drivingforceauto.com

hCard microformat

Easily create contact information for your employees and organizations using machine-readable content that displays beautifully in Google, Yahoo, Bing and other search engines. Standardized location information helps SEO.

- Automatic formatting of contact details to display in major search engines using hCard format.

- Any kind of relevant contact info can be used, including nicknames and birthdays.

- Works well with social media platforms.

- Can be imported into applications like Apple's Address Book.

- Good for SEO because:
    - details are standardized and machine-readable
    - location-specific details are fed directly into search engine's location services (e.g., Google Places)

Flexible editing

Creating and updating content on a d2admin website is easier. Changes can be made offline, and scheduled for review and publication later. A/B testing allows for market trials to see what works and what doesn't.

- Versioning allows for multiple versions of the same content to be created, edited, and saved to a customer's library.

- Scheduling allows for these different versions to be published at different times.

- A/B testing allows two different versions to be market-tested live at the same time by randomly presenting one version or the other to every user.

User data and viewport awareness

d2admin offers robust user data collection and reporting to customize the user experience. Viewport awareness (responsiveness) also allows for useful content outside a website's normal boundaries.

- Leads come with breakdown of user activity:
    - page views
    - button clicks
    - image/add clicks
    - search terms entered/search filters applied

- d2admin reports how often each vehicle in inventory is displayed in search, and how often those vehicles are loaded into the details page

- MyGarage gets gets an update:
    - now stores complete user history regardless of whether they've submitted a form

- The kinds of content that the extra side widgets can contain include:
    - specials
    - user-aware similar vehicles
    - site controls (user-aware quick menus, quick searches)
    - user search history/page history
    - MyGarage dashboard
    - rules-based offers/coupons

Strategic Content

You can tailor the user experience to individual user preferences.

- Magnifiers emphasize different marketing categories for vehicles, based on user data. such as:
    - Emphasis on sun roofs and cooled seats during summer
    - Emphasis on heated seats and remote start during winter
    - Emphasis on MPG displays and targeted banners for users interested in eco-friendly cars

- SEO/SEM sniffing:
    - SEO: Use widgets to display quick searches/specials/similar vehicles, etc. that target user's search terms.
    - SEO: Coupons and discounts can be offered based on search terms.
    - SEM: centralized campaign management across search engines.
    - SEM: automated ad generation
    - SEM: pages can be re-built dynamically around the campaign that brought a user to the site
    - SEM: ROI data can be imported from each search provider and compiled into a single, d2admin report
    - Tighter affiliate tracking for contact details, including the ability to track activity on other sites