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Get on Google's good side

🕒 July 15, 2019

BY LAUREN LABUNSKY



While Google is not the only search engine that exists – and there are certainly other search engines that are important to optimize for and advertise on – there is no arguing that Google is the dominating force in the world of online search. 3.5 billion searches are made on Google every day¹, plus Google holds over 85% of the desktop search engine market share² - clearly, it's important to get on Google's good side and stay there.

Google does not publicly list all the factors it takes into account when ranking content, but there are about 200 known Google ranking factors³. Knowing what the most important ranking factors are can go a long way in getting your dealership website on Google's good side for higher rankings.

One of the most important ranking factors, and one that will help you set a foundation for good standing with Google, is having a responsive website. This means that your site operates correctly and gives visitors a positive experience regardless of the device they are using to access it. A website that is difficult to use or navigate will negatively affect your ranking. This will cause time spent on your site to decrease and bounce rate to increase, further damaging your website ranking.

Another very important factor centers around the content on your site – both in regard to your expertise and authority on the content, as well as the quality of the content. Google needs to know that you a trustworthy resource to provide for online users searching for content like yours. You can earn Google's trust by publishing a large amount of high-quality content that is well-written and rich with keywords. The goal is to earn high engagement from website visitors – if they find plenty of content that matches what they were looking for and that meets their needs, they will spend more time on your site. This tells Google that it should continue ranking your site in a high position so that other search engine users can find you.

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Also crucial are backlinks, or links that direct online users to your site from other places on the Internet. These tell Google that other online sources trust your website enough to link back to you. While backlinks from other trustworthy sites help increase your ranking, there are some types of backlinks that can hurt you. Links from "bad neighborhoods" such as spam websites, as well as outdated links from sites that no longer exist or links from sites with low-quality content should be cleaned up and/or removed.

Google's goal is to provide online users with websites that provide a high-quality online experience, and that should be your top concern, too. With that common goal, getting on Google's good side isn't as challenging or intimidating as you might think. Keeping up to date on Google's latest news and updates can certainly help, as online trends and technology are constantly changing. It can also be helpful to work with search engine specialists or a marketing team partnered with Google to stay in the know and rest assured that your search engine rankings are being taken care of. It's not just important but *crucial* to get on Google's good side – luckily, these steps will also increase the value of your website for customers in the process.

Lauren Labunsky is the public relations manager at Dealer Spike, a leading web services provider for powersports dealerships. The award-winning digital advertising company is focused on helping dealers increase sales through powerful, distinctive website design and a full suite of online marketing tools to drive results. Dealer Spike's expertise comes from real-world dealership experience and a team of professionals who also ride. When you work with Dealer Spike, you're working with digital marketing experts who have a passion for your industry.

¹Smart Insights

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CURRENT ISSUE

Leave the work to the kids — they could be future stars

Family values at the helm of a business are a great combination to stress on during Your Kids to Work Day.



BY JEFF LABRECQUE
 @JEFFLABRECQUE

When it comes to making a career choice, parents tend to be a bit more conservative than their kids. But when it comes to the future of the industry, parents should consider the possibility of their children taking over the business. It's not just a possibility; it's a reality. Many parents are looking for ways to help their children get started in the industry, and some are even looking for ways to help them take over the business. This is a great idea, especially if the child is interested in the industry and has the necessary skills. It's important to have a plan in place, however, to ensure a smooth transition. This includes having a clear understanding of the business's financials, as well as having a good relationship with the child. It's also important to have a good understanding of the industry's trends and challenges. This will help the child make informed decisions about the future of the business. It's a great way to ensure the business's long-term success, and it's a great way to help the child learn about the industry and themselves. It's a great way to ensure the business's future, and it's a great way to help the child learn about the industry and themselves. It's a great way to ensure the business's future, and it's a great way to help the child learn about the industry and themselves.

Photo courtesy of Powersports Business. Photo courtesy of Powersports Business.

Tucker looks ahead with renewed focus

CEM High Chief of Operations
 In 2018, CEM High Chief of Operations, Greg Tucker, was named as the new CEO of the company. Tucker has a long history in the industry, having worked for several major manufacturers. He has a deep understanding of the industry's challenges and opportunities, and he is committed to driving the company's growth and success. Tucker's focus is on expanding the company's product line and improving its customer service. He is also focused on building a strong relationship with the industry's key players, including manufacturers and distributors. Tucker's leadership has been instrumental in the company's success, and he is expected to continue to drive the company's growth and success in the years ahead. Tucker's renewed focus is on driving the company's growth and success, and he is committed to building a strong relationship with the industry's key players. Tucker's leadership has been instrumental in the company's success, and he is expected to continue to drive the company's growth and success in the years ahead.

Generation X buyers boost PWC growth



Photo courtesy of Powersports Business. Photo courtesy of Powersports Business.

Side-by-side registrations see strong growth in Austin, San Antonio areas

Side-by-side registrations in the Austin and San Antonio areas have seen a significant increase in recent years. This is due to a combination of factors, including a growing interest in recreational activities and a strong economy. The Austin area has seen a particularly strong increase in registrations, with a 15% increase in 2018. This is a testament to the area's popularity as a recreational destination. The San Antonio area has also seen a strong increase in registrations, with a 12% increase in 2018. This is due to a combination of factors, including a growing interest in recreational activities and a strong economy. The Austin area has seen a particularly strong increase in registrations, with a 15% increase in 2018. This is a testament to the area's popularity as a recreational destination. The San Antonio area has also seen a strong increase in registrations, with a 12% increase in 2018. This is due to a combination of factors, including a growing interest in recreational activities and a strong economy.

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