



**BOAT MARKETING**  
**PROS**



# The Ultimate Guide to SEO for Boat Dealers

As a boat dealer, there are many ways to get traffic and be found online, and SEO is a pretty important one. We'll break down the basics of what you need to know.

How do those search bars on sites like Google, Bing, and Pinterest work? If you type in "how to make lasagna," a dozen websites will pop up serving you recipes on lasagna. Why did those websites appear? It's because the terms "make lasagna" appeared throughout the content letting Google know that this article is relevant to your search.

Seems easy, right? A lot of times, when learning SEO for the first time, business owners will start to flood their content with these keywords. This is called keyword stuffing and you want to avoid it! You will actually get penalized for doing this.

Yes, Google will crawl your site for those keywords, but they will also verify your website against dozens of other criteria. This includes making sure your content makes sense to the end user. Can you imagine if you typed in "how to make lasagna" and instead of recipes, a bunch of websites popped up trying to sell you a lasagna t-shirt?

So, lesson number one is: you can't fool Google, so don't try! Let's jump in to why you should care about SEO as a boat dealer.

## What is SEO?

What is SEO? SEO stands for Search Engine Optimization. Search engines, like Google and Bing, are sites people go to when they're looking for information. When you write your website content and social media posts with search engines in mind, you make it easier for people to find what they are looking for – a boat dealership like you.

In short, SEO is the ability to improve the visibility of a website in a search engine's unpaid (or "natural") results through the use of keywords.

There are a few obvious benefits exist for utilizing SEO as a marketing strategy. One, it gives you long lasting benefits. Secondly, it gets you qualified leads. Users who come to a website through organic search usually spend more time on the website and are more likely to convert to customers.

A few important things to note:

- Your content is a way to build credibility within the marine industry.
- Your boat inventory is posted for sale on your website.
- You likely have a contact form on your website to bring in new leads.
- You definitely want to stand out amongst your competition.
- And you definitely want customers to be able to find you easily on Google.

All of this means one thing – you should be ensuring that your boat dealer website and blog content are optimized for search.

## Common SEO Misconception

The goal of SEO isn't **just** about increasing traffic...

It's about making sure you write your content for the people you WANT reading your site. Here's a quick example.

Just because John Doe, an aspiring boat dealership owner, puts the word "boat" on his page often and posts tons of boats that people are attracted to does not mean he will generate the traffic he desires. He may attract other boat dealers, who likely wouldn't be interested in his inventory. John isn't really looking for other boat dealers to visit his site, though. He wants other boat lovers to find his site and read about his luxury yachts that they could potentially purchase.

Summary: high traffic does not equal quality traffic or business success. So, the best SEO strategy involves a combination of not only search volume, but also understanding the language and pain points of the people you WANT on your website.

The goal is to generate the right kind of traffic. We want to be specific, and focus on quality, not quantity.

## Don't Compromise Good Content

Often articles or content geared solely at repeating a keyword end up stale or boring. We recommend creating the content you know your visitors are interested in. Start with what you know you want to publish and integrate your SEO after. This will keep your content as interesting and specific as you intended.

- Establish your site
- Create content you know your consumers (people looking to buy a boat) are looking for
- Integrate keywords to increase specific traffic (boat models, manufacturers, features, price points, location)

## What Are SEO Keywords?

A keyword is a significant word from a title or document used as an index to content. They are words or phrases strategically selected when writing website content, product descriptions, blog posts, etc. that help people who are searching for that content find YOU. By thoughtfully picking keywords, you can help search engines like Google pair you with your future customers.

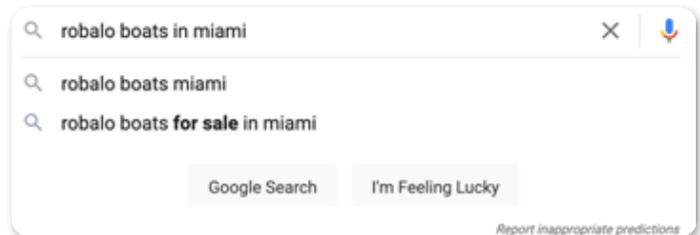
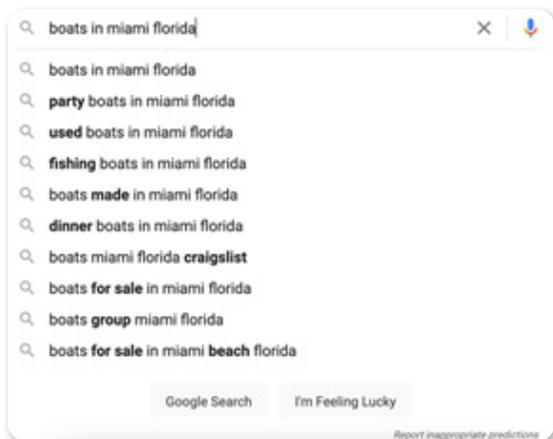
There are two types of keywords: short tail keywords and long tail keywords. A short tail keyword consists of one or two words, whereas longtail keywords have 3-5 words put together to make a relevant phrase.

It's important to understand the different between short tail and long tail keywords because you most likely won't rank on the first page of Google for a short tail keyword like "fishing yachts." That being said, you should narrow in on long tail keywords that speak directly to your boats or services.

## Diving into Long Tail Keywords

This is what boat dealers and marine businesses should be focused on: long tail keywords. Long tail keywords lengthen the search term to create more specific results. Hyper-localized businesses benefit from being precise, not succinct or general.

If you are doing a Google search for "boats" your results will be endless and probably fruitless. Using "Boats in Miami, FL" yields much more specific results. Even better, "Robalo boats in Miami" or "boats under \$200,000 in 33101."



The more specific you are, the narrower your results will be, and the more popular you will rank among those searching for particular information. These are the types of keywords we want to integrate into our SEO goals.

So, instead of John optimizing his website for "boats", he could optimize for "saltwater fishing boats for sale." Better yet, he could optimize for "saltwater fishing boats for sale in Tampa."

## Where To Put Your Keywords

As mentioned above, Google has a whole bunch of criteria it uses to index and rank your content in order to deem your website worthy of that first page of Google. As suggested earlier, write the content you know you're interested in posting and weave in keywords later to avoid compromising material.

Here are some areas you want your keywords to appear:

- The title of the article
- The first paragraph
- Alt tags of photos
- Subheadings of the article
- Meta description

Pro tips:

- Reduce your image sizes to improve site speed. (This also affects your SEO.)
- Make sure your URL is clean and simple (Letters and numbers only. Avoid underscores and punctuation; they make you less search engine friendly.)

## Links

Backlinks, in which another website sources yours, are incomparable in increasing your SEO ranking. Anyone can integrate keywords, but when other people or blogs mention you? It adds a boost of legitimacy and authority to your content.

How do you get other websites to post your link? Here are a few simple suggestions.

- Creating content people find interesting
- As a boat dealer, it may be helpful to think local; how can I help my community?
- Making your content original
- Contacting a site who has posted a competitor's link and telling them why your content is important
- Creating incentives to post your link

Say you sell saltwater fishing boats, and you created a boating safety checklist on your website for fishermen who use saltwater boats. It may be smart to reach out to a group or organization who promotes safe boating and see if they can include a link to your post somewhere on their site.

Don't just send them the link and say, "Can you put this on your website to boost my SEO?" Try to explain why your checklist provides value and why their audience might find it interesting.

We've really only scratched the surface of SEO, but the purpose of this wasn't to dive into every single ranking factor. It was to simply help educate you on what SEO is and why it is an important marketing tool for your boat dealership.

If you need help creating SEO optimized content for your boat dealership website, contact Boat Marketing Pros today at [www.boatmarketingpros.com/contact-us](http://www.boatmarketingpros.com/contact-us) to see how we can help you expand your dealership, bring awareness to your business, and help you sell more boats.

## Interested in taking your SEO to the next level?

Schedule a **FREE** strategy session with us to get an audit of your website and find key steps you can take to improve your SEO.

**Visit [www.boatmarketingpros.com/schedule-a-call](http://www.boatmarketingpros.com/schedule-a-call) today!**

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