

Product Spot Light

Robert Edwards

Editors Note: This review of Robert Edwards was not requested nor paid for by Robert Edwards or Real Traffic Productions or any affiliates. It is brought to you by The Dot Com Insider (Dennis Rushing) as a service to the readers to bring to light little known products and services that are available to take you to the next level of sales.

When I started the Dot Com Insider, I wanted to be able to bring to the attention of the subscribers about products and services that were either new or that you maybe were unaware of. These products had to be of great value and provide tremendous benefit to you.

Never in a million years would I have thought that I would be featuring a human being in the Product Spotlight. I really thought about it, but if I did not bring Robert Edwards to your attention, I would be doing a great disservice to you. As you read, you will see why Robert Edwards and Real Traffic Productions must be included in this month's spotlight.

I heard about this guy that does search engine placement for dealership web sites and was achieving incredible results. My first reaction was "Okay, another of those placement services that promise results and drain the pocketbooks of dealers." I passed it off as just another of those Dot Com things that are all hype just to waste money. But Robert Edwards' name continued to keep popping up from so many credible sources.

Going Against the Grain

What peaked my interest was the fact that Bill Heard Chevrolet in Sugarland, Texas was selling well over 1300 cars per year through the Internet. As I investigated further I learned that not only were they actually producing these kinds of numbers, but did this strictly through their own dealership web site without the benefit of Third Party Lead Providers! Now I had to know, as most of you would, what made this such a behemoth website.

I went to Bill Heard's website. The splash was nice, but the website itself wasn't particularly fancy at all. What caused such success that we would all be stupid to ignore? This is where Robert Edwards and Real Traffic Productions came in. Robert Edwards is so talented at website optimization and search engine placement, he took this dealership from complete obscurity on the web, to become probably the most successful dealer web site in the automotive industry! The amount of traffic that this website generates would be envied by any Internet entity, not just the automotive world.

Verified Results

Before Robert Edwards came on the scene at Bill Heard Chevrolet, they were a lot like you and me. Nothing special, spending over \$7000 per month to achieve about 20 sales. The department struggled and produced minimal results. After May of 2000 when Robert came on the scene, everything changed and has never been the same since. Their Internet bill has dwindled significantly and they now realize

the promise the Internet was touted to be when car dealers first ventured in the cyber world. This is truly the success story we all would want to emulate.

One Shot Wonder?

I am often skeptical when it comes to success. If the numbers sound too good to be true, my general feeling is that they probably are. After more probing, I unearthed other dealerships that Robert Edwards was involved with. He consistently puts the dealerships at the top of the search engines almost to the point of being eerie. I consider myself fairly decent in this arena, and I was truly impressed with the stats that were provided to me on the dealerships he served. Robert Edwards is putting dealerships on the top of the engines with amazing consistency. I am in possession of confidential numbers from individual dealerships he works with, I can only stand in awe of the results. Due to the confidentiality factor, I cannot post those in this article. If you contact Robert Edwards for references, those dealerships may let you in on what I am looking at.

The advantage that Robert Edwards provides to you is his ability to drive more traffic to your dealer web site. Higher traffic will always mean more request, which, if your process is sound will result in more sales.

Sounds Great! But Can I Afford it?

The question really is, how can you afford not to? Though each dealership has their own unique situation, Robert Edwards is far less than lead providers and it would pay off just to contact him and get a quote on how he can raise you productivity with your web site. You can have all the plug ins and web devices you want in an attempt to capture your customer information, but none of this technology is any good if you don't have visitors. You can spend thousands on a great website with all the toys, but just because you build it does not mean they will come. It requires intimate knowledge of the search engines, what algorithms they use to rank a site, dedication of time and valuable resources. It is true a science.

I talked with Robert Edwards and he passed a couple of tips on to the subscribers of The Dot Com Insider concerning your web sites. Use this information when you review your web site or discuss with your website provider to help you with search engines.

1. Avoid Java Scripts
2. Put text at the top of your pages
3. Don't use dynamically created domains.
4. Make a separate site for your service, body shop and parts. Link these to each other for even greater visibility on the Internet.

What are my final thoughts on Robert Edwards and Real Traffic Productions? I only wish I had known him when I was in Internet Sales. He gets the total thumbs up from the Dot Com Insider, Dennis Rushing.

If I had three thumbs, he would get em all. To Contact Robert Edwards or one of his great associates call 941-744-2500 or visit his website at <http://www.realtrafficproductions.com>. What you got to lose except a high internet bill?