



DriveWire's Page Views and Purchases Through Search Engines Soar, Generating Substantial Increase in Parts Sales Revenue.

Auto Service Group Inc. (DriveWire.com) reports that since the launch of its new web site the number of customers, who came to DriveWire.com through search engines, soared 314%, during which time the companies revenues grew at a rate of 169%. This explosive growth underscore the effectiveness of the company's groundbreaking technology initiatives, powered by cutting-edge proprietary software.

([PRWEB](#)) July 9, 2005 -- DriveWire's increasing search engine traffic is excellent news for the company, which saw an overall traffic increase of 36.05% in May, one of the largest gains on the Internet. According to DriveWire's analytics, customers who come into DriveWire.com through a granular keyword search were ten times more likely to make a purchase.

"This is confirmation that the risk we took rebuilding our site was well worth it." Said Bryan Parks the CEO of DriveWire.com "Shoppers are confident that they're getting to the correct, high quality part at the best prices."

According to Parks, he realized early on the need to have a Web Site built for search engine consumption. While over 60% online shoppers use search engines, 80% don't look past the first few results. Parks further explained that if the shopper does not find the product on the page of the site that the search engine directs them to, that they are 90 times more likely to hit the back button to the search engine and on to the next result. "A lot of companies are now realizing the need for a good search engine strategy and are unfortunately resorting to ineffective Search Engine Optimization (SEO) tactics. A nicely designed web site with good content is the key to success."

Other aspects of DriveWire's marketing strategy include the ability to create PPC campaigns for specific product at discounted pricing. DriveWire actually shows the sale price on the advertised link dramatically increasing the conversion to sales.

Recently DriveWire added [New Car Invoice Prices](#), [Rebates](#), [Spec's](#) and [New Car Quotes](#). Over the next six months they will be adding over 400 more performance brands, Insurance, Finance, Warranty, Certified Pre Owned and Used vehicles, making DriveWire the premier automotive destination on the web."

About DriveWire.com

Launched in 1999, [DriveWire](#) is one of the leading online retailers of [auto parts](#) and [accessories](#). Aside from offering the lowest prices on replacement parts and performance accessories, they provide one of the largest online catalogs of [Honda Parts](#), [Acura Parts](#), [Toyota Parts](#), [Porsche Parts](#), [Chevy Parts](#), [BMW Parts](#) and [Mercedes Parts](#). DriveWire is a Warehouse Distributor for [Eibach](#), [Intrax](#), [AEM](#), [DC Sports](#), [B&G Suspension](#), and [Injen](#).

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**Contact Information**

Bryan Parks

DRIVEWIRE.COM

<http://www.drivewire.com>

949-387-1900

Online Web 2.0 Version

You can read the online version of this press release [here](#).