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# VECTOR INFORMATICS

## DEALER SEO GUIDE

SEO is not what people think. There is a lot of misinformation and biased marketing material. This guide is a basic SEO guide how to use the internet with your existing site. The SEO strategy can be simplified by the following modus operandi: ***Use the target site, and use the internet!*** This guide will explain how to do that. Any statement about SEO techniques are referenced with footnotes at the end of the guide. Some links are included directly.

Webmasters need to create compelling content on any site that is interesting regardless of the product they may be selling. For example on dealership sites, create content that is not directly connected to selling cars. For example, offer racing games on your website. An example of this can be seen at: <http://iptoyota.com/games>

<http://www.easternshoretoyota.com/games/age-of-speed.cfm>

The above game is a fun racing game. You could send this to your friends because it is legitimately a cool game. Compare this to sending them a link to <http://easternshoretoyota.com> and asking them if they want to buy a car.

Internet users are sensitive on commercials and a traditional commercial approach. Why this is should not concern us. Maybe it's because of years of spam with offers for Penis Enlargement and Gambling. Regardless, posting a purely commercial ad on a website or forum is grounds for removal and possible account suspension. Users need to USE the internet, and integrate the link in their use. One way to do this is by writing articles. Articles on iptoyota.com <http://iptoyota.com/articles>

SEO Instructions for Web Users:

- Download and install the Alexa toolbar:
  - <http://alexa.com/toolbar/><sup>i</sup>
- Use the Target site!
- Link to the target site on your Facebook profile<sup>ii</sup> When using facebook, write the target URL everywhere, at the end of every comment.
- Talk about the site to your contacts and friends. Use features of



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- the site, for example “hey, check out this cool Racing Game at <http://iptoyota.com/games> <sup>iii</sup>
- Sign up for Web 2.0 Accounts, and bookmark parts of the target site using the Shareaholic browser plugin:
    - <http://www.shareaholic.com/> For a list of all sites listed by Shareaholic, click here: <http://www.shareaholic.com/services/>
  - Create a google.com profile and add the target site under ‘links’ section: <http://www.google.com/profiles> <sup>iv</sup>
  - Use internet forums and post content with links to the target site. Some example forums:
    - <http://www.carforums.net/>
    - <http://www.automotiveforums.com/>
    - <http://www.streetcarforums.com/>
    - <http://www.cardriven.com/>
    - <http://www.diyelectriccar.com/>
    - <http://dealerstories.net>
  - Download and install Roboform from Vector Informatics. Using the Web 2.0 will require the registration to many sites, Roboform has both a password manager and form filler so you can automate the sign up process as well as keep track of your passwords. This can be downloaded here: <http://dealertraffic.net/shorturl/199e69>
  - Write the URL of the target site everywhere! Put it on your car, on your stationary, in your email signatures, everywhere. Offline promotion of URLs is an excellent source of traffic. If the target URL is long, such as <http://easternshoretoyota.com> get a short URL such as <http://iptoyota.com>
  - Post content to the target site! The target site should have forums, facebook, blog, and other means that users can register and post content.
  - Post reviews of the target site!
  - Use Web 2.0 <http://www.go2web20.net/> and create content and links for the target site
  - Use Vector Informatics provided SEO tools:
    - <http://www.easternshoretoyota.com/proxy/>
    - <http://dealertraffic.net/shorturl/>
    - Shop online: <http://dealeronlineshop.net/>
    - <http://www.iptoyota.com/blog>

Use the internet naturally, use the website. Algorithms can detect ‘cheating’. They have years of practice perfecting cheating detection algorithms because every webmaster who engages in SEO strategies tries to find tricks to artificially inflate their ranking.



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Vector Informatics SEO Forum:

<http://vector-informatics.com/cms/user-tools/forum/16-seo-forum.html>

Post questions and comments about SEO strategy in the VI SEO Forum

Link to Google Ranking Algorithm:

<http://vector-informatics.com/cms/user-tools/forum/16-seo-forum/16-seo-google-checklist-by-vaughn.html>

A large mistake is trying to 'game the system' when it comes to 2.0 SEO. This has been noted by Marketing Research firms in the following article:

<http://www.marketingweek.co.uk/stop-putting-social-media-cart-before-content-horse/3009790.article>

*However, I've come across another social media case study that is simply staggering in its multilayered genius. It's described in a book by Herbert Lottman called *The Michelin Men: Driving an Empire*. A little surprisingly for a social media case study, the story starts in France in 1900, when brothers Édouard and André; Michelin were searching for a cost-effective way to build their car and bicycle tyre brand. Their solution, as everyone knows, was to publish the definitive travel guide for road users. What is so impressive is the way in which the Michelin Guide achieved so much of what is great about the best social media a full 100 years before the channel's invention. It wasn't about tyres, but about something much more interesting to the French - food. Even so, the original Michelin Guide ticked all the social media best practice boxes. It was genuinely useful, it invited participation, it was given away free at petrol stations, and readers were invited to provide corrections and suggestions. They were even encouraged to leave the guide in view when visiting restaurants to guarantee good service. Try doing that by befriending a brand on Facebook..<sup>v</sup>*

This is an excellent example of how businesses fail to understand how to use the internet. The internet is a different way of thinking than TV, newspapers, and other traditional media. The internet is a network, provides free information, and the 2.0 trend is user driven. If dealers understand how the Web 2.0 works, car dealerships are a perfect fit for Web 2.0 because they have something to talk about: cars. People love their cars, there are those who will spend \$10,000 for a car wash.<sup>vi</sup> Cars are a means of transportation, and especially in United States an absolute necessity of life. But also they are a source of



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entertainment, many hobbies are surrounding the car business such as collecting cars, racing, recreational driving, touring, and others. All of this presents excellent content opportunities and networking opportunities for 2.0 SEO. Just like every car needs a driver, every website needs a user.

In conclusion, users should note SEO is not 'competitive' – for example by exchanging links with other sites in your industry you are not increasing their rank above yours. By explaining these techniques in this guide, we are not giving away any secrets, if anything, by talking about these techniques it makes them more viable. As more users use the same techniques they become more useful. The power of the internet relies in trends and more than anything, intelligence. Therefore, the only SEO technique can be full understanding of the internet. It isn't possible to 'steal' someone's SEO secret, because the thief would need to read 1,000 books to understand what the secret is. By the time the thief reads the books, they would need to be rewritten. SEO is changing as fast as technology, as this article is written it's already outdated. Google updates its algorithm daily. Major updates punish existing SEO strategies with impunity, making them totally invalid. A great example of this was the 2006 nofollow rule<sup>vii</sup>.

Another issue, even if this were not the case, as the internet is public, any SEO strategy can be easily reverse engineered by anyone with basic knowledge of websites. So by implementing any strategy, even if patented, it would immediately be vulnerable to theft. And no matter how high profile the patent attorney, he cannot enforce patent law in Malaysia, and by the time he can, servers with copied code can be moved to China. They could be moved daily if the attorneys were that fast.

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The only security is intelligence. This is not the wild west, far from it. By embracing open-source model, and by embracing freely available internet technologies, websites will receive 'free' traffic and be rewarded in other ways.

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Vector Informatics, Inc. develops internet marketing solutions for car dealerships and dealer vendors. For more information see <http://vector-informatics.com> or <http://vector-informatics.com/blog>

This article was written by Joseph James Gelet



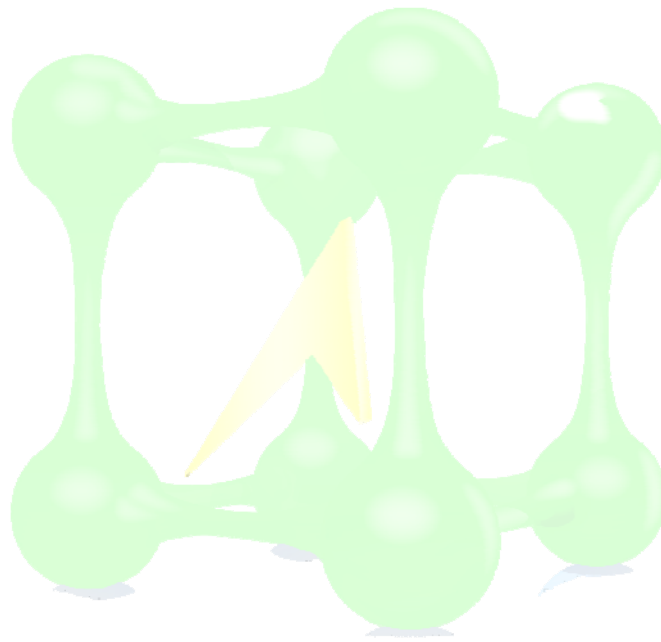
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- <sup>i</sup> <http://www.alexacom/help/traffic-learn-more>
- <sup>ii</sup> <http://www.insidefacebook.com/2009/07/13/seo-facebook-pages-10-key-strategies/>
- <sup>iii</sup> [http://en.wikipedia.org/wiki/Methods\\_of\\_website\\_linking#Link\\_bait](http://en.wikipedia.org/wiki/Methods_of_website_linking#Link_bait)
- <sup>iv</sup> <http://www.seodanver.com/seo-google-profiles-google-adds-nofollow-to-links/>
- <sup>v</sup> <http://www.marketingweek.co.uk/stop-putting-social-media-cart-before-content-horse/3009790.article>
- <sup>vi</sup> <http://vector-informatics.com/blog/2009/11/15/most-expensive-car-detailing/>
- <sup>vii</sup> <http://en.wikipedia.org/wiki/Nofollow>



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