

More Functionality, Improved Results for Dealers: Reynolds Continues to Enhance Dealership Website Platform

*Enhancements Include New Dealership Blog Capability and
Design Changes to Improve Organic SEO Performance*

DAYTON, Ohio – April 28, 2010 – The Reynolds and Reynolds Company today announced a number of enhancements to its WebMakerX[®] 2.0 dealership website platform, including improved organic search engine optimization (SEO) and a new blogging tool for dealers. The enhancements from Reynolds Web Solutions provide dealers with more functionality and flexibility for the most important piece of their overall digital marketing strategy: the dealership’s website. As a result of these platform improvements, dealers now have additional tools to use in attracting more consumers to their website and to the products and services marketed on it.

“We’ve enhanced the core WebMakerX 2.0 platform to adopt the leading features used by the best search engines today,” said Trey Hiers, vice president, Corporate Marketing, for Reynolds. “All of these changes – implementing static, keyword-driven URLs for inventory pages, adding the Robots Sitemap Indicator to sites – have been shown to be effective ways to boost website rankings in search engine results. Consequently, the dealership’s website should be more easily found by consumers in the prominent search engines, leading to more leads and improved business results for the dealer.”

Reynolds Web Solutions also has added the capability for dealers to quickly and easily add and manage a blog on their dealership website. Blogs can be used as a convenient and effective way for dealers to share current news and information about the dealership with consumers. Blog content also has been shown to help improve a dealership’s website ranking in search engines, which provides one more avenue that can lead consumers to the dealership’s website.

Hiers concluded, “These latest enhancements are an important part of Reynolds Web Solutions’ continued focus on developing and delivering a robust set of tools to help dealers fulfill their digital marketing strategy, and, ultimately, attract more consumers to the dealership’s products and services.”

Reynolds Web Solutions Blog

Reynolds Web Solutions has launched a blog on its website (<http://blog.reynoldswebsolutions.com>) aimed at modeling best practices for blogging and serving as another way for Reynolds Web experts to share their knowledge with dealers who are interested in improving their digital marketing strategy. The Reynolds Web Solutions blog uses the same platform as the blogging tool for dealerships.

[Reynolds Web Solutions](#) offers dealerships website design, search engine marketing and optimization, inventory management, and Internet marketing and sales training – all aimed at helping dealerships gain the best business benefit from their Web presence. Connect with Reynolds Web Solutions on the **Web:** <http://reynoldswebsolutions.com> | **Facebook:** <http://facebook.com/ReynoldsWebSolutions> | **Twitter:** <http://twitter.com/reynoldswebsols>.

About Reynolds

Reynolds and Reynolds is the automotive industry’s leading provider of automobile dealership software, services, and forms to help dealerships improve business results. The company is headquartered in Dayton, Ohio, with major operations in Houston and College Station, Texas, and Celina, Ohio. (www.reyrey.com)

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