

Internet Puzzle

Where are you?



Your business on the
First page of Google, MSN and Yahoo for
over 18 key search terms a total of 1,400,000

SOUTHBANK
AUTO AUCTIONS

Start Here >>

buy cars now
buy cars online now

SOLD sell your car
let us sell your car for you

? about us

buy cars at auction
find out whats on offer at the next auction

Search Now >>

Make: Next Model: Next

Southbank Auto Auctions is a top Melbourne ex-lease used car auction dealer. We buy and sell used cars to the Melbourne public.

Quality Used Cars including Warranty
We can save you money on fully serviced and maintained cars at our Melbourne auctions. Many of our cars still hold a new car warranty. [More used car auction information.](#)

Variety of Used Cars
We have a large variety of quality cars for auction including:

- Small hatches
- Sedans
- Wagons
- SUV's
- 4WD's
- Commercial Vehicles

Ex Lease Cars
Our cars include those for FleetPartners and other leading ex-lease vehicles such as:

- Leaseplan
- GE Money
- Summit Fleet Leasing
- Daimler Chrysler Financial Services

Quality Services

EVERY **Tuesday** 2.00pm start
520 Graham Street
(cnr Graham & Plummer St.)
Port Melbourne VIC 3207
Ph: (03) 9681 9250

Inspection Times:
Monday to Friday : 8.30am - 5.30pm
Saturday : 10.00am - 2.00pm

Melways Ref: Map 43 A12
(enter via Plummer Street)

- >> frequently asked questions
- >> how to buy cars at auction
- >> used car auction information
- >> click here for terms and conditions

http://www.southbankautoauctions.com/sellyourcar.asp

Internet marketing is placing **your website in front of buyers** who search phrases that make you money!

South Bank Auto Auctions case study By Internet Puzzle.

Internet Puzzle

Abn 22 114 292 036

Office 03: **9836 7137** Peter Gebert **0408 21 21 26** Belinda Laughton **0434 38 33 76**

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The Internet can be a puzzle when it comes to marketing

Internet Puzzle

Where are you?



Google is the leader in Australia as a search engine with greater than 80% of people searching and using Google.

Today more people than ever are using the internet at work and home to search for everything from holidays and accommodation to cars and rubbish skips.

And it's growing!

The future is online, more and more people are searching for products and services which drive sales to your business.

Google also has retail usage, business to business usage and geographically is cost effective to cover wide areas such as Australia easily or narrow areas like Melbourne.

And all the figures are tractable so you know how it works

Google allows for Internet marketing but it is very insistent that it be done correctly. Google has a complicated guideline for its ranking and positioning and it is always changing. Many companies including BMW have misused Google and have been quarantined by Google for this misuse.

The proof is the delivery! You can check if an online agency has done it right by simply doing searches for that company on Google. Many don't get it right.

You need to match searches that your customer uses to the areas of business that make you money. If you are dominant in the wrong areas you get the wrong enquiries which waste your time.

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Case Study: South Bank Auto Auctions

Background:

Southbankautoauctions.com is a Car Auction business in Melbourne who is in a B2C competitive market. They service all Melbourne, Victoria and country areas.

Needs:

They need phone enquiries and need to be found in key search phrase that will generate business for them, traffic is the key.

Approach:

A web site that appears on the first page of Google, Yahoo and MSN in several headings that customers are using. (93% of people don't go past the first page when searching)

Outcome:

To increase business turnover and market share.

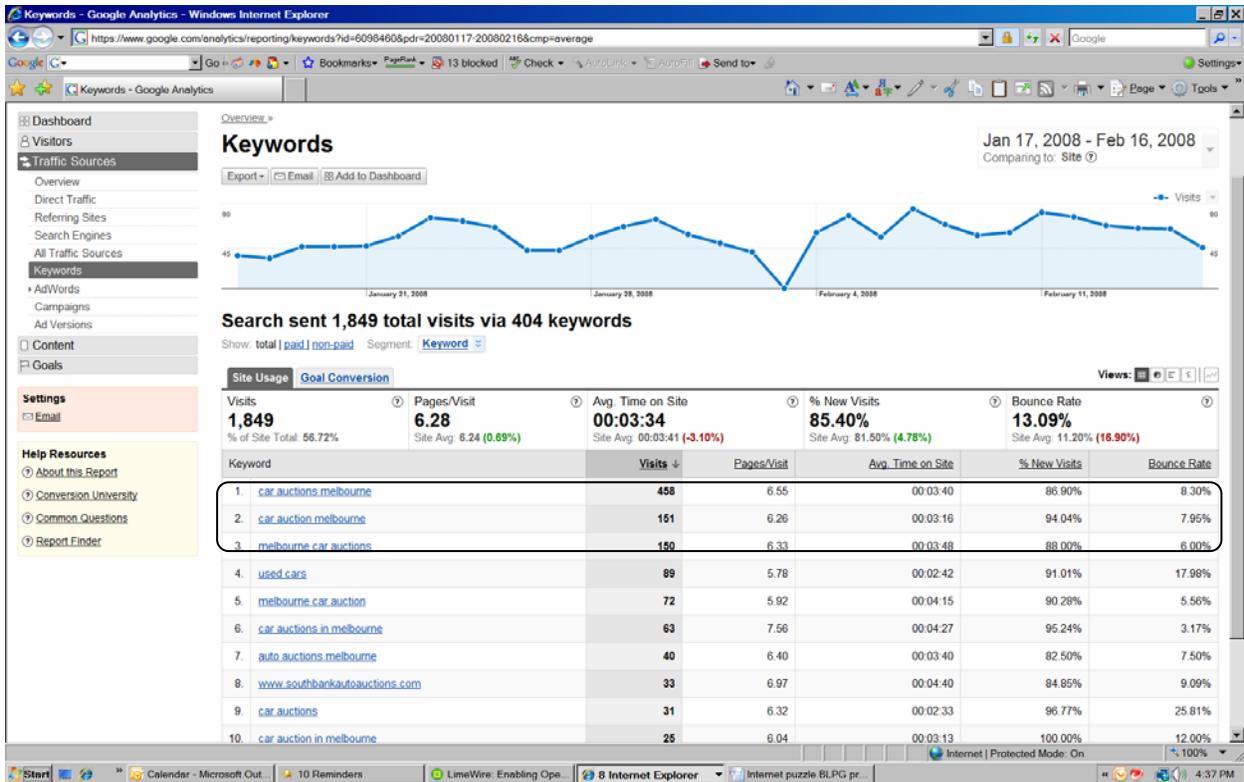
Result:

Internet Puzzle

Where are you?



The Web page was structured for key result in search phrases that were identified and online strategy put in place.



We are on the first page of Google, yahoo and MSN for "car auctions Melbourne", we're happy. Internet puzzle is now developing other internet marketing for us.

Jim Korfiatis
Southbank Auto Auctions.com

The key is to match the search terms to the phrases that are profitable to you. Then by achieving page 1 positioning you have created an effective internet marketing campaign.

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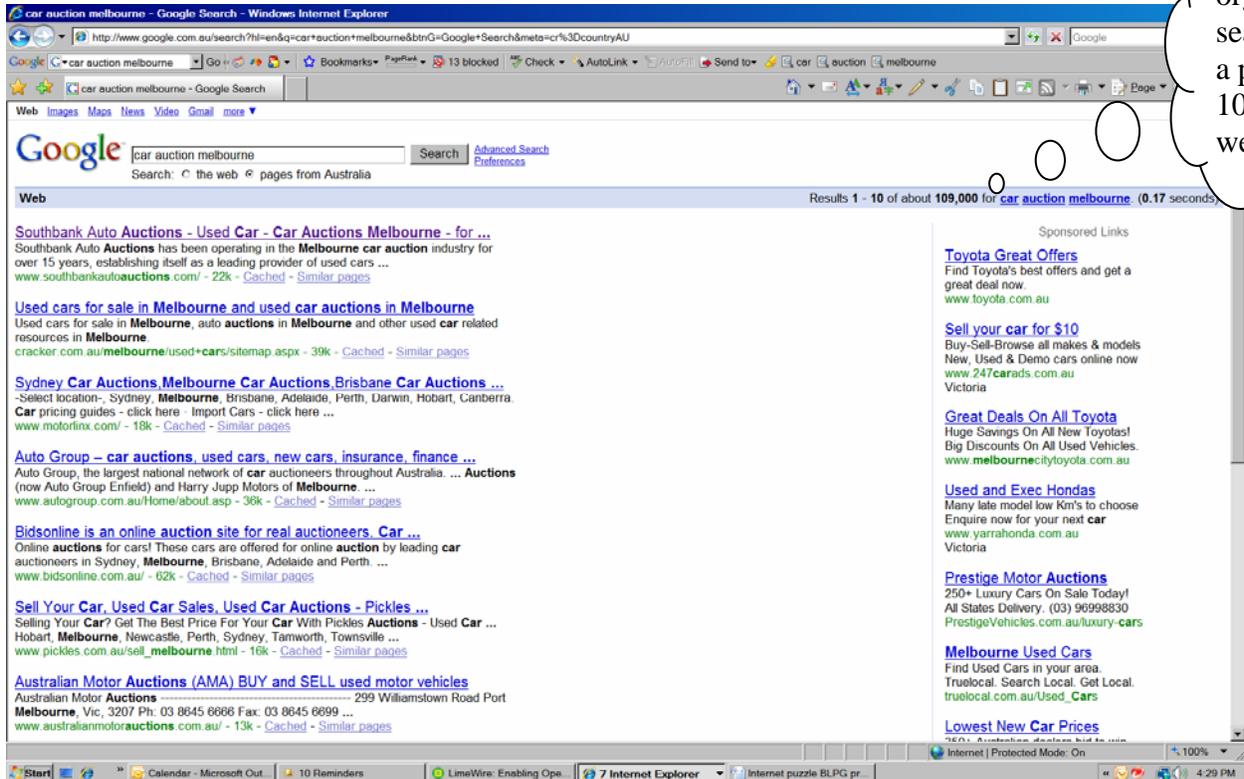
Internet Puzzle

Where are you?



Date Taken 18th February 2008

Only 10 organic searches to a page. 109,000 websites



Only 10 Organic searches fit to a page.

109,000 Websites with the same search term.

93% of people stay on the first page.

Once the customer finds your web page, the design and easy navigation make the user think “this site is easy to use” so they stay on site.

Don't do all the hard work to get a potential customer only to have them “click off” because your site is poor. We also can advise you of this.

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