



PUT YOUR POWERSPORTS  
MARKETING TO WORK:

# How to Implement SEO the Correct Way



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# Chapter 1

## Planning is Everything

In our first book, we covered the basics of SEO to help you get a better understanding of what this process is and why it matters to your motorsports business. In this guide, we'll discuss more regarding how to effectively implement SEO so that you can deliver the best campaigns and get the best results in your search rankings and brand authority alike.



After all, SEO isn't one of those things that you can "just do" and expect results. If you do it poorly, it won't work. Even worse, it could have negative ramifications if you do it incorrectly. There is quite a list of practices or activities that will get you negatively ranked or banned from search engines related to search engine optimization, and you want to avoid those at all costs. That's where having a solid plan comes in, and that plan starts with doing your homework.

### Research First

Before you do anything, you need to get to know the SEO process and what to expect. You should also see what types

of optimization efforts are out there and which ones would most benefit your website and off-page content. Consider checking out what other motorsports dealers and brands are doing to improve their search rankings and online brand image because if it's working, you might want to take notes.

Unless you're an SEO expert in addition to running a motorsports brand or dealership, this is probably your first experience. Therefore, you don't have the benefit of previous campaigns to help you just yet. Fortunately, the Internet has plenty of "experience" to assist you if you just take the time to look. You can find all kinds of information about how to effectively implement your SEO strategy, from planning and

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research to execution, monitoring, and beyond.

Make sure that you are using reputable sources that understand the unique needs of powersports and motorsports brands regarding online marketing and search engine optimization. You can learn a lot about general SEO, of course, but there are some industry-specific elements that you'll want to research, as well. For example, dealerships will need to focus on how to provide more than a virtual showroom and offer value-added information for visitors.

The world of search engine optimization is vast and comprised of many different elements. Even if you choose to go the smart route and hire professionals to handle your campaigns, you still need to understand what they're doing. That's why doing your homework is the first, and biggest, step in effective SEO implementation.

## **Strategize and Re-strategize**

Once you know more about powersports SEO and what your exact goals should be with this process, you will be able to start developing your strategy. Don't just come up with something and run with it, though. Take the time to brainstorm. Develop a strategy and see how it

would play out in practice. If things don't work, consider making modifications or starting completely from scratch. Dry runs and theoretical testing are a great way to get an idea of whether your strategy is headed in the right direction.

The great thing is that monitoring is a big part of SEO, and you can continue to monitor the success of your campaigns over time. This will then allow you to make any necessary changes and improve your optimization efforts as things shift in the market, the best practices of search engines, or any other facet of this process. When you get analytics and reports that show you exactly how things are doing, you can make better choices for the next stage of the campaign.

After taking the time to develop different strategies based on the information that you've gathered and the needs of your motorsports or powersports business, you'll be able to compare them and see which ones will be most effective. You might even realize that a combination of all of the ideas is going to offer the best approach. Regardless, whatever you choose, you'll be sure that you are making the right choice because you went about planning and strategizing properly.

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## Prioritize Campaigns and Optimization Efforts Accordingly

A large part of your strategy is going to revolve around how you prioritize things. After all, the unique needs of your powersports, watercraft, or other motorsports brands are going to vary from that of the next business. While there are some general guidelines and best practices to follow, as well as basic elements of SEO that everyone needs, the exact execution and strategy are going to vary from one company to the next.

Make sure that you take the time to look at the elements of search engine optimization that you wish to address.

Consider which ones need to be addressed first and which can wait. There may even be some that require a little more time and development to be executed properly. This can all be noted and considered in the planning and strategizing phase so that you know where to go when making the execution and implementation plan.

One of the best “first” things you can do to improve your optimization is to get rid of any negative items. This includes duplicate content, broken links, bad links, or other material that makes your business look less than reputable. Then, you’ll know that the worst is gone and you will have time to start implementing your new campaign strategies to start boosting the rankings back up where they belong.



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# Chapter 2

## Tips for Effective SEO Implementation

Although there is no single “plan” or “strategy” that works for everyone, when it comes to SEO, there are certainly plenty of best practices to keep in mind. Part of the success in effective search engine optimization comes in getting as many tips and finding as much insight as you can before you get started. See what others are doing, learn from their mistakes, and find out exactly what search engines want.

Keep reading to learn the biggest tips to help you with your search engine optimization and make the most of your efforts. From simple things like understanding the new rules of keyword use to more complex issues like technical SEO, it's all going to change how successful you are in your efforts.



### Make Sure That You Know Where and How to Use Keywords

Keywords are the backbone of SEO, but they are no longer the central focus. You do still need to optimize content with the right keywords, including any content that you have online. You should be optimizing your titles, tags, descriptions, and other details, too, so that search engines know that you're a reliable, diligent source of information. Bear in mind that there is a lot more to the search engine optimization process than just sprinkling in a few keywords, but it is an integral part that requires you to know the best practices.

For example, you should use keywords no more than once per 100 words, and you should always position your keyword near the top of the content, but not in the first sentence. You'll also want to make sure that you're including

variations of keywords where you can. Instead of spending a lot of time focusing on the top-ranking keywords, it might be best to just optimize for them and focus the extra effort on a small group of less popular keywords.

One of the biggest mistakes people make with keywords is using them out of context. For example, people might search regularly for “plumber Chicago west side” but you can't form a sentence around that phrase. Therefore, search engines allow for qualifiers like “in” and “for” and other small articles. You might choose to optimize for “plumber in Chicago” or “west side Chicago plumber”, for example, to make it more readable and still include the popular words that are searched.

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## Local SEO

Speaking of cities, if you have a dealership or local business, you'll want to optimize for your local visitors, as well, by using local SEO that includes your city and/or state along with the targeted keywords. Again, of course, local optimization is about more than just putting a location on the end of a keyword and creating a new term. You do need location keywords, of course. However, you also need to make sure that you're delivering the same results with local optimization as you are with your general efforts.

You will need to focus on local optimization elements like checking your business listings online to ensure that your name, address, phone number, and other contact information is accurate and consistent. It's also going to be valuable to you to claim your Google My Business page, where you can get a full listing of your business, including a business description and location information, and optimize it all for search.

When you are hiring your professional SEO team to assist you in your optimization efforts, make sure that they are well-versed in the process and that they understand how to handle local optimization as well as general optimization efforts. Typically, they will be the ones focusing on the value of local search, because mobile search analytics show that most users are searching for items that they want to purchase or at least shop for immediately. Therefore, if you give them a way to find you locally, they may be even more inclined to buy.



## Don't Forget Technical SEO

While the focus on keywords and content is high, there is often an oversight when it comes to many of the technical SEO elements that can help improve a website. Technical SEO refers to logistical and technical elements that help improve your image and your website's operation overall. This could include things like improved page speeds, responsive design, mobile-first indexing, and more.

Technical optimization refers to making sure that all of the technical elements are well-executed to ensure that this isn't a factor that impacts your overall ranking in the search results. After all, even if all of your other efforts are 100% on point, something as simple as not having a proper sitemap or not being mobile-friendly can often cost you a significant drop in the rankings. If you don't take care of these details, it shows the search engines that you really don't understand what they're looking for.

What are some other elements of technical SEO that you'll need to familiarize yourself with? Image compressing and file condensing are two helpful tools. When you want to improve your page speeds, being able to reduce the amount of material that needs to be opened can offer a big improvement. You want to do everything in your power to make sure that your website and off-page content loads quickly and properly on any device.

This is just a quick glimpse of what to expect from your technical SEO process. Your SEO partner will be able to help you learn more about optimization and how the technical elements can impact your overall success. The best way to find out what technical aspects are lacking is to perform a full site audit. This will inform you if there are any other elements or factors you need to consider and give you a rating for your current state of optimization so that you have a starting point from which to improve.







# Chapter 3

## From Implementation to Monitoring and Beyond

Implementing an effective SEO strategy cannot be discussed without discussing the monitoring and analytics that come after optimization efforts have taken place. You can't just "set it and forget it" with this process. This is an ongoing effort that will go on as long as it adds value as a marketing tool. It's nearly impossible to know if your efforts are even effective unless you are taking the time to run reports and monitor your campaigns.



SEO is going to continue to change and evolve, which means your strategies will need to do the same. Something as simple as a shift in keyword popularity rankings could have a big impact on your own search rankings and needs to be addressed immediately to reduce the risk of having a serious adverse effect on your rankings or image. By having the appropriate monitoring tools in place, you'll make sure that you are aware of any changes and able to adapt accordingly.

### SEO Management and Monitoring

Once your campaigns have been implemented, they will take time to flourish. Some efforts may work more quickly or

effectively than others, which is why monitoring is so helpful. You can run all kinds of reports and even get some analytics, such as traffic data, in real-time, giving you the chance to see your optimization efforts in action. Managing your SEO campaigns also allows you to step back and see how things look from the outside, perhaps giving you a better perspective with which to move forward.

Finding the right tools for monitoring shouldn't be a challenge. For starters, Google Analytics has one of the biggest networks of users for various optimization monitoring needs. If you have a larger company or prefer a custom

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solution, analytics features can be built into any marketing platform so that you keep an eye on your campaigns at all times, no matter what type of platform you use or which program runs your reports and tracks your metrics.

Aside from the assistance with getting started, this is where the biggest help comes from hiring the professionals to assist you. They will be able to take on all of the monitoring and management efforts with your SEO campaign to ensure that you can focus on your business and what you need to get done. Plus, they may even know specifically how to help your powersports brand grow and thrive through SEO, even before reports and analytics come in.

Keep reading to learn more about what analytics can do and why you should never be afraid to change.

## The Value of Analytics

Put simply, analytics and reports allow you to put a quantifier on efforts that might otherwise be unable to be counted. This ensures that you will be able to identify just how successful various efforts and campaigns are, as well as to find and fix pain points along the way. There are reporting options that can break down all kinds of data and they all offer valuable insight that you aren't going to get just by looking at your SEO campaigns subjectively.

Analytics look at things like traffic, conversions, where traffic comes from, which keywords or campaigns are performing well, and so forth. It's an inside look at your website and your optimization efforts to see what's working, what's not, and what could potentially be hurting your reputation. Analytics are available for a variety of metrics and can even be customized to specific parameters through the dashboard, giving you the solution that you need.

Using analytics to measure the quality and effectiveness of your SEO is the only real way to know how your campaigns are going. If you want to succeed with this optimization strategy, you have to monitor what's going on. Therefore, the true value of analytics is that they are what will help you keep your business on the path to

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success by knowing what is going on at all times, whether that is good or bad information.

## Don't Be Afraid to Change

In business, change is constant much like it is in life. There is always something being invented, created, idealized, or otherwise thrust into the mix that you just got the hang of. Today, that thing is SEO and it's a roadblock for many powersports dealers and motorsports brands who aren't familiar with online marketing like other industries might be. Sometimes, SEO isn't implemented correctly because people aren't really ready to get involved like they should, so they make an artificial effort. This means they will get artificial results.

The road to implementation success is paved with roadblocks, mistakes, and trial and error. Therefore, those who don't act for fear of making a mistake will never succeed at all. The process of search engine optimization is just that-- a process. You will have to learn how to plan and

strategize effectively so that you can implement, monitor, and adapt your optimization efforts to get the best results every single time.

Working with a digital marketing partner that is familiar with powersports and marketing for this unique industry will be your best choice in this process. They will help you learn all about implementing proper optimization efforts and help you get things set up, keep things optimized over time, and identify areas of change where you can stand to make improvements. Plus, they'll take care of everything for you so that you can focus on your business.

The future of online marketing requires flexibility and adaptability, so whatever you do with SEO, don't be afraid to change your methods or change your entire plan if you find out it's not delivering the results that you want. No matter how seamless the implementation, if it isn't getting results, it needs to be revisited. Now that you know more about the process, it should be much easier for you to succeed with your own optimization efforts.

**Thank you for reading**

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