



HOW YOUR POWERSPORTS BRAND REPUTATION IMPACTS YOUR SEO:

Rankings, Reputation Management, & Revving Up Your Online Image



844.779.3444



PSXDIGITAL.com



PSXDigital



@PSXDigital

Table of Contents

CHAPTER 1:
Reputation is Part of the SEO Equation.....3

- How Search Engines Rank Brands.....3
- Why Your Reputation Matters.....4
- People Trust People, Not Brands.....5

CHAPTER 2:
How to Use SEO to Boost Your Online Reputation.....7

- Business Listings and Off-Page Content.....7
- Create Value-Added Content.....8
- Optimize Your Social Media.....8

CHAPTER 3:
Play to Google’s Hand.....9

- What About Your Local Reputation?.....9
- User Reviews are Reputation Management Gold.....10
- Become a Brand Authority in the Motorsports Industry Now.....11



Chapter 1

Reputation is Part of the SEO Equation

Powersports, RV, and watercraft sales are different from standard vehicle sales. These are all wants, not needs, and therefore, the consumer can be a lot pickier about where they buy from and which brands they trust. Therefore, it will be your job to include reputation management as part of your online optimization process if you want to get the best results.



Not only that, but the Internet has evolved so much and created so much competition that search engines are heavily factoring reputation into their equation when ranking websites and determining which brands offer the most value to the consumer based on their query. It can be a bit confusing because while SEO can assist with reputation management, it can also work the other way.

Fortunately, as long as you have the right resources and people on your side, it will be easy to succeed in both areas and build the motorsports brand image that you've always dreamed about. In this chapter, we'll discuss why your reputation matters, how search engines rank your brand, and what today's

consumers want from the brands they work with to help you better understand the importance of your online reputation.

How Search Engines Rank Brands

There are several factors used to rank your brand. We're not just talking about your website's ranking, which can be impacted by your reputation. We're also talking about your ranking as a whole, and whether search engines see your powersports or motorsports brand as a reputable, trusted authority in the industry.

(Continued next page)

Search engines rank websites and brands' online presence by checking elements such as:

- Content uniqueness
- Backlinking
- Website structure and optimization
- Mobile optimization
- Keyword use
- Location tagging and local SEO (where necessary)
- Engagement and audience communication
- Customer feedback, reviews, and social media and website rankings
- Providing worthy, relevant information
- Site speed

Although only a couple of these elements relate directly to your reputation, they are elements that have a big impact. After all, it doesn't matter how great your technical SEO is if your brand doesn't have a good reputation - people want companies they can work with, not just companies that look good.

Why Your Reputation Matters

In its early days, SEO was all about the keywords. However, Google quickly realized that anyone could take specific keywords and fit them into any content and call it SEO. Thus, the need for a new method was born. Combine that with the aforementioned demand of consumers

for a brand that they can communicate with and trust to provide them with information and solutions, and you've got the exact reason why you need to keep an eye on your reputation for the betterment of your SEO and your online image as a whole.

As far as what you've got to lose, there's plenty. The top reasons you need to pay attention to your reputation include:

- **Loss of Organic and Paid Search Traffic:** If you have bad reviews or a negative reputation, it doesn't matter how good your campaigns are or how many ads you pay for. You'll get knocked out of the rankings just for having a bad reputation.
- **Loss of Profits:** When you're not generating traffic, you're not making money. If your reputation isn't in shape, your bottom line is going to be impacted.
- **Loss of Company Value:** It's a domino effect at this point because if your reputation affects your profits, it also affects the value of your company. Basically, you're just creating a waterfall of damage that you may not be able to come back from.
- **Loss of Effectiveness in Marketing Spending:** Think about how much you've invested in marketing so far for your powersports brand. No matter what efforts you've made, they could all be for nothing if you have a bad reputation.

(Continued next page)

People Trust People, Not Brands

As we've touched on, today's consumer wants a personable brand that they can trust. They don't want to work with a "company". They want to know that Dave from the Sales Department is there to answer their questions before they buy that new boat or ATV. When you translate that to online presence, it's the same expectation. Your audience wants to connect with a reliable, authoritative brand that will help them with whatever they need. It's that simple, and that complex, all at once.

Managing your reputation for the sake of your SEO is one thing. Managing it for the sake of your brand and your

audience is another thing entirely. Think about the things you like about your favorite businesses or favorite online brands. Figure out how to incorporate those elements into your own optimization efforts so that you can give your customers the best experience possible. When people trust you, it will improve your online reputation, which can only serve to boost your SEO efforts in the end.

Next up, we'll talk about how you can use your search engine optimization efforts to boost your reputation, and the best places to go when you want to take advantage of easy opportunities to boost your brand image.



You need to look better everywhere online than you do on your website. That's the only way to guarantee success with your reputation.

Chapter 2

How to Use SEO to Boost Your Online Reputation

Now that you understand a little more about the relationship between SEO and reputation, it's time to start working on yours. As with anything, you'll want to take some time to read up on the process and find the best ways to make an impact. In this chapter, we'll discuss three of the top ways to both optimize your content and improve your reputation at once.



When you work with a professional SEO team, many of these topics will come up as a regular part of the strategy that is being developed. However, if you have yet to hire anyone or you're just starting to learn about SEO for your powersports business, you might not be familiar with them. Therefore, we'll dig into the details of each, including how they can benefit your reputation and why they matter to the search engines and users alike.

Business Listings and Off-Page Content

Your website is going to tell people that you're the best at what you do. That's a given. However, there is no guarantee that your off-page content will say this unless of course, it happens to be true. If you can build strong off-page connections and content, you will have a third-party vouching for the reputability of your brand, which means far more to the search engines. It also means more to your audience, who

relies more on user-generated content (i.e. reviews) than they do on other resources.

Business listings can affect your reputation in multiple ways:

- Inconsistent and inaccurate contact information looks bad to potential customers.
- Bad reviews that aren't addressed on these listings can impact your ratings.
- The availability to customize or change these listings could impact their success.
- If you don't take the time to create these directory listings and use the available resources, it could make your business look lazy or less-than-professional.

(Continued next page)



Take advantage of your Google My Business page - this is great for optimization and reputation alike. If you aren't using this page, Google is paying attention. Plus, you're missing out on the chance to get into the "Top 3" location results that come up in searches when you have a local business and your Google My Business page isn't updated or hasn't been claimed at all.

You need to look **better** everywhere online than you do on your website. That's the only way to guarantee success with your reputation. It's not as complicated as it seems, but it does require some dedicated effort and attention.

Create Value-Added Content

Another big factor that Google and other search engines look for when it comes to reputation is the value of the content that you're publishing. With previous SEO efforts, people would put out just about any content they could come up with as a means to use keywords. Because of this, the Internet became littered with poorly-spun articles, garbage content, and a bunch of misleading or useless information that did nothing more than get people to click through because of a keyword. To circumvent that, Google has now put a **huge emphasis** on the quality of the content that is published online.

This includes all of the content on your website, as well as the content that you publish elsewhere online. If you're going to use content to build your visibility, reputation, and search rankings, it needs to have a purpose. A proper content strategy is something that should be part of your

optimization efforts. If you are working with SEO professionals to build your campaign, they'll go over this with you and help you come up with the best plan of attack.

Value-added content can be anything from an informational blog or article to a social media link share. You can even publish eBooks like this guide to help people with various things. It's the whole concept of offering something for nothing. You're not telling people that they can have this information **if they buy from you**. You're saying, "Here, let me help you, and show you that our brand cares about providing solutions more than making a profit." It doesn't get much better than that for the consumer.

Optimize Your Social Media

A large part of your reputation in today's Internet lies in the hands of your social media pages. You need to be using all of the major social media platforms: Facebook, Twitter, and Instagram. If you can, get engaged on other platforms that are relevant to your industry, but don't overdo it. Whatever platforms you use, you'll want to make sure that they are properly optimized. This includes filling out a full profile of information and providing accurate details.

You'll also want to take advantage of descriptions, hashtags, and other areas of the social media profile that you can fill out to optimize with keywords or local business information while you are developing your pages. The more information you provide, the better, and the more ways that you'll be able to optimize your brand on social media. Whenever you publish things on social media, use relevant hashtags, link to pages when you can, and make sure that you're talking to people like a person, not like a business.

Social media optimization is critical to your success in building relationships with many customers today. Several users state that they feel more comfortable doing business with a brand when it has an active and friendly social media presence. You have to create a persona and a voice for your brand that people can relate to, and carry that through all of your social media profiles.





Chapter 3

Play to Google's Hand

Just like every aspect of your powersports SEO and marketing efforts, the best thing that you can do is to play right into the hand of the search engines. Give them what they want. Find out how they weigh reputation and its relationship with SEO, rankings, and your overall brand image online. When you know what they're looking for, you'll know what you need to focus on. It's not going to get much easier to put your powersports reputation in the best light than when you do exactly what Google demands.



It's going to be a process, just like everything in your SEO strategy, but it's one that's worth embarking upon. Of all of the different aspects of reputation management that are discussed, there are a few that are making a big impression on Google these days. Thanks to the growing demand for mobile answers, local SEO and reputation are more powerful than ever. User reviews are prime tools because people trust other users better than anything. It's all about figuring out how to position your powersports brand as an authority in the industry.

Take notes on what Google expects. Figure out how you can make changes and adapt to fit those guidelines. Keep reading to learn more about improving your local reputation and harnessing the power of user reviews for your benefit.

What About Your Local Reputation?

If you're a powersports dealer or other motorsports business, you've probably got a local presence. As such, in addition to creating a strong online brand image, you also have to make sure that your local reputation is on point. People want to know where they can go, locally, to get everything that they need. If your local SEO and reputation aren't up to snuff, you're not going to be on their radar.

Your local reputation includes all business listings, which should be consistent and accurate. Don't have your address

(Continued next page)

or phone number listed 10 different ways, for example. Choose one standard format and stick with it. Your customers will appreciate it and Google will give you big points, too. How can you improve your local reputation? Beyond your business listings, you need to keep up with your social media, as mentioned above. A lot of local users will contact you here to learn about your business or post a review. They may even check-in, which will prompt them to leave a recommendation. Cultivate these relationships.

Your local SEO needs to be a major part of your overall strategy if you have a local business. Today's consumers, and the search engines, demand it. Fortunately, if you are worried about the amount of time and effort involved, this isn't something that you have to do alone. The experts can help you with local reputation management and SEO along with the rest of your strategy, helping you get the best brand positioning with less effort on your part.

User Reviews are Reputation Management Gold

37% of people report visiting a website after seeing a positive review of the business. Therefore, it's safe to say that people trust what others are saying. Plus, when you've got a good set of reviews and you keep them engaged, Google will be paying attention and awarding points. In fact, as part of your overall optimization and reputation score, Google factors in the frequency and number of reviews you have, whether they are good or bad, and how much engagement you have.

Even if you have bad reviews, you can address and resolve them. This shows good service, engagement, and a commitment to your customers. It will look good to Google and users alike, and it will help you earn big points in the reputation category. You'll need to foster reviews on your website and social media accounts, but also on any third-party sites you can. From Google to Yelp! or anywhere else that people post reviews, you need to know what they are saying and make sure that you're responding in kind. Even one forgotten site can get a big points deduction in your rankings if you aren't careful.

(Continued next page)





If you want, you can even incorporate the assistance of software platforms that are designed to manage reviews for you. These tools will crawl the Internet and let you know when new reviews come in. They will help you manage your reviews, keep track of what you've responded to, which issues have been resolved, and what reviews still require your attention. Plus, they'll keep everything in one place so that you don't have to chase down a handful of different websites on your own.

Become a Brand Authority in the Motorsports Industry Now

If you take the time to cultivate a strong reputation for your motorsports brand, you will have no trouble increasing your rankings and getting the visibility that you deserve. This is a lot of information to take in, but it's not as complicated as it might sound in some places. It's just about taking the time to nurture your online presence and make sure that you're making the right impression with your audience and giving search engines what they need, as well.

The best way to ensure that your powersports SEO and your reputation management are properly handled is to enlist the assistance of professional SEO teams. These services will be able to handle every aspect of your optimization and online presence, including reputation management, and making sure that you are **the brand authority** in your industry. You need more than a website to be successful in online business, and if you're not online, you're not going to succeed in business at all these days.

Talk to the experts about your SEO strategy and how you can improve your reputation to bolster your SEO. Find out what your best strategies will be and how you can make the most of your efforts to create a strong brand image that you desire. It doesn't happen overnight, but with the right strategies in place, it can help your business increase its rankings and reputability over time.



Thank you for reading

**HOW YOUR POWERSPORTS BRAND
REPUTATION IMPACTS YOUR SEO:**

Rankings, Reputation Management, & Revving Up Your Online Image

For more on this topic, check out these titles on our blog:

<https://psxdigital.com/our-blog/>

**Please share your thoughts and
reactions with us: sales@psxdigital.com**



844.779.3444



PSXDIGITAL.com



PSXDigital



@PSXDigital