
The NEW Rules of SEO

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%



Say Hello To...



Kevin Doory

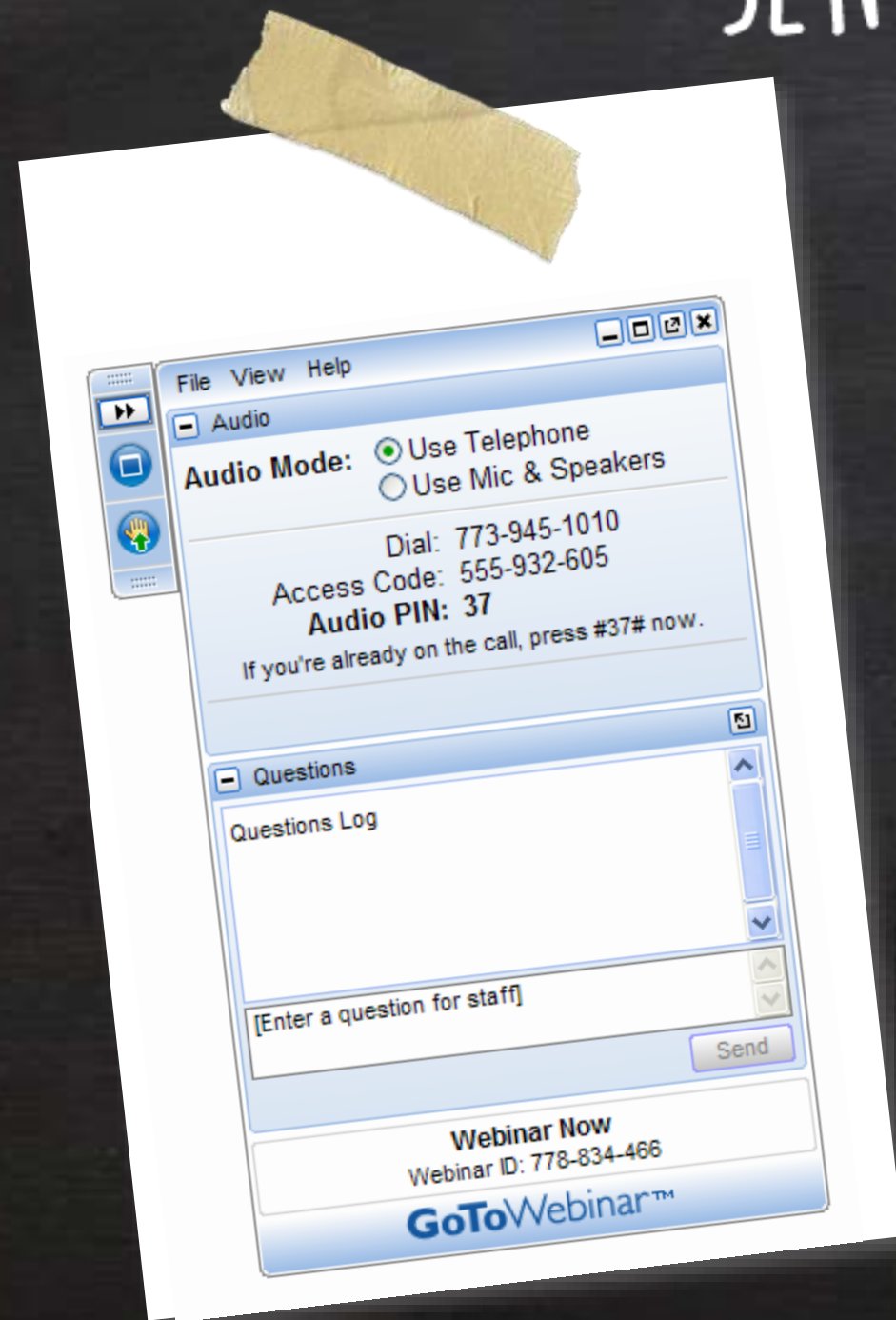
Director of Search & Social at DealerOn, Inc.

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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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@KevinDoory



The NEW Rules of SEO

OBJECTIVES

- * Learn how to spot on-page optimization techniques that Google dislikes and could get your website penalized.
- * Discover more effective SEO tactics and modern alternatives for your search strategy.
- * Giveaway
- * Question & Answer Session



POLL QUESTION



Low-Quality Content



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Lack of time & resources often leads to rushing content creation.

Or worse, outsourcing it to non-English speaking producers.

Solution:

Your content should be robust, well-written, accurate and engaging.



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Sometimes that may mean just a few hundred words, and other times, that may mean several thousand words.

Writing for Bots



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@ElianaRaggio
@KevinDoory

Have you ever seen a web page or an article that:

Repeats a particular keyword over and over



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Incorporates unnecessary title or heading tags

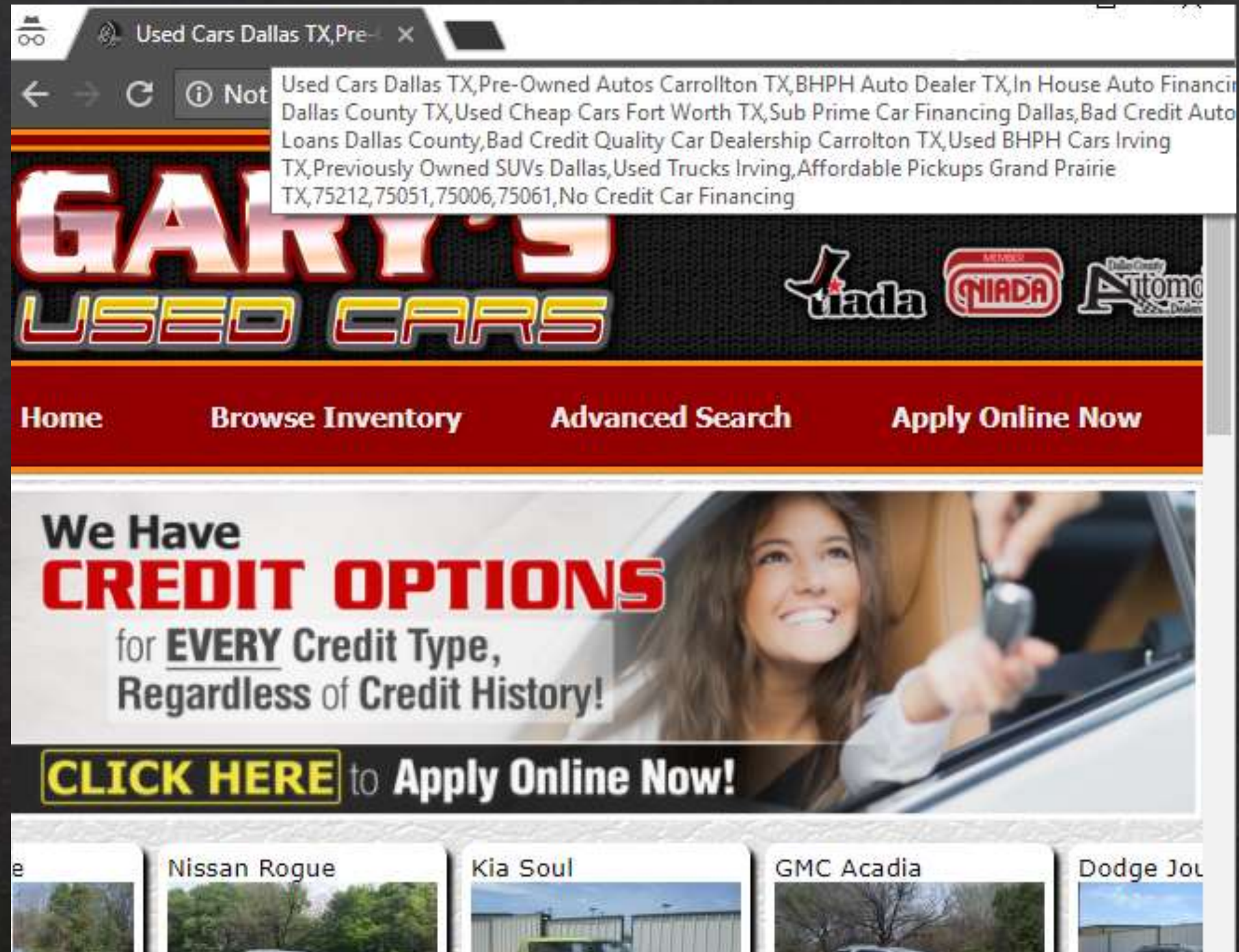
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Then you've probably seen an example of someone writing for bots rather than writing people.



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Develop a habit of creating content that really matters to your targeted audience.

Use your main keyword sparingly and include highly relevant keywords to help search engine crawlers identify the value of your content.

POLL QUESTION



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- 2) Build content with a slight focus on that topic
- 3) Stuff content with keywords
Repeating the exact-match keywords / phrases frequently
- 4) Stuff meta tags with keywords

Keyword Stuffing

At Gary's Used Cars, we feel that we have the best used Cars, Trucks, Vans and SUVs that all of Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County has to offer. If you're looking for a slightly used, Pre-Owned Car, Truck, Van and SUV then you have come to the right place! Here at Gary's Used Cars in Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County we offer, "Buy Here Pay Here" auto financing to consumers in Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County with bad credit or no credit we have Guaranteed Credit Approval. Traditionally the types of vehicles that BHPH dealers offer are high mileage and late model inventory, but here at Gary's Used Cars we feel that we offer the best deals on the best used or pre-owned Cars, Trucks, Vans and SUVs in all of Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County. Do you have bad credit? If you do that's ok! Have you ever been divorced, again that's okay. Even if you've had a past repossession, don't worry at Gary's Used Cars we understand your situation and we are here to help you get approved for your used Car, Truck, Van and SUV of your dreams today! If you need a Bad Credit Used Car Loan, Subprime Auto Loan or In House Auto Loan well here at Gary's Used Cars have Guaranteed Credit Approval! Looks like you've come to the right place, whether your one of our many repeat customers or you're looking for your first vehicle and you have bad credit or no credit at all we will get you approved. We feel that we are the best "Buy Here Pay Here" dealer in all of Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County. Here at Gary's Used Cars you will notice that we take pride in our inventory, we let the vehicles sell themselves. We feel that we have the best selection of used Cars, Trucks, Vans and SUVs, and we also offer Bad Credit Auto Loans, Subprime Auto Loans, In House Auto Loans and No Credit Auto Loans. Buy Here Pay Here (BHPH) means that no traditional bank approval is necessary to purchase a vehicle here at Gary's Used Cars. Even if your FICO score is less than 600, which would traditionally prohibit a Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County resident with bad credit or no credit from getting approved for an auto loan. Well don't worry here at Gary's Used Cars we have extremely high % loan approval ratings, we can help facilitate getting you approved for the used Cars, Trucks, Vans and SUVs of your dreams! Most Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County BHPH dealers tend to stock high mileage inventory that ends up breaking down on you only a couple months after you buy it, and then they leave you with that annoying monthly bill. Well not here, Gary's Used Cars takes the extra mile to make sure that the used Cars, Trucks, Vans and SUVs is ready to drive off the lot and continue to impress you the longer you have it. Here at Gary's Used Cars we put all our vehicles through an extremely rigorous inspection before we put the Gary's Used Cars name on any Cars, Trucks, Vans and SUVs. So what are you waiting for, come on down to 3606 E Jefferson St Grand Prairie, TX 75051 today and see how we are becoming the best Buy Here Pay Here dealer in Dallas, Carrollton, Forth Worth, Prairie and all of Dallas County!



Exact Match Anchor Text



Anchor text – the clickable text of a link – was a huge ranking factor.

For example, if you wanted to rank for "Detroit dealership," you would have tried to acquire as many links using Detroit dealership as the anchor text as you could.



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Marketers predictably abused this tactic.

So Google clamped down on it and dropped the ranking for websites with what they deemed to be unnatural amounts of keyword-rich anchor text backlinks.

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Relevance of the linking website to your website

Authority of the linking website to your website

Solution:

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The majority of anchor text for most websites with a natural link profile will generally be for branded terms anyway.

Dedicated Pages for Every Keyword Combination



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These days, you can't stuff your site with multiple variations of targeted keywords to boost rankings



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This on-page SEO method was 100% legitimate several years ago but if you were to try this strategy today, you run the risk of receiving a manual action penalty.

Solution:

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Build & engage with a loyal following on social media platforms.

Spammy Footers & Tags



A footer is a must-have element for any website.



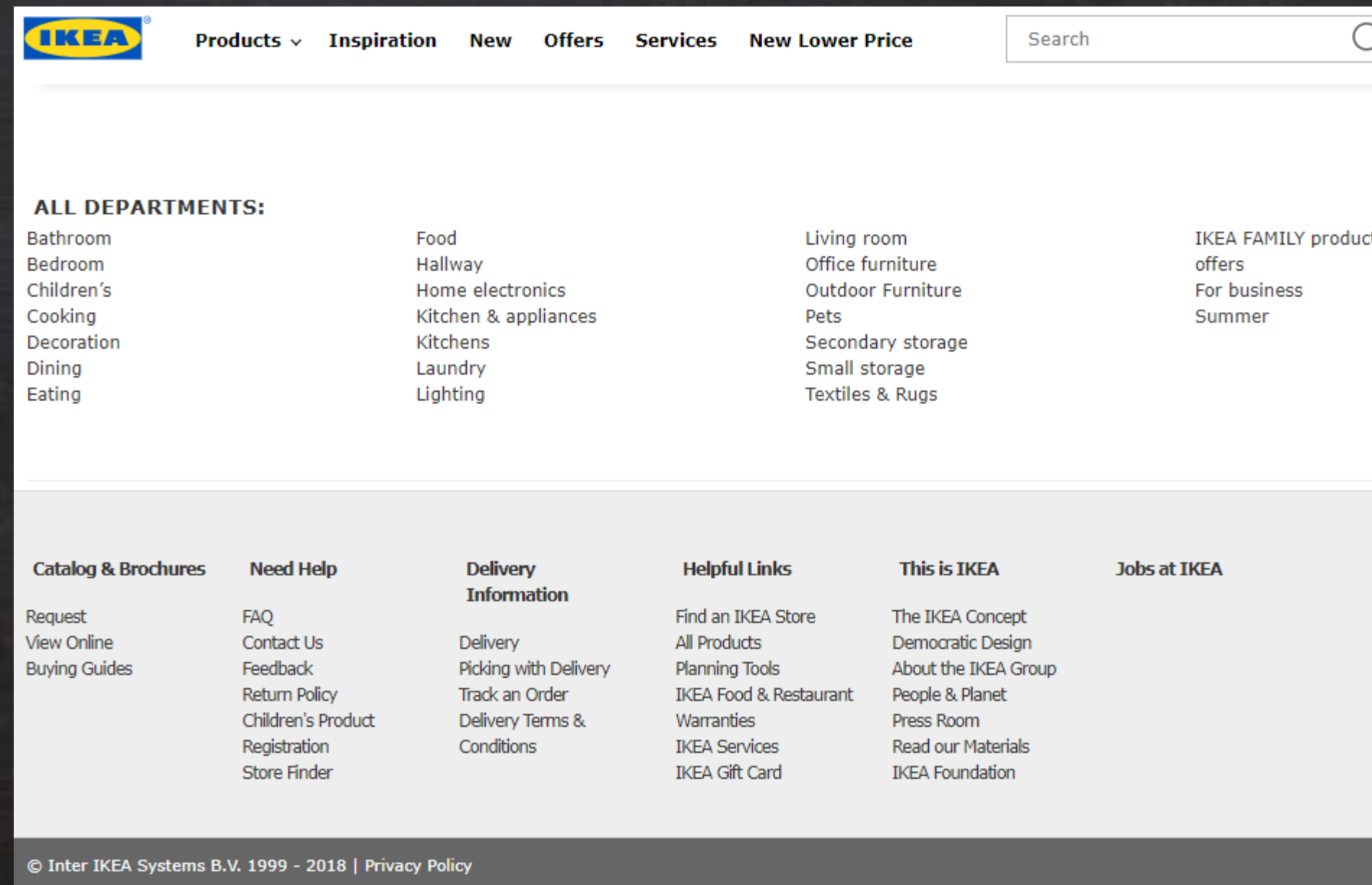
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@KevinDoory

A footer is a must-have element for any website.

It helps visitors navigate between multiple website sections and provides access to additional information such as contact info and a copyright license.



This example demonstrates how useful an info-heavy footer can be:



[Home](#)
[About Enterprise Car Sales](#)
[Contact Us](#)
[Customers with Disabilities](#)
[Site Map](#)

[Terms of Use](#)
[Privacy Policy](#)

© 2018 Enterprise Car Sales. All rights reserved.

[Used Cars Alabama](#)

[Used Cars Arizona](#)

[Used Cars California](#)

[Used Cars Colorado](#)

[Used Cars Connecticut](#)

[Used Cars Delaware](#)

[Used Cars Florida](#)

[Used Cars Georgia](#)

[Used Cars Illinois](#)

[Used Cars Indiana](#)

[Used Cars Iowa](#)

[Used Cars Kansas](#)

[Used Cars Kentucky](#)

[Used Cars Louisiana](#)

[Used Cars Maryland](#)

[Used Cars Massachusetts](#)

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[Used Cars Missouri](#)

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[Used Cars Nevada](#)

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[Used Cars Utah](#)

[Used Cars Virginia](#)

[Used Cars Washington](#)

[Used Cars West Virginia](#)

[Used Cars Wisconsin](#)

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[Used Ford](#)

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[Used Honda](#)

[Used Toyota](#)

[Used Nissan](#)

[Used Hyundai](#)

[Used Kia](#)

[Used Chrysler](#)

[Used Mazda](#)

[Used Jeep](#)

[Used Mitsubishi](#)

[Used GMC](#)

[Used Volkswagen](#)

[Used Buick](#)

[Used BMW](#)

[Used Mercedes](#)

[Used Cadillac](#)

[Used Lincoln](#)

[Used Volvo](#)

[Used Infiniti](#)

[Used Lexus](#)

[Used Subaru](#)

[Used Acura](#)

[Used Audi](#)

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[Buy Used Cars](#)

Quite user-unfriendly, right?

2 Google algorithm updates:

Panda targeted poor website structure

Penguin which flagged sites engaging in link and tag manipulation

Avoid spammy footers!



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@ElianaRaggio
@KevinDoory

Solution:

When you optimize a site, make sure it has a nice and clean footer.



Solution:

When you optimize a site, make sure it has a nice and clean footer.

One that features vital data like contact information, address, working hours, terms of use, copyright license, navigation buttons.

Automated Link Building



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Submitted their websites to bookmarking services and link directories and pushed poorly written articles by the thousands to every article directory they could find.



Marketers over saturated the Google index with low-quality links.



Solution:

Automating certain tasks to improve efficiency within your business, but link building is not one of them because the only kind of links that can be built this way violate Google's webmaster guidelines.



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There are no shortcuts!



Buying Links



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So is it really even worth it?

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See how fast it all goes South? So just DON'T buy links.

POLL QUESTION



Link & Article Directories



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Link directories became a toxic wasteland of low-quality links that could actually get your website penalized.

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As with link directories, article directories – now bloated with low-quality content – simply hit a point at which they provided no value to visitors.

Solution:

Unless you can find the exception of high-quality, niche-specific link directories,

You should avoid link and article directories at all cost!



SUGGESTED RESOURCES

* Moz Open Site Explorer - Check Link Profile

<https://moz.com/researchtools/ose/>

* SEMRush

<https://www.semrush.com/blog/>

* DealerOn Blog



ACTION ITEMS

- * Perform a technical SEO Audit of your website
- * Review your title tags, meta tags, header tags
- * Audit the content of your website along with your blog
- * Develop a strategy to blog every week to develop authority
- * Create a long term link-building plan

Q&A: ASK OUR EXPERT



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PRIZE ALERT



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Today's Expert



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AFTER THE SHOW



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

CHECK OUT OUR NEXT WEBINAR

Thursday, April 26 12pm EST / 9am PST

The Audience-First Marketing
Strategy you SHOULD be using



Aurko Chatterjee

Director of Digital Advertising at DealerOn