

Global and Client 2-Specific SEO Trends

1. Search Engine Environment Trends

- a. Content with a location appears higher on the page and is grouped together
- b. Content with more social media activity (likes, plus 1s, Twitter mentions) has higher placement
- c. Freshness/relevance of content affects placement
- d. Google will now penalize you if you have too many ads, especially at the top of your page. Google prefers sites that mix good content with ads and will reward that behavior with better rankings
- e. Bing has changed its quality scoring, affecting SEM rates
- f. While Google is still the number search engine, Bing is now outpacing Yahoo
- g. People are now searching the Internet on more mobile devices, including phones and tablets
- h. Google has added personalized search to its search results, pulling in data from people's Google+ pages
- i. If you search for images on Google, the search engine looks for images that are both the most relevant and from the highest quality sources
- j. Google allows you to sort results by country
- k. Changes to text or pages on a site may take a while to update in search engines. To make the process faster, change the last modified date on the sitemap, remove duplicate content if your site is indexed with multiple URLs and use URL tools to remove cached pages
- l. Google has added a new feature that allows you to just give them a URL with the site's latest content as opposed to uploading a new sitemap
- m. Quality backlinks add credit to sites and increase page rank
- n. When a bot crawls your site, they're looking for relevance, comprehensiveness (news, good content, videos, photos, social features, etc.), speed at which the site loads and how old the information is. The better the site fits these criteria, the higher the page rank is
- o. Bots search your page from top to bottom, right to left and front to back. A keyword in the first paragraph will help with search because of how the bots search
- p. How to get your site indexed faster with Google
 - i. Having a standard XML and Google News sitemap helps sites index faster
 - ii. Register RSS feed with Google
- q. How people search
 - i. Online users tend to search using keyword phrases, including asking questions to find search results
 - ii. Perform location-based queries, i.e. ford suv in phoenix

2. Automotive Industry Trends

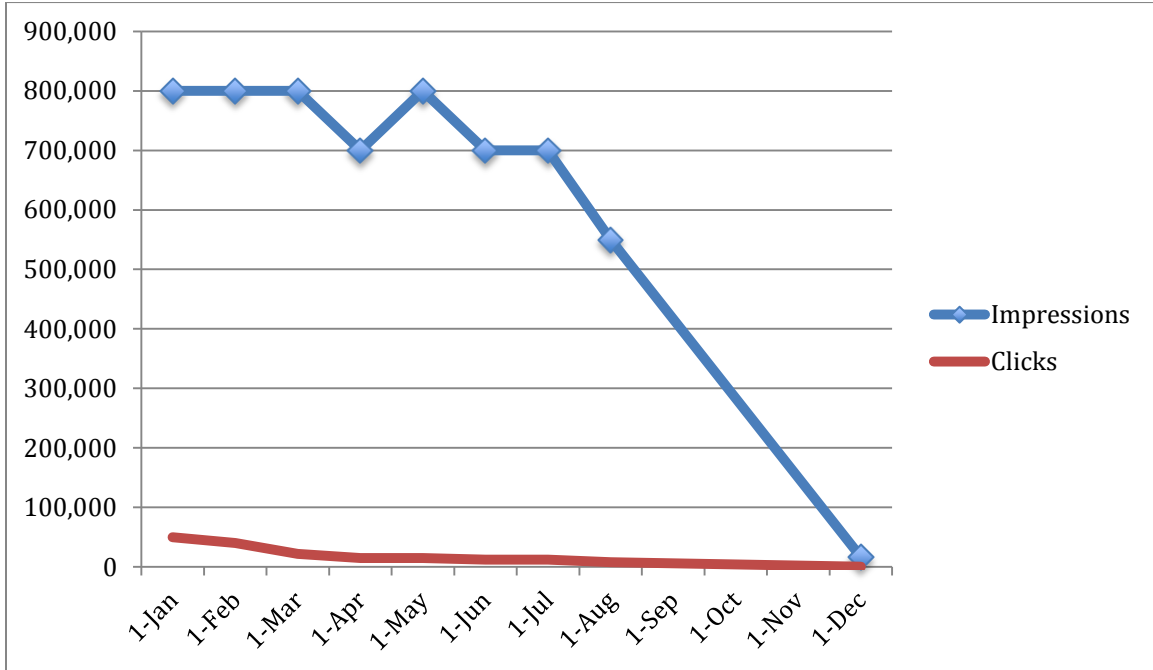
a. ComScore

3. Client 2-Specific Trends

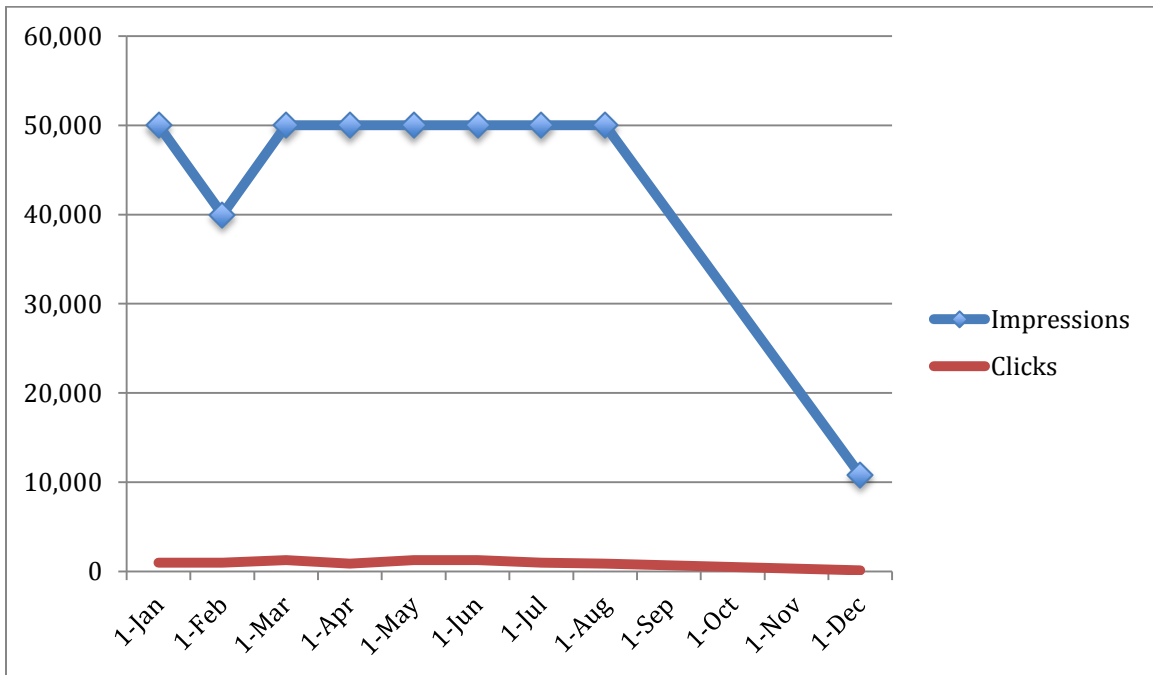
a. The attached documents demonstrate the overall trends of popular Client 2 and non-Client 2 keywords.

Non-Client 2 Top Keyword Trends

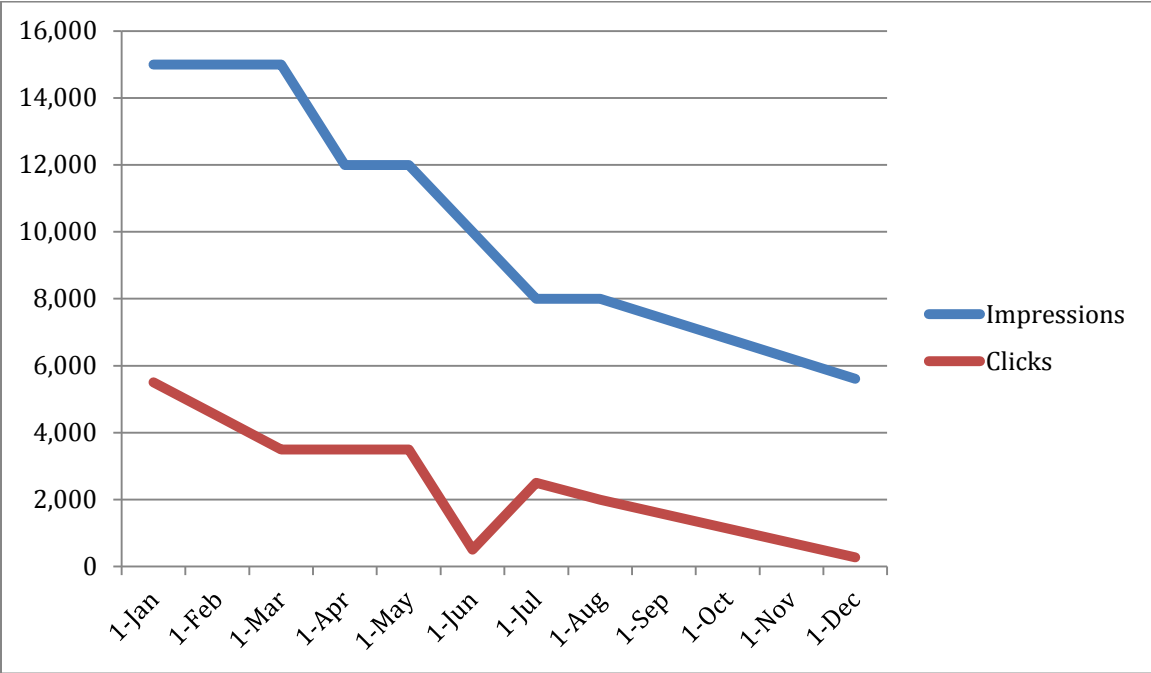
Used Cars



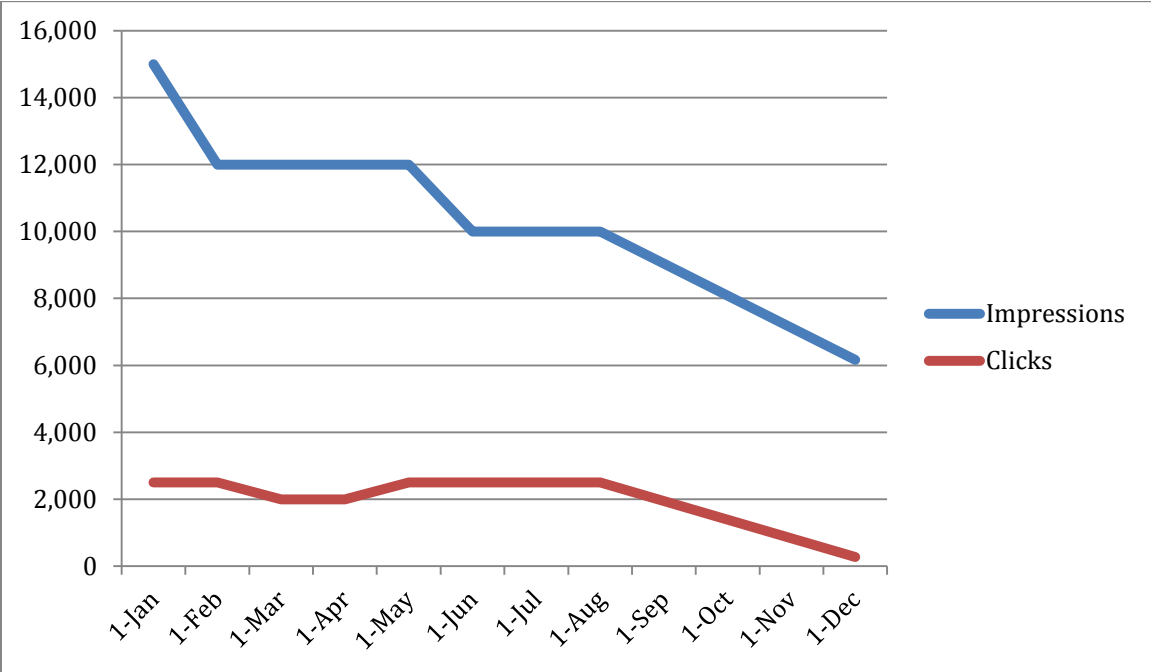
Used Car Values



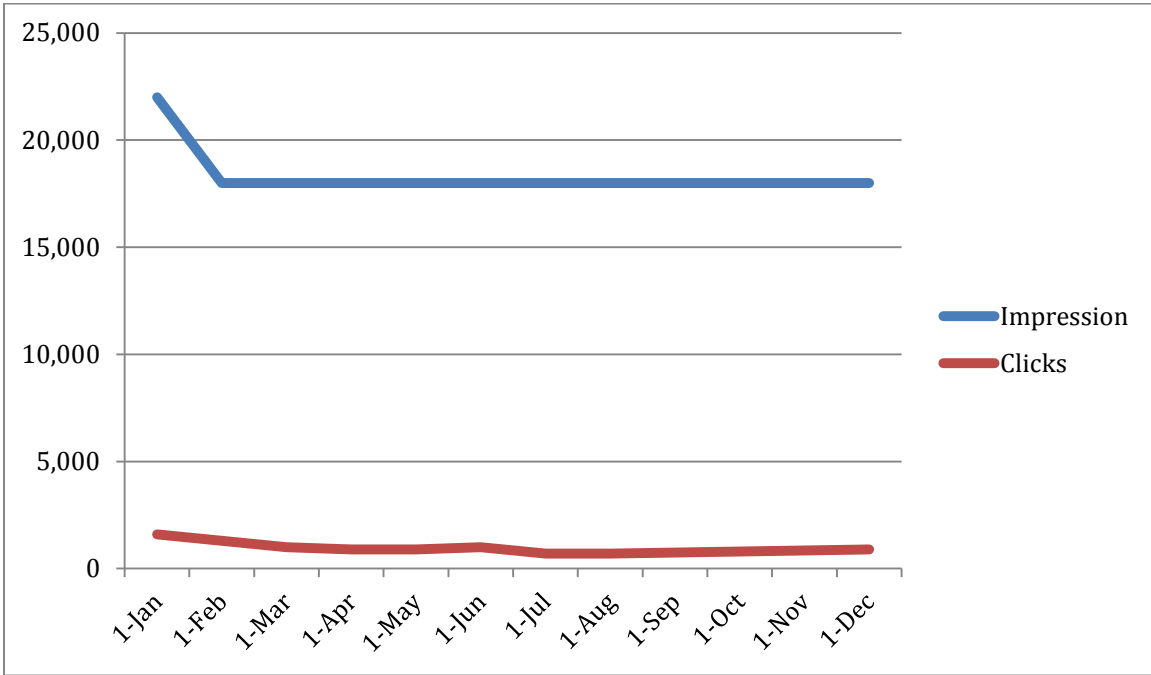
Used Car Search



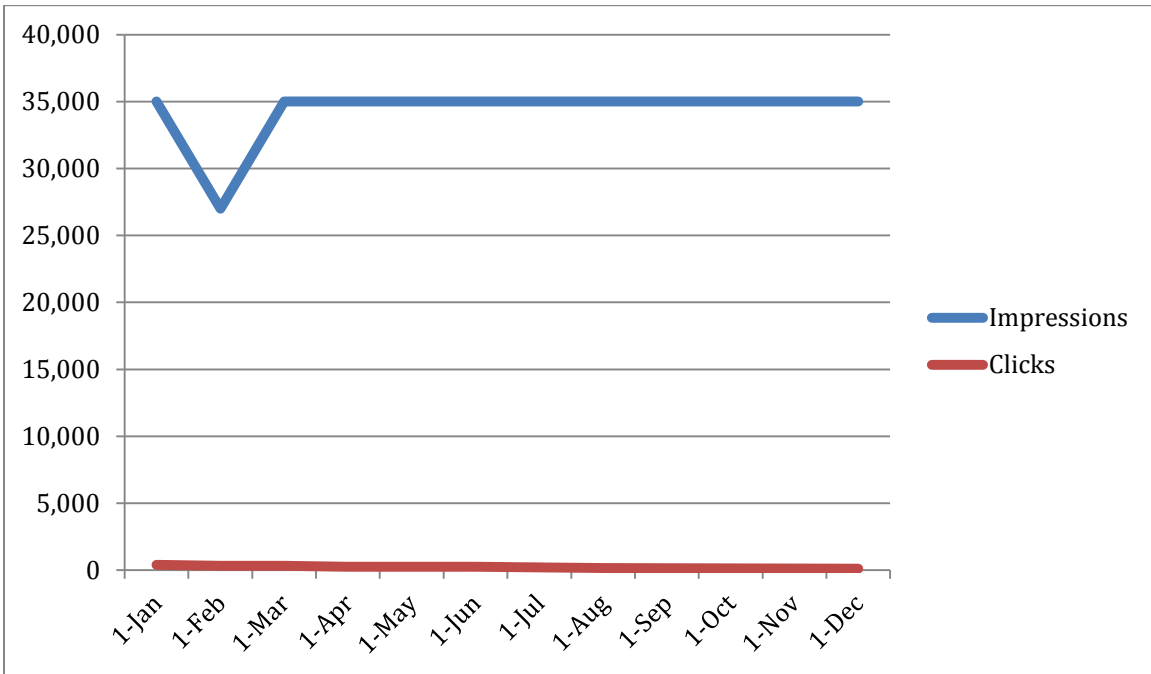
Car Search



Buy Used Cars

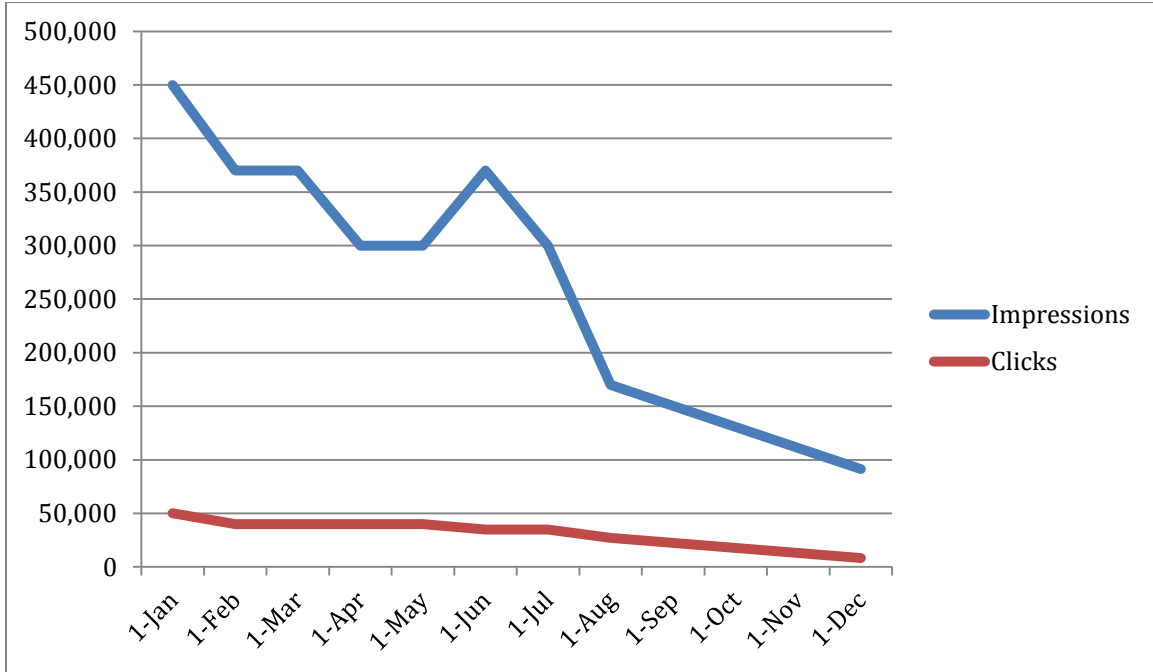


Vehicle

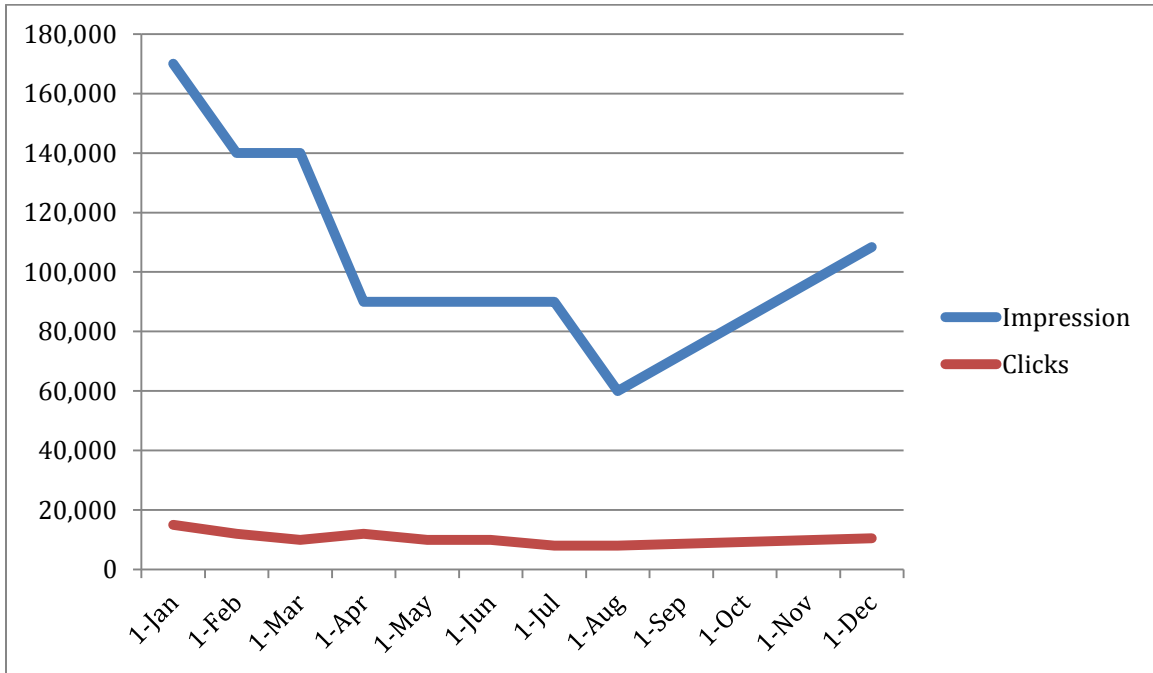


Client 2 Top Keyword Trends

Client 2



Client 2.com



www.Client 2.com

