



Autotropolis.com helps Tampa Hondaland have best month of the year

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Autotropolis.com, thru their new Search Engine Marketing Dealer Website product, helps top Tampa Honda dealership post best numbers in over 9 months.

PR9.NET June 07, 2007 - Tampa, Florida - Autotropolis.com, an industry leader in lead generation, has helped Tampa Hondaland achieve their most profitable month of the year, in large part to their Dealer Website SEM (Search Engine Marketing) product.

"We are incredibly impressed with the amount of leads Autotropolis.com has been able to produce for us since our launch with their SEM product," says Tony Swain, President of Hondaland in Tampa, Florida. "We were averaging about 1-2 leads a day thru our website before we signed on their program. We now have over 200 leads a month that originate from our Tampa Hondaland branded SEM website."

"What we like the most about the program is Autotropolis.com charges us on conversions, not clicks. So we know that we have a partner that cares about us getting customers in the door and helping us sell more cars. The proof is in our numbers."

Autotropolis.com, thru their network of websites, produces upwards of 3000 leads daily thru 3rd party sites. Their new Dealership SEM product brings that knowledge of over 5 years in the Pay-Per-Click space to the dealer level.

"We know many companies can deliver unlimited clicks to a dealer website" states Ian Bentley, Vice President of Autotropolis.com. "Our Dealer SEM product converts the clicks to workable leads. The best part of the program for the dealership is it works on a performance model. You can't sell cars off clicks... But you can sell cars off referrals!"

"We know that the highest converting lead is one that originates from a dealer website. Increasing the lead volume from a dealer website will result in a higher close rate, which means more cars over the curb."

Autotropolis.com does all the work regarding on Google, MSN and Yahoo search engines. The dealership only has to worry about following up with the consumer and selling cars. This takes a huge brunt of workload off the dealership in regards to competing on the increasingly competitive internet marketing space.

"We have worked with the Autotropolis.com guys for close to 2 years now. Everything they have promised has been delivered," states Swain.

For more information on the Autotropolis.com Dealer SEM Website product, call Billy Ferriolo at 813-386-3239.

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About Autotropolis.com

www.Autotropolis.com is an autotomotive portal that gives consumers research options on new and used cars, as well as a provider to dealership online services

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