

AUTOMOTIVE DEALERSHIPS WEBSITE BUILDER RANKINGS

271 BUILDERS 20 MARKETS 29 BRANDS



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EXECUTIVE SUMMARY

This study examines 271 website providers who serve automotive dealerships in the United States. Specifically the study investigates search results using Google for an automotive dealership from one of 29 brands in the 20 largest metropolitan areas of the country.

The study focuses on each builder's ability to get their clients' websites ranked among the first 10 search results on a Google Search Engine Results Page (SERP)

Two companies stand out as the most proficient by far: Dealer.com and Cobalt Group.

In more than 25% of all the searches we conducted Dealer.com is responsible for the number one listed result on the SERP.

This could be attributed to Dealer.com's size, however looking across brands and markets the result is the same.

INTRODUCTION

This paper is the third in a series commissioned by Dealer.com to examine the effectiveness of automotive dealer website builders.

All three studies have looked at how frequently a builder's clients show up in the top rankings on Google's search engine results page.

The two previous papers highlighted the importance of online search in general and Google in particular.

In an effort to make this document more succinct we are omitting those sections here, assuming that the reader is aware of the role search plays in the automotive retail channel.

The two previous reports can both be downloaded from www.sorgenfreillc.com.

... this is the third report in a series examining the efficacy of website builders catering to auto dealers

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THE STUDY

METHODOLOGY

The two previous studies elicited valuable feedback from website builders mentioned in the studies. One of the criticisms of the methodology was that we had chosen the automotive brands we examined to please the study's sponsor.

In order to alleviate those concerns, for this study we decided to expand the brands examined from the original 12, adding an additional 17 brands. This study includes 29 total automotive brands: Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, General Motors, Honda, Hyundai, Isuzu, Jaguar, Jeep, Kia Motors, Land Rover, Lincoln, Mazda, Mini, Mercedes, Mercury, Mitsubishi, Nissan, Porsche, Saab, Subaru, Suzuki, Toyota, and Volkswagen.

As in the previous two studies, the study examines automotive dealer website builder performance in 20 major markets: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Columbus, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York City, Philadelphia, Salt Lake City, San Diego, San Francisco, Seattle, and Washington D.C.

In order to duplicate users' experience searching Google from around the country, we used Change location and Google's Adwords targeted ad preview tool. The searches took place during the last two weeks of November 2010 and the first two weeks of December 2010.

Searches were executed for each of the 29 brands in each of the 20 markets by entering a brand, "dealer," and a city (e.g., "Mazda dealer Nashville").

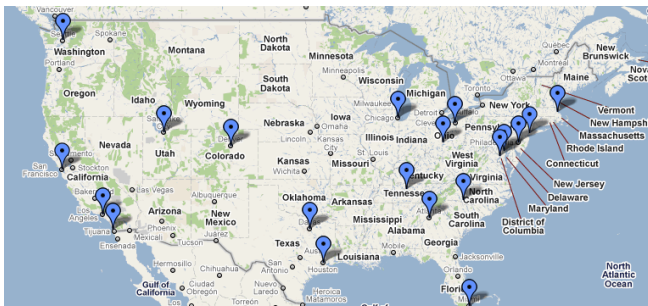
As in prior studies, only the resulting organic listings were examined, ignoring paid listings to ensure that the performance of the builders was reliant on their SEO abilities and not on the advertising budgets of the vehicle manufacturers or their dealers. The resulting listings included dealer websites, third-party sites and vehicle manufacturer (OEM) sites.

Although Google Places is gaining momentum, we excluded them from the study since dealers have to verify listings which is beyond the website builder's control.

We examined 5,800 search results from 271 different website builders.

The search results were cataloged by:

- Position on the search engine results page
- Number of pages indexed per site
- Website vendor that built the site



“90% of clickthroughs happen on the first page”

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RESULTS

Our analysis will focus on three areas of performance: which website builder's sites appear most frequently in the top ten search results on any given Google search results page (SERP), which appear most frequently in the top five on the SERP, and finally which builder is most frequently behind the number one listing on the SERP.

The argument behind this focus is as follows: Across all SERPs that Google serves up, 90% or more of clickthroughs go to the first ten listed sites, roughly 75% are on the first five listed sites, and 49% are on the first result in the listing (data from Search Light Digital). In other words, in almost half of all searches, only the first listed result gets any traffic from Google organic listings.

In addition to presenting the results in aggregated form, we will also report website builder performance by automotive brand and by city. We present the analysis by brand as a way to account for the role of overall brand presence in SERP results.

In most cases, individual dealers decide who builds their website and manages their Internet presence. We wanted to understand potential differences among the brands to see if the strength of presence of, for instance, a BMW dealer could be attributed to the strength of the brand, or if the website builder made a significant difference.

The analysis of performance by city is an effort to eliminate bias in favor of national brands like Dealer.com and Cobalt Group to see if we could identify local website builders that were particularly strong in a given geographical area.

Finally, we wanted to acknowledge the complaint of some smaller website builders that larger builders have an unfair advantage in our study, since (with more clients) those larger builders are more likely to rank better.

It is impossible for us to collect data on the number of clients for each of 271 different builders in order to calculate a ratio score for top search placements to total number of clients. However, a smaller builder could challenge the larger builders to a ratio contest, and we encourage them to do so. The more information dealers have when making a provider choice, the better.

...Google weighs smaller and larger builders evenly...

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GETTING TO THE FIRST PAGE

We have looked at 5,800 SERP listings across 20 markets and 29 brands. In 5,658 (97.6%) of the listings examined, we were able to identify the website builder responsible for the site. For the remaining 2.4%, we could not determine the vendor that had built the site for the dealer; these listings have been excluded from the analysis to avoid omission errors.

Out of 5,800 search results we were able to identify the builder behind 97.6%

As in previous studies, Dealer.com emerges as the most proficient website builder out of a total of 271 examined in terms of getting the largest number of placements on the first SERP for their clients. Number two is Cobalt Group, followed by three aggregators, Cars.com, Source Interlink Media, and Edmunds.com. Dealer.com was identified as the builder for 968 (17.1%) of the identified listings;; 667 sites (11.8%) were built by Cobalt Group, and Cars.com was responsible for 426 sites (7.5%).

Top 10 placements	Count	Share
Dealer.com	968	17.1%
Cobalt Group	667	11.8%
Cars.com	426	7.5%
Source Interlink	241	4.3%
Edmunds.com	237	4.2%
AutoTrader.com	207	3.7%
TK Carsites	137	2.4%
Dealerskins	126	2.2%
BZ Results	124	2.2%
Reynolds Web Solutions	121	2.1%

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MOVING TOWARD THE HEAD OF THE CLASS

While appearing on the first SERP is important, the closer you are to the top of the listings the higher the chance a listing will result in a click. Given that 75% of clicks are on one of the first five listed results, the top half of the page is prime real estate for an automotive dealer.

Of 2,900 listings in the top five, we were able to identify the builder behind 2,827 sites (97.5%). Here again, Dealer.com and Cobalt Group come out as number one and two, respectively, with 589 (20.8%) and 364 (12.9%) results. Cars.com, BZ Results, and Edmunds.com round out the top five.

Of note, as a smaller builder (although part of ADP), BZ Results proves that with well-designed sites and solid SEO, even the smaller players can produce sites that rank near the top of Google's SERP.

Top 5 placements	Count	Share
Dealer.com	589	20.8%
Cobalt Group	364	12.9%
Cars.com	273	9.7%
BZ Results	87	3.1%
Edmunds.com	83	2.9%
Motorwebs	79	2.8%
Source Interlink	79	2.8%
Reynolds Web Solutions	71	2.5%
DealerSkins	70	2.5%
AutoTrader.com	69	2.4%

Dealer.com, Cobalt Group and Cars.com are consistently in the top 3

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REACHING THE TOP

As 49% of all searches lead to a consumer clicking on the first listed result, getting that coveted top spot could mean thousands, if not hundreds of thousands, of dollars revenue difference to a dealer.

Dealer.com cements its status as the most skilled builder, with the highest percentage (26.2%) of identifiable sites listed in the top spot. Cobalt Group follows with 91 listings (17.3%) in the top spot. Cars.com, Reynolds Web Solutions, and Motorwebs round out the top five.

A sidenote for the website builders in our study: it is remarkable that in almost 10% of the top sites, no mention of the builder can be found either on the visual site or in the underlying code. As buyers of website design services are becoming more savvy, finding the best builders should be easier. Website builders owe it to themselves to make sure they get those leads organically.

Top 1 placements	Count	Share
Dealer.com	145	26.2%
Cobalt Group	94	17.0%
Cars.com	29	5.2%
Reynolds Web Solutions	20	3.6%
Motorwebs	17	3.1%
TK Car Sites	15	2.7%
Search Optics	15	2.7%
Izmocars	11	2.0%
AutoOne Media	10	1.8%
ADP	9	1.6%

Motorwebs is an interesting case. This is a smaller company that dominates the Seattle market (13 of their 14 number one listings come from the Seattle metropolitan area) and because they utilize strong SEO practices, they rank well in the overall study.

Looking across the 20 metropolitan areas included in the study, we found three cases in which a smaller builder dominated the number one SERP listings: Search Optics in San Diego, eCarList in Dallas, and Motorwebs in Seattle. This data illustrates the fact that it isn't the size of a company that determines its ability to achieve top results, but the implementation of efficient and intelligent SEO practices.

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DIFFERENCES ACROSS BRANDS

With the proliferation of website builders across a range of dealerships within any given brand we wanted to establish to what extent the brand was responsible for SEO performance and if we could isolate the builder's effect.

We looked at all 29 brands in all 20 markets and found that, while there is a fair amount of variance deeper in the rankings, Dealer.com and Cobalt Group are the most frequently listed builders by far across all 29 brands.

Top 10	1	2	3
Audi	Dealer.com	Audi	Cars.com
BMW	Dealer.com	Cars.com	Cobalt Group
Buick	Cobalt Group	Dealer.com	Cars.com
Cadillac	Cobalt Group	Dealer.com	Cars.com
Chevrolet	Cobalt Group	Dealer.com	Motorwebs
Chrysler	Dealer.com	Cars.com	Source Interlink
Dodge	Dealer.com	Cars.com	ADP
Ford	Dealer.com	Dealer Direct	TK Carsites
GM	Cobalt Group	Cars.com	Dealer.com
Honda	Dealer.com	Izmocars	TK Carsites
Hyundai	Dealer.com	Cobalt Group	Cars.com
Isuzu	Source Interlink	Cars.com	AutoTrader.com
Jaguar	Dealer.com	Cars.com	Source Interlink
Jeep	Dealer.com	Cars.com	ADP
Kia Motors	Cobalt Group	Dealer.com	Cars.com
Land Rover	Dealer.com	Cars.com	AutoTrader.com
Lincoln	Dealer.com	Cars.com	Dealer Direct
Mazda	Dealer.com	DealerSkins	Cars.com
Mercedes	Dealer.com	Cars.com	Motortrak
Mercury	Dealer Direct	Dealer.com	Cars.com
Mini	Cobalt Group	Edmunds	Cars.com
Mitsubishi	Dealer.com	Source Interlink	Cars.com
Nissan	Dealer.com	Cobalt Group	Cars.com
Porsche	Dealer.com	Gary Stock Co.	Porsche
Saab	Cobalt Group	Source Interlink	Cars.com
Subaru	Dealer.com	Cars.com	Edmunds
Suzuki	PSN	Cars.com	Suzuki
Toyota	Dealer.com	gsMarketing	Reynolds
Volkswagen	Cobalt Group	Dealer.com	Cars.com

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Cobalt Group clearly owns the General Motors brands and all the websites for Buick, Cadillac, Chevrolet, and Saab, although Dealer.com ties with Cobalt in terms of top-ranked listings in two of those four brands (Chevrolet and Saab).

Top 5	1	2	3
Audi	Dealer.com	Audi	Cars.com
BMW	Dealer.com	Cobalt Group	Cars.com
Buick	Cobalt Group	Cars.com	(2) Dealer.com
Cadillac	Cobalt Group	Dealer.com	Cars.com
Chevrolet	Cobalt Group	Dealer.com	Motorwebs
Chrysler	Dealer.com	Cars.com	BZ Results
Dodge	Dealer.com	Cars.com	ADP
Ford	Dealer.com	Dealer Direct	DealerSkins
GM	Cobalt Group	Dealer.com	BZ Results
Honda	Dealer.com	eBizAutos	Izmocars
Hyundai	Dealer.com	Cobalt Group	Reynolds
Isuzu	Source Interlink	Cars.com	AutoTrader.com
Jaguar	Dealer.com	Cars.com	AutoTrader.com
Jeep	Dealer.com	Cars.com	BZ Results
Kia Motors	Cobalt Group	Dealer.com	Cars.com
Land Rover	Dealer.com	Cars.com	AutoTrader.com
Lincoln	Cars.com	Dealer.com	Dealer Direct
Mazda	Dealer.com	Cars.com	(2) DealerSkins
Mercedes	Dealer.com	Cars.com	Motortrak
Mercury	Cars.com	Dealer Direct	(2) Dealer.com
Mini	Cobalt Group	Cars.com	(2) Edmunds
Mitsubishi	Dealer.com	Cars.com	Cobalt Group
Nissan	Dealer.com	Cobalt Group	Reynolds
Porsche	Dealer.com	Porsche	Gary Stock Co
Saab	Cobalt Group	Cars.com	Edmunds
Subaru	Dealer.com	Cars.com	DealerSkins
Suzuki	PSN	Cars.com	Dealer.com
Toyota	Dealer.com	gsMarketing	(2) Reynolds
Volkswagen	Cobalt Group	Dealer.com	Cars.com

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Because of the limited slots of number one placements by brand (20 possibilities) and the large number of builders (271), there were a fair number of ties in the top categories. As an example for BMW, 9 different builders tie for third place.

After Dealer.com (number 1 with 7 listings) or Cobalt Group (number 2 with 3 listings), the next 9 website builders who have built sites for BMW (measured on a national scale) are even in terms of their ability to get a site ranked in the top spot on Google SERPs.

Numbers in () indicate a tie.

Top 1	1	2	3
Audi	Dealer.com	Americaneagle.com	Audi
BMW	Dealer.com	Cobalt Group	(3) ADP
Buick	Cobalt Group	Dealer.com	Cars.com
Cadillac	Cobalt Group	Dealer.com	BZ Results
Chevrolet	Cobalt Group	(1) Dealer.com	ADP
Chrysler	Dealer.com	ADP	(2) Auto Fusion
Dodge	Dealer.com	Auto Fusion	(2) Cars.com
Ford	Dealer.com	Dealer Direct	(2) DealerSkins
GM	Cobalt Group	Dealer.com	All Auto Network
Honda	Dealer.com	AutoOne Media	Captivelead
Hyundai	Cobalt Group	(1) Dealer.com	Izmocars
Isuzu	Cars.com	Source Interlink	AutoTrader.com
Jaguar	Dealer.com	DealerSkins	Cobalt Group
Jeep	Dealer.com	ADP	(2) Auto Fusion
Kia Motors	Dealer.com	Cobalt Group	TK Carsites
Land Rover	Dealer.com	AutoTrader.com	(2) Cars.com
Lincoln	Dealer Direct	Dealer.com	(2) Reynolds
Mazda	Dealer.com	(1) DealerSkins	Search Optics
Mercedes	Dealer.com	eBiz Autos	(2) Motortrak
Mercury	Dealer Direct	Cars.com	(2) Reynolds
Mini	Cobalt Group	Cars.com	NA
Mitsubishi	Dealer.com	Cobalt Group	Cars.com
Nissan	Dealer.com	Cobalt Group	(2) Reynolds
Porsche	Dealer.com	Porsche	The Gary Stock Co
Saab	Cobalt Group	(1) Dealer.com	Cars.com
Subaru	Dealer.com	AutoLotManager	(2) AutoOne Media
Suzuki	PSN	Cars.com	(2) Reynolds
Toyota	Dealer.com	gsMarketing	Reynolds
Volkswagen	Cobalt Group	Dealer.com	Auto Fusion

“ Dealer.com is the clear winner when it comes to getting their clients ranked ”

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CONCLUSION

Automotive consumers researching dealers online are inundated with search results from manufacturers, dealers, third-party aggregators, and lead-generation companies across organic and paid search results. They have become accustomed to the “noise” generated on search engine results pages.

Data from the dominant player in the search-engine space, Google, proves that landing on the first page of search results is vital to drive organic traffic to a site. Being on the first page is akin to showing up to the game. If you want to be competitive, your results need to be among the top five on the page and if you want to win, showing up in the first spot on an SERP is paramount.

This study demonstrates that Dealer.com and Cobalt consistently deliver results for their clients. Both are large organizations with intelligent programmers who optimize their sites to work well with search engines. With that said, this study also showed that some smaller companies have figured out how to compete with these large providers. Search Optics in San Diego, eCarList in Dallas, and Motorwebs in Seattle have figured out how to deliver top listings for their clients in their distinct markets, proving that it isn't simply the size of a provider that brings top results.

But there can only be one overall winner, and that award goes to Dealer.com. They deliver more results for their clients on the first SERP, more in the top five spots, and most importantly, the most in the coveted top spot. Across 29 brands, in 20 markets and competing against 270 other website providers, Dealer.com is consistently the builder behind the number one search results listed on Google.



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APPENDIX

GOOGLE SERP

The screenshot shows a Google search for "baseball cards". The search bar is at the top left, with the text "baseball cards" and a "Search" button. Below the search bar, there are navigation links for "Web", "Shopping", "News", and "Books". The search results are displayed in a grid format. On the left side, there are organic search results, including "Baseball Card | Value Price Guide | Selling Cards Worth" and "Baseball Cards Only - The Ultimate Card Shop on the Web!". On the right side, there are sponsored links, including "Set Your Baseball Cards" and "Get Baseball Cards". The text "Paid Search, AdWords" is overlaid on the right side of the image, and "Organic Search" is overlaid on the left side.

Google [Advanced Search](#) [Preferences](#)

Web Shopping News Books Results 1 - 10 of about 4,690,000 for **baseball cards** (0.15 seconds)

Baseball Cards Sponsored Links
 YellowPages.AOL.com Use AOL® Yellow Pages to Find Local Businesses Fast - It's Easy!

The Baseball Card Shop Sponsored Links
 www.baseballcardshop.net safe secure online shopping for baseball cards and sports items

Related searches: [baseball cards prices](#) [selling baseball cards](#)

Baseball Card | Value Price Guide | Selling Cards Worth
 CardPricer.com is the web's most comprehensive online **baseball card** price guide. Our software allows you to research **cards**, view **cards**, and organize **cards** ...
 www.cardpricer.com/ - 10k - [Cached](#) - [Similar pages](#)

Baseball Cards Only - The Ultimate Card Shop on the Web!
 The Ultimate **Baseball Card** Site on the Web. Buy, Sell, or Trade by e-mail.
 www.bbonly.com/ - 15k - [Cached](#)

Baseball Cards 1887-1914
 This collection presents a Library of Congress treasure -- 2100 early **baseball cards** dating from 1887 to 1914. The **cards** show such legendary figures as Ty ...
 icweb2.loc.gov/ammem/bbhtml/bbhome.html - 6k - [Cached](#) - [Similar pages](#)

[Prints & Photographs Online Catalog - Baseball Cards search](#)
 Query screen for searching **Baseball Cards** in Library of Congress Prints and Photographs Online Catalog.
 icweb2.loc.gov/pp/bbcardquery.html - 19k - [Cached](#) - [Similar pages](#)

Shopping results for baseball cards

2007 Upper Deck Black Baseball Trading Cards	\$249.99	- Modell's
Fleet MLB 2002 Fleet Premium Unopened Box ...	\$119.99	- MC Sports
Donna's Chicago Cubs Team Heroes Baseball Card Set	\$15.99	- Sports Authority

Baseball Cards at Homeruncards.com
 Baseball Cards, Rookie Cards, Autograph Cards, and Game Worn Jersey Cards of more than 5000 different players all available in alphabetical order.

Set Your Baseball Cards
 www.kityong.com

Get Baseball Cards
 Rip open a virtual pack. Then create a team & play others.
 www.baseballboss.com

Baseball Cards
 Baseball Cards available. **Baseball Cards**. Bid now!
 www.ebay.com

No Reserve Sports Auction
 Sports card and memorabilia auctions
 \$1 No reserve auction
 www.bidonsports.net

Buy Baseball Hobby Boxes
 Ship Unopened Boxes of **Baseball Cards** from UD, Topps, and Donruss.
 www.DACardWorld.com/BaseballBoxes

Baseball Display Cases
 Holds 12, 21, 30, 48 baseballs.
 Solid wood, glass door
 www.displaygdx.com

Charm City Baseball Cards
 Free UPS Shipping orders over \$149
 Boxes, packs, cases. Pre-Sells.
 www.charmcitycards.com

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BUILDERS IN STUDY

1969 Communications	Autoshops Solutions Inc	Cleveland.com
4Dee	AutoTrader.com	Click Motive
4Guys Interactive	Autotropolis.com	Cobalt Group
4MoreHits.com	AutoWeb Solutions	collectivemedia.net
About.com	azlDesign	Commercial Web Services
Ace Design Studios	Barrier Motors	CosmicHat
ADP	Blogger.com	Cox Media
Adsmith	BMW	Dailymotion
Advanced Dealer Systems	Boston webdesign-SEO	Darkstar Design
Alameda County Auction	Boston.com	Davis Automotive Group
All Auto Network	Boulevards	Dburns Design
Americaneagle.com	Bowery Presents	Dealer Active
Amoka International	Buick	Dealer Apex
Amura Marketing	Bullseye Marketing LLC	Dealer Connexion
Technologies	Business Finder	Dealer Direct
Aol	BZ Results	Dealer E-Process
Apogeeinvent	Cadillac	Dealer Finder
Asbury Automotive Group	California Web Site	Dealer HD
AT&T	Development Company	Dealer Impact Systems
Attilanet	Camrod Motorsports	Dealer Interactive
Audi	Captivelead.com	Dealer Peak
Auto Dealer	Car Research XRM	Dealer Specialties
Auto Fusion	Carbase.com	Dealer Websites
Auto Parts Fair	Cars.com	Dealer.com
Auto Sales Web	Cars.net	Dealer123.com
Auto Trader	CarsDirect.com	Dealerconnection.com
Auto Web Solutions	CarTHINK	DealerDNA
Autobahn MotorCar Group	Cascade Auto Group	DealerFire
Autobase.com	Central Tech Solutions	Dealmade
AutoConversion	Chris Pearson	DealerOn
Autodata	Chrome Systems	DealerPeak
AutoLotManager.com	Chrysler	DealerRater.com
Automotive Microsites	Classic Auto Group	Dealerserve.com
AutoOne Media	Cleveland Car Dealers	DealerShift
AutoRevo	Cleveland Lincoln Dealers	DealerSkins

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BUILDERS IN STUDY

DealerSpecialties	Honda	Manning Automotive Marketing
DealersWebsites.com	Hubpages	Marcsoft Computing, LLC
DealerTown	Hyundai	Marigold Ltd.
DealerTrend.com	Inaco	Maryland Web Design Corporation
DealerWebsites.com	inet101	Mazda
Dealix	Innovative Internet Solution	MDDS
DEX	Insider Pages	Media News Group
DMI Dealerzoom	Interactive Data Managed	Media Web Source
Dodge	Solutions	Mediarevo
Dominion Enterprises	Internet Brands	Mercedes-Benz
DoubleClick.com	Internet Broadcasting System	Merchantcircle.com
Dougs.com	Isuzu	Metro Scion
Driving Force	itsGURU	Microsoft
eBDC solutions	Izmocars	Millernet Web Solutions
eBizAutos	Jaguar	Milonic Solutions
eCarList	Jazel Auto Dealer Websites	Mitsubishi
eCustomizing	Jelsoft Enterprises	Mixed Media
Edmunds.com	JP Automotive Marketing	MJMI
EHG Media	JSWCRM	Motortrak
Enidus	Keema	Motorwebs
eVox Productions	Kia Motors	MP Productions
Experts on IT	LAD Marketing	Network Solutions
Flique Creative	Land Rover	Nexsteppe
Ford	LCPA	Nissan
FusionZone Automotive	Lee Enterprises	NJ State Auto Auction
GIQ Web Design	LHM Advertising	NY Daily News
GM	Lincoln	NYCwebdesign.com
Good Works Media	Liquid Motors	Paul Miller Porsche
Gotham Dream Cars	Local.com	Pixel Motion Motors
Gravacars.com	LotPro.com	Pixion Web Design
gsMarketing	Low Book Sales	pointdynamics.com
Hearts Communications	LTTF.com	Porsche
HelloMetro	Lunar Pages	ProMax Online
High Gear Media	MAB Advertising	PSN
Hilco Enterprises	Manhattan Auto mobile	Purecars.com

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BUILDERS IN STUDY

PureDealer	Top Results Design
Quancast	Toyota
Real World Marketing	Twice Interactive
Red Jar Web Design	Ukdynamo
Reliable Chevrolet Richardson	Utahwebsolutions.com
Reynolds Web Solutions	UTVBlog.net
Saab	Variant Studios
San Diego Tribune	Vector Informatics
School Loop	Village Automotive Group
Search Boston	VinSolutions
Search Optics	Virtual-showroom.com
Semper Fi Web Design	VirtualIMG
SEO Position/ Blamcast	Visit Ford
Seritas	Warnick Design Group
Sewell	Web Tech Services
SiteFactor	Web Trends
Siteflifer	WebHostingSolutions.com
Sitepro	Website Jockey
Skeete Digital	WebTracker
Smart Web Concepts	Wikipedia
Sokal Media Group	World Wide Web communication
Source interlink Media	WorldDealer
Southfire Media	XI Group
Steadman Recreation Inc	Yahoo
Subaru	Yelp
Super Media	Zibe
Suzuki	Zoom Digital Dealer
Texas Marketing Group	
The Gary Stock Company	
The New York Times	
The Nielsen Company	
The San Diego Tribune	
TheNetLab	
Titus-will	
TK Carsites	

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