



WEBSITE BEST PRACTICES

“WEB TIPS TO REGAIN MISSING SALES”

PRODUCED BY:

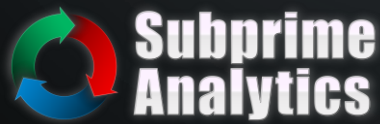
CHRIS A. JACKSON ~ PRESIDENT, MICHAEL D. JACKSON ~ CEO AST, INC.

WHO AM I AND WHAT IS AST?

Michael D. Jackson

- Co-Founder & CEO, Auto Search Technologies, Inc.
- AST, Inc. is a Nationwide Automotive Software & SEO Firm

We Proudly Provide The Technology For:





WHY SHOULD YOU LISTEN TODAY?

- *We are the industry leaders in “FREE” Organic SEO*
- *Over 70% of our client base is BHPH or special finance*
- *With over 1700 dealerships online, we’re your “1700 GROUP”*
- *Your future online success depends on decisive action today*

The image features a dark blue background with white, stylized circuit board traces in the corners. These traces consist of straight lines of varying lengths and angles, ending in small white circles, resembling electronic components or connections. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

WHAT CHANGED?

NEW CAR DEALERS ADOPTED SUBPRIME



INCREASED # OF BOLD BHPH DEALERS



CAUSING LOCAL POSITION SHIFTS



The image features a dark background with white, stylized circuit board traces in the corners. These traces consist of straight lines that branch out and terminate in small circles, resembling electronic components or nodes. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

**WHERE DID MY
BUSINESS GO?**

OTHER LOCAL USED & BHPH DEALERS



OTHER LOCAL NEW AUTO DEALERS



NEIGHBORING USED & BHPH DEALERS



NEIGHBORING NEW AUTO DEALERS



NOW YOU HAVE TO WORK SMARTER



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**WHO IS MY
COMPETITION NOW?**

The slide features a dark background with white, stylized circuit board traces in the corners. These traces consist of straight lines and right-angle turns, ending in small white circles that represent components or connection points. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

WHAT HAVE WE IDENTIFIED SO FAR

- *Other Used Auto Dealers*
- *Other BHPH Auto Dealer*
- *Franchise Dealers & Their Employees*



● 2014 – 2015 NADA DATA

“More than 10.5 Million people were employed at U.S. new-car dealerships, higher than any auto related industry”

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WHAT DO THEY HAVE
THAT I DON'T?

PERCEPTION OF NICER NEWER INVENTORY



CLEANER SHOWROOMS & FACILITIES



MORE WARRANTY OPTIONS



BETTER BRAND REPUTATIONS

Reputation



LARGER BUDGETS TO EXECUTE WITH



The image features a dark background with white, stylized circuit board traces in the corners. These traces consist of straight lines that turn at right angles and terminate in small circles, resembling electronic components or nodes. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

**HOW DO MY
CUSTOMERS VIEW
MY DEALERSHIP?**

WELL, DOES ANYONE REMEMBER THIS?



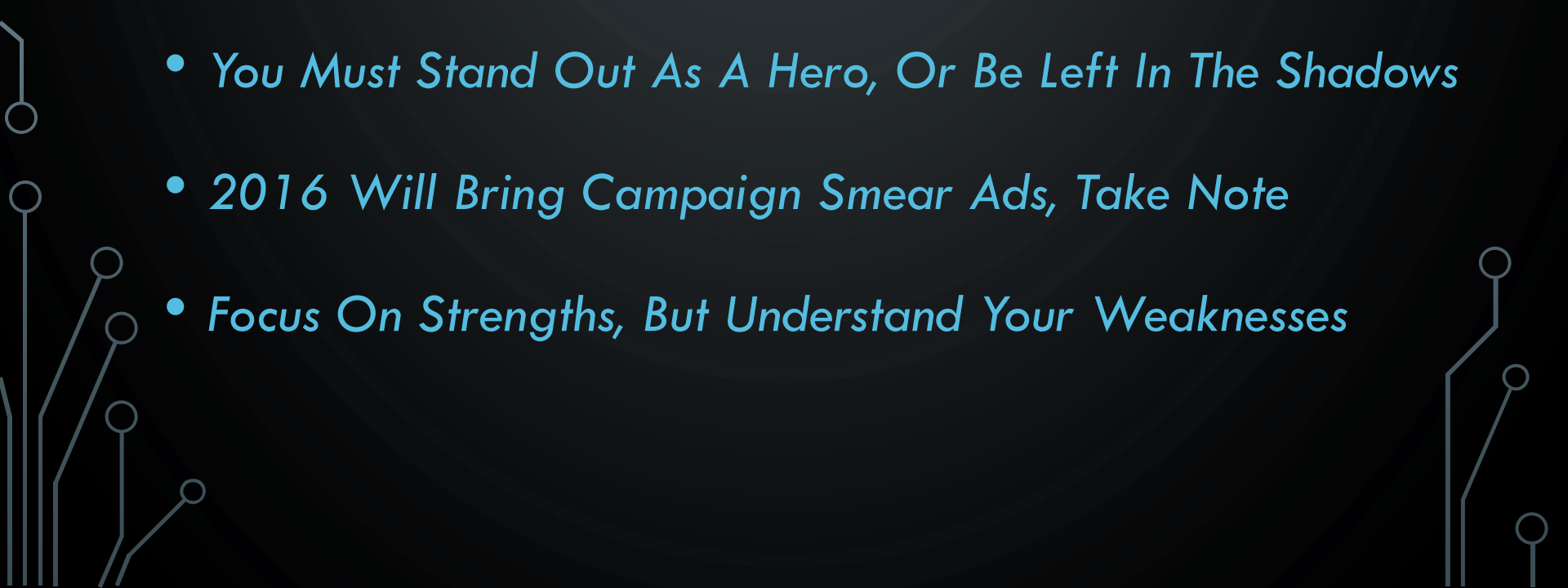
I HOPE SO, IT KICK STARTED THE CFPB





DID THIS MEAN ALL MORTGAGE REFINANCE COMPANIES WERE BAD?

NO!

- *You Must Stand Out As A Hero, Or Be Left In The Shadows*
 - *2016 Will Bring Campaign Smear Ads, Take Note*
 - *Focus On Strengths, But Understand Your Weaknesses*
- 

FROM 1 – 10
HOW IS MY DEALERSHIP PERCEIVED?



FIND YOUR NUMBER & IMPROVE IT!

DO I PRESENT MY BUSINESS THE WAY I NEED?



ASK CUSTOMERS, TAKE NOTE, IMPROVE!

DO THEY THINK YOU WILL REPO
ON THE 1ST LATE PAY?



*SHOWCASE WILLINGNESS TO WORK
WITH CUSTOMERS WHOM ARE BEHIND!*

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WHAT CAN I DO?

INCREASE THE LOST % BY A HIGHER GAINED %

- $100\% - 30\% = 70\% + 40\% = 110\%$
- $100\% - 20\% = 80\% + 30\% = 110\%$
- $100\% - 10\% = 90\% + 20\% = 110\%$
- *These Are Easier To Achieve Than You Think!*

The image features a dark blue background with white, stylized circuit board traces in the corners. These traces consist of straight lines of varying lengths and angles, ending in small white circles, resembling a PCB layout. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

**DO I HAVE ENOUGH
TIME TO COMPETE?**

YES IF YOU:

CREATE A GOAL CALENDAR
& EMPLOYEE ASSIGNMENTS
(STARTING TODAY)



APPLY TIME TO YOUR WEBSITE
DURING THE SLOW DOWN
(HOLIDAY SEASON)



CAN I JUST



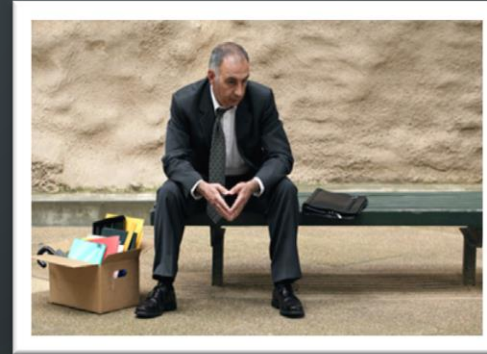
RIDE IT OUT?

YES IF YOU:

CUT MARKETING COST



LAY-OFF EMPLOYEES



WORK 14-16 HR. DAYS



YOU PLAN ON RETIRING



OTHERWISE NO! GOOD LUCK!

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WHERE DO I START?

NO.1 IDENTIFY WHAT YOU
HAVE TO OVERCOME
(MAKE A LIST OF EVERYTHING)



NO.2 SELL THE CAR NOT JUST THE FINANCING



NO.3 FOCUS ON QUALITY NOT JUST VEHICLE PRICE



NO.4 FOCUS ON BETTER VEHICLE DISPLAY PAGES (VDP'S) CONTENT IS KING!

Price \$48,295

Body Style 4-Door 4dr Car

Engine 8 Cylinder Engine Gasoline

Transmission 6-speed automatic transmission-inc: Tiptronic gear selector, dynamic shift program, hill detection capability, "sport mode" setting

Ext. Color Gray

VIN WAUJMV94E88N015791

Location autoBAHN Demo Site Location 1
Newport Beach, CA

100% Secure Application

First Name

Last Name

Email

Phone

APPLY ONLINE

Preferred contact: Phone Email

Best time to contact: Morning Afternoon
 Evening Any Time

APPLY ONLINE **ASK US** **PAYMENT CALC.** **MPG CALC.**

PRINT INFO **QR CODE** **INTEREST CALC.** **Get a Carfax**

Apply Online **Description** **Features** **Map to Lot** **CARFAX VEHICLE HISTORY REPORTS**

2008 Audi A8 L 4dr Sdn 4.2L 4.2L

[Back to top](#)

This is Audi's largest, most expensive car. It comes in regular-length and in L versions that are about five inches longer in wheelbase and overall length. Base and L versions have a 350-hp 4.2-liter V8 engine. The sporty S8 is a regular-length model that has a 450-hp 5.2-liter V10. The top-line W12 is an extended-length sedan that has a 450-hp 6.0-liter 12-cylinder. All A8 models have Audi's quattro all-wheel drive, a 6-speed automatic transmission, and a driver-adjustable suspension. S8s have specific suspension tuning, trim, and styling. Base and L models offer a Sport Package with uprated suspension and steering wheel gearshift paddles. Available safety features include ABS, traction control, antiskid system, curtain side airbags, and front and rear side airbags, as well as front knee airbags. Front and rear obstacle detection, keyless entry/starting, and adaptive cruise control are among the available features.

IF YOUR AUTO AD WAS A PERSONAL AD ...
WOULD YOU SHOW IT THE SAME ATTENTION?



OR WOULD YOU ONLY
DO THE BARE MINIMUM?

WHY DID YOU PICK YOUR PARTNER?

- *Was It Just for Their Heart?*
- *Was It Just For Their Personality?*
- *Was It Just Because Of The Attraction?*
- *Was It Just For Their Looks?*

NO... IT WAS ALL OF THE ABOVE!

NO. 6 VEHICLE BEAUTIFICATION

- *New-Car Dealerships Are Doing It All*
- *Focus On Your Superior Detail Process*
- *Focus On Your Multi-Point Inspection*
- *Focus On The Aftermarket Accessories*
- *Focus On Warranty Options*

NO.7 REPUTATION MANAGEMENT

DON'T WAIT FOR BAD NEWS TO LAND OR SURFACE!



PUT OUT GOOD NEWS & PRESS RELEASES FOR POSITIVE BRAND MGMT.



USE BUSINESS LISTINGS TO PUSH TRAFFIC TO TESTIMONIALS



NO. 8 REFINE YOUR SEO TARGETS

FOCUS ON CITIES WITH LARGEST POPULATIONS



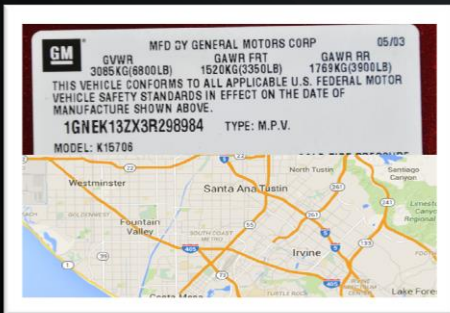
CREATE MORE ON WEBSITE VALUE



RENAME ALL VEHICLE PHOTOS



INCLUDE IMAGE OF VIN & MAP W/19+ PHOTOS



USE H1 – H6 TAGS FOR BEST SEO



REFINE YOUR SITES CONTENT KEYWORDS



NO.9 REMOVE EXITS FROM YOUR WEBSITE



*UNMATCHED EXTERNAL LINKS
TAKE AWAY VALUE*

NO. 10 RESELLING CURRENT CUSTOMERS



OPPORTUNITIES FOR UPGRADING & UPSELLING

USE PAYMENT PAGE FOR
UPGRADE OPTIONS



COLLECT CUSTOMER
DATA W/NEWSLETTER



COLLECT CUSTOMER
DATA W/SERVICE PAGE



OFFER AFTERMARKET
PARTS & ACCESSORIES



OFFER CUSTOMERS
WARRANTY UPGRADES

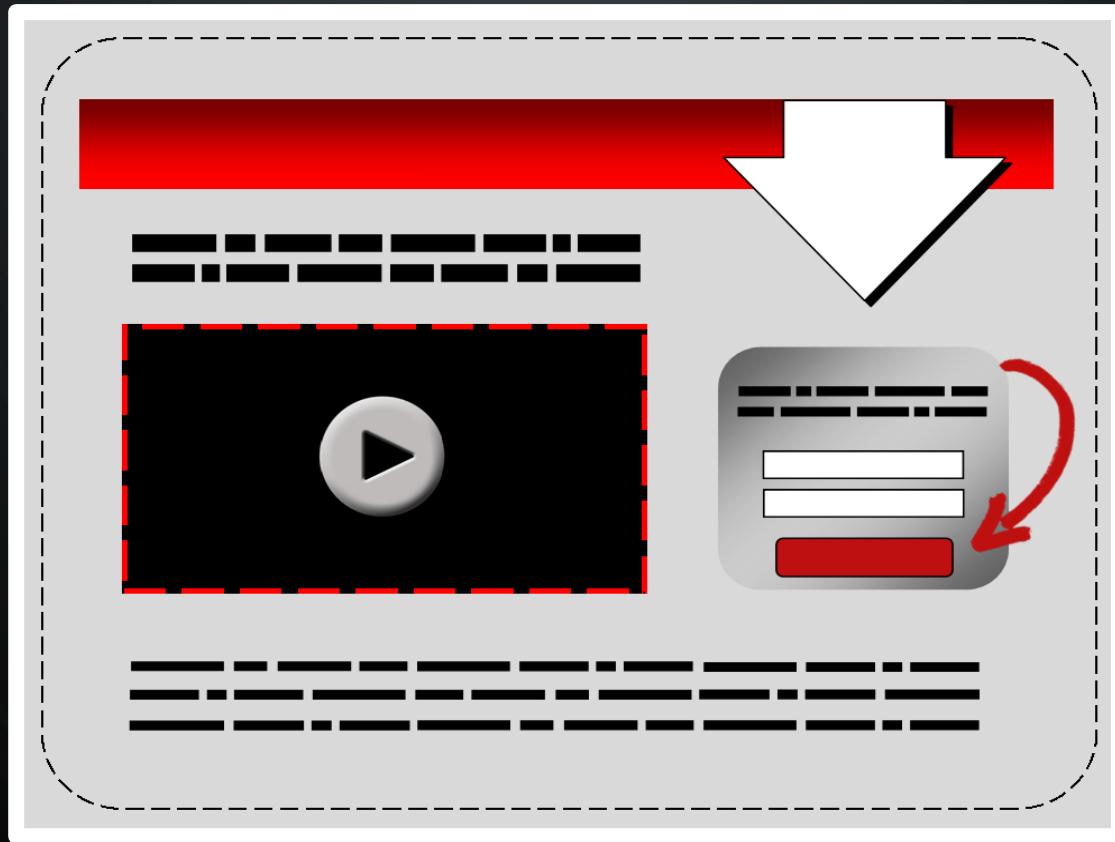


The slide features a dark background with light-colored circuit-like lines in the corners. These lines consist of straight segments connected by small circles, resembling a network or data flow diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

NO. 11 ANALYZE YOUR APPLICATION

- *Am I asking For To Much Up Front?*
- *Is It Overwhelming For My Customers?*
- *Can I Simply Focus On What's Needed?*
- *Is It Not Better To Get Them To Sit?*

NO. 12 CHOKE / THROTTLE PAGE



REQUIRE CUSTOMER LOGIN WITH NO ADDED BENEFIT

**You're Just One Step Away From
Discovering My "Private Reserve" Online
Vehicle Selection Shhh... can you keep a
secret?**

Because of my proprietary "Perfect Timing Car Buying Process" I'm able to get the most desirable cars for a steal. I find the perfect vehicle, for the perfect price, at the perfect time. That means I'm able to offer you the best cars at the most value anywhere. In order to keep my methods secret I can't allow other dealers to see my inventory. So if you want to check out my Private Reserve (some of my newest and best stuff) then simply fill out the form and prove you're not a dealer trying to spy on me. By providing your email below, you agree to join our mailing list and receive special promotions and or updates from us.

Thanks for your help.

Click [HERE](#) For Our Policy

First Name	Last Name
Email	Phone



Please enter the verification code as shown above

USE A MONTHLY PRIZE W/LOGIN FOR ADDED BENEFIT

**BEFORE YOU VIEW OUR INVENTORY...
ENTER TO WIN A 40" FLAT SCREEN TV!
THE WINNER WILL BE ANNOUNCED ON
05-15-15. NO PURCHASE NECESSARY!**

The image shows a yellow Energy Guide label on the left and a large 'ENTER TO WIN' sign on a television screen on the right. The Energy Guide label includes the following text: 'Estimated Yearly Energy Cost \$9', 'Cool Range of Energy Star® 40" TVs \$43 - \$115', and a list of conditions: 'Based on 11 cents per kWh and 3 hours use per day', 'Estimated yearly electricity use of 100 kWh @ \$0.11/kWh', and 'Your actual energy use, your utility rates and use vary. See www.energystar.gov'. Below the sign, there are smaller images of various flat-screen TVs.

**A REPRESENTATIVE WILL CONTACT YOU
TO CONFIRM YOUR ENTRY. THANK YOU
FOR VISITING CAR CREDIT! GOOD LUCK.**



First Name	Last Name
Email	Phone



Please enter the verification code as shown above

A dark blue background with a light blue circuit board pattern consisting of lines and circles, resembling a PCB layout, positioned in the corners.

HOW DO I PLAN
FOR THE ***FUTURE***

UNLESS YOU'RE DOC BROWN
OR MARTY MCFLY

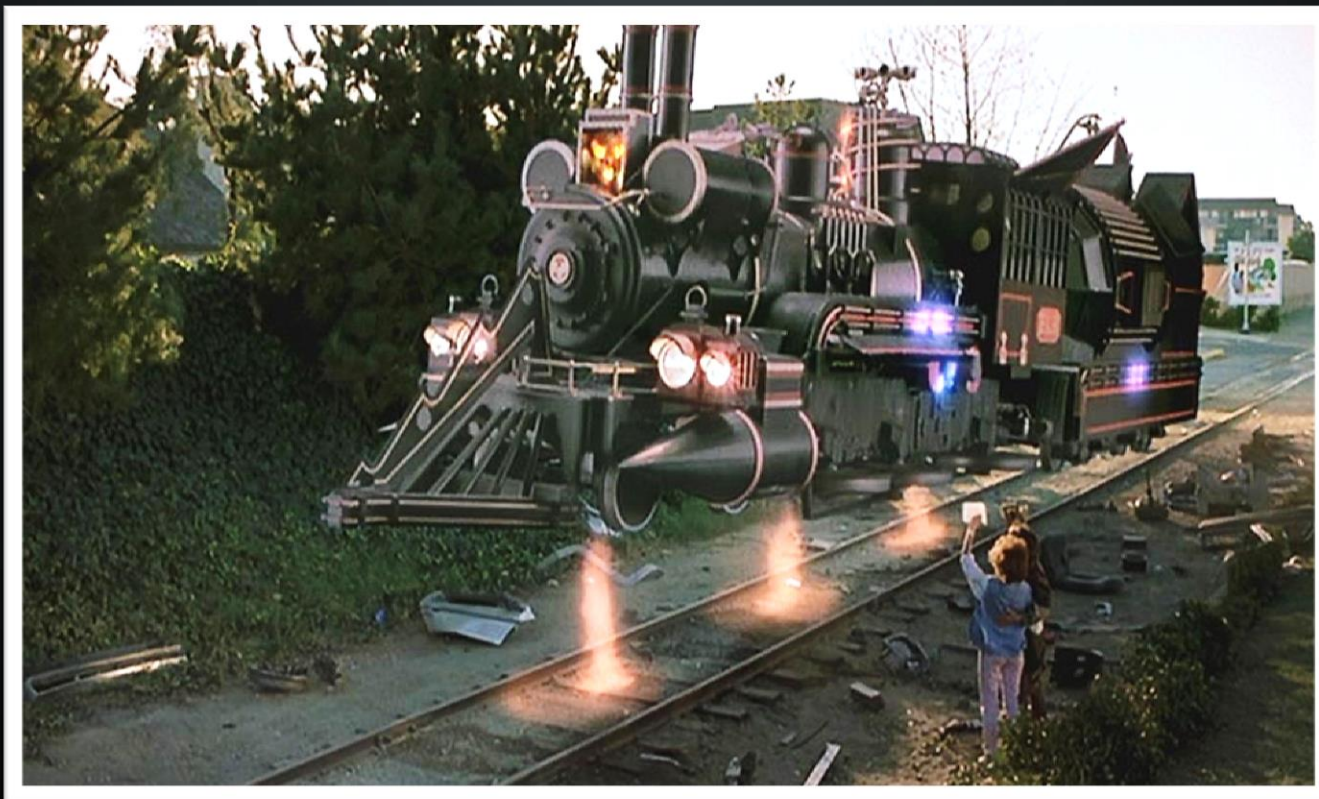


KNOWING THE FUTURE IS IMPOSSIBLE!

EVEN THEY STUDIED PATTERNS OF THE PAST...



TO CORRECT THE EVENTS
OF THE FUTURE & SO CAN YOU!



TOPICS FOR REVIEW

- *High Monthly Payments*
- *Once A Month Payments*
- *Overly High Interest Rate %*
- *Front End Loaded Interest*
- *Current Repo's = My New Business*

DON'T PLACE YOUR SUCCESS
ON LAY-AWAY!



Act Now, Survival Depends On It !

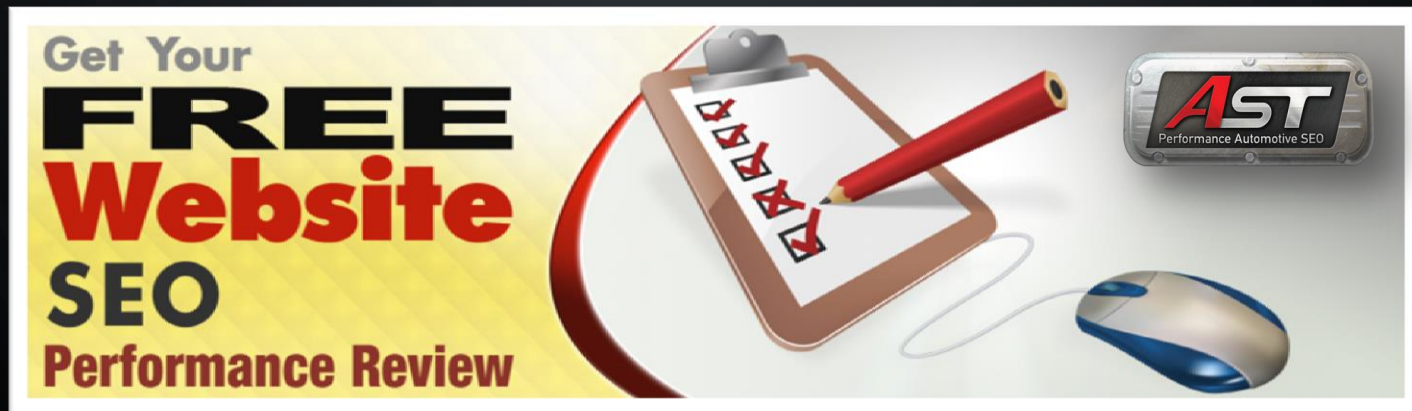
The background features a dark grey color with white, stylized circuit board traces in the corners. These traces consist of straight lines and small circles, resembling electronic components or wiring. The main text is centered in a large, white, sans-serif font.

START ADVERTISING TODAY!

- *Repo In Last 30 Days OK!*
- *Affordable Payment Schedules Available!*
- *Quality Pre-Owned Vehicles In Stock!*
- *Rebuild Your Credit From a Prior Repo!*

FREE WEBSITE SEO ANALYSIS

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- *949.608.0809*
- *E ceo@autosearchtech.com*



WWW.AUTOSEARCHTECH.COM

