

You've got a website...

..bring it to life

One in five
car buyers
use video to
research their
purchases
on dealer
websites...*

*Motor Trader Oct 2011

...what will
they see
when they
log on to
yours?



CAR AND DRIVING - Road Test Video Redefined





what you need

One in five car buyers now use video to research their purchases – Motor Trader – October 2011

Videos, when correctly submitted and optimized, are 53 times more likely to get a first page Google ranking than traditional SEO techniques – Google

Optimizing video content is by far the easiest way to get a first-page organic ranking on Google - Google

The most recent web research has shown that it's 144% more likely that people will buy a product or a service if they've seen it on video first.

what we have



- The world's largest resource of road test video, with a library that at over 600 films is double the size of any other
- A dealer film division with the expertise to share your vision
- A costing structure that at last makes it affordable to do it
- HD films that are iPhone, iPad and app-compatible

CAR AND DRIVING - *Road Test Video Redefined*



What makes our **road test video** approach **different....**



- Our films uniquely use a sectioned player that enables the viewer to go straight to the issue they want to find out about (eg. 'Cost of Ownership') – this means the total film can be far more detailed – and is
- We're the only supplier with a complete library of LCV films (vans & pick-ups)
- We're the only supplier who re-films at model facelift halfway through the product cycle (because other suppliers don't, much of the info in many of their films is wrong)
- We're the only supplier who film significant variants in model line-ups as well as the main range piece (eg. Golf & Golf GTI / Peugeot 3008 & Peugeot 3008 Hybrid4)
- We supply a unique stats collection system so users can see exactly how many people are viewing our films and which are most popular
- Our films are available to view in HD and on iPhones/iPads and as part of apps
- Our films can be linked to the world's largest and most up-to-date editorial, picture & data resource
- We're prepared to tailor our filming schedule to meet key model requests by customers
- We provide a customer prospecting system so that sales people can easily send film links to prospective customers & we do free dealer telephone training
- All our films are CAP-coded



▶ What **other video products** we have.....

Any film production company can film a dealership. Very few can script and present such a film properly - and to a high standard. We can do just that - at discounted rates for our road test video clients. We offer two key bespoke filming products that exemplify this expertise:

- Dealer films - detailed videos on every aspect of a dealer's business (eg. www.inchcapeservicing.co.uk)
- New Model / Customer Testimony films - a key dealer selling aid whenever

a new model is launched. As soon as the new design arrives at the dealership, we film an existing customer talking about it, someone who owned and loved the previous model and is looking forward to the new one. The resulting film can then be sent by the dealership to all old-model owners on their database as part of a proactive e-marketing campaign. See film examples on <http://www.caranddrivingvideo.com/new/filming.jsp>

Why should your website **use video**?

How will it **benefit your business**?

well:

that's easily answered.

Research has shown that it's 144% more likely that people will buy a product or a service if they've seen it on video first. This is because

attention spans are typically so low online. People simply can't be bothered to read pages and pages of website text. They want to hear about the product very quickly and on their own terms

plus

video also helps you get your website higher up in Google. Google loves videos these days and **a website with video is 53 times more likely to get a page one ranking on Google compared to one that doesn't have video.**

We're not saying that video will get you to the top of Google straight away because of course, that depends also on you doing the other parts of SEO, such as link building and

the key words you need to have in your website, but if you and your competitor have done the same amount of SEO on both your sites but yours has a video and his doesn't, your website will be higher up in Google.

plus

video also helps people stay on your website longer. The average amount of time people stay on websites is about 30secs, but it's found that where web pages have video on them, the amount of time people spend on these is about two minutes. Now in two minutes, with the right video, you can get out a fantastic amount of information about your product.

plus

video also helps you get multiple search results from Google. You will have done searches in the past where you see videos at the top of the search results. These are 41% more likely to be clicked on than the text websites below them,

so you'll be wanting to get in these search results. Make the keyword Google is searching for the title of the video.

plus

video will also make your site more visible online. You can now put a YouTube link with most online profiles, you can play videos on Facebook, put a link on Twitter, plus put them on YouTube of course. And video links work well on press releases – so if you're sending a release to, say, an online magazine or news website, many of them will happily put a video link on the bottom of the resulting news item to help their readers learn more. And if that video is covered in your branding, people will click through to your website as soon as they've watched the video.

so

ultimately, if your company doesn't use video, you really are losing out on a lot of potential business.



Video can be incredibly SEO friendly **and should be part of the arsenal** of all online internet marketing campaigns - **Google**

What about **Google – and search engines like it?** How are **videos ranked?**

Google themselves are keen to point out that they don't give special ranking preferences to videos hosted by Google Video or indeed YouTube. Their spidering technology is based on the content

of video used and it's suitability to end browsers. It makes sense then to invest in the best quality films if your site is to be highly rated on search engines.

Read Google's perspective for yourself on:

<http://support.google.com/video/bin/answer.py?hl=en&answer=66493>

What do **Google themselves say** with regard to website **video use?**

'Google is very keen on pushing video to the top of search results, creating a golden opportunity for companies to increase their online visibility..... Results will begin to appear in a matter of days, and some websites succeed in getting 25% or more of their videos to produce first page results.....'

Time spent on page is an essential ranking factor for Google and a high bounce rate or a short click will be taken into consideration

as part of your overall internet marketing efforts. Few things are better at encouraging a user to spend time on a site than a well produced and relevant video.....

If you've created a video, you already have an advantage where your search ranking is concerned. Google loves video, and their ranking algorithms actively favour video content. When you search for a particular word or phrase, you'll almost always find video

mixed with ordinary text search results - proof that video content is a good way to improve your SEO.....

Viral sharing improves your SEO, and good video content promotes sharing. Make sure your video is worthy of being shared, tweeted and Liked. All kinds of videos get shared simply because they're interesting to watch.

Tech-Spec **The main technicalities** you need to know **about our content.....**

- We provide editorial, photo, scoring, and stats data on over 2300 different car editions, and around 600 video reviews
 - All our data is searchable and readable via a comprehensive webservice, giving an easy method to integrate our reviews into a website, whichever technology the website uses
 - Our webservice can be queried by make, model, CAP code, statistics (e.g. 0-60mph or body length), scoring, date of car production and many other parameters
 - Our videos use HTML5 technology to play either mp4 or flash files dependent on the browser's capabilities, providing videos that work on
- all the major platforms including IE, Firefox, Safari, Chrome, and iPod/iPad/iPhones
- Our videos are encoded in several different bit rates to provide an optimal experience for viewing on mobile phones or on high definition displays

So **videos are important** but **what are ours like?** And how would **your** site look if it had them



One **call or email** to us gets you **a sample site** full of the industry's **most comprehensive** road test video on **every vehicle you sell**, plus links to **sample dealer films**.

For a customer this is the **next best thing to test drive**. A prospecting tool that **brings the driving experience to them** and a crucial prospecting **stepping stone** to getting them through the door.

Try it.

View it.

Call us.

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