

Search Marketing Assessment

*Prepared Exclusively for
Condor Automotive Group (YourMercedes.com)*

Personalized Search.

Online Brand Awareness.

Relationships and Sales.

The logo for AutoConversion, featuring the word "Auto" in red and "Conversion" in black, with a red curved line above the text and a reflection effect below.

Your AC Affiliate
BluSolutions

Search Marketing Assessment

Prepared For Vinart
Thursday, April 10, 2008



INTRODUCTION

Thank you for taking the time to complete the online Site Survey to provide us with information about your *Automotive Retail Center*. This Complimentary Search Marketing Assessment is designed to provide you with a general overview of your Search Authority and how it compares with your competition.

The purpose of this Assessment is to identify possible Search Market niches you could target for better positioning in the automotive online marketplace.

Search Engine Brand Marketing

Close to 90% of auto shoppers use the Internet to research with which DEALERSHIP they will do business. Close to 90% of those shoppers today start with SEARCH ENGINES.

Effectively positioning your dealership in search engines today is key to your online marketing strategy.

With good brand awareness you can effectively differentiate your business from others with the right SEO practices, efficient PPC Advertising, Blog Marketing, Email Marketing, and a consumer-driven CRM process.



ORGANIC SEARCH - INVESTMENT, NOT EXPENSE

There are thousands of people in your physical and virtual markets seeking products, services, and information on the Web that are related to what you provide. Organic Search Marketing is a way to make your dealership more visible and accessible to these Search Markets while at the same time building your brand and attaining more credibility with your audience. This is what separates Organic Search from other forms of online marketing as an INVESTMENT, rather than as an advertising expense.

Search Market Defined

Search Markets are classifications of a specific or narrow market niche that can be exploited in a search engine.

For instance, if you are seeking a to buy a car but you haven't decided on a particular make or model, or even whether or not you want a new or used vehicle, then you are in a different Search Market (A) from someone who knows he wants a new car (B). Likewise, if you know you want a Cadillac but not sure on a new or used one then you are now in a whole other Search Market (C). Thus, a Search Market is identified by sets or collections of related keywords and phrases that users enter into search engines to locate specific content and information.

Using the examples above to identify our 3 different Search Markets, below are some keyword samples that could theoretically belong to each respective market.

Search Market Example A - "buy a car", "cars for sale", find a dealer".

Search Market Example B - "buy a new car", new cars for sale", "new car dealers"

Search Market Example C - "buy a cadillac", "new cadillac for sale", "cadillac dealers"

As you can see, the keywords within each set are related to one another and although similar to those in another set they really are not narrow or specific enough to be utilized outside their respective Search Market.

DEFINING SEARCH VISIBILITY

Effectiveness in Organic Search Marketing is measured in part by your Search Engine Visibility. The more visible you are to search engines then naturally the more likely people are to locate you in Search. To help identify the various levels of Search Engine Visibility, we classify your position into one of 5 categories:

Not Visible - This is when you do not appear within the first 10 pages of a given search result.

Visible – This is when you do appear within the first 10 pages of a given search result. Visible suggests that search engines recognize you, but not necessarily a lot of Internet searchers.

Penetrated – This is when you appear within the first 30 results of a given search. Penetrated suggests that search engines recognize you as an authority for a particular Search Market which means that Internet searchers are likely to locate you.

Dominated – This is when you appear within the first 30 results of a given search *and* across multiple search engines.

Saturated – This is when you appear multiple times within the first 30 results of a related search phrases, giving Internet users more opportunity to notice you.

ACHIEVING SATURATION

Search Market Saturation is a sign of effectiveness with Search Engine Brand Marketing. Saturation takes vision, commitment, planning, and good technique. Depending on how you are positioned now, Saturation can be achieved at many points throughout the life of a Campaign.

Visibility with search engines is as simple as submitting your site to a search engine. But there are other ways to become visible. The better optimized your pages are and the more popular they become to Internet users then the more visible you become as a whole. Visibility can take **4-12 weeks** for a new site. Most dealer sites are already visible to search engines.

Penetration/Domination with search engines requires some work and can take **2-4 months** per key phrase **once visible**. Penetration requires aggressive promotion and well-optimized pages with good conversion ratios (low bounce-rate). In-bound links from other related websites are necessary too.

Saturation is the aggregate influence you have throughout targeted Search Markets. It involves having deep penetration in several related key phrases, low bounce rates on your pages, and lots of links to your site from other related websites. Attaining saturation takes vision, commitment, and persistence to achieve your goals. You can expect at good **4-6 months** or more depending on the competitiveness of the targeted search market to attain residual levels of Saturation.

YOUR SEARCH MARKET ANALYSIS

Keyword Analysis of Website

To begin your assessment we first performed an analysis of Google's recognition of associated keywords on your home page(s).

✓ www.yourmercedes.com

Google returned the following list of terms that it deems relevant to your site:

new mercedes benz, mercedes benz sl, mercedes benz dealership, mercedes benz dealer, mercedes benz, mercedes car, mercedes

These keywords suggest that Google recognizes your site as a Mercedes-Benz Dealership.

Your Keyword Suggestions

These are the keyword suggestions that were specified in your Site Survey.

NOT APPLICABLE

Your Site Meta Tag Keywords

benz dealer, mercedes dealer, mercedes benz, benz dealership, mercedes dealership, new benz, new mercedes, new mercedes benz, used benz, used benz dealer, used mercedes, used mercedes benz, dealer, dealers, dealership, dealerships, autos, automobiles, cars, cars for sale, mercedes for sale, car, suv, suvs, vehicles, cclass, eclass, sclass, clkclass, clsclass, clclass, slkclass, slclass, rclass, mclass, gclass, glclass, slrclass, west chester, fort washington, pa, pennsylvania, philadelphia, wilmington, de, delaware, delaware valley, pa car dealer, pennsylvania car dealer, philadelphia mercedes, mercedes benz philadelphia, us, usa, america, 19382, 19034, 19805, 19118, 19119, 19150

These are the keywords specified in your site meta tags. In theory, these are the key words and phrase for which your site is presently optimized.

Competitor Radar

These are the competitor sites that we have included in our reporting.

<http://www.chmb.com/>

<http://www.drivemb.com/>

<http://www.mbofdevon.com/>

<http://www.mbprinceton.com/>

<http://www.raycatena.com/>

YOUR SEARCH MARKET ANALYSIS (CONT'D)

Link Analysis

Link building is a crucial aspect of a SEO campaign referring to the acquisition of external (outside your website) links. Links that direct traffic from other sites to your own site are acquired by utilizing various techniques, including directory submission, Blog posting, and link request emails sent directly to webmasters.

In the eyes of search engines, links are essentially 'votes' from other sites. The more credible the site that is linking to you, the more credible the vote and the greater weight it carries.

- ✿ < 1200 inbound links were reported on your site, 36 of which Google recognizes and 588 recognized by Yahoo!.
- ✿ Link backs to your competitor sites ranged anywhere from zero (0) to nearly 25 Google-tracked links and nearly 377 Yahoo!-tracked link backs.

Google and Yahoo! value and track links differently. The Google count filters out multiple link backs from the same domain.

Ranking Score: 9,745

Your website reported a Ranking Score of **9,745** in our analysis of the Local Dealer Brand Markets. This is a relatively high score for most any standard.

YOUR SEARCH MARKET ANALYSIS (CONT'D)

Search Market Visibility

This table reflects general search market data we accrued during the assessment. This information is used as a starting point for identifying the most opportune Search Markets for you to target.

Our test searches concentrated on the following associated Search Markets: Honda, Honda Dealerships, Honda Autos.

Search Market	Search Volume	PPC Advertiser Competition	Your Organic Visibility	Dealer Sites Identified
<i>National Dealer Searches</i>	<i>Mild</i>	<i>High</i>	<i>Penetrated</i>	<i>10+</i>
<i>National Autos Searches</i>	<i>High</i>	<i>High</i>	<i>Penetrated</i>	<i>10+</i>
<i>Regional Dealer Searches</i>	<i>Mild-High</i>	<i>Mild-High</i>	<i>Dominated</i>	<i>10+</i>
<i>Regional Autos Searches</i>	<i>High</i>	<i>Mild-High</i>	<i>Dominated</i>	<i>10+</i>
<i>Local Dealer Searches</i>	<i>Mild</i>	<i>Mild-High</i>	<i>Saturated</i>	<i>10+</i>
<i>Local Autos Searches</i>	<i>Mild</i>	<i>Mild-High</i>	<i>Saturated</i>	<i>10+</i>

NOTE - Our test searches and analyses concentrated exclusively on the Mercedes-Benz brand.

Competitors Detected: Drive MB,

National Recognition: Drive MB, Walts MB, Beverly Hills MB

Online Compliment

Use the following link and login credentials to access the online compliment for this assessment:

<http://clientreporting.autoconversion.net/yourmercedes/>

LOGIN: yourmercedes / yourmb15

Upon logging in you should see a purple button to download our Report Viewer. This is a small software interface that enables you to view some of the reports created during your assessment.

When using the Online Report Viewer, take note of possible reports created for you various dates which can be located using the calendar tool at the bottom left of your Report Viewer screen.

SUMMARY OF ANALYSIS

Plain English

How the competition measures up to the general dealer and automobile Search Markets:

SEO and PPC competition across the nation appears to be increasing. MB of Devon relies entirely on PPC advertising which makes them a weak local competitor. MB of Hagerstown is one of the most Organically visible MB dealer sites but they are not optimized competitively in your local market to be a threat.

How you measure up to the general dealer and automobile Search Markets:

YourMercedes.com is by and far the most Organically prominent MB dealer sites in the Philadelphia area. Anyone seeking out an MB dealer or purchase in this area is bound to discover your site. However, when it comes to PPC, your website is not a player and this is a concern.

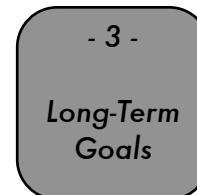
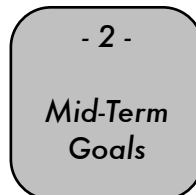
Search Market Opportunities:

The lowest hanging fruit for you at this point is PPC advertising. Coupled with your Organic Marketing, a mild dose of PPC could be expected to increase site traffic by 10%-30% almost instantly.

Other areas of opportunity could lie in promoting your dealership farther out in areas such as Lancaster, State College, and South Jersey where you have competition, especially for your higher line and more rare automobiles. This might be best for marketing your higher line vehicles that are rare and not available from any MB dealer. Likewise, we could also consider promoting other domains which would push competition out even more.

RECOMMENDATIONS

We recommend a three-prong approach with separate short term goals (30-90 days), mid-term goals (3-5 months), and long term goals (6-9 months and beyond).



Based on our research we recommend the following goals and objectives...

- Short Term:** As stated previously, your immediate short-terms goals should be to incorporate PPC advertising into the equation. This will instantly begin driving significant additional traffic to your site and give MB of Devon some competition in their PPC advertising. We also need to determine which (if any) other geo physical markets should be targeted.
- Mid-Term:** You have a solid foundation for interactive marketing with your blog, Vox, forum, and Social Media sites and the time is now for dealership personnel to take advantage of this. Emphasis needs to be put in to evaluating your customer audience and catering to them in segments, i.e. marketing more specific messages to targeted sets of customers. These interactive marketing sites should be incorporated into your sales processes more effectively to inspire your customer audience to engage and interact with you online. You need committed personnel with a tenacity for virtual relationships to accomplish this.
- Long Term:** With one brand and three stores in one major metro area, there is no reason for anyone in Philadelphia to not know YourMercedes.com. The more you can synchronize off-line advertising with the online advertising we have going on then the more you will see this platform for interactive marketing benefit your business.

Do you find this information useful?

Do you have other domains you wish to monitor like this?

For only \$150/mo per domain you can subscribe to our Performance Monitoring Service called AC Watchdog where we will incorporate any other Organic or PPC campaigns you have with any other provider and give you on-demand data-driven information like this, monthly SE reporting, and quarterly Search Marketing assessments. Plus get a free blog with content, and more...

- Only \$150/mo per domain -

No setup fee. No long-term obligation. No hassle reporting. Learn More.

HOW OUR PERFORMANCE SERVICE WORKS

Performance Subscriber Program Overview, a.k.a. **AC Watchdog** - Only \$150/mo per domain

AC Watchdog is a no-risk no-obligation service that includes the following features and benefits:

- Free Blog
- SEO for your website.
- SEO for your blog.
- Domain for your blog.
- One (1) Premium Article each month for your blog.
- Monthly Search Engine Reporting.
- Quarterly Search Marketing Assessments.
- Ongoing tips, training, and information for successful blogging and SEO.

This service is useful even if you do not want the SEO, blog, and monthly article because we will keep these reports running for you each month, plus every 3 months we will perform this same assessment you received free today. That's right, each quarter we will re-assess your Search Market Authority compared with your competition and update your online profile. You can even expand on these profiles with your AC Watchdog subscription.

Imagine that! It's like having your own non-partisan assessment team no matter who or how your SEO and other Search Marketing efforts are being performed. There is no better way to keep your providers honest than with our *Performance Subscriber Service*, **AC Watchdog**.

There is no catch or hook. You can sign up online right now by following the instructions below and you may cancel your subscription at any time.

How to Upgrade:

Upgrading to o **AC Watchdog** is simple.

1. Go to www.autoconversion.net/promocode
2. Enter **Promotional Code 102**

Upon entering your promo code you will be prompted to enter your credit card information. Just follow the on-screen instructions. Once your upgrade is completed you can expect to receive a welcome package from us via email.

HOW OUR PREMIUM SERVICE WORKS

The **Premium Subscriber Service** is for launching campaigns to target select Search Markets. To do this, upgrade to our Performance Service (**AC Watchdog**) for each domain you wish to promote, then request a Campaign Proposal Strategy by following the instructions below.

Premium Subscriber Program Overview

1. First, follow the instructions on the previous page to upgrade your free subscription to **AC Watchdog**. An AC Watchdog service is required for each domain you wish to promote. A complimentary Search Marketing Assessment will be performed for each domain you register with us.
2. Then, go to www.autoconversion.net/requestproposal and submit a request for your Campaign Proposal Strategy. Enter **Assessment Code: 102-0804A**.

What is a Campaign Proposal Strategy?

A Campaign Proposal Strategy builds off of this information to provide a more strategic take on which Search Markets we will target and how we will promote your dealership in those markets, i.e. which Streams and Web Spaces will be created and executed on your behalf. Essentially, it is a comprehensive Search Marketing Strategy complete with Executive Summary, Investment Summary, Campaign Summary, and Performance Summary. *There is no additional purchase commitment to receive your proposal strategy. It is exactly that, a proposal. If upon reviewing the Campaign Proposal Strategy you do not wish to purchase additional products then that is OK. You are not bound or obligated to do so.*

What is a Stream?

We offer full-service Content Marketing in the form of Streams, or channels, which is content written for SEO purposes *and* for readership appeal. There are two (2) channel types:

3. Blog/RSS Marketing Channels
4. Relational Article Marketing Channels

Each channel type promotes your site in various ways with different features and benefits.

Product Lineup

We offer three (3) product packages:

1. **AC Search**: Campaign-based SEO
2. **AC Social**: Campaign-based SEO and Social Media Marketing
3. **AC Newsletter**: Email Marketing fused with SEO and Social Media

AUTOBURST BENIFITS

Increased Residual Site Traffic, Increased Sales Opportunities

Naturally, the more visible you are in Search, and thus with Internet users, the more traffic you can expect to see to your site. Plus, since **AutoBurst** is specific to Organic Search Marketing, the visibility and increased site traffic has residual value beyond the capacity of other forms of marketing and advertising. For instance, with PPC advertising, you stop appearing as soon as your daily or monthly budget is used, or when you halt the campaign. With radio, T.V., and print advertising, your presence disappears as soon as the ad expires or stops airing. But with Organic Search, what you invest into today impacts you now and down the road because you are constantly building on what you produce. In other words, your marketing efforts are not used up, they are exponentially accumulating.

Build and Differentiate Your Brand

Unlike most other forms of online marketing where you pay to build brand credibility for the provider, with **AutoBurst** you are investing into your own brand. Each dollar you put in to the **AC** program results in quality unique content that you own, visibility of your business on the Web, and greater overall awareness of your products and services.

Key Phrase Relevancy and Collateral Search

One of the great benefits to Organic Search Marketing is *keyword relevancy*. By investing into multiple Content Channels, you are not limiting your dealership to just those key phrases. You are investing into a set of related key phrases and long-tail search possibilities that ultimately help attain Search Market Saturation.

For instance, "Honda Dealer" and "Honda Vehicles" share the phrase "Honda". Because search engines know your (local) geo-market and because "dealer" and "vehicles" are automotive related terms, two channels focused on these two key phrases gives your Channels an extensive combination of related key phrases in which your site may appear in Search.

Search Market Saturation

As described previously, search engine visibility is categorized into five (5) categories - Invisible, Visible, Penetrated, Dominated, and Saturated. With **AutoBurst**, you are guaranteed to benefit from increasing visibility in several areas of your business as your Channels continue to run. Search engine visibility is a natural by-product of quality content, effective SEO, RSS Marketing, and link building. Your business is destined to become more and more accessible to online auto shoppers as you add to your investment.

Search Marketing Assessment

Prepared For Vinart
Thursday, April 10, 2008



SATISFACTION GUARANTEED

Our goal is to build and differentiate your brand by saturating search markets and driving residual traffic directly to your website.

We provide full-service Search Marketing Optimization (SMO) services with the intention of increasing your Search Engine Visibility so that you ultimately can improve your ROI and generate more business while effectively branding your dealership on the Web. Our approach to SMO is designed to give you a platform from which you can pursue Relational Marketing interests with your customers. We have a network of blogs, forums, and other social media sites used to accomplish this and they are leveraged based on your specific needs and interests.

Although there is no guarantee on exact listing appearances in Search, we do guarantee the effectiveness of our service. With **AutoBurst**, you can expect increasingly greater search engine visibility of your website to the extent that your website and your overall business experience significantly greater visitation and interest from customers.

If you are serious about branding your Automotive Retail Center on the Web, then you can count on us to be a wholly committed partner in this endeavor. You are not locked in to any long-term contract or commitment to participate in the **AutoConversion** system, however we do pursue our Client Relationships with long-term interests in mind due to the inherent nature of Organic Search. Your Channels can be shut off or re-oriented at any time.

NEXT STEPS

Where to go from here?

Go to www.autoconversion.net/promocode

Enter Promotional Code: **102**

