



US Car Dealers Offered Free SEO Website Analysis

Auto dealers looking to improve Internet sales can take advantage of a free offer from the Pasch Consulting Group. US car dealers can receive a free SEO review of their websites by PCG's Automotive SEO experts until the end of the year.

Rumson, NJ, November 15, 2008 --(PR.com)-- Automotive SEO Consulting Company, Pasch Consulting Group (PCG), announces a free Search Engine Marketing review for car dealers located in the United States until December 31, 2008. General Managers and Internet Sales Managers can call PCG to request a no obligation review of their website. The review will identify areas that can be improved to generate additional local automotive leads and direct consumer traffic.

In a shrinking economy, US car dealers are looking for ways to trim their advertising budgets while keeping consumer lead flow uninterrupted. The Pasch Consulting Group's innovations in automotive microsites are providing car dealers with inexpensive platforms for direct lead capture. PCG has demonstrated that their SEO strategies and microsites can position dealers on Google page one for dozens of high value search phrases.

PCG's automotive retail clients are listed on Google Page One for high volume search phrases like:

- BMW used cars - #1 in USA
- Infiniti used cars - #2 in USA
- Infiniti warranty - #2 in USA
- BMW 128i - #1 in USA

Online ad revenue has overtaken traditional forms of advertising like print and radio, for many reasons. Online advertisers can easily track and measure results of their campaigns. Unlike traditional forms of advertising where companies spend thousands of dollars and hope for results, Internet campaigns allow companies the luxury of paying only for performance, sometimes referred to as Pay Per Click advertising. Another reason for the boom in Internet spending is the ability to narrowly target a specific audience. The use of keywords and geographic qualifiers can ensure a company's message only goes to a specific audience, increasing the likelihood of sales conversions.

Savvy car shoppers know they now have access to unsurpassed amounts of information at their finger tips, thanks to the Internet. However, many 'Lead Collector' websites are capturing leads from qualified consumers who have done their research and are now ready to purchase a vehicle. These lead collector websites become a silent partner in a dealer's internet sales strategy. If an auto dealer enhances their SEO and SEM strategies, they can position their website ahead of lead collectors and begin collecting leads first hand.

Auto dealers looking to optimize their digital marketing budgets should contact Brian Pasch, CEO, and get the very best advice on marketing their business on the Internet using effective SEO and SEM strategies. Call 732-842-4720 or visit: <http://www.dealer-seo.com>



Brian Pasch
CEO
Pasch Consulting Group
732-842-4720
brian@paschconsulting.com

###



Contact Information:

Pasch Consulting Group

Brian Pasch

732-842-4720

brian@seonj.com

www.seonj.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/116947>

News Image:

