# Website Builder Rankings

## - 2009 Auto Dealer Site Trend Report


SORGENFREI

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Sorgenfrei, LLC is a consulting, competitive intelligence, and market research firm based in New York. The firm's principals come from the automotive, financial services and consumer goods industries with experience in corporate strategy, marketing, market research, finance, and investment banking. Our focus on client responsiveness and precise data analysis has helped us generate a client list consisting of some of the world's most influential companies, such as Toyota, Mazda, Sony and American Express.

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## Introduction

Nobody will argue that 2009 was a challenging year for all sectors of the economy, especially for the automotive industry. Retail light vehicle sales in the U.S. were down 21.2% in 2009[1] and that was compared to an already disappointing 2008.

While there are signs of a stabilization in the economy and correspondingly in vehicle sales, we are far from the heyday of almost 17 million units sold in 2005[2]. JD Power estimates sales volume in 2010 to be only 11.5 million units.

Competition for those customers will be intense as we slowly climb out of this recession and increasingly, the battle for their attention will be fought online.

The questions are; has the economic environment changed the way automotive consumers' research and shop? Has the Internet's impact on buyer behavior changed during the economic slump? Is Google still the dominant player in the search engine marketplace? If so, is the first page of Google still the most valuable real estate?

This paper is the second in a series that examines the adeptitude of dealer site builders in delivering results for their clients. We will answer the aforementioned questions and then analyze the existing search engine results landscape utilizing the same methodology as our first paper. We looked at the same 12 brands in the same 20 markets as we did in 2008. The results are based on the output from 2,400 sites built by 134 suppliers and include 1,330,296 indexed pages of results.

This study was commissioned by Dealer.com.

### The Internet and Search Engines are More Important Than Ever

Internet access in the U.S. has increased slightly in the past year with 74% of the U.S. population having access to the web. As of November 2009, Google is still the primary resource for online consumers accounting for 71.6% of Internet search engine traffic attributed to it. Yahoo, the second largest search engine only accounted for 15.4% of the searches during the same time period. Even if you combined Yahoo! and Bing (the second and third-ranked search engines), they would only account for 24.7% of the search engine traffic.[3]

**Percentage of U.S. Searches Among Leading Search Engine Providers**

| Domain | October 2009 | November 2009 | Month-over-Month Percentage Change |
|---|---|---|---|
| **www.google.com** | 70.6% | 71.6% | 1% |
| **search.yahoo.com** | 16.1% | 15.4% | -5% |
| **www.bing.com** | 9.6% | 9.3% | -2% |
| **www.ask.com** | 2.6% | 2.7% | 1% |

Hitwise data indicates that traffic to automotive categories from Google grew 15% year over year in November. 21% of traffic to the automotive category came from Google in November 2009.[4]

**Percentage of U.S. Upstream Traffic From Search Engines Among Verticals**

| | Google | | | Yahoo! Search | | | Bing | | |
|---|---|---|---|---|---|---|---|---|---|
| **Vertical** | **Nov 08** | **Nov 09** | **YoY% Change** | **Nov 08** | **Nov 09** | **YoY% Change** | **Nov 08** | **Nov 09** | **YoY% Change** |
| **Automotive** | 18.3% | 21.10% | 15% | 4.26% | 3.96% | -7% | 1.26% | 2.34% | 86% |
| **Health** | 32.7% | 31.62% | -3% | 6.31% | 5.05% | -20% | 1.78% | 3.4% | 91% |
| **Shopping** | 18.1% | 19.29% | 6% | 4.22% | 3.91% | -7% | 1.3% | 2.26% | 74% |
| **Travel** | 26.8% | 28.87% | 8% | 4.95% | 4.26% | -14% | 1.86% | 2.86% | 54% |

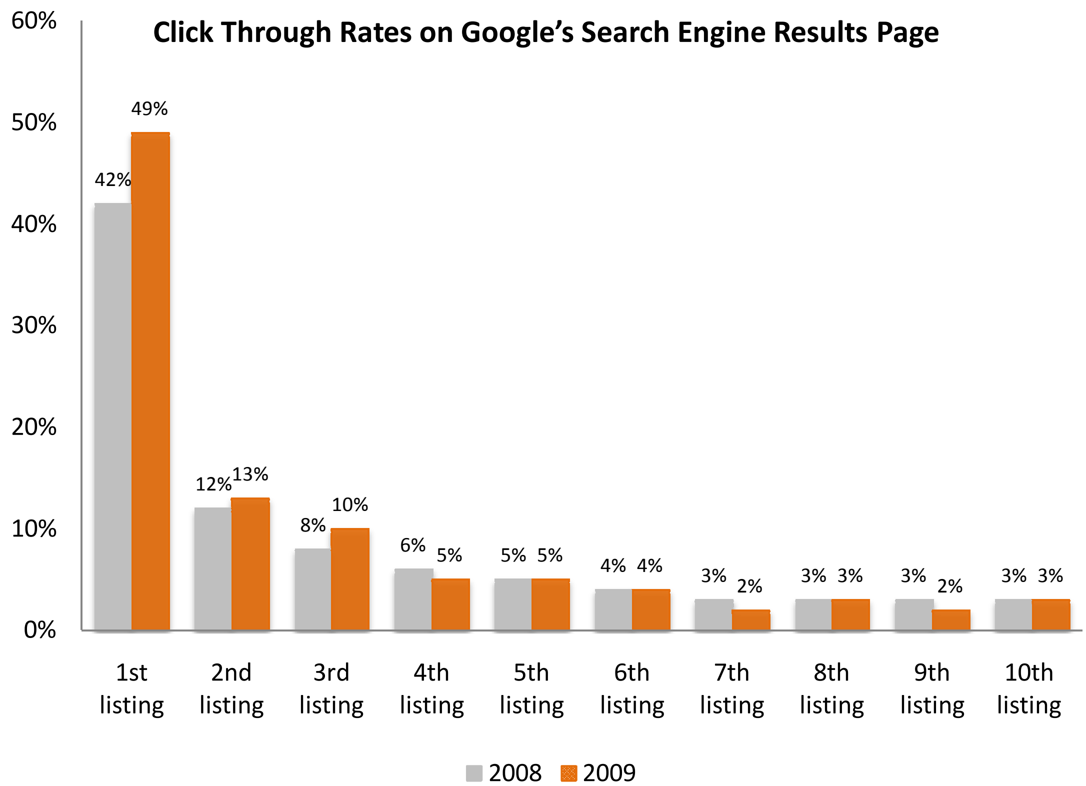
Clearly, Google is the dominant player in the search engine game. They own a majority of the search engine traffic in the U.S. and they are the largest provider of upstream traffic in the Automotive vertical. In addition, they set the standard for the search engine industry so it is safe to assume that a search strategy designed with Google in mind will be effective on the smaller search engines as well.

The next question is, has the consumers' behavior changed when they interact with Google? We made a strong argument in last year's paper that showing up on the first page of Google search engine results was paramount to the success of a search engine optimization (SEO) strategy. The data continue to support this a year later.

**Importance of Google's First Page**

Google does not reveal exactly how their search engine algorithms work. In fact, they are constantly tweaking them to adapt to consumer behavior and search patterns. In order to stay in step with search engine companies, SEO vendors must keep their strategies organic. While the means may change, the goal remains the same – to get a client's information in front of the consumers when they are utilizing search engines. More specifically, the results need to be on the first page of Google's results page.

According to Searchlight Digital[5], the top organic result is where 49% of the consumers click. The Top 5 results account for 82% of the clicks and the first page accounted for 96% of the click throughs. Translation: getting on the first page is important and the higher up on the page your results show, the better chance of your links being clicked.



Location is more important than ever as consumers are relying on the first page of results to find what they are looking for. Compared to the data reported in our 2008 study, the importance of the first page of Google's result page has increased. The Top 3 spots now account for 72% of the click throughs compared to 62.6% last year and the first page now represents 7% more clicks than last year (96% vs. 89%).

**Who Does It Best?**

We have established that the automotive consumer is online in greater numbers than ever and that Google is the primary resource for these consumers when searching for a vehicle. We have also made the case about the importance of a site's links showing up on the first page of the Google search engine results page.

The final question is how does this affect the automotive dealer's approach to allocating budget to attract a smaller consumer base? If a dealer utilizes a third party to build and optimize their site, how does their vendor rank? Based on a year-to-year comparison, which vendors are the most consistent and which are gaining or losing share of placements?

We used the same methodology as we did in 2008 to find out.

**Study Methodology**

In order to maintain consistency with last year's study, we examined the same brands and markets. The 12 brands represent a cross-section of those offered in the U.S. They include the Top 5 brands by volume, domestic and international brands and luxury and mass-market brands. The brands are: Audi, BMW, Chevrolet, Chrysler, Ford, Jeep, Honda, Hyundai, Mazda, Mercedes-Benz, Nissan and Toyota.

The 20 markets remained the same as well. The markets included in the study are Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Columbus, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York City, Philadelphia, Salt Lake City, San Diego, San Francisco, Seattle and Washington D.C.

In order to mimic users' experience searching Google from around the country, we used Google's Adwords targeted ad preview tool[6]. This allowed us to see Google results as if we were in the cities above despite being at our offices in New York.

Using the tool, we entered brand, "dealer", and city (e.g.: Toyota dealer Chicago) for the 12 brands in each of the 20 markets and recorded the data from the first page of results on Google.

The resulting listings included dealer web sites, third-party sites and OEM sites – excluding paid search listings. We examined 2,400 search results and recorded their position on the page, the number of indexed pages associated with the site and the vendor that created the site. The final tally included 1,330,296 indexed pages from 134 different website builders.

**Study Results**

In order to compare the results to those of the 2008 study, we will report on the Top 5 site builders across all brands and all markets in terms of their ability to get first page Google results for their clients. We will also examine those that were more adept at getting Top 5 and Top Spot placements as they represent the richer placements on a Google search page. A full listing of vendors represented in the study is available in the appendix.

When looking at this year's results, the first thing we noticed was the fact the number of vendors getting their clients on the first page of Google decreased from 148 to 134. A further analysis of the Top 5 vendors in terms of number of first-page placements revealed that while the vendors remained essentially the same, the relative share of the total per builder changed considerably. Most vendors had fewer placements and lower share of results but one vendor increased both their number of placements and share overall.

**Aggregated Results Across All Brands and Markets**

As mentioned earlier in this paper, the first page of results on a Google search engine results page accounts for 96% of all click throughs. By design, a Google results page contains only ten possible listings so our first level of analysis is of the number of Top 10 placements the various vendors were responsible for.

| Top 10 Placements | | | | | |
|---|---|---|---|---|---|
| **Vendor** | **# of Top 10 Placements** | **Rank 2009** | **Share of Total Top 10 2009** | **Share of Total Top 10 2008** | **Change** |
| **Dealer.com** | 389 | 1 | 16.2% | 10.5% | + 5.7 PP |
| **The Cobalt Group** | 159 | 2 | 6.6% | 9.0% | -2.4 PP |
| **Cars.com** | 137 | 3 | 5.7% | 8.5% | -2.8 PP |
| **Source Interlink Media** | 85 | 4 | 3.5% | 4.8% | -1.3 PP |
| **Reynolds Web Solutions** | 84 | 5 | 3.5% | 5.8% | -2.3 PP |

Four of the top five vendors retained their position from the 2008 study with Source Interlink Media being the only newcomer to the ranking. Source Interlink Media displaced AutoTrader.com in the fourth spot.

Of the Top 5 vendors for the first page of results on Google, only Dealer.com increased their share of total results with a gain of 5.7 percentage points. The remaining four vendors lost an average of 2.2 percentage points of share.

**Top 5 Placements**

Getting on the first page of Google search results is important but the Top 5 placements account for 82% of clicks on any given Google search engine results page. Therefore, our next level of analysis was the number of Top 5 placements each builder had across all markets and all brands.

| Top 5 Placements | | | | | |
|---|---|---|---|---|---|
| **Vendor** | **# of Top 5 Placements** | **Rank 2009** | **Share of Total Top 5 2009** | **Share of Total Top 5 2008** | **Change** |
| **Dealer.com** | 244 | 1 | 20.3% | 14.2% | +6.2 PP |
| **The Cobalt Group** | 89 | 2 | 7.4% | 11.1% | -3.7 PP |
| **Cars.com** | 65 | 3 | 5.4% | 9.5% | -3.9 PP |
| **Reynolds Web Solutions** | 55 | 4 | 4.6% | 6.4% | -1.8 PP |
| **Dealerskins** | 48 | 5 | 4.0% | 4.0% | 0.0 PP |

Similar to the analysis of the Top 10 placements, the results from the Top 5 placements show four of the five vendors repeating their positions from the 2008 report. Dealerskins is new to the group, displacing BZ Results from last year. Also in line with the Top 10 analysis, Dealer.com increased their share of potential Top 5 placements with the remaining four vendors losing an average of 2.35 percentage points.

**Top Spot Placements**

Being on the first page is good, being in the Top 5 is better but the best slot to be is the top placement on the Google results page. Almost half (49%) of the users that click on an organic link from a Google results page click on the top listing.

| **Top Spot Placements** | | | | | |
|---|---|---|---|---|---|
| **Vendor** | **# of Placements** | **Rank 2009** | **Share of Total Top Spot 2009** | **Share of Total Top Spot 2008** | **Change** |
| **Dealer.com** | 58 | 1 | 24.2% | 19.6% | +4.8 PP |
| **The Cobalt Group** | 22 | 2 | 9.2% | 14.6% | -5.3 PP |
| **BZ Results** | 10 | 3 | 4.2% | 6.3% | -2.1 PP |
| **Izmocars** | 9 | 4 | 3.8% | 2.5% | +1.3 PP |
| **Dealerskins** | 8 | 5 | 3.3% | 5.4% | -2.1 PP |
| **Reynolds Web Solutions** | 8 | 5 | 3.3% | 7.5% | -4.2 PP |

Analysis of the top spot results shows a bit more volatility than the Top 10 and Top 5 results. Three vendors from last year are in this ranking but only Dealer.com and The Cobalt Group hold their positions from the previous year. BZ Results moves up to the third spot and Izmocars and Dealerskins make their debut in the Top Spot ranking. Again, the majority of the vendors lost share of possible results - an average of 3.43 percentage points. Dealer.com is joined by only Izmocars in gaining share with 4.8 and 2.3 percentage points respectively.

An interesting point to note: in 2008, the difference between share of the #1 provider (Dealer.com) and the #2 Provider (The Cobalt Group) was only 5 percentage points. In this year's study, the gulf between the #1 ranked provider of top spot placements and the #2 ranked provider is 20 percentage points. Also of note is that the majority of vendors are losing share of potential placements.

**Top Spot as a Percentage of Total Placements**

We have made the case that being in the first page of Google's results page is important and have pointed out that the higher placements are better. It is interesting to note that companies like Izmocars and BZ results do not show up in the Top 5 and Top 10 rankings but are inluded in the Top Spot ranking. They seem to have focused their efforts on the most effective spot. Further analysis shows that Izmocars has the highest percentage of their overall placements in the Top Spot, followed by Dealer.com, The Cobalt Group, BZ Results, Dealerskins and Reynolds Web Solutions.

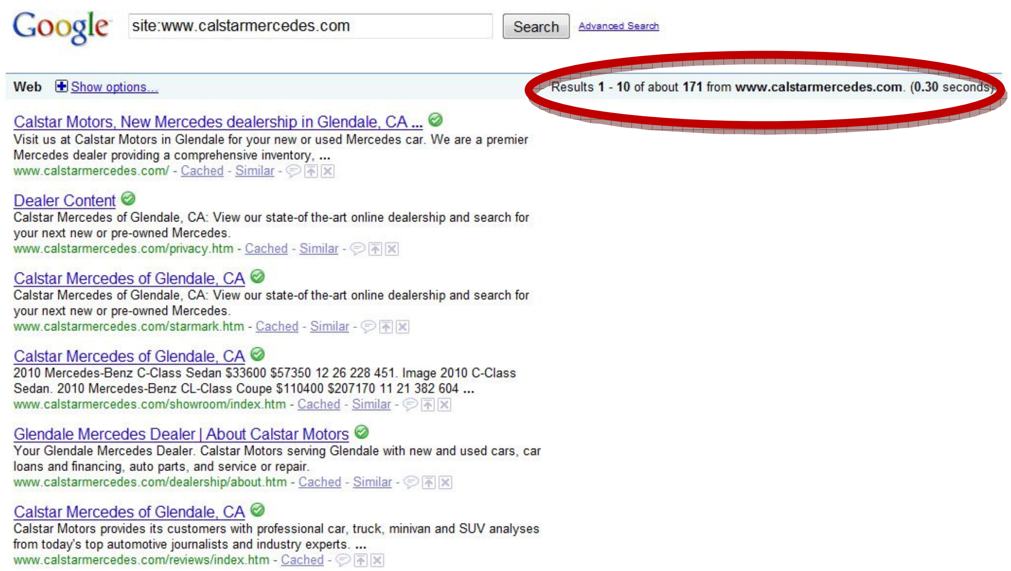
| % of Total Placements in Top Spot | | | |
|---|---|---|---|
| **Vendor** | **# of Top Spot Placements** | **# of Top 10 Placements** | **% of Total Placements in Top Spot** |
| **Izmocars** | 9 | 50 | 18.0% |
| **Dealer.com** | 58 | 389 | 14.9% |
| **The Cobalt Group** | 22 | 159 | 13.8% |
| **BZ Results** | 10 | 81 | 12.3% |
| **Dealerskins** | 8 | 71 | 11.3% |
| **Reynolds Web Solutions** | 8 | 84 | 9.5% |

Volume of placements is important but so is quality of placements. In this analysis, Izmocars is the most proficient at getting the highest percentage of their client placements in the most effective spot.

## Analysis of Indexed Pages

In our 2008 paper, we discussed the idea that the volume of indexed pages a certain site has in Google may be directly proportional to the number of times that site appears in the top search results on Google. Most SEO experts agree that the number and quality of pages indexed by Google's databases improves a site's chances of matching a search query.

We performed the "site:" test for the URLs gathered as part of the analysis. The test shows the number of pages Google has indexed for any given URL. In the example below, we typed in "site:www.calstarmercedes.com" in the Google search box, the site: test indicated that there are 171 pages indexed that are related to that site.




In seeming support of the idea that a higher number of indexed pages partially influence the rank of a site on Google, Dealer.com had the highest number of indexed pages for their clients' sites.

| Share of Total Indexed Pages | | | | | |
|---|---|---|---|---|---|
| **Builder** | **Rank 2009** | **Indexed Pages 2009** | **Share of Total Indexed Pages 2009** | **Share of Total Indexed Pages 2008** | **Change** |
| **Dealer.com** | 1 | 520,626 | 39.1% | 39.6% | -.5 PP |
| **eCarList** | 2 | 111,286 | 8.4% | .03% | + 8.1 PP |
| **Edmunds.com** | 3 | 72,740 | 5.5% | .001% | +5.5 PP |
| **Autofusion** | 4 | 53,547 | 4.0% | 3.5% | +.05 PP |
| **BZ Results** | 5 | 50,057 | 3.8% | 3.8% | 0 PP |

However, note that there are site builders with a high number of indexed pages that have not ranked in the placement analysis. Vendors like eCarList, Autofusion and the third-party site Edmunds.com all rank in the top 5 in terms of number of indexed pages and all even show growth in the past year, yet none are represented in any of the Top 10, Top 5 or Top Spot rankings.

In the table above Dealer.com and BZ Results are the only two vendors that appear in both the placement analysis and indexed page analysis. This indicates that the correlation between the raw number of indexed pages and placement performance is weak. Note the consistency of share that both Dealer.com and BZ Results display. It may be that Google's algorithms take into account volume, importance/strength and consistency of links. While we are confident of the importance of indexed pages, it is clear that it is not the only factor. A good site builder understands this and constantly adapts to deliver consistent results for their clients.

**Summary**

The past twelve months have been tumultuous for the automotive industry. Sales dropped 21.2% and while stabilizing, the near term does not promise much improvement. Competition for the estimated 11.5 million customers in 2010 will be cutthroat. Based on the consumer's increased adoption of the Internet as a research tool, the fight for those customers will likely be online.

Google has remained the king of online search engines and new data points to the increased importance of getting results on the first page of their results. Our analysis of the Top 10, Top 5 and Top Spot placements show Dealer.com as the most proficient vendor in getting their clients included high on the first page of Google's results.

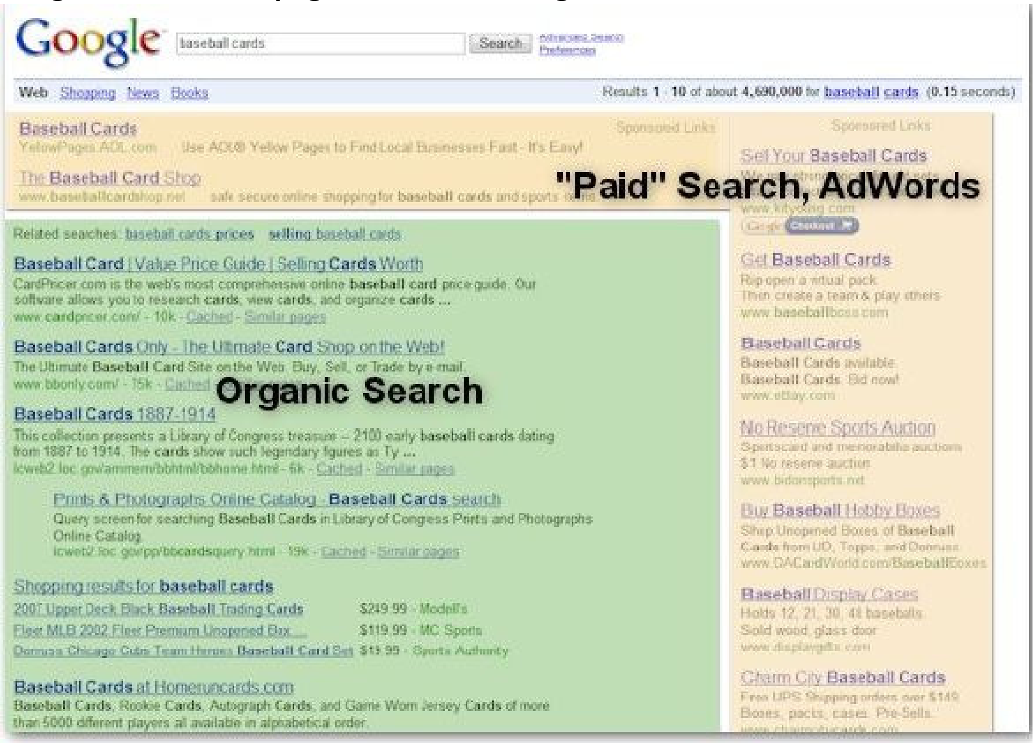
Dealer.com not only held their top position in a year-over-year analysis, they increased their share of potential results and distanced themselves from their competitors in each placement analysis.

Quantity of placements is important but so is quality. In terms of percentage of total placements in the most lucrative spot (Top spot) Izmocars is the most proficient.

We also noticed a weakening correlation of indexed pages over last year's study. The volume of indexed pages draws a parallel to high placement for two of the vendors but not all five. This indicates that the volume of indexed pages is still important but the correlation between the raw number and high placement performance is weak. There must be other factors (strength of links, consistency of share and age of links) taken into consideration by Google. This is proof that Google's algorithm is in constant flux and working with a vendor in-tune with those changes is paramount to success.

## Appendix

### Google search result page with Paid vs. Organic search results




### Vendors with Top 10 Placements – Alphabetical Order

| Top 10 Placements | Placements | Rank | % |
|---|---|---|---|
| ADP | 47 | 13 | 2% |
| 42 Media Website Design and Marketing | - | 136 | 0% |
| Ace Design Studio | 1 | 78 | 0% |
| Active Web FX | 1 | 78 | 0% |
| Advanced Dealer Systems | 1 | 78 | 0% |
| AgentWeb.net | - | 136 | 0% |
| All Auto Network | 13 | 27 | 1% |
| Americaneagle.com | 1 | 78 | 0% |
| Audi | 1 | 78 | 0% |
| Auto Sales Web | 1 | 78 | 0% |
| Autobase.com | - | 136 | 0% |
| Autoblog.com | 1 | 78 | 0% |
| AutoData | - | 136 | 0% |
| Autofusion | 28 | 18 | 1% |
| AutoLotManager.com | 6 | 38 | 0% |
| Autonation | 13 | 27 | 1% |
| AutoONE Media | 23 | 20 | 1% |
| AutoTrader.com | 82 | 6 | 3% |
| Autotropolis | 2 | 58 | 0% |

| Top 10 Placements | Placements | Rank | % |
|---|---|---|---|
| azlDESIGN | 1 | 78 | 0% |
| Bedford Falls Graphics | - | 136 | 0% |
| BlogCatalog.com | 1 | 78 | 0% |
| BMW | 2 | 58 | 0% |
| Boulevards | - | 136 | 0% |
| BZ Results | 81 | 7 | 3% |
| C1 Creative | - | 136 | 0% |
| Captivelead.com | 3 | 48 | 0% |
| Carbase.com | 6 | 38 | 0% |
| Cars.com | 137 | 3 | 6% |
| Carsdirect.com | 4 | 40 | 0% |
| CarSearch.com | 1 | 78 | 0% |
| CCS Interactive | 1 | 78 | 0% |
| Chevrolet | 1 | 78 | 0% |
| Chrysler | 1 | 78 | 0% |
| Citysearch.com | - | 136 | 0% |
| Cleveland Live | - | 136 | 0% |
| Click Motive | 22 | 22 | 1% |
| CommonPlace e-Solutions | 1 | 78 | 0% |
| Copley Press, Inc. | - | 136 | 0% |
| CountyWebsite.com | - | 136 | 0% |
| Cox | - | 136 | 0% |
| Crampton Arts | 1 | 78 | 0% |
| CSI Computer | - | 136 | 0% |
| DataOne | - | 136 | 0% |
| Deal Timer | - | 136 | 0% |
| Dealer Apex | 1 | 78 | 0% |
| Dealer Connexion | 3 | 48 | 0% |
| Dealer Direct | 1 | 78 | 0% |
| Dealer E-Process | 7 | 34 | 0% |
| Dealer HD | 4 | 40 | 0% |
| Dealer.com | 389 | 1 | 16% |
| DealerActive | 1 | 78 | 0% |
| Dealerconnection.com | - | 136 | 0% |
| DealerDNA | 1 | 78 | 0% |
| Dealerfinder.com | - | 136 | 0% |
| DealerFire | 7 | 34 | 0% |
| DealerImpact | 3 | 48 | 0% |
| Dealermade | 4 | 40 | 0% |
| DealerOn | 23 | 20 | 1% |
| DealerPeak | 1 | 78 | 0% |
| DealerRater.com | 2 | 58 | 0% |
| Dealerserve | 3 | 48 | 0% |

| Top 10 Placements | Placements | Rank | % |
|---|---|---|---|
| DealerShift | 2 | 58 | 0% |
| Dealerskins | 71 | 9 | 3% |
| DealersWebsites.com | - | 136 | 0% |
| DealerTrend | 7 | 34 | 0% |
| Dealix Corporation | - | 136 | 0% |
| Desiant, LLC | - | 136 | 0% |
| Designpath media | 1 | 78 | 0% |
| dMedia | - | 136 | 0% |
| DNS eSolutions | - | 136 | 0% |
| Driving Force | 3 | 48 | 0% |
| Drupal | - | 136 | 0% |
| E.Webscapes Design Studio, LLC | - | 136 | 0% |
| eBDC Solutions | 2 | 58 | 0% |
| eBiz Autos | 47 | 13 | 2% |
| eCarList | 18 | 23 | 1% |
| eCity Designs | - | 136 | 0% |
| Edmunds.com | 54 | 11 | 2% |
| EHG Media | 2 | 58 | 0% |
| Epic Marketing | 1 | 78 | 0% |
| Erik Nielsen | - | 136 | 0% |
| FloridaBrasil.com | - | 136 | 0% |
| Ford | 8 | 33 | 0% |
| Fresh Input Design | 2 | 58 | 0% |
| Go Visual | - | 136 | 0% |
| Gotham Dream Cars | 1 | 78 | 0% |
| Graham Ford | - | 136 | 0% |
| gsMarketing | 26 | 19 | 1% |
| Hearts Communications, Inc. | - | 136 | 0% |
| HelloMetro | 1 | 78 | 0% |
| High Gear Media | - | 136 | 0% |
| Highbeam | 1 | 78 | 0% |
| Higher Turnover | - | 136 | 0% |
| Honda | 1 | 78 | 0% |
| Hyundai | 4 | 40 | 0% |
| I/O Com | - | 136 | 0% |
| IAC | - | 136 | 0% |
| IBDC | - | 136 | 0% |
| IBMWR | 2 | 58 | 0% |
| Idearc Media | - | 136 | 0% |
| IDP | 1 | 78 | 0% |
| Indeed | 1 | 78 | 0% |
| inet | 2 | 58 | 0% |
| Inet101 | - | 136 | 0% |

| Top 10 Placements | Placements | Rank | % |
|---|---|---|---|
| Infohall | - | 136 | 0% |
| Insider Pages | - | 136 | 0% |
| Intelius | - | 136 | 0% |
| Interaction Media Group | - | 136 | 0% |
| Internet Brands | - | 136 | 0% |
| ITS Guru | - | 136 | 0% |
| Izmocars | 50 | 12 | 2% |
| Jazel | 2 | 58 | 0% |
| JB Car pages | - | 136 | 0% |
| Jeep | 1 | 78 | 0% |
| JP Automotive Marketing | 1 | 78 | 0% |
| JSWCRM | 1 | 78 | 0% |
| LAD Marketing | 2 | 58 | 0% |
| LemonFree.com | - | 136 | 0% |
| Liquid Motors | 9 | 32 | 0% |
| Local-Cars.com | - | 136 | 0% |
| Local.com | 2 | 58 | 0% |
| Los Angeles, California Website Development Company | - | 136 | 0% |
| LotPro.com | 1 | 78 | 0% |
| LTTF | 4 | 40 | 0% |
| Malick Peterson Productions | - | 136 | 0% |
| Manhattan Auto Group | 2 | 58 | 0% |
| Manning | 1 | 78 | 0% |
| Maroone | - | 136 | 0% |
| Maryland Web Design Corporation | 1 | 78 | 0% |
| Maryland Web Designers | - | 136 | 0% |
| MatrixMT | - | 136 | 0% |
| Mazda | 3 | 48 | 0% |
| MDWEB Corporation | - | 136 | 0% |
| Mercedes Benz | 2 | 58 | 0% |
| Merchantcircle | - | 136 | 0% |
| MillerNet Web Solutions | 1 | 78 | 0% |
| Millerwired.com | 2 | 58 | 0% |
| Milt Web Design | - | 136 | 0% |
| MJMI | 7 | 34 | 0% |
| MM4 | - | 136 | 0% |
| Monarch Optimizing | 1 | 78 | 0% |
| Motorwebs | 57 | 10 | 2% |
| MP e-Commerce.com | 1 | 78 | 0% |
| Networks Marketing Group | 1 | 78 | 0% |
| New York Times | 1 | 78 | 0% |
| Newcars.com | - | 136 | 0% |

| Top 10 Placements | Placements | Rank | % |
|---|---|---|---|
| Nexteppe | 17 | 25 | 1% |
| Nissan | 10 | 31 | 0% |
| NY Daily News | 3 | 48 | 0% |
| NYCwebdesign.net | 2 | 58 | 0% |
| osCommerce | 1 | 78 | 0% |
| Pasch Consulting Group | 1 | 78 | 0% |
| Pixel Motion Motors | 12 | 29 | 1% |
| PowerSports Network | 2 | 58 | 0% |
| ProMax Online | 1 | 78 | 0% |
| ProMethods | - | 136 | 0% |
| PSN | 14 | 26 | 1% |
| Pure Creative Group | 1 | 78 | 0% |
| PureDealer | 1 | 78 | 0% |
| Real Traffic Productions | - | 136 | 0% |
| Reynolds Web Solutions | 84 | 5 | 4% |
| Rheinland Motors | 1 | 78 | 0% |
| Screaming Eagle Media | 1 | 78 | 0% |
| ScreenCrafters.com | - | 136 | 0% |
| Scribd | 2 | 58 | 0% |
| Search Optics | 29 | 17 | 1% |
| Sites & Sounds | - | 136 | 0% |
| Smart Web Concepts | 2 | 58 | 0% |
| Source Interlink Media | 85 | 4 | 4% |
| Storm eMedia | 1 | 78 | 0% |
| Subaru | - | 136 | 0% |
| Texas Marketing Group | - | 136 | 0% |
| The Cobalt Group | 159 | 2 | 7% |
| The Magna Group | 4 | 40 | 0% |
| The Malone Group | 1 | 78 | 0% |
| The Net Lab | 3 | 48 | 0% |
| The Washington Post Company | - | 136 | 0% |
| The-marketing-shop.com | - | 136 | 0% |
| Thomson Reuters | - | 136 | 0% |
| TK Carsites | 76 | 8 | 3% |
| Tom Childers | - | 136 | 0% |
| Top Ten Solutions | 1 | 78 | 0% |
| Toyota | 4 | 40 | 0% |
| Tradekey | - | 136 | 0% |
| Turner Broadcasting | 1 | 78 | 0% |
| US Auto Parts Network | - | 136 | 0% |
| Usedcars.com | - | 136 | 0% |
| Utah Web Solutions | - | 136 | 0% |
| Valley Motors | 1 | 78 | 0% |

| Top 10 Placements | Placements | Rank | % |
|---|---|---|---|
| Van Ermengem bvba | 1 | 78 | 0% |
| Variant Studios | - | 136 | 0% |
| Verge Studios | - | 136 | 0% |
| VinSolutions | 3 | 48 | 0% |
| Virtually Canadian Inc. | - | 136 | 0% |
| Visual Scope | - | 136 | 0% |
| Web.com Group | 1 | 78 | 0% |
| Webcorp, LLC | - | 136 | 0% |
| WebHostingSolutions.com | 1 | 78 | 0% |
| Website Design LA | 3 | 48 | 0% |
| Website Jockey | 18 | 23 | 1% |
| Wencel Worldwide | - | 136 | 0% |
| West Advertising | 1 | 78 | 0% |
| Wikipedia | 1 | 78 | 0% |
| World Dealer | 4 | 40 | 0% |
| Worldcars | - | 136 | 0% |
| XIGroup | 33 | 16 | 1% |
| Yahoo | 45 | 15 | 2% |
| Yelp | 12 | 29 | 1% |
| Zoom Advertising | 1 | 78 | 0% |
| Zoom Digital Dealer | 1 | 78 | 0% |

[1] Automotive News Light Vehicle Sales Data

[2] 16,997,203 units sold. Automotive News http://www.autonews.com/assets/PDF/CA1152715.PDF

[3] Hitwise Press Release, December 9, 2009 - http://www.hitwise.com/us/press-center/press-releases/Google-searches-nov-09/

[4] Hitwise Press Release, December 9, 2009 - http://www.hitwise.com/us/press-center/press-releases/Google-searches-nov-09/

[5] http://searchlightdigital.com/guides/guide-serp-click-through-rates/

[6] Google Adwords Targeted preview tool allows user to enter keywords and a location to replicate being in that geographic location during search: https://adwords.Google.com/select/AdTargetingPreviewTool