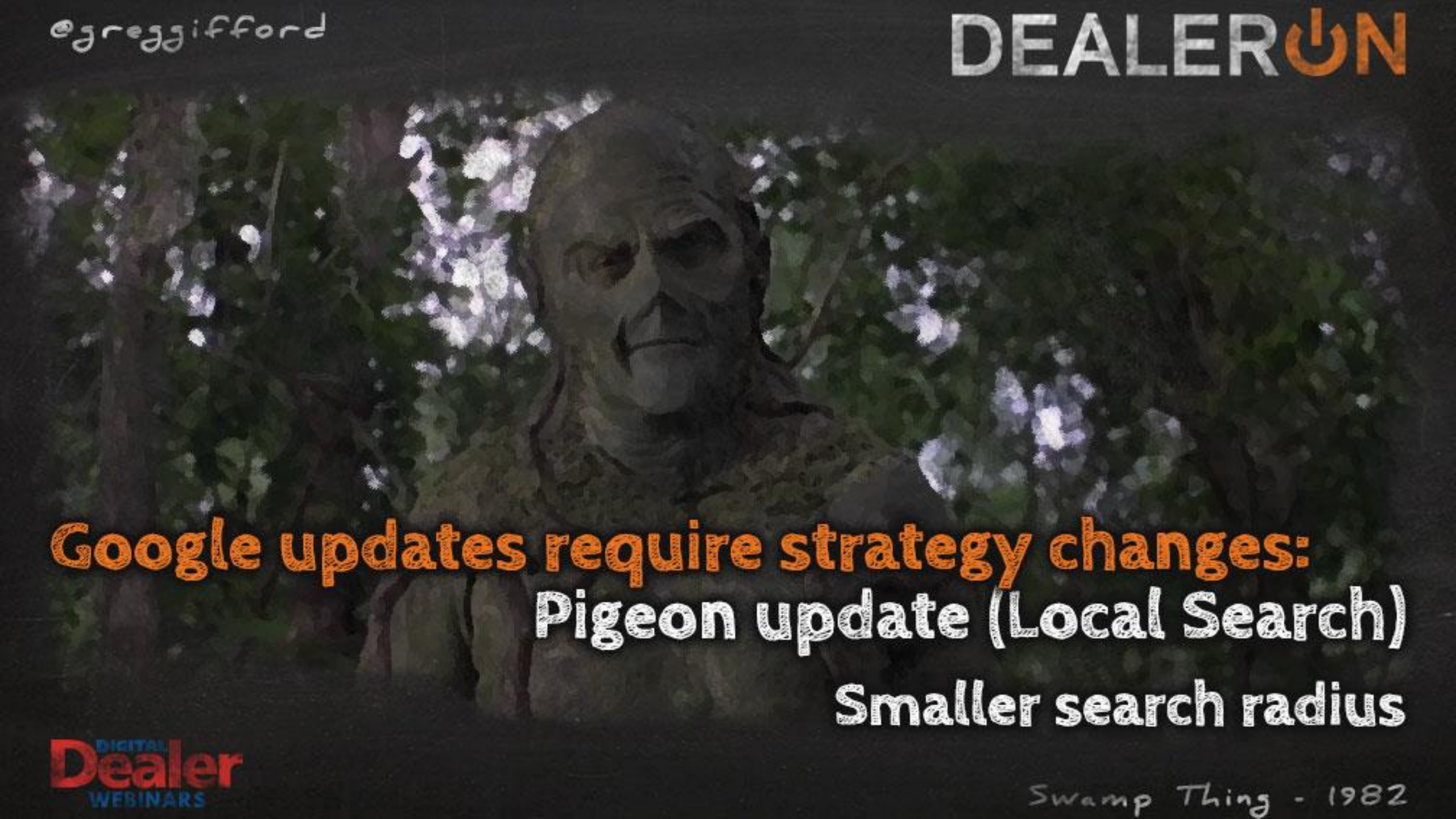
Google updates require strategy changes:
Hummingbird update (semantic search)

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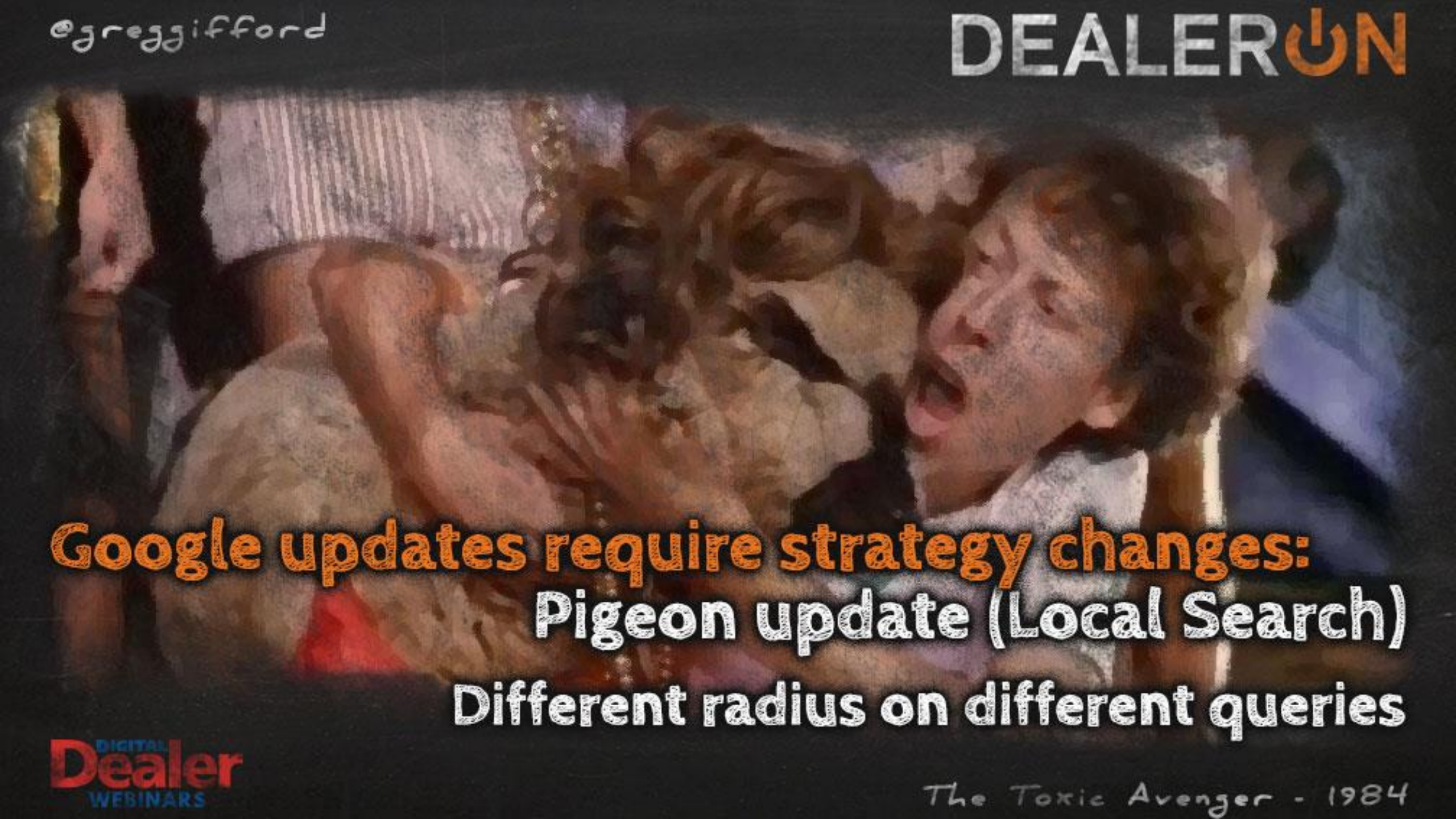
DEALERON



Google updates require strategy changes:
Pigeon update (Local Search)



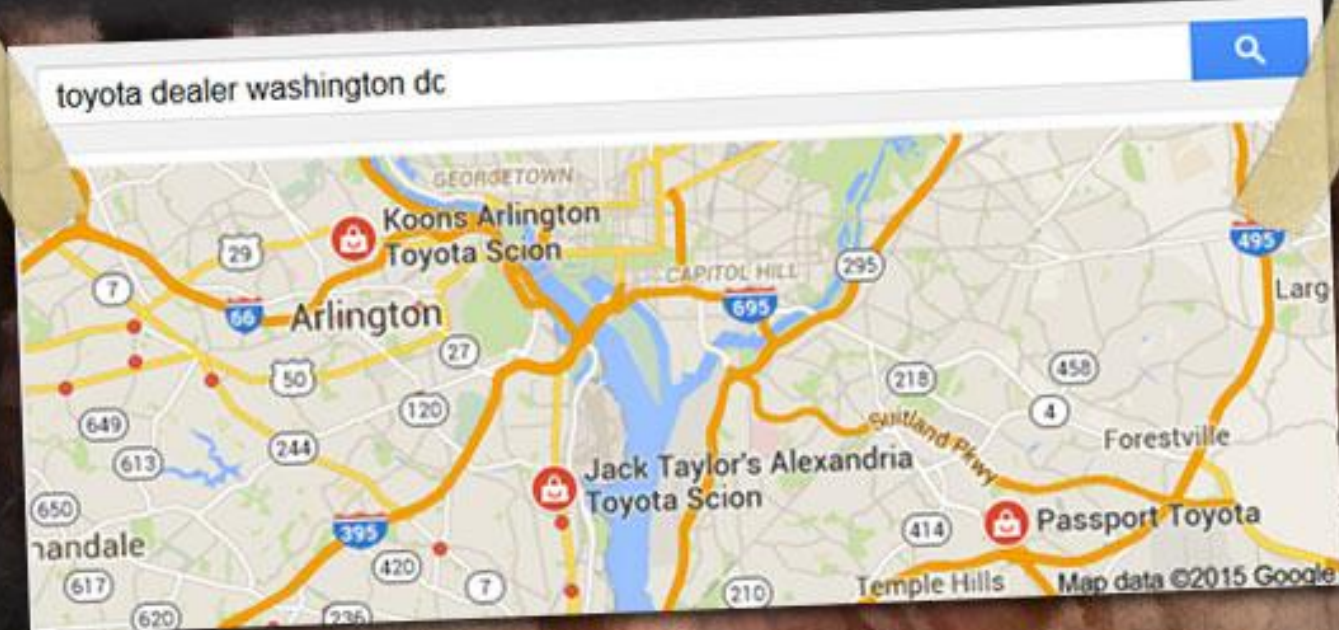
Google updates require strategy changes:
Pigeon update (Local Search)
Smaller search radius



Google updates require strategy changes:
Pigeon update (Local Search)
Different radius on different queries

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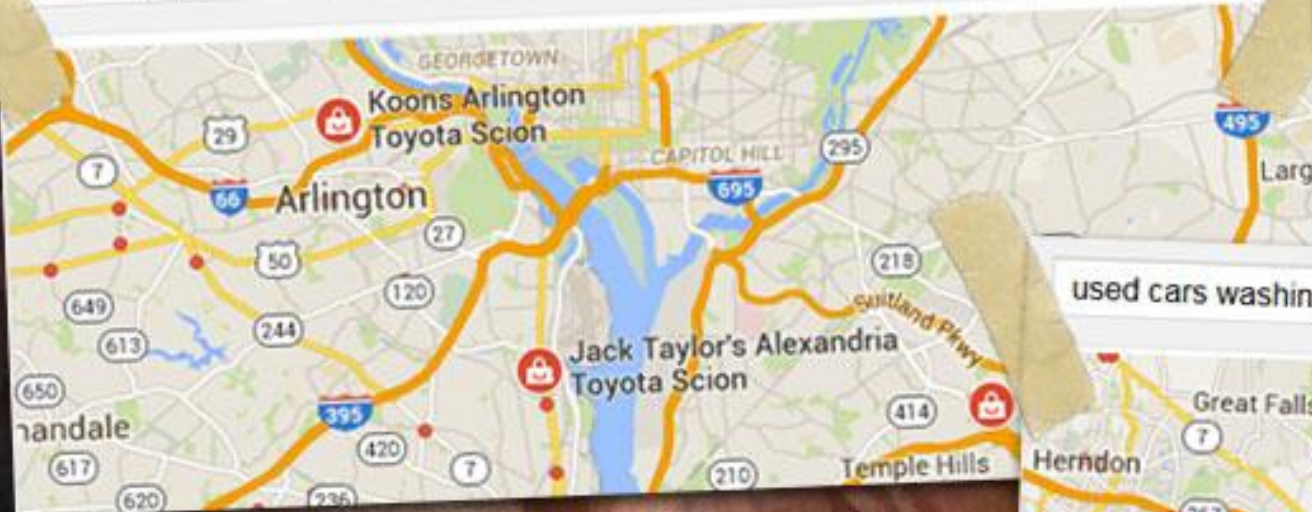


Google updates require strategy changes:
Pigeon update (Local Search)
Different radius on different queries

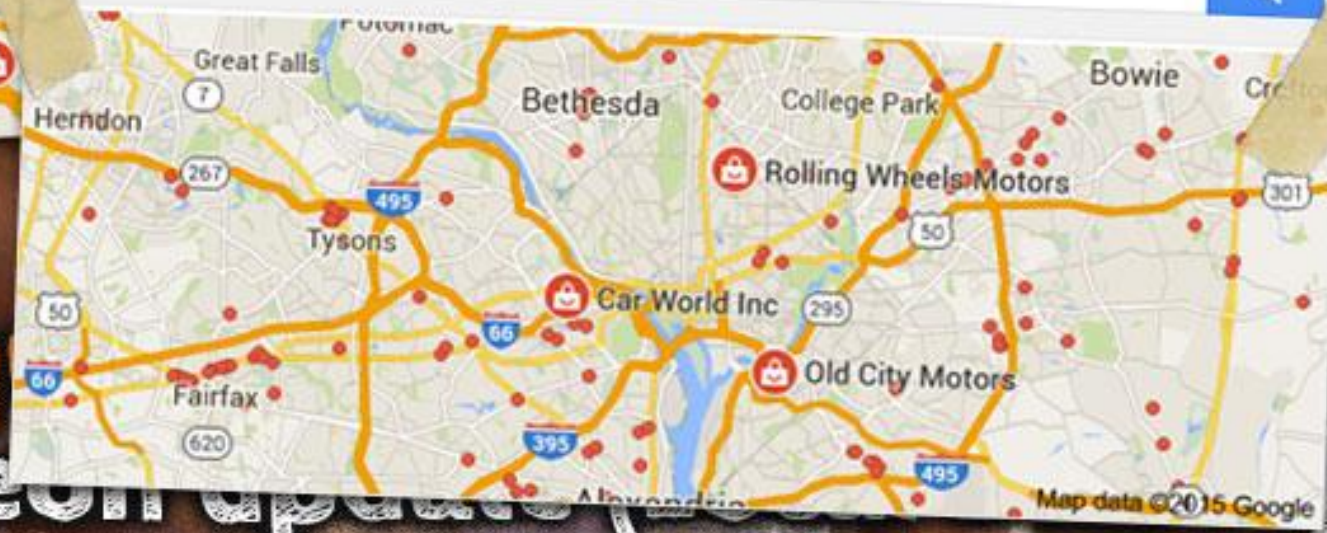
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toyota dealer washington dc



used cars washington dc



Google updates req

Pigeon updates req

Different radius on different queries

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The Toxic Avenger - 1984

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Google updates require strategy changes:
Pigeon update (Local Search)
***Fewer 7-packs, more 3-packs**

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The Return Of Captain Invincible - 1984

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A woman dressed as Supergirl stands in front of a car dealership. The building is red with a sign that says "FORDS" and "CREDIT". A large sign above the entrance says "DRIVE-UP WINDOW". The sky is blue with some clouds.

Google updates require strategy changes:
Pigeon update (Local Search)
Heavily favors directories

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Supergirl - 1984

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Google updates require strategy changes:
Google My Business Quality Guidelines

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Howard The Duck - 1986

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The background of the slide features three characters from the 1987 animated series 'Masters of the Universe'. On the left is He-Man, with his signature blonde hair and a black harness with a circular buckle. In the center is She-Ra, with her long, wavy brown hair. On the right is Adam, wearing a blue helmet and a blue tunic. They are all looking forward with serious expressions.

Google updates require strategy changes:
Google My Business Quality Guidelines
No descriptor in business name

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Masters Of The Universe - 1987

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Google updates require strategy changes:
Google My Business Quality Guidelines
Use only the most specific categories

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Robocop - 1987



Google updates require strategy changes:
Google My Business Quality Guidelines
Unique categories for different department pages

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Google updates require strategy changes: Mobilegeddon

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Return Of The Swamp Thing - 1989

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Google updates require strategy changes:
The new Local Stack
(just happened Aug. 7)

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The Punisher - 1989

Motorcars Honda

motorcarshonda.com

4.8 ★★★★★ 282 Google reviews - Google+ page

Motorcars Toyota

motorcarstoyota.com

4.7 ★★★★★ 226 Google reviews - Google+ page

Masters Auto Sales

www.mastersautosales.com

4.7 ★★★★★ 58 Google reviews - Google+ page

Autos Direct Online

www.autosdirectonline.com

4.2 ★★★★★ 149 Google reviews - Google+ page

METRO TOYOTA

www.metrotoyota.com

4.4 ★★★★★ 68 Google reviews - Google+ page

Axelrod Buick GMC

www.axelrodbuickgmc.com

4.7 ★★★★★ 47 Google reviews - Google+ page

Spitzer Motor City Inc

www.spitzerchryslerdodgejeepram.com

4.1 ★★★★★ 21 Google reviews

Map results for **cleveland car dealers**

A 2953 Mayfield Road
Cleveland Heights, OH
(216) 932-2400

B 2950 Mayfield Rd
Cleveland, OH
(216) 321-9100

C 4910 Detroit Ave
Cleveland, OH
(216) 281-7731

D 4371 Pearl Rd
Cleveland, OH
(216) 393-4590

E 13775 Brookpark Rd
Brook Park, OH
(216) 267-7000

F 6603 Brookpark Rd
Parma, OH
(216) 661-5060

G 13001 Brookpark Rd
Cleveland, OH
(216) 267-2100



Map for **cleveland car dealers**

Used Car Sales In Cleveland

cleveland-oh.auto.com/

Find Used Car Sales In Cleveland.
See Local Listings, Prices, & Pics!

Cars.com Cleveland

www.cars.com/Cleveland/

Find the Right Car for You. Search
Vehicle Listings Now!

Visit Hyundai Of Bedford

www.hyundaiofbedford.com/

Learn More About The 2014 Sonata
190 HP. Standard Alloy Wheels.

See your ad here >

anges:
ocal Stack

Motorcars Honda

motorcarshonda.com

4.8 ★★★★★ 282 Google reviews - Google+ page

Motorcars Toyota

motorcarstoyota.com

4.7 ★★★★★ 226 Google reviews - Google+ page

Masters Auto Sales

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4.7 ★★★★★ 58 Google reviews - Google+ page

Autos Direct Online

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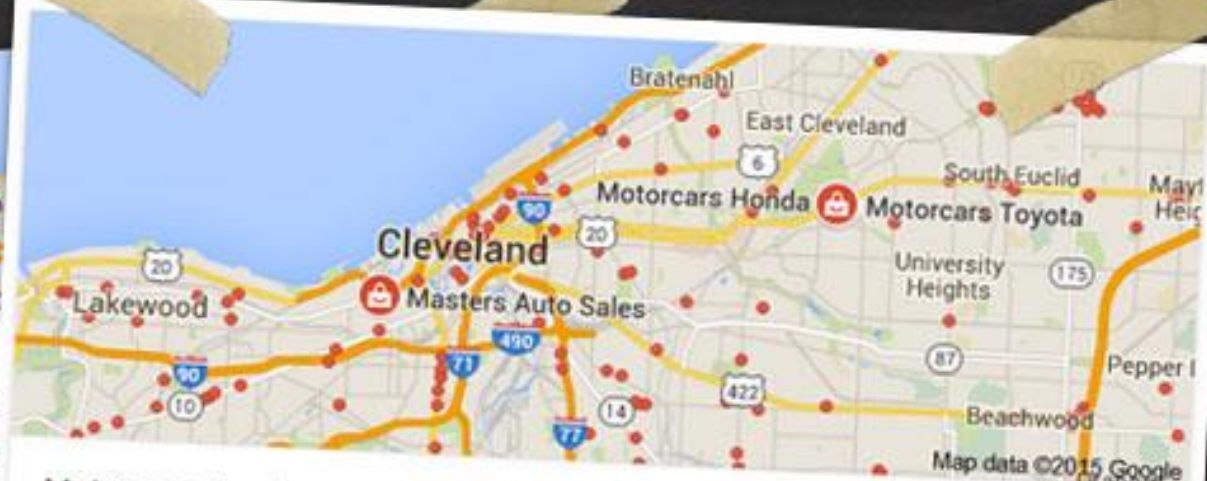
C 4910 Detroit Ave
Cleveland, OH
(216) 281-7731

D 4371 Pearl Rd
Cleveland, OH
(216) 393-4590

E 13775 Brookpark Rd
Brook Park, OH
(216) 267-7000

F 6603 Brookpark Rd
Parma, OH
(216) 661-5060

G 13001 Brookpark Rd
Cleveland, OH
(216) 267-2100



Motorcars Honda

4.7 ★★★★★ 403 reviews - Honda Dealer
Mayfield Rd
Open until 6:00 pm

Website

Directions

Motorcars Toyota

4.7 ★★★★★ 389 reviews - Toyota Dealer
Mayfield Rd
Open until 6:00 pm

Website

Directions

Masters Auto Sales

4.7 ★★★★★ 60 reviews - Used Car Dealer
Detroit Ave
Open until 7:00 pm

Website

Directions

More car dealers

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DEALER

Google

Cleveland car dealers

Back to web results for **cleveland car dealers**

Motorcars Honda

4.7 ★★★★★ 403 reviews

Honda Dealer - Mayfield Rd

Open until 6:00 pm

Website

Directions

Motorcars Toyota

4.7 ★★★★★ 389 reviews

Toyota Dealer - Mayfield Rd

Open until 6:00 pm

Website

Directions

Masters Auto Sales

4.7 ★★★★★ 60 reviews

Used Car Dealer - Detroit Ave

Open until 7:00 pm

Website

Directions

Metro Toyota

4.4 ★★★★★ 83 reviews

Toyota Dealer - Brookpark Rd

Open until 6:00 pm

Website

Directions

Axelrod Buick GMC

4.7 ★★★★★ 82 reviews

GMC Dealer - Brookpark Rd

Open until 6:00 pm

Website

Directions

Spitzer Chrysler Jeep Dodge Ram Cleveland

4.4 ★★★★★ 23 reviews

Car Dealer - Brookpark Rd

Open until 6:00 pm

Website

Directions

Ganley Ford West

4.1 ★★★★★ 26 reviews

Ford Dealer - Lorain Ave

Open until 6:00 pm

Website

Directions

Spitzer Kia Cleveland

4.4 ★★★★★ 24 reviews

Kia Dealer - Lorain Ave

Open until 6:00 pm

Website

Directions

Motorcars Honda

4.7 ★★★★★ 403 Google reviews

Honda Dealer

Address: 2953 Mayfield Rd, Cleveland Heights, OH 44118

Phone: (216) 932-2400

Hours: Open today · 9:00 am – 6:00 pm

See inside

Street View

Photos

Review summary

Write a review

5+ 4+ 3+ 2+ 1+ **4.7** ★★★★★ 403 reviews

svct2008

In the last week

★★★★★ Michael Lesko, a fun experience of car purchasing! We were planning to purchase a new Honda Civic for our daughter, and I sent request for quote online, got zillion offers. Michael was the first person called us, and allowing us to pick time we ... [More](#)

Kent Stumpe

In the last week

★★★★★ We worked out all our arrangements and negotiated with Joe Repach and via the internet. We got a good price, and there were no

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The Punisher - 1989

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A still from the movie 'The Toxic Avenger Part 2' showing a man looking at a large, muscular, orange-skinned creature.

So how the heck do you know what to do?

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The Toxic Avenger Part 2 - 1989

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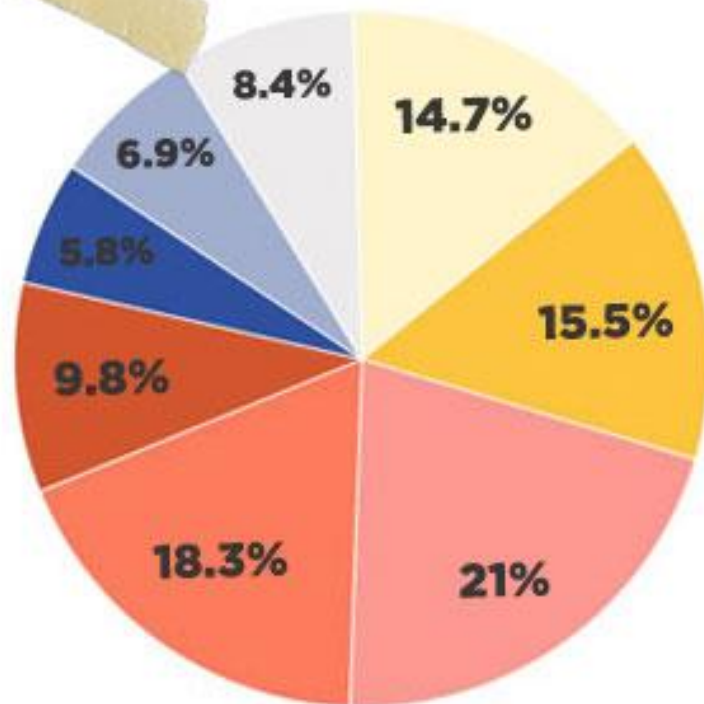
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2014 Local Search Ranking Factors

moz.com/local-search-ranking-factors

The Toxic Avenger Part 3:
The Last Temptation of Toxie - 1989

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My Business Signals (14.7%)
(Categories, Keyword in Business Title, Proximity, etc.)

External Loc. Signals (15.5%)
(IYP/aggregator NAP consistency, Citation Volume, etc.)

On-page Signals (21.0%)
(Presence of NAP, Keywords in Titles, Domain authority, etc.)

Link Signals (18.3%)
(Inbound anchor text, Linking domain authority, Linking domain quantity, etc.)

Review Signals (9.8%)
(Review quantity, Review velocity, Review diversity, etc.)

Social Signals (5.8%)
(Google+ authority, Facebook likes, Twitter followers, etc.)

Behavioral/Mob. Signals (6.9%)
(Clickthrough rate, Mobile clicks to call, Check-ins, Offers, etc.)

Personalization (8.4%)

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On Site Signals

21.0% of LSRF

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On Site Signals

Most dealers suck at on site signals:

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Captain America - 1990

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On Site Signals

Most dealers suck at on site signals:
No home page content

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DEALERON

On Site

Most dealers

content



50 California Drive
Burlingame, CA 94010
[Map it](#)

Service: (650) 340-6900
New Vehicle Sales: (650) 340-6910
Pre-Owned Sales: (650) 340-4324
Main: (650) 340-6900

VEHICLE QUICK SEARCH [SEARCH](#)

[HOME](#) [NEW INVENTORY](#) [PRE-OWNED INVENTORY](#) [ADDITIONAL SERVICES](#) [SCHEDULE SERVICE](#) [ABOUT US](#)



"A no cost scheduled maintenance plan with 24/7 roadside assistance. Now that's caring for you and your car."

-Jan



ToyotaCare
No-Deductible Service & Protection

[LEARN MORE](#)

*Coverage limited by vehicle model and age. See dealer for details and restrictions. Valid only in the contiguous U.S. and Alaska.



THE BIG CAL



FACTORY INCENTIVES
 **TOYOTA** *moving forward*

**CURRENT SPECIALS**



ToyotaCare
No-Deductible Service & Protection

[ENTER OUR ACCESSORY CATALOG](#)



CERTIFIED
PRE-OWNED

Visit our Family of Dealerships at

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50 California Drive, Burlingame, CA 94010

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Sgt. Kabukiman N.Y.P.D. - 1990

On Site Signals

Most dealers suck at on site signals:
Only a few sentences on a page

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DEALER

On



HOME INVENTORY VEHICLE FINDER ABOUT US FINANCING WARRANTY CONTACT US

Extended Warranty Information - Protect Your Car



Warranties are an important part to any vehicle purchase. We have great warranties available for you. Please call us for more information.

Most

ge

DIGITAL
Dealer
WEBINARS

The Rocketeer - 1991

@greggifford

DEALERON

On Site Signals

Most dealers suck at on site signals:

Default page text

On Site Signals

Warranty

Why is it important to have an extended warranty?

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, no matter how reliable your car may be, you know that one day it may break down. Although you cannot predict when it will happen, the repair cost will likely be yours to pay.

Purchase an extended warranty protection plan for your car and repair costs are minimized. Why pay hundreds or even thousands of dollars for auto repairs when you may be able to pay just a small deductible? When purchasing an extended warranty, be certain to buy from a reputable company. Look for extras like the option to cancel the contract at any time, penalty-free monthly payment plans, towing service, rental car and trip-interruption benefits.

If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a free no-obligation quote on an auto warranty or extended service contract, we will gladly provide you with competitive extended warranty options.

Most dealers suck at on site signals:

Default page text

@greggifford

DEALERON

On Site Sig

Warranty

Why is it important to have an extended warranty?

A wide variety of comprehensive extended warranty protection plans are available to car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will

Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments

If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

Most dealers suc

Google

"A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options."

Web

Shopping

News

Images

Videos

More

Search tools

About 5,540 results (0.7 seconds)

Warranty - JM Connected Auto Sales

www.jmconnectedauto.com/warranty

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

735 NE 1st Ave, Fort Lauderdale, Florida 33304 - Facebook

<https://www.facebook.com/pages/MinL...Inc/127219603986559?sk...>

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

Little Rock AFB, AR: STEVE LANDERS CHRYSLER ...

littlerockafbhousing.com/littlerockchryslerdodgejeep

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

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The Guyver - 1991

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On Site Signals

Most dealers suck at on site signals:
Spammy city/model lists

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On Site Signals

_____ serves Toyota owners throughout the San Francisco Bay Area, including South San Francisco, San Mateo, Palo Alto, Redwood City, Mountain View, Sunnyvale, Belmont, San Carlos, Menlo Park, Foster City, San Bruno, Pacifica, Serramonte, Millbrae, Burlingame, Daly City and Colma.

Whether you are looking for a new Cadillac CTS, Chevrolet Silverado, Chrysler Town and Country, Dodge Durango, Jeep Grand Cherokee, Jeep Wrangler, Lincoln MKX, Lincoln MKS, Buick LaCrosse, Ford Focus, Ford F150, or RAM 1500, our friendly staff at _____ is eager to assist you in your car buying process.

Spammy city/model lists

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Teenage Mutant Ninja Turtles II:
The Secret of the Ooze - 1991

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On Site Signals

Most dealers suck at on site signals:

Meta keywords

On Site Signals

```
Toyota SUV | Toyota Van" /><meta name="keywords" content="toyota.com,toyota  
usa,dealer,dealer,toyota,car,auto,cars,parts,new,service,used,finance,specials,a  
utomotive,truck,events,automobile,accessories,dealership,autos,vehicle,trucks,su  
v,video,automobiles,vehicles" /></head>
```

Most dealers suck at on site signals:

Meta keywords

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On Site Signals

Most dealers suck at on site signals:
F'ing awful title tags

@greggifford

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On Site Signals



Most dealers suck at on site signals:

F'ing awful title tags

@greggifford

DEALERON

On Site Signals

Stop trying to fool the nerds at Google!

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Weird Science - 1985

On Site Signals

Stop trying to fool the nerds at Google!

(yes, that's Iron Man)



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On Site Signals

Start trying to be awesome!

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WEBINARS

Deadpool - 2016

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DEALERON

On Site Signals

Content matters!

DIGITAL
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WEBINARS

Teenage Mutant Ninja Turtles III: Turtles in Time - 1993

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On Site Signals

DON'T TAKE THAT
THE WRONG WAY!

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Teenage Mutant Ninja Turtles III: Turtles in Time - 1993

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On Site Signals

Content matters...

Quality, NOT quantity!

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On

Cont

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WEBINARS



Blankman - 1994

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On Site Signals

Create content for people, not Google

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On Site Signals

Elements to optimize:



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On Site Signals

Elements to optimize:

City/ST in title tag

@greggifford

DEALERON

On Site Signals

Elements to optimize:

City/ST in H1 heading

@greggifford

DEALERON

On Site Signals

Elements to optimize:

City/ST in content

On Site Signals

Elements to optimize:

City/ST in alt text

@greggifford

DEALERON

On Site Signals

Elements to optimize:

City/ST in URL

On Site Signals

Elements to optimize:

City/ST in meta description

@greggifford

DEALERON

On Site Signals

Elements to optimize:

Embedded Google Map

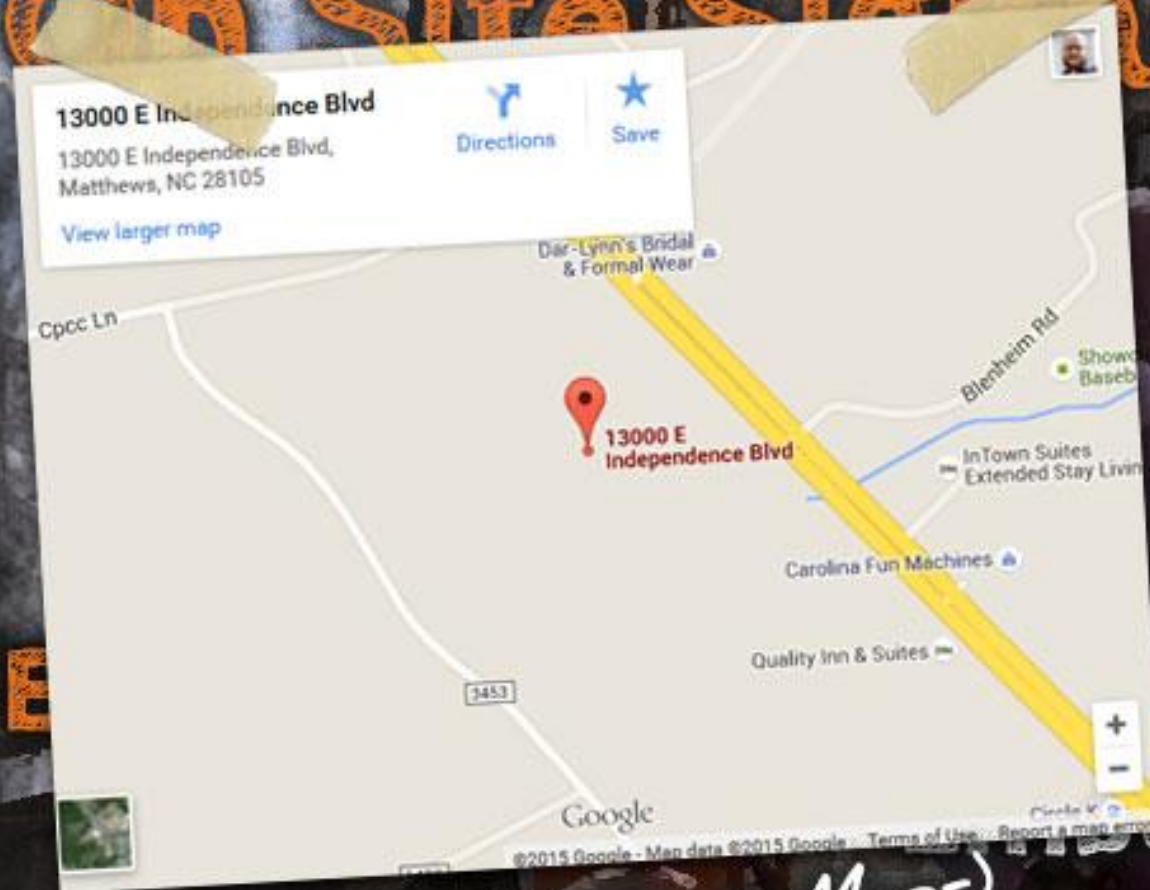
(from GMB, not just maps)

@greggifford

DEALERON

On Site Signals

(from GMB page)



(from address in Maps)

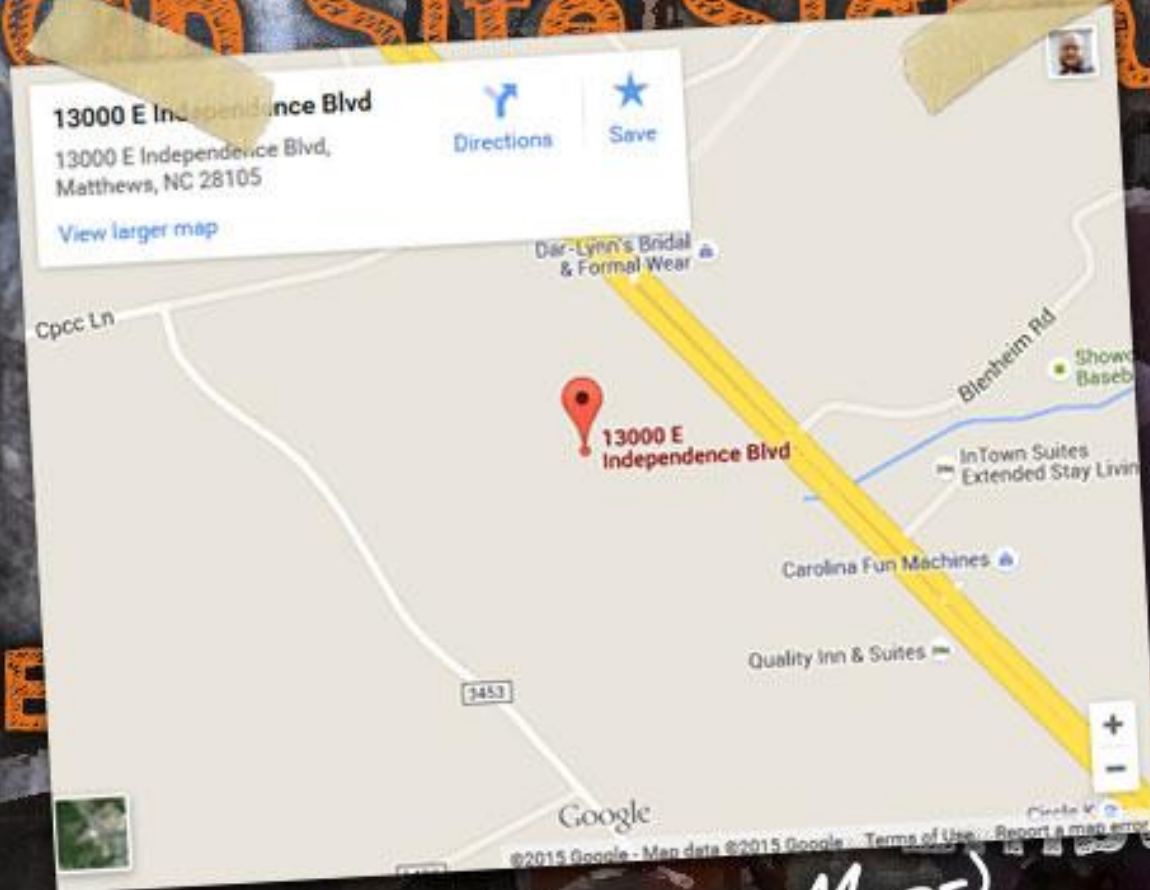
Embedded Google Map

(from GMB, not just maps)

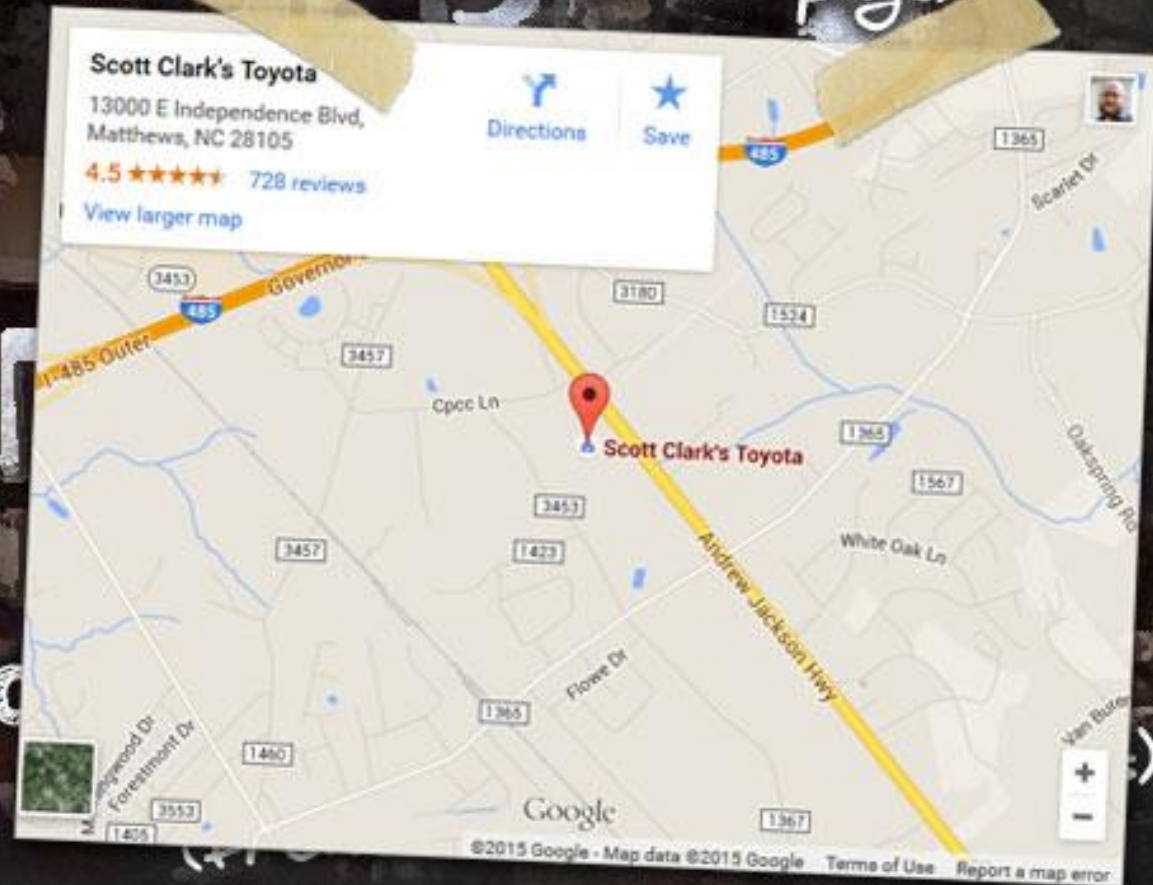
@greggifford

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On Site Signals



(from address in Maps)



(from GMB page)

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The Phantom - 1996

On Site Signals

Elements to optimize:

NAP on every page, marked up with schema

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On Site Signals

Wait... what's NAP?

Name, Address, Phone number

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On Site Signals

Wait... what's schema?

Code that “organizes stuff” on your site

San Francisco Toyota
3800 Geary Blvd
San Francisco, CA 94118
415-750-8300

Hours of Operation:
Mon-Fri: 8:30am - 7:00pm
Sat-Sun: 10:00am - 6:00pm

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WEBINARS

Spawn - 1997

On Site Signals

```
<div itemscope itemtype="http://schema.org/AutoDealer">  
  <span itemprop="name">San Francisco Toyota</span>  
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">  
    <span itemprop="streetAddress">3800 Geary Blvd</span>  
    <span itemprop="addressLocality">San Francisco</span>,  
    <span itemprop="addressRegion">CA</span> <span itemprop="postalCode">94118</span>  
  </div>  
  <span itemprop="telephone">415-750-8300</span>  
  Hours of Operation:  
  <meta itemprop="openingHours" content="Mo-Fr 8:30-19:00">  
  <meta itemprop="openingHours" content="Sa-Su 10:00-18:00">  
  Mon-Fri: 8:30am - 7:00pm  
  Sat-Sun: 10:00am - 6:00pm  
</div>
```

Wait... what's schema?

Code that “organizes stuff” on your site

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On Site Signals

Elements to optimize:

Local area code phone number

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Nick Fury: Agent Of S.H.I.E.L.D. - 1998

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On Site Signals

Elements to optimize:

Yes, that means no call tracking numbers

No matter how much you want to...
You can't change how Google works

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WEBINARS

Blade - 1998

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On Site Signals

Does that mean you can't rank well
if you're using call tracking numbers?

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On Site Signals

No... Call tracking is just a piece of the puzzle
(but it's a pretty big piece)

On Site Signals

Elements to optimize:

You need a blog & should post regularly

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On Site Signals

Need help with your blog?

Get local content ideas & learn about silos

bit.ly/local-content-ideas
bit.ly/local-content-silos

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WEBINARS

Unbreakable - 2000

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Link Signals

18.3% of LSRF

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Dealer
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X-Men - 2000

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DEALERON

Link Signals

Most dealers don't have that many links

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Pootie Tang - 2001

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Link Signals

A few good links can really boost you...

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Blade II - 2002

Link Signals

No longer a numbers game...
Source and subject matter are important

Link Signals

Pay attention to number of root domains...
not just overall link count

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Link Signals

Pro tip:

Don't ignore low Domain Authority sites!

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WEBINARS

The League Of Extraordinary Gentlemen - 2003

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DEALERON

Link Signals

Use Open Site Explorer to check links

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WEBINARS

moz.com/researchtools/ose

Daredevil - 2003

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Link Signals

Use Open Site Explorer to check links
Enter your URL & check your external links

moz.com/researchtools/ose

DIGITAL
Dealer
WEBINARS

Daredevil - 2003

@greggifford

DEALERON

Link Signals

Use Open Site Explorer to check links
Enter your competitors' URLs & check theirs

moz.com/researchtools/ose

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WEBINARS

Daredevil - 2003

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Link Signals

Find opportunities, reach out, & get 'em

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DEALERON

Link Signals

Take advantage of relationships
you've already built

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WEBINARS

Blade: Trinity - 2004

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Link Signals

Take advantage of things
that you're already doing

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Dealer
WEBINARS

The Punisher - 2004

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Link Signals

Don't build links... earn links!

DIGITAL
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WEBINARS

Hellboy - 2004

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Citation Signals

15.5% of LSRF

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WEBINARS

Sky High - 2005

Citation Signals

Mentions of your NAP on other websites

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Citation Signals

Still a powerful signal of local relevancy

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Citation Signals

Most dealers (& Automotive SEO providers)
don't do squat with them

@greggifford

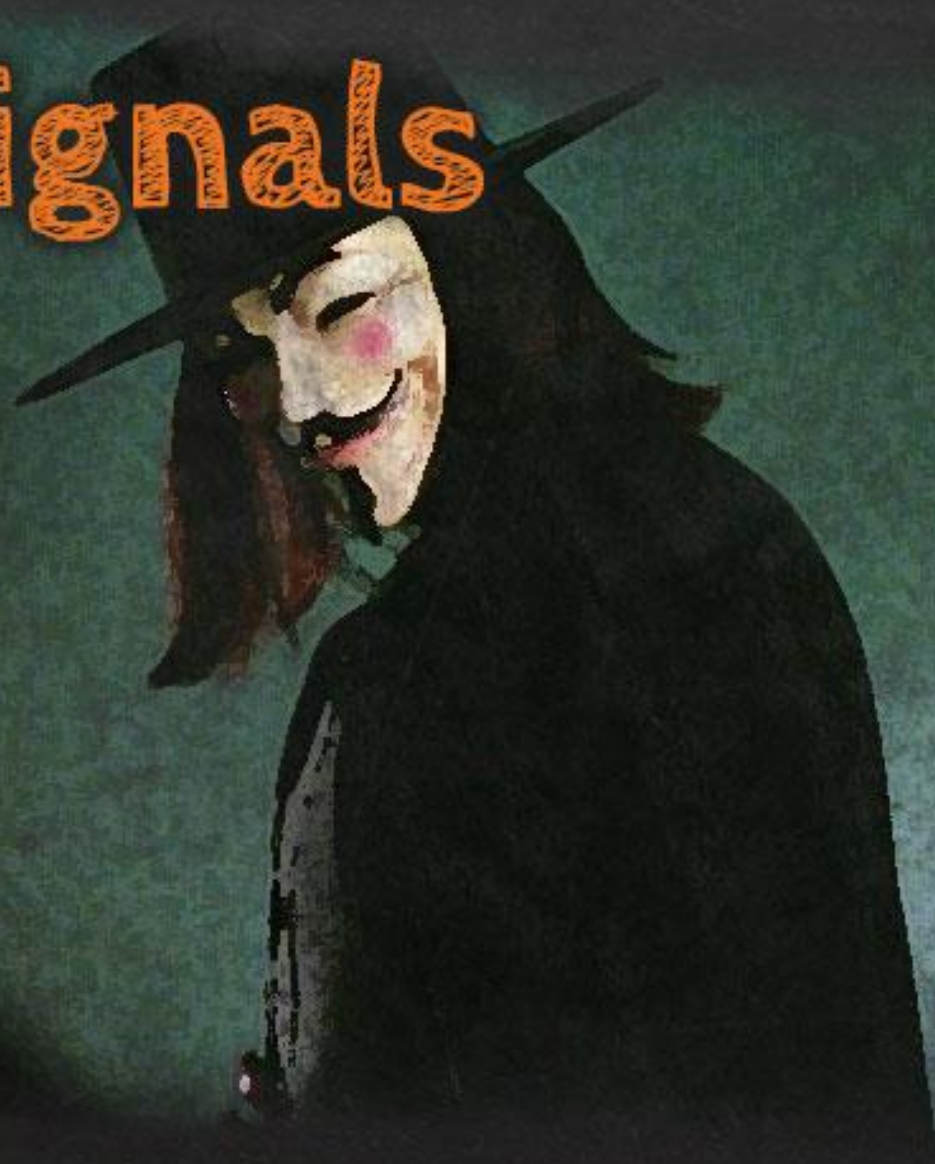
DEALERON

Citation Signals

Citations all
play together
like this:

DIGITAL
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WEBINARS

V for Vendetta - 2005



@greggifford

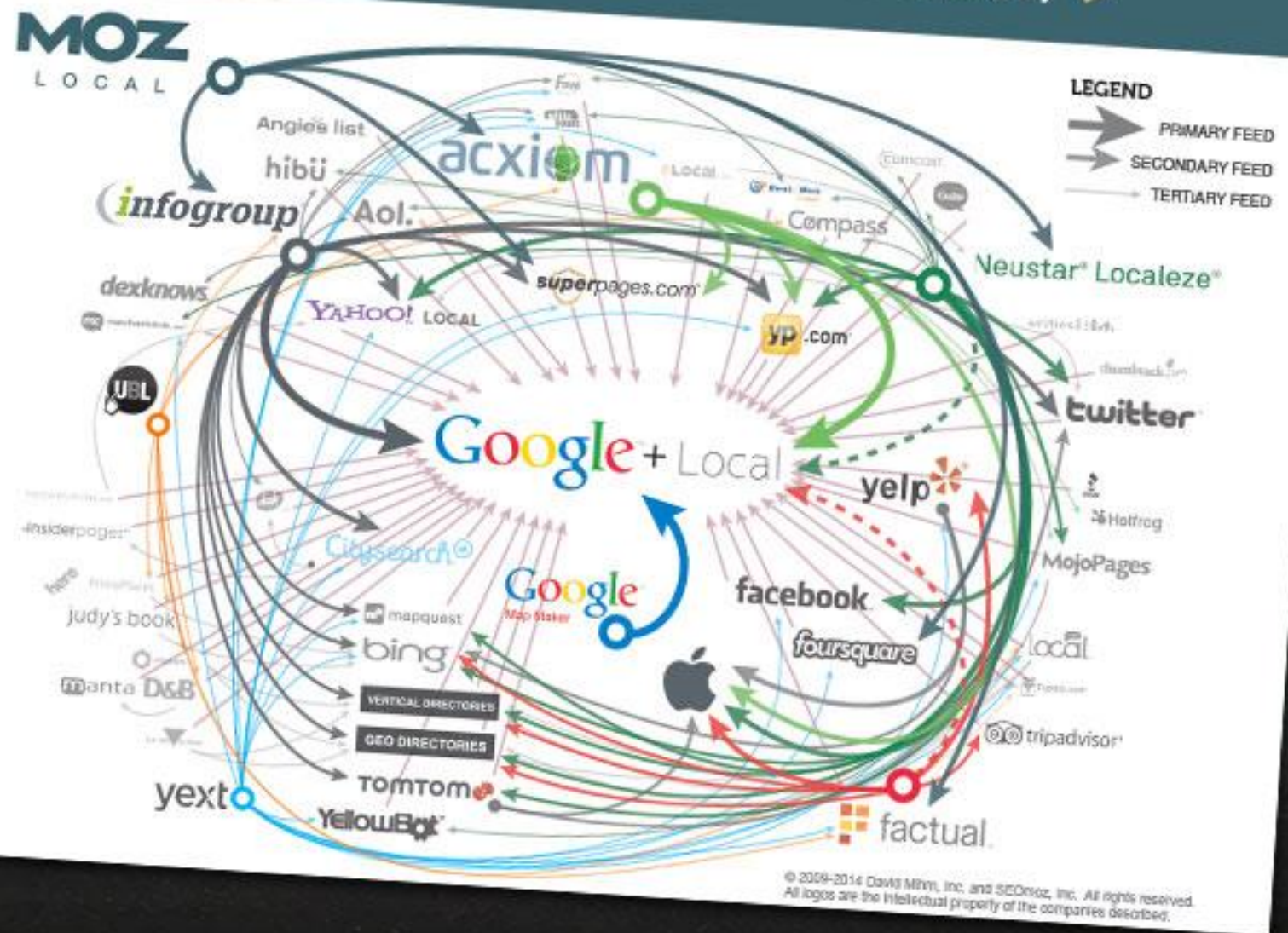
Citation S

Citations all
play together
like this:

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WEBINARS

DEALERON

The Local Search Ecosystem (United States)



V for Vendetta - 2005

@greggifford

DEALERON

Citation Signals

In the words of David Mihm:
You need to be where Google
expects you to be...

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WEBINARS

My Super Ex-Girlfriend - 2006

Citation Signals

Citations must be 100% consistent
everywhere they appear online

Citation Signals

Missing/incorrect/duplicate info
sends a bad signal to Google

Citation Signals

Deal'N Doug's Autoplex
Deal'N Dougs Autoplex
Deal' N Doug's Autoplex
Deal'N Doug's Auto Plex
Dealn Dougs Autoplex
Deal n Doug's Autoplex
Dealin' Doug's Autoplex (in a few citations)

@greggifford

DEALERON

Citation Signals

Use Moz Local for a quick high level check

moz.com/local/search

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WEBINARS

Fantastic Four: Rise of the Silver Surfer - 2007

@greggifford

DEALERON

City

Signals

Use

for a quick high level check

moz.com/local/search

Fantastic Four: Rise of the Silver Surfer - 2007

Choose the most accurate listing

Toyota Verified
72 Bismark St, Daly City, CA, 94014
(650) 994-3700

Toyota
255 San Pedro Rd, Daly City, CA, 94014
(877) 225-2116

Toyota
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-5500

Toyota
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-0400

TOYOTA
255 SAN PEDRO RD, DALY CITY, CA, 94014
(888) 496-4555

Toyota
255 San Pedro Rd, Daly City, CA, 94014
(877) 224-9151

Toyota - Scion Verified
255 San Pedro Road, Daly City, CA, 94014
(877) 224-9151

Toyota in Daly City Verified
255 San Pedro Rd, Daly City, CA, 94014
(888) 940-0707

MG at Toyota Verified
255 San Pedro Rd, Daly City, CA, 94014
(650) 315-3995

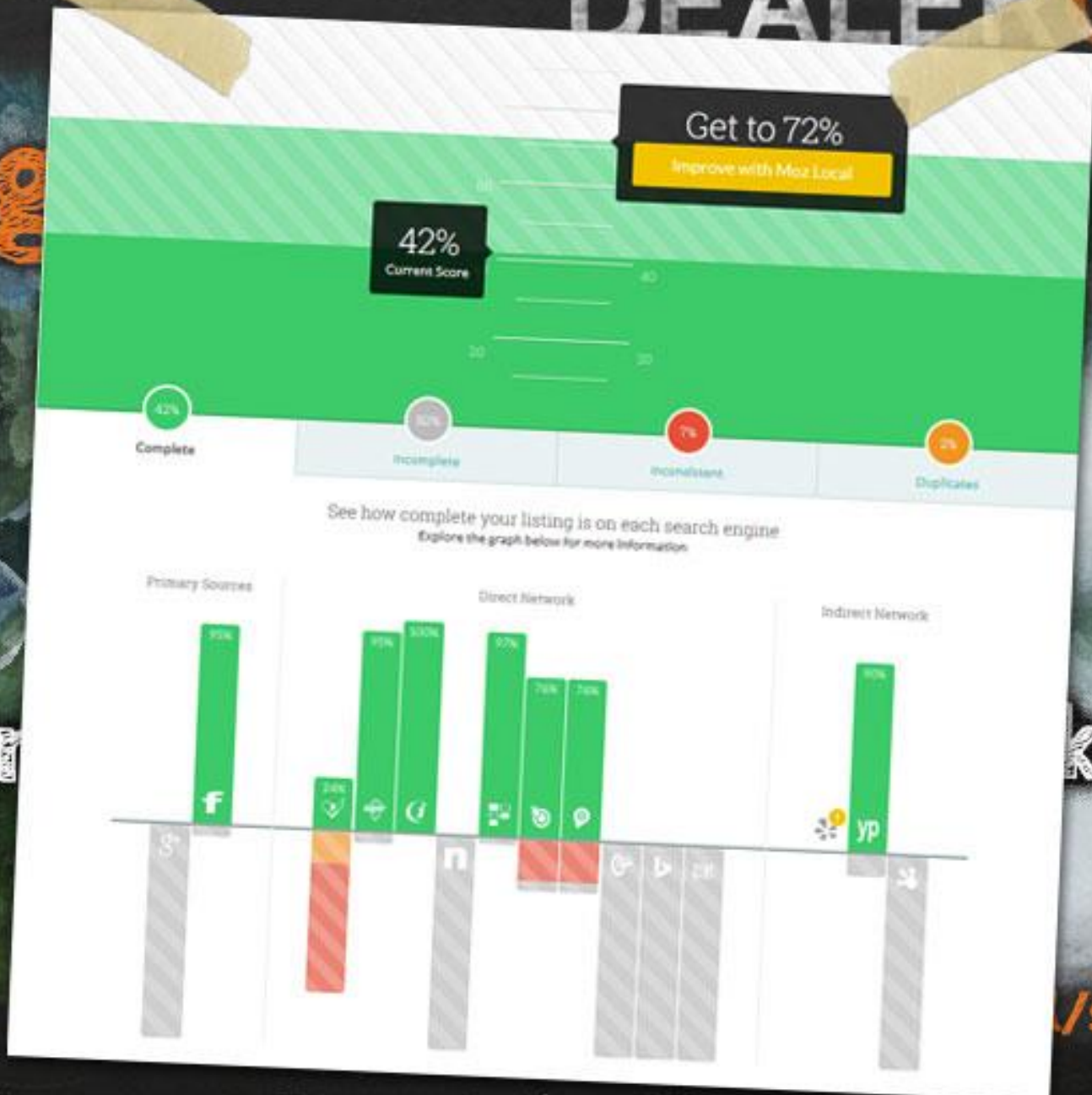
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Dealer
WEBINARS

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DEALER

Choose the most accurate listing

- Toyota** Verified
72 Bismark St, Daly City, CA, 94014
(650) 994-3700
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(877) 225-2116
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-5500
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-0400
- TOYOTA**
255 SAN PEDRO RD, DALY CITY, CA, 94014
(888) 496-4555
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(877) 224-9151
- Toyota - Scion** Verified
255 San Pedro Road, Daly City, CA, 94014
(877) 224-9151
- Toyota in Daly City** Verified
255 San Pedro Rd, Daly City, CA, 94014
(888) 940-0707
- MG at Toyota** Verified
255 San Pedro Rd, Daly City, CA, 94014
(650) 315-3995



Use

for

/search

DIGITAL Dealer WEBINARS

Fantastic Four: Rise of the Silver Surfer - 2007

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DEALERON

Citation Signals

Get more advanced with Whitespark

DIGITAL
Dealer
WEBINARS

bit.ly/local-citation-finder

Bolt - 2008

@greggifford

DEALERON

Citation Signals

Get more advanced with Whitespark
Get citation ideas by keyword

bit.ly/local-citation-finder

DIGITAL
Dealer
WEBINARS

Hancock - 2008

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DEALERON

Citation Signals

Get more advanced with Whitespark
Check current citations by phone number

bit.ly/local-citation-finder

DIGITAL
Dealer
WEBINARS

Wanted - 2008

@greggifford

DEALERON

Citation Signals

Get more advanced with Whitespark
Check ALL competitors' citations too!

bit.ly/local-citation-finder

DIGITAL
Dealer
WEBINARS

The Incredible Hulk - 2008

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Citation Signals

Get more advanced with Whitespark
Compare yourself to competitors

bit.ly/local-citation-finder

DIGITAL
Dealer
WEBINARS

Punisher: War Zone - 2008

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DEALERON

Citation Signals

Get more advanced with Whitespark
Find opportunities, then go get 'em

bit.ly/local-citation-finder

DIGITAL
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WEBINARS

Hellboy II: The Golden Army - 2008

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Citation Signals

Has your dealership ever moved
or changed phone numbers?

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Citation Signals

Citation cleanup is your #1 priority

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WEBINARS

Superhero Movie - 2008

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Google My Business

(formerly Google Places)

14.7% of LSRF

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Push - 2009

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Google My Business

The most important thing you can do
is claim your dealership's location

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The Adventures of Sharkboy And Lavagirl - 2005

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Google My Business

Recent update:

Unclaimed listings were deleted

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Google My Business

With the new Local Pack,
GMB Pages are MUCH less visible

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Google My Business

Problems claiming?

Use Google phone support!

bit.ly/google-phone-support

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Black Dynamite - 2009

@greggifford

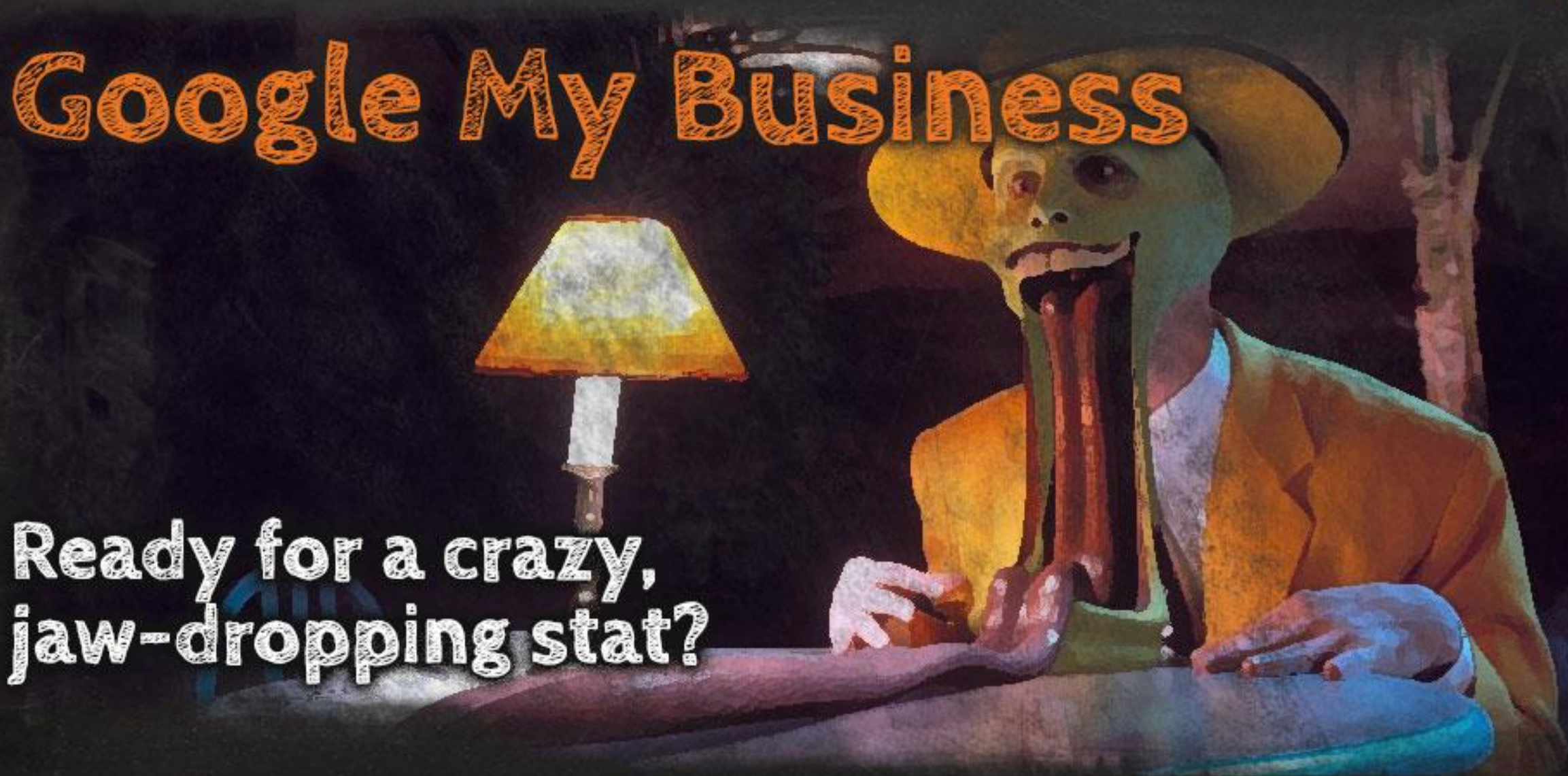
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Google My Business

Ready for a crazy,
jaw-dropping stat?

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The Mask - 1994



Google My Business

Consumers are 38% more likely to visit
& 29% more likely to buy from a business
with a completed GMB profile

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Google My Business

BEWARE
CRIME

Complete your GMB listing:

Long description with formatting and links

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WEBINARS

Super - 2010

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Google My Business

Complete your GMB listing:

Local area code phone number

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WEBINARS

Iron Man 2 - 2010

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Google My Business

Complete your GMB listing:

Choose the correct categories

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Google My Business

Complete your GMB listing:

Upload lots of photos

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Scott Pilgrim vs. The World - 2010

Google My Business

Complete your GMB listing:
Upload a custom user image & cover image

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Review Signals

9.8% of LSRF



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Green Lantern - 2011

Review Signals

88% of consumers trust online reviews
as much as reviews from friends or family

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Review Signals

4 out of 5 people will decide NOT
to buy from you if you have bad reviews

Review Signals



You can't fake good reviews

Review Signals

You can't fake caring about your customers

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Review Signals

Pro tip:

Testimonials pages are worthless

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Dredd - 2012

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Review Signals

People want unbiased third party reviews

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Review Signals

Remove roadblocks and ASK for reviews

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A photograph of two individuals in costumes on a city street at night. The person in the foreground wears a blue and yellow hooded costume with a mask that has yellow vertical stripes. The person in the background wears a white mask with a long, pointed nose and a white helmet. The background is a blurred city street with colorful bokeh lights.

But you can't ask for Yelp reviews...
it's against Yelp's TOS

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Review Signals

But you can't ignore Yelp...

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The Lone Ranger - 2013

@greggifford

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Review Signals

Because Yelp powers Apple Maps

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Dealer
WEBINARS

Thor: The Dark World - 2013

@greggifford

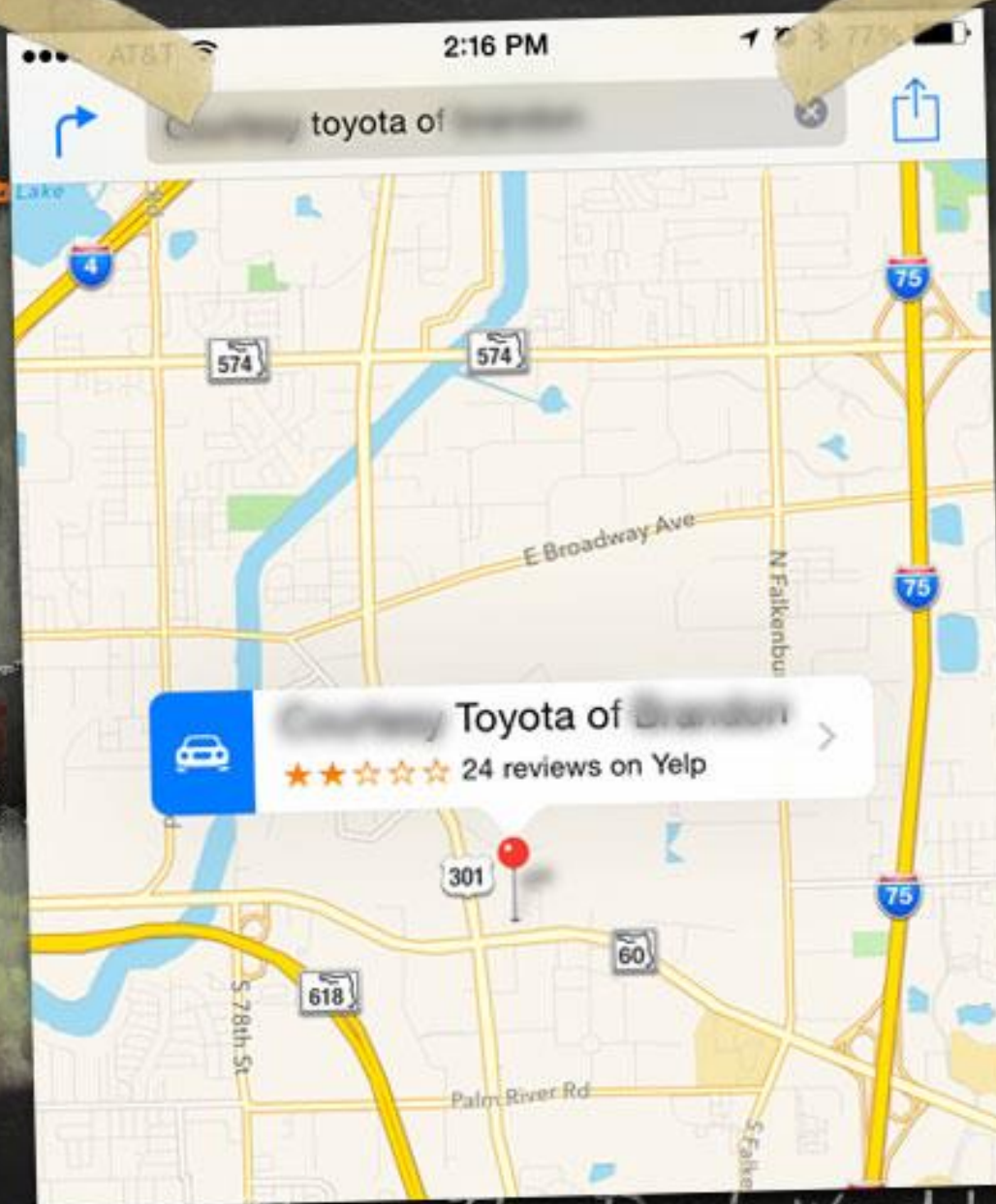
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Review Signa

Toyota of Brandon
www.toyota.com
4.0 ★★★★★ 155 Google reviews · Google+ page

Because Yelp powers

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WEBINARS



Thor: The Dark World - 2013

@greggifford

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Review Signals

Killer strategy to boost reviews:

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The Wolverine - 2013

Review Signals

Killer strategy to boost reviews:
Set up domain.com/reviews page

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DEALERON

Review Signals

Killer strategy to boost reviews:
Hand out postcards pointing to /reviews

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Review Signals

Killer strategy to boost reviews:
Follow up with email(s)

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Captain America: The Winter Soldier - 2014

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Review Signals

Concentrate on Google reviews

Review Signals

You need 5 reviews to see a star rating

Review Signals

Get at least 10 reviews
before targeting other review sites

Review Signals

But really, you should make sure
you have more reviews than competitors

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Review Signals

Don't fake reviews!



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Ant-Man - 2015

Review Signposts

Don't fake reviews!



Chuck Boone

★★★★★ reviewed a week ago

Great place to buy a car. See Chuck!



Jacob Chavez

★★★☆☆ reviewed 7 months ago

This is the worst place ever to buy a vehicle from! Dont ever go here unless u want to get ripped off! Victor is even posting fake posts under my name saying that i liked my experiance so much...dont believe it! That was the biggest mistake of my life dealing with these people!

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DEALERON

Make sure you reply to bad reviews

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The Fantastic Four - 2015

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DEALERON



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WEBINARS

The Amazing Spider-man - 2012

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DEALERON



DIGITAL
Dealer
WEBINARS

Underdog - 2007

@greggifford

DEALERON



DIGITAL
Dealer
WEBINARS

Batman Begins - 2005

@greggifford

DEALERON

Greg Gifford
@greggifford
ggifford@dealeron.com

SUPER POWERED

SEO Tips for Auto dealers

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<http://bit.ly/superpowered-seo-tips>

@greggifford

DEALERON

Come see me LIVE on Monday at
Digital Dealer 19 in Las Vegas

The Six Degrees of
Local Search



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Movie references (in order of release date)

1. Superman And The Mole Men - 1951
2. Attack from Space - 1965
3. Batman - 1966
4. Fearless Frank - 1967
5. Goldface the Fantastic Superman - 1968
6. Mr. Freedom - 1969
7. 3 Supermen in the Jungle - 1970
8. Shaft - 1971
9. Super Fly - 1972
10. Supermen Against the Orient - 1973
11. Zardoz - 1974
12. Infra-Man - 1975
13. The Human Tornado - 1976
14. Abar, the First Black Superman - 1977
15. Superman - 1978
16. Captain America - 1979
17. Flash Gordon - 1980
18. The Pumaman - 1980
19. Hero At Large - 1980
20. Superman II - 1980
21. Condorman - 1981
22. Swamp Thing - 1982
23. Superman III - 1983
24. The Toxic Avenger - 1984
25. The Return Of Captain Invincible - 1984
26. Supergirl - 1984
27. Remo Williams: The Adventure Begins - 1985
28. Weird Science - 1985
29. Howard The Duck - 1986
30. Masters Of The Universe - 1987
31. Robocop - 1987
32. Superman IV: The Quest For Peace - 1987
33. The Incredible Hulk Returns - 1988
34. Return Of The Swamp Thing - 1989
35. The Punisher - 1989
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39. Darkman - 1990
40. Captain America - 1990
41. Teenage Mutant Ninja Turtles - 1990
42. Sgt. Kabukiman N.Y.P.D. - 1990
43. The Rocketeer - 1991
44. The Guyver - 1991
45. Teenage Mutant Ninja Turtles II:
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46. Army of Darkness - 1992
47. Batman Returns - 1992
48. The Meteor Man - 1993
49. Teenage Mutant Ninja Turtles III:
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50. Blankman - 1994
51. The Shadow - 1994
52. The Crow - 1994
53. The Mask - 1994
54. Tank Girl - 1995
55. Batman Forever - 1995
56. Judge Dredd - 1995
57. Barb Wire - 1996
58. Black Mask - 1996
59. The Crow: City of Angels - 1996
60. Generation X - 1996
61. The Phantom - 1996
62. Orgazmo - 1997
63. Steel - 1997
64. Spawn - 1997
65. Batman & Robin - 1997
66. Nick Fury: Agent Of S.H.I.E.L.D. - 1998
67. Blade - 1998
68. Inspector Gadget - 1999
69. The Matrix - 1999
70. Mystery Men - 1999
71. The Crow: Salvation - 2000
72. Unbreakable - 2000
73. X-Men - 2000
74. Pootie Tang - 2001
75. Spider-man - 2002
76. Blade II - 2002
77. X2 - 2003
78. Hulk - 2003

Movie references (in order of release date)

79. The League Of Extraordinary Gentlemen - 2003
80. Daredevil - 2003
81. The Incredibles - 2004
82. Spider-man 2 - 2004
83. Blade: Trinity - 2004
84. The Punisher - 2004
85. Hellboy - 2004
86. Catwoman - 2004
87. Sky High - 2005
88. Constantine - 2005
89. The Adventures of Sharkboy And Lavagirl - 2005
90. Batman Begins - 2005
91. Elektra - 2005
92. Fantastic Four - 2005
93. V for Vendetta - 2005
94. My Super Ex-Girlfriend - 2006
95. Special - 2006
96. Superman Returns - 2006
97. X-Men: The Last Stand - 2006
98. Zoom - 2006
99. Fantastic Four: Rise of the Silver Surfer - 2007
100. Underdog - 2007
101. Spider-man 3 - 2007
102. Ghost Rider - 2007
103. Bolt - 2008

104. Hancock - 2008
105. Wanted - 2008
106. Iron Man - 2008
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109. Punisher: War Zone - 2008
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111. Jumper - 2008
112. Superhero Movie - 2008
113. Push - 2009
114. Watchmen - 2009
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116. X-Men Origins: Wolverine - 2009
117. Kick-Ass - 2010
118. Megamind - 2010
119. Super - 2010
120. Iron Man 2 - 2010
121. Jonah Hex - 2010
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124. Green Lantern - 2011
125. Thor - 2011
126. X-Men: First Class - 2011
127. The Green Hornet - 2011
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130. The Amazing Spider-man - 2012
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137. Thor: The Dark World - 2013
138. The Wolverine - 2013
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141. Big Hero 6 - 2014
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147. X-Men: Days of Future Past - 2014
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