



Auto Dealer Traffic Announces New Performance Based Search Engine Optimization Service

Auto Dealer Traffic, Inc. (www.autodealertraffic.com), a leading automotive Search Engine Marketing (SEM) company, today announced the launch of SEO 365, a new performance based Search Engine Optimization (SEO) service for auto dealers. SEO 365 provides dealers with daily search engine optimization campaign management for Google, Yahoo! and MSN, with a guarantee that dealers only pay for the service when their site appears on the first or second results page following a keyword search.

Columbus, OH (PRWEB) January 7, 2008 -- Auto Dealer Traffic, Inc. (www.autodealertraffic.com), a leading automotive Search Engine Marketing (SEM) company, today announced the launch of SEO 365, a new performance based Search Engine Optimization (SEO) service for auto dealers. SEO 365 provides dealers with daily search engine optimization campaign management for Google, Yahoo! and MSN, with a guarantee that dealers only pay for the service when their site appears on the first or second results page following a keyword search.

"Most SEO companies will come in, make a few recommendations and leave you to implement them on your own," says Todd Swickard. "With SEO 365, we're accountable for search engine results on a daily basis. The dealership doesn't pay for the service unless their site has a high search engine ranking."

SEO 365 includes keyword optimization to insure proper keyword density on the dealer's site, use of local keywords relevant to the dealership, page title optimization to help achieve higher search engine rankings, the implementation of search engine spider navigation protocols to make the site more search engine friendly, link building to further increase the sites overall popularity with search engine, and complete site map submissions to search engine companies.

Another key feature of the service is a series of reports to help monitor the SEO campaign, such as Keyword Ranking Reports that show where the dealer's site is placing each month in search engine rankings.

SEO 365 can enhance any website including Cobalt, Rey/Rey, Dealer.com, DealerSkins and ADP/BZ Results.

"This new service will help drive additional auto buyers to dealer websites and generate more sales activity for used cars, new cars, service department, parts department and F&I," says Swickard, who adds that optimizing sites with keywords also improves overall performance on Pay-Per-Click programs.

About Auto Dealer Traffic Inc: (www.autodealertraffic.com)

Auto Dealer Traffic, Inc. is an internet and search engine marketing company headquartered in Columbus, Ohio. Auto Dealer Traffic specializes in routing automotive consumer traffic to web sites and has been an industry leader since 2001. It is a Google certified company, as well as being certified partners of Yahoo! and MSN. Auto Dealer Traffic's proprietary software and SEM strategies are the most effective methods available for increasing traffic to web sites and generating more leads. For additional information, please visit <http://www.autodealertraffic.com>.



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