



WELCOME TO THE RWS SET TEAM NEWSLETTER

This e-newsletter is periodically distributed by the SET dedicated Reynolds Web Solutions team. We will keep you up to date with news regarding every aspect of your websites as well as what's new in the Reynolds Web Solutions world. If you would like more information on any of the news items below please give us a call at 800-501-8307 or email rwsetteam@reyrey.com

We look forward to hearing from you soon.

didyouknow?

Did you know we recently updated our WebmakerX editor?

With its powerful features and ease of use, our new editor makes a great tool for creating and publishing web content for your website.

One of the new features is spell check. You can add words to your dictionary, easily spot misspelled words, get suggested spellings, and let the editor save you time on proof reading.

The new editor is also larger, allowing for more workspace on the screen.

Find out more on the new editor in your WebmakerX tool under "Home" / "Recent Enhancements."

Recent Enhancements

Enhanced HTML Editor	01/21/2010
Holiday/Seasonal Theme Options	01/21/2010
New Rovion inPerson characters	01/21/2010
Consumer Interactive Theme 21	11/11/2009
Mobile for WebMakerX 2.0	11/01/2009
New Flash Coupons	10/21/2009

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dealerbuzz

Website Templates

Want to spice up your site and need some ideas. Check out the RWS Gallery to find a template that suits your needs. Remember that it doesn't have to look exactly like the example. We can change up the template so your site will stand out from the others.

We also have exclusive SET templates (click on the dealership name to view the site):

- Theme 133- Kendall Toyota
- Theme 134- Jim Barkley Toyota
- Theme 135- Sparks Toyota

Don't like what you see there? Let us know what you do like and we can make it for you!

Check out some of our SET dealer's custom sites (click on the dealership name to view the site):

- Dick Dyer Toyota
- Mark Jacobson Toyota
- Ralph Hayes Toyota
- Bob Richards Toyota
- Rountree Toyota
- Vann York Toyota
- Toyota of Dothan
- Deland Toyota

You can also find these on the SET Demo Site

Dealership Spotlight

To nominate your dealership for the Dealership Spotlight or if you have "The Buzz," send us an email at rwsetteam@reyrey.com with the reason your dealership should be chosen or the topic you want to share.

SEO TIP OF THE MONTH

WebmakerX - Page Level Keywords and Meta Tags

Keywords are words and phrases that web surfers put into search engines when they are looking for websites that cover particular topics or sell certain products. Meta tags are HTML codes that are inserted into the header on a web page, after the title tag to add keywords and definitions to your site

To create/change page level Keywords and Meta Tags, go to the "SEO" tab in your WebmakerX tool and select "Page-Level Tags." Each page has designated "Description" and "Keywords" areas to add content to. This content should be relative to the information you are showing on that specific page. These tags are not visible to customers viewing your website, but are read by search engines.

Don't Forget-
As always, remember to update your on page content on a regular basis. Content needs to stay current, fresh, and most importantly, relevant!

For questions regarding Search Engine Optimization contact Kyle Harrell, Pamela Gentry, or Ashlea Herrmann at 800-501-8307 or email us at rwsetteam@reyrey.com.

WMX TIP OF THE MONTH

Don't have time to sit in on a dealer training? We have a "Help" feature in WebmakerX that shows you step by step instructions on how to make changes to your site through the editor.



This feature is located at the bottom left corner of every page in WebmakerX. Whether you need a quick overview of the tool or need a more specific search; this easy to use tool is always accessible.

When looking for something specific, simply hit the "Search" button and type in a word(s) to search for.

For example, "Upload Image" can bring back results such as: How to Access Inventory Reports, How to Add a Print Ad, How to Upload Images to the Image Library, Online Service Reservation Interface, Owner Circle Interface, and Specials. Then click on the result that you were inquiring about.

SEO - Enhancement Initiative

Since July 2009, the SET Team at Reynolds Web Solutions has been working on an ongoing SEO initiative to improve the SEO for our dealer's websites.

Phases we have already completed for this project:

- Submitting your XML Site Map
- Verifying the website with Google
- Tracking index pages on a bi-weekly basis
- Addition of model landing pages
- Dynamic title tags for Reynolds inventory pages

Phases to look for moving forward:

- On-page content for framed-in pages
- Tracking index pages on a monthly basis
- Tracking keyword rankings on a bi-weekly basis
- On-page content for model landing pages

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*View Themes, Images, Showrooms,
& More at
setdemo.site.webmakerx.net

WMX Dealer Trainings available!
Gain the knowledge you need to
advertise your site to the fullest! Call
for Details!