

# WELCOME TO INFULE RVs



*Hi, I'm Jason Noel*

Helping RV Dealers Sell More RVs Is At  
the Heart Of Everything We Do



# INTERNET MARKETING OVERVIEW



Foundation of RV  
Web Service



**OUR SOLUTION**  
RV Roadmap System



Problem facing  
RV Dealers



# FOUNDATION OF RV WEB SERVICE



How do they buy and what are the 4 buying stages every dealer must know



- Does your website abide by Google guidelines?
- Plus, 5 Google Guidelines to sell more RVs.



# HOW RV BUYERS SEARCH ONLINE



## 4 BUYING STAGES



**Newbie**



Searches for  
“RVs For Sale + Your  
City”,  
“RV Dealer + Your  
City



**Novice**



Searches for  
class type “Travel  
Trailer”, Brand,  
Floorplan etc.



**Expert**



Searches by  
Year Make  
Model



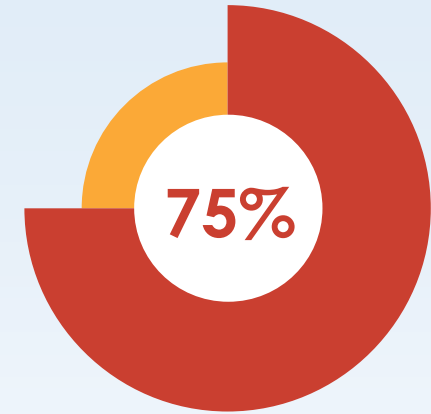
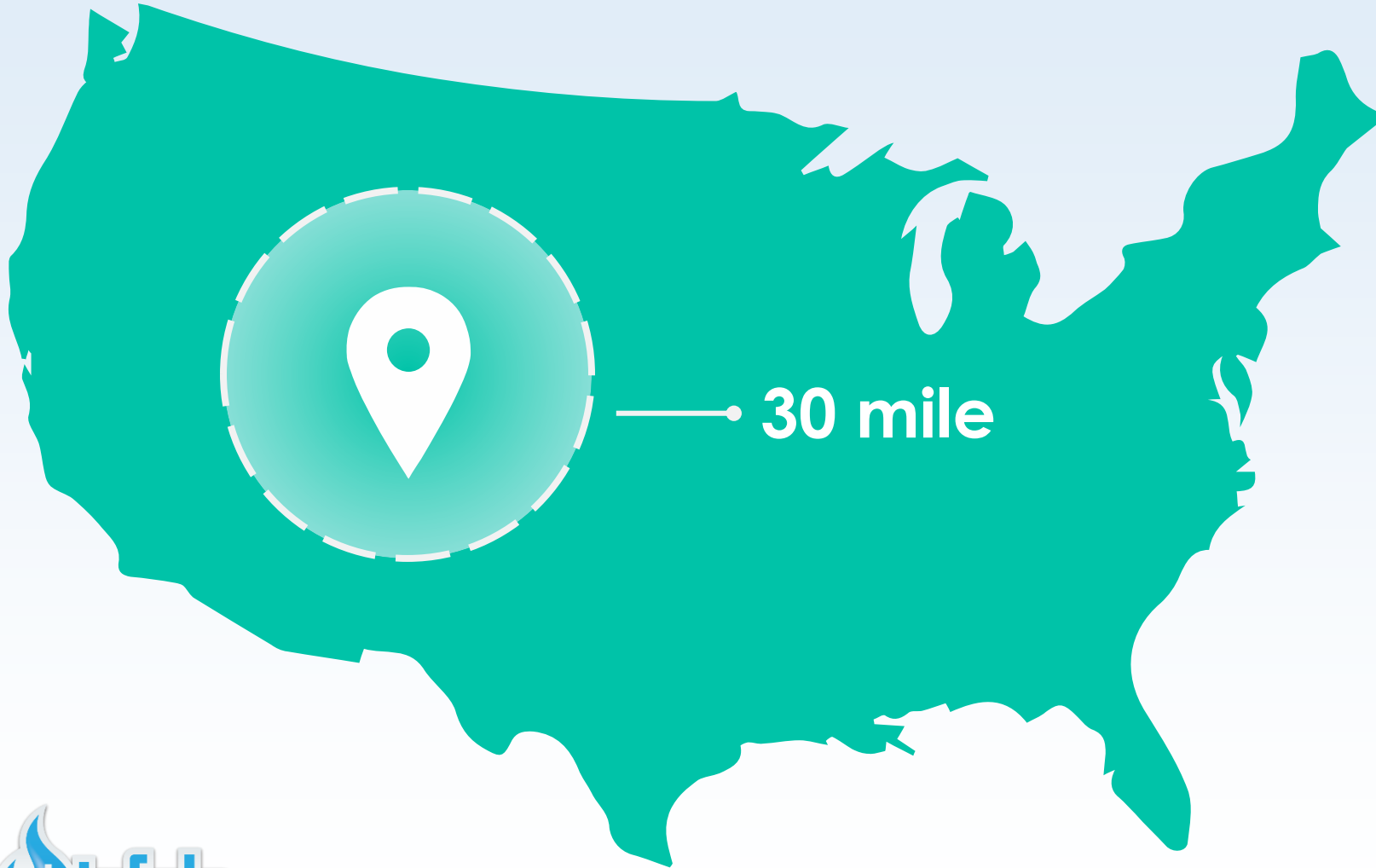
**Client**



Searches for  
RV Services, Parts /  
upgrades, RV Shows,  
Travel locations



# RV BUYING STATISTICS



R.L Polk study revealed that **75%** of prospects will buy from a dealer within a **30 mile** range of where they live



# RV BUYING STATISTICS



Mobile users per year



# TOP 3 GOOGLE GUIDELINES

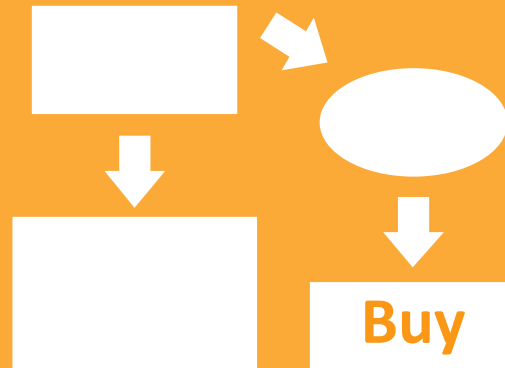


These are the top 3 reasons why you may not be receiving the traffic you want!



1

Your site must be mobile friendly and responsive (include images of a responsive website on each device: desktop, tablet and cell phone)



2

Website structure must include pages for each buying of the buying stages:



3

Search engine friendly page structure

1. Header title
2. Search engine friendly url
3. SEO content on page

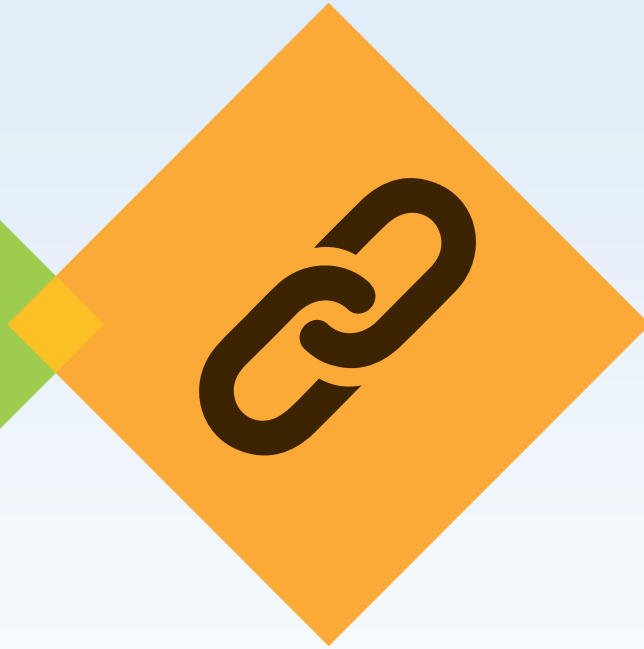
# PROBLEMS FACING RV DEALERS



Mobile friendly and responsive web design



On-Site SEO



Link Building





# PROBLEMS FACING RV DEALERS



Mobile friendly & responsive website



On-Site SEO



Content Creation



Google Analytics Reports



Link Building



Reputation Management (Google, Yelp & Facebook) Reviews

