

TIRE BUSINESS

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THE TIRE DEALER'S NEWSPAPER SINCE 1983

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Sandone develops dealer Web software

By Bruce Davis

Tire Business staff

SCRANTON, Pa.—Third-generation tire dealer Patrick Sandone III has joined forces with experts in online search functions to develop an Internet tool that enables independent tire dealers and auto repair garages to create customized Web sites optimized to ensure prominent placement in the dealers' target markets.

Mr. Sandone, of Sandone Tire in Scranton, describes the new Web software product, tireandautoservice.com, as a tool that combines search engine optimization (SEO), interactive programming, tire and repair content and Web site management into one product.

"This makes it easy for potential customers to find dealers online, easy for customers to interact with dealers online and easy for business owners to manage," he said. "Everything we do is targeted at our main goal of getting results for our clients by providing business leads using the Internet."

Tireandautoservice.com is the result of two years' development by Net Driven, the Scranton-based business-to-consumer (B2C) company Mr. Sandone co-founded in 2007 with his business partners.

Net Driven states its mission is "to drive sales results for a business using the Internet," and Mr. Sandone stressed that tireandautoservice.com was designed by tire and auto service dealers for tire and auto service.

"Right now the Internet is the



Sandone Tire photo

Tire dealer Patrick Sandone III is collaborating with software developers on a customized Web management product for tire dealers.

most effective form of advertising for tire and repair shops," said Net Driven co-founder Brian Lynott, who noted "dealers need to embrace the Internet" to take to take advantage of changing consumer shopping habits.

Tireandautoservice.com offers three things for tire dealers online—e-commerce possibilities, marketing support and Web site management.

Each site is built around search engine optimization (SEO) and includes keyword research, keyword writing, SEO-friendly content, SEO-friendly software code, back link building, inclusion in more than 20 online directories and proprietary techniques and software.

Also, each site includes catalogs of tire and auto service, shopping cart and an online quoting function to help generate leads for dealers.

Specific functions include TurboSEO, a proprietary technique that

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Net Driven offers dealers Web service

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guarantees high ranking on search engines for tire and repair businesses, and myTECH Finder, which posts jobs across multiple job boards and accepts full applications online

One dealership using Net Driven's services is Modern Tire and Auto Service, a four-outlet dealership based in Newington, Mass., which switched a year ago after trying competing services from both Geckobyte and 50-Below, said Shawn Long, general manager.

"We were frustrated that smaller dealers in our area showed up ahead of



Net Driven is implementing SEO techniques for Modern Tire and Auto Service in Newington, Mass.

us in Web searches," Mr. Long said. "Net Driven's emphasis on search engine optimization appealed to us."

Mr. Long also lauded Net Driven and Mr. Sandone for understanding a tire dealership's specific needs and for the quick response to requests for changes to the online presence.

Mr. Long said Modern Tire has seen an increase in online requests for quotes since switching its Web site to Net Driven, and the dealership's been able to convert at least 20 percent of those into business, with the majority of this business coming from new customers.

The cost of Net Driven starts at \$2,400 per year.

WHAT OTHER PEOPLE ARE SAYING ABOUT NET DRIVEN

"We saw an immediate impact on our business when we switched to Net Driven. We had a website from a different company, but a few weeks after switching to Net Driven we saw traffic increase 150% and leads increased by five times."

—Mike Cartis, Retail Manager with Sandone Tire

"Net Driven is the first internet company we worked with that really got results for Jeff Pohlman Tire. After just a few months using their TireandAutoService.com website platform we now have sales of over \$10,000 per month because of our website."

—Jeff Pohlman, Owner of Jeff Pohlman Tire

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