SEO Audit:
Northway Ford

Ryan Usher • 12.07.2025

Audit Overview

There are 4 major sections to your report. **You must complete all of these sections.**

Section 1: Tech SEO

1. URL Naming Conventions (Screaming Frog)
2. The SERP (Google Search)
3. Meta-titles (Screaming Frog)
4. Meta- descriptions (Screaming Frog)
5. HTTP Response Status Codes (Screaming Frog)
6. Duplicate Content (Screaming Frog)
7. Site Security (Your site)
8. Site Speed (Google Pagespeed Insights)
9. Site Architecture (Your Site)
10. Content Prioritization - H1 (Screaming Frog)
11. Mobile Friendly (Bing Mobile Friendliness Tool)

Section 2: User Experience (Userbrain)

1. Completed Tests
2. Insights & Recommendations

Section 3: Content Development (Miro, SemRush Topic Planner, Keyword Planner)

Section 4: Link Building (MOZ, XML Site)

Part 1: Technical SEO

SEO Audit

1. URL Naming Conventions (Screaming Frog)

A clear, concise and keyword-rich URL naming convention is important in SEO.

Do a Screaming Frog crawl. Are there any problems with any of your clients' URLs? Pick 5 and rewrite them using the chart illustrated in our weekly FOL Module.

Enter both the current URL and your new URL. Use the template provided on the next slide.

OLD URL	NEW URL
northwayford.ca/new/vehicle/2025-ford-f-150-lariat-id14304191.htm	northwayford.ca/new/2025-ford-f150-lariat
northwayford.ca/new/2025-Ford-Bronco%20Sport.html	northwayford.ca/new/2025-ford-bronco-sport
northwayford.ca/new/Trucks.html	northwayford.ca/new/trucks
northwayford.ca/all/vehicle/2026-ford-explorer-tremor-id14678635.htm	northwayford.ca/new/2026-ford-explorer-tremor
northwayford.ca/sitemap/Array	northwayford.ca/sitemap

2. The SERP (Google)

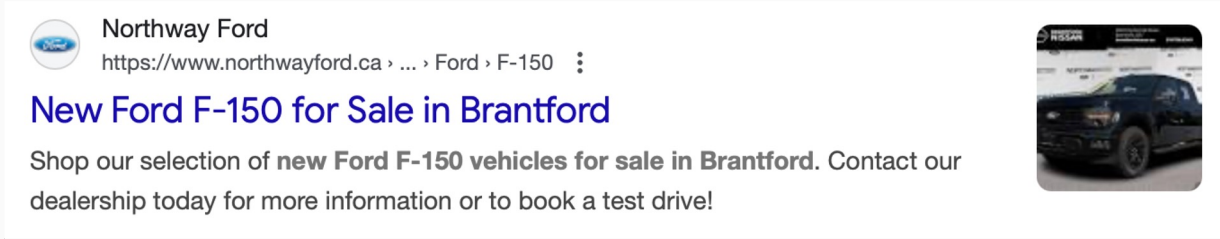
Search for your clients' services on Google. How do they appear?
Remember, users search using different nomenclature than we might think. Try a few different searches. Search for specific pages on your site. What does Google serve up to you?

Include screenshots of how your client appears on Google now. Include your search terms in your report.

Include your screenshots on a new slide - are there any problems you identified?

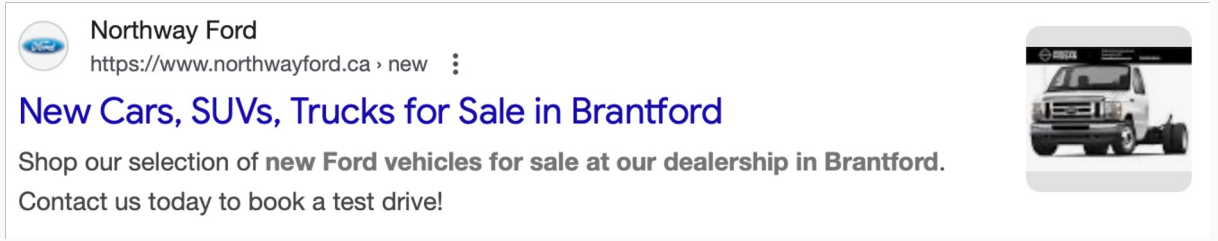
Search 1: “f150 Brantford”

Northway Ford is the top result after any sponsored websites.



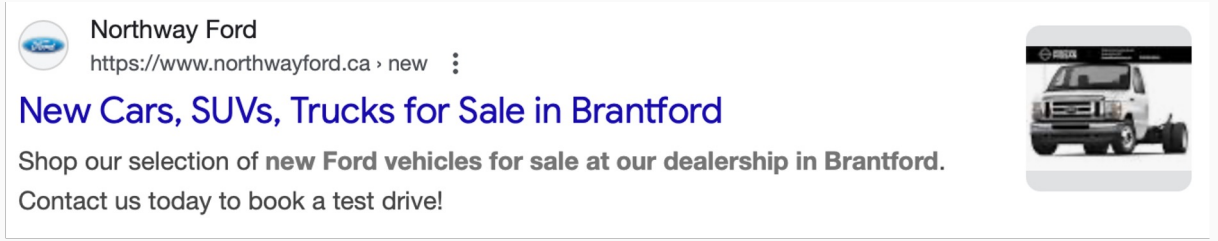
Search 2: “new trucks in Brantford”

Northway Ford is the top result once again even though the search wasn’t Ford specific.



Search 3: “ford dealership Brantford”

Northway Ford comes up first here too, directing users to the home page.



3. Meta-titles (Screaming Frog)

Check for:

- ❑ Over 60 Characters
- ❑ Under 30 Characters
- ❑ Relevance
- ❑ Differentiation & USP

3A: Meta-Titles: Over 60 Characters (Screaming Frog)

When looking at your Screaming Frog crawl, are there any meta titles that are over 60 characters in length?

If so, pick 5 and rewrite them. Be sure to follow the best practices discussed in the lesson when writing titles.

Use the template provided on the next slide.

Page	OLD META TITLE	NEW META TITLE
/home	Northway Ford | Brantford's Ford Dealer | Shop Ford SUVs, Cars, & Trucks.	Northway Ford Brantford | SUVs & Trucks
/service-parts	Parts & Service at Northway Ford | Quality Service & Precision-Crafted Parts	Northway Ford Service | Auto Repair & Parts
/new/Trucks.html	New Cars, SUVs, Trucks for Sale in Brantford | Northway Ford Lincoln	New Ford Trucks for Sale | Brantford Ontario

Meta-titles: over 60 characters

Page	OLD META TITLE	NEW META TITLE
/new/Ford-F-150%20Lightning.html	New Ford F-150 Lightning for Sale in Brantford | Northway Ford Lincoln	New F-150 Lightning Brantford | Northway Ford
/new/vehicle/2026-ford-escape-platinum-id14733175.htms	2026 Ford Escape Platinum at $51694 for sale in Brantford - Northway Ford Lincoln	2026 Ford Escape Platinum Brantford | Northway Ford

Meta-titles: over 60 characters

3b. Meta-Titles: Under 30 Characters (Screaming Frog)

When looking at your Screaming Frog crawl, are there any meta titles that are under 30 characters in length?

If so, pick 5 and rewrite them. Be sure the follow the best practices discussed in the lesson when writing titles.

Use the template provided on the next slide.

Page	OLD META TITLE	NEW META TITLE
/privacy-policy	Privacy Policy | Northway Ford	Privacy Policy & Terms of Use | Northway Ford
/job-openings	Jobs | Northway Ford	Northway Ford Careers | Jobs in Brantford
/contact	Contact Us | Northway Ford	Contact Northway Ford | Sales & Service

Meta-titles: below 30 characters

4. Meta-descriptions

Check for:

- ❑ Over 155 Characters
- ❑ Below 70 Characters
- ❑ Relevance
- ❑ Differentiation & USP

4a. Meta Descriptions: Over 155 Characters (Screaming Frog)

When looking at your Screaming Frog crawl, are there any meta descriptions that are over 155 characters in length?

If so, pick 5 and rewrite them. Be sure the follow the best practices discussed in the lesson when writing titles.

Use the template provided on the next slide.

Page	OLD META DESCRIPTION	NEW META DESCRIPTION

Northway Ford has no meta descriptions that surpass 155 characters.

4b. Meta Descriptions: Below 70 Characters (Screaming Frog)

When looking at your Screaming Frog crawl, are there any meta descriptions that are below 70 characters in length?

If so, pick 5 and rewrite them. Be sure the follow the best practices discussed in the lesson when writing titles.

Use the template provided on the next slide.

Page	OLD META DESCRIPTION	NEW META DESCRIPTION

Northway Ford has no meta descriptions that are below 70 characters.

4c. Meta Descriptions: Relevance (Screaming Frog)

When looking at your Screaming Frog crawl, are there any meta-descriptions assigned to pages on the site, that do not accurately describe the content of the page?

If so, pick 5 and rewrite them. Be sure the follow the best practices discussed in the lesson when writing titles.

Use the template provided on the next slide.

Page	OLD META DESCRIPTION	NEW META DESCRIPTION
/trucks.html	Shop our selection of new Ford vehicles for sale at our dealership in Brantford. Contact us today to book a test drive!	Shop Brantford's best selection of new Ford trucks. In-stock 2025 F-150, Super Duty, and Ranger ready for work or play. Book your test drive at Northway.
/contact	Have questions about your current car or looking for a new or pre-owned ride? Contact the Northway team or visit us at 388 King George Road, Brantford.	Contact Northway Ford in Brantford. Get directions to 388 King George Rd, view Sales & Service hours, or call us to book an appointment today.
/land-acknowledgement	Northway Ford Lincoln honors the Haudenosaunee, Anishinaabe, and Neutral peoples, recognizing the traditional lands of the Haldimand Tract.	Northway Ford recognizes the traditional territory of the Haudenosaunee, Anishinaabe, and Neutral peoples. Learn about our respect for the Haldimand Tract.

4d. Meta-Descriptions: Differentiation & USP (Screaming Frog)

When looking at your Screaming Frog crawl, are there are there any meta-descriptions that don't make your company stand out from your competitor's on the SERP or do not differentiate the company or page?

If so, pick 5 and rewrite them. Be sure the follow the best practices discussed in the lesson when writing titles.

Use the template provided on the next slide.

Page	OLD META DESCRIPTION	NEW META DESCRIPTION
/sell-us-your-car	We're always on the hunt for new inventory for our pre-owned lot. Interested in what your ride is worth? Get started on a no-obligation appraisal.	Sell your car for cash in Brantford. Northway Ford pays top market value for all makes & models. No purchase necessary. Get your instant offer today.

Every other description does a very good job differentiating itself from other pages and from the competition.

5. HTTP Response Codes (Errors)

Does the site render any errors?

Tool: Screaming Frog

When looking at your Screaming Frog crawl, if you see any 404 errors in the Status column of any HTML pages, report them here.

Remember, the solution is usually a 301 redirect if the page doesn't exist any more.

You might like to suggest the new, equivalent page that should be used for the 301.

HTTP Response Codes (Errors)

Row	Address	Content Type	Status Code ▼	Status
1	https://www.northwayford.ca/Array	text/html; charset=UTF-8	404	Not Found
2	https://www.northwayford.ca/privacy-policy/Array	text/html; charset=UTF-8	404	Not Found
3	https://www.northwayford.ca/land-acknowledgement/Array	text/html; charset=UTF-8	404	Not Found
4	https://www.northwayford.ca/job-openings/Array	text/html; charset=UTF-8	404	Not Found
5	https://www.northwayford.ca/sitemap/Array	text/html; charset=UTF-8	404	Not Found
6	https://www.northwayford.ca/contact/Array	text/html; charset=UTF-8	404	Not Found
7	https://www.northwayford.ca/about-us/Array	text/html; charset=UTF-8	404	Not Found
8	https://www.northwayford.ca/sell-us-your-car/Array	text/html; charset=UTF-8	404	Not Found
9	https://www.northwayford.ca/service-parts/Array	text/html; charset=UTF-8	404	Not Found
10	https://www.northwayford.ca/jobs/automotive-technician/	text/html; charset=UTF-8	404	Not Found

6. Duplicate Content (Screaming Frog)

Duplicate Content

URL 1 (The Original)	URL 2 (The Duplicate)	Content/Title
northwayford.ca/used/vehicle/2024-ford-mustang-gt-premium-id14394590.htm	northwayford.ca/used/video/2024-ford-mustang-gt-premium-id14394590.htm	**Identical Title:** 2024 Ford Mustang GT Premium at $61368 for sale in Brantford - Northway Ford Lincoln
northwayford.ca/new/vehicle/2025-ford-bronco-raptor-id14399029.htm	northwayford.ca/new/video/2025-ford-bronco-raptor-id14399029.htm	**Identical Title:** 2025 Ford Bronco Raptor at $129305 for sale in Brantford - Northway Ford Lincoln
northwayford.ca/used/vehicle/2025-ford-f-250-platinum-id14720533.htm	northwayford.ca/used/video/2025-ford-f-250-platinum-id14720533.htm	**Identical Title:** 2025 Ford F-250 Platinum at $110599 for sale in Brantford - Northway Ford Lincoln

Duplicate Content Recommendation

Implement a **canonical tag** pointing the `/video/` URLs back to the main `/vehicle/` URL to tell Google to ignore the video duplicates.

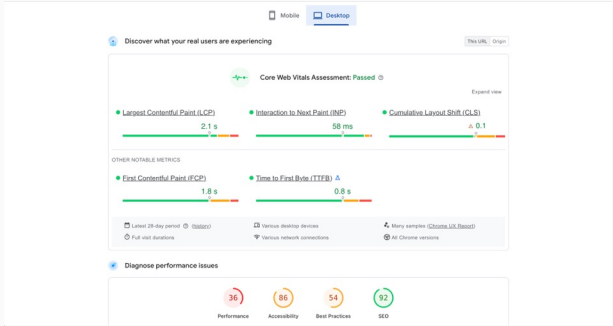
8. Site Speed (Google PageSpeed Insights)

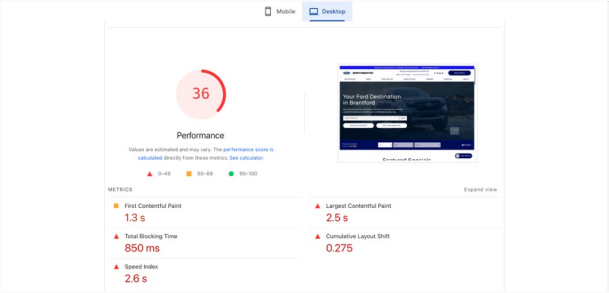
8a. Site Speed: Desktop

Google gives preferential treatment to faster sites in SERP organic listings.

Pull a Core Web Vitals report for the desktop version of you client's site. Include a screenshot.

In your own words, what is likely causing the speed issues? What technical action items could speed up the site?





The desktop site is slowed down by large, unoptimized hero banners and third-party scripts (like the chatbot and inventory loader) that block the page from loading quickly.

Technical Action Items:

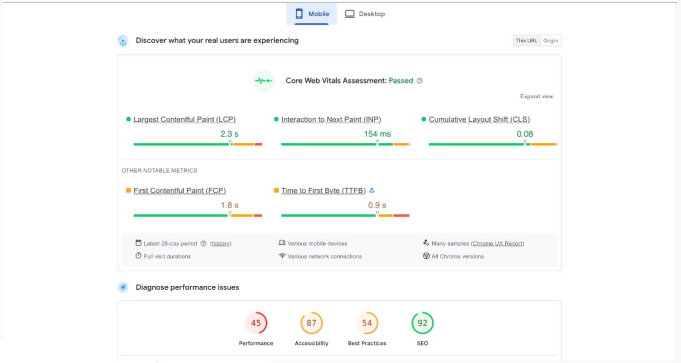
1. **Compress Images:** Convert large banners to WebP format to reduce file size.
2. **Defer Scripts:** Set the chatbot and tracking tools to load *after* the main content.
3. **Lazy Load:** Ensure vehicle photos only load when the user scrolls down to them.

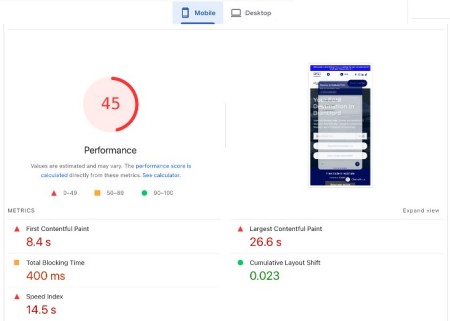
8b. Site Speed: Mobile

Google gives preferential treatment to faster sites in SERP organic listings.

Pull a Core Web Vitals report for the mobile version of you client's site. Include a screenshot.

In your own words, what is likely causing the speed issues? What technical action items could speed up the site?





The mobile site is too slow because it tries to load heavy desktop-sized images and complex scripts (like inventory filters) that overwhelm mobile processors and networks.

Technical Action Items:

1. **Minimize JavaScript:** Shrink"the code size so mobile phones can read it faster.
2. **Defer Scripts:** Delay loading the chatbot and tracking tools until after the main content appears.
3. **Resize Images:** Serve smaller, mobile-specific images instead of shrinking down large desktop photos

9. Site Architecture

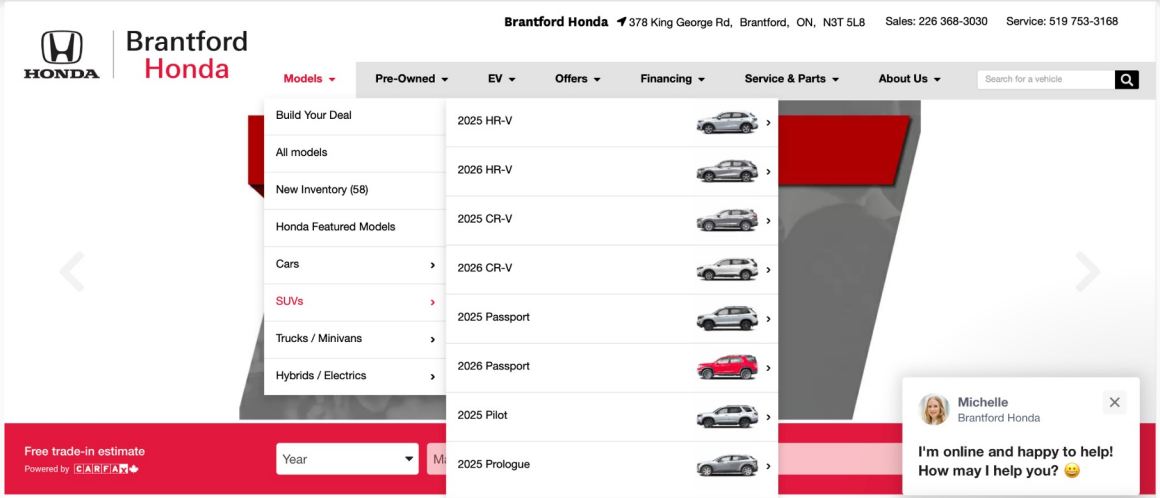
9. Site Architecture: Your Client



The current site structure at Northway Ford is actually really strong because it keeps things simple for the customer. As marketers, our main goal is to reduce confusion and get the user to the product as fast as possible. This site does that perfectly. The menu (seen above) is organized into the big buckets that every car buyer is looking for like New, Used, and Service without burying anything deep in complex sub-menus. The structure is flat, which basically means a customer is never more than one or two clicks away from viewing a vehicle. This makes the buyer's journey super smooth and keeps people from bouncing off the site out of frustration.

From an SEO perspective, the current setup works because it speaks the customer's language. The navigation labels use the exact keywords that people actually type into Google, like Used Inventory or Service, rather than trying to be too clever with fancy names. By keeping the hierarchy simple, we are making it easy for Google to see what our most important pages are without getting lost. It aligns perfectly with how real people search and browse, so there is really no need to overcomplicate the architecture just for the sake of change. If it isn't broken, don't fix it definitely applies here.

9. Site Architecture: Your Competitors



When looking at the competition, Brantford Honda does a really good job with their site structure, specifically how they organize their new inventory. Instead of just dumping the user into a big list of search results, their main menu features a "Models" section that lists every specific model they sell, such as the Civic or CR-V. This creates a dedicated landing page for each vehicle, allowing customers to research the car's features before they are ready to buy.

From a marketing perspective, this is a smart move because it helps them capture customers who are still in the "research phase" of the buying funnel. By having a specific page dedicated to the "2025 Honda CR-V," they are much more likely to rank on Google for people searching for reviews or specs on that specific model. It’s a slightly more complex structure than Northway Ford, but it allows them to target those specific model keywords much more effectively.

10. On-page Content - H1(Screaming Frog)

10. On-page content (H1)

Look at your client's Screaming Frog crawl.

Have they defined <h1> tags on all of their pages?

If not, you should craft 5 to demonstrate how it's done.

Use the template provided on the next slide.

Every Page has an H1, here is a chunk of them to give an idea of how they are formatted.

Row	Address	Occurrences	H1-1	H1-1 Length
15	https://www.northwayford.ca/new/	1	New Cars, SUVs, Trucks for Sale in Brantford	
16	https://www.northwayford.ca/new/2025-Ford-Bronco%20Sport.html	1	New Ford Bronco Sport for Sale in Brantford	
17	https://www.northwayford.ca/new/Mustang.html	1	New Mustang for Sale in Brantford	
18	https://www.northwayford.ca/new/F-650%20Gas.html	1	New F-650 Gas for Sale in Brantford	
19	https://www.northwayford.ca/new/Ford-Maverick.html	1	New Ford Maverick for Sale in Brantford	
20	https://www.northwayford.ca/about-us/	1	About Us	
21	https://www.northwayford.ca/new/Ford-F-150%20Lightning.html	1	New Ford F-150 Lightning for Sale in Brantford	
22	https://www.northwayford.ca/contact/	1	Contact Us	
23	https://www.northwayford.ca/new/Electric.html	1	New ELECTRIC for Sale in Brantford	
24	https://www.northwayford.ca/used/	1	Used Cars, SUVs, Trucks for Sale in Brantford	
25	https://www.northwayford.ca/new/SUV.html	1	New Cars, SUVs, Trucks for Sale in Brantford	
26	https://www.northwayford.ca/new/2025-Ford-Escape.html	1	New Ford Escape for Sale in Brantford	
27	https://www.northwayford.ca/new/vehicle/2026-ford-explorer-st-line-id14723583.htm	1	2026 FORD EXPLORER ST-LINE 4DR 4X4	
28	https://www.northwayford.ca/new/vehicle/2026-ford-e-450-cutaway-base-id14738568.htm	1	2026 FORD E-450 CUTAWAY	
29	https://www.northwayford.ca/new/vehicle/2026-ford-explorer-tremor-id14678635.htm	1	2026 FORD EXPLORER TREMOR 4DR 4X4	
30	https://www.northwayford.ca/new/vehicle/2026-ford-escape-platinum-id14781752.htm	1	2026 FORD ESCAPE PLATINUM 4DR ALL-WHEEL DRIVE	
31	https://www.northwayford.ca/new/?pg=3	1	New Cars, SUVs, Trucks for Sale in Brantford	
32	https://www.northwayford.ca/new/?pg=2	1	New Cars, SUVs, Trucks for Sale in Brantford	
33	https://www.northwayford.ca/new/vehicle/2026-ford-escape-platinum-id14733175.htm	1	2026 FORD ESCAPE PLATINUM 4DR ALL-WHEEL DRIVE	

11. Mobile Friendliness (Bing Mobile Friendly Test)

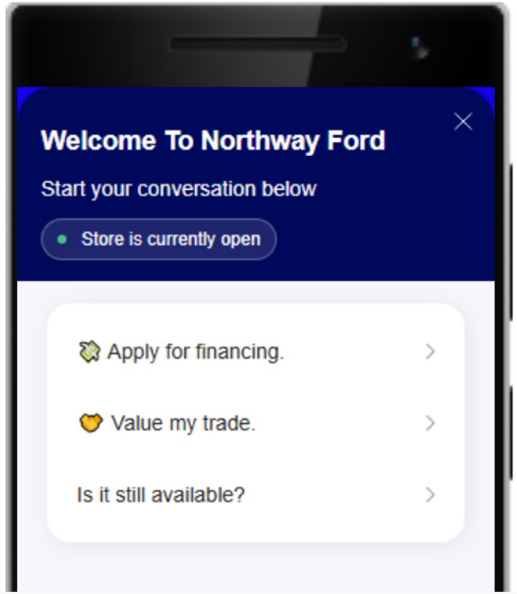
11a. Mobile-Friendliness (Bing)

Run a mobile-friendly test: https://www.bing.com/webmaster/tools/mobile-friendliness

Does Bing consider your site to be “mobile friendly”?

This page is mobile friendly

- Viewport configured correctly
- Page content fits device width
- Text on the page is readable
- Links and tap targets are sufficiently large and touch-friendly
- Some resources on the page are blocked by robots.txt configuration

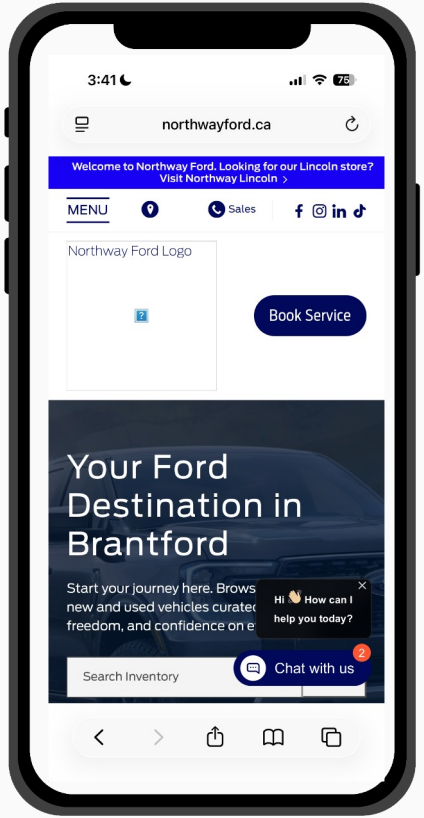


11b. Mobile-friendliness: Screenshots

Now check it yourself:

- ❏ Load the website on your mobile device.
- ❏ Is the website mobile-friendly? Do you agree with Bing’s assessment? If not, how would you improve it?
- ❏ Include screenshots

11b. Mobile Friendly: Screenshots



Most of the website functioned well when I accessed the mobile version, but there was one flaw that I noticed as soon as I opened the site. If you hadn't already noticed, the Northway Ford logo did not load even after waiting for almost 2 minutes. This could be resolved by making it a lower resolution or smaller file size image to improve the load time.

Part 2: User Experience

SEO Audit

Part 2: 1. User Experience - Completed Usability Tests

Adam: https://vimeo.com/1142758637?share=copy&fl=sv&fe=ci

Malcolm: https://vimeo.com/1144034293/4bfe5f5164

Joseph: https://vimeo.com/1143939022/d9ad78c697

Part 2: User Experience - Findings

Include a list of at least 5 key findings.

1. **Confusion Between AWD and 4x4:** All users were confused by the difference between "All-Wheel Drive" and "4x4" in the search filters and explicitly asked for a description to help them understand the difference.
2. **"Compare" Feature is Hard to Find:** While the comparison page itself was well-received, one user noted that the "Add to Compare" button was too small and not in an ideal spot, making it difficult to use initially.
3. **Broken Navigation on Comparison Page:** Users expected to be able to click on the car image in the "Compare" tool to go back to the vehicle page, but the images were not clickable, forcing them to use the back button.
4. **Payment Calculator Builds Trust:** Both users found the payment calculator helpful and trustworthy. They felt it showed the dealership was "honest" and "not hiding anything" regarding pricing.
5. **Test Drive Form is Intuitive:** Both users easily found the "Book a Test Drive" button and praised the form for being simple, specifically liking the visual calendar and the "best time to call" option.

Part 2: User Experience - Recommendation

Include a list of at least 5 recommendations that stem from your findings.

1. **Add Explanatory Tooltips:** Add a small "info" icon or tooltip next to the "Drivetrain" filter that briefly explains the difference between AWD and 4x4 for non-expert buyers.
2. **Improve "Compare" Button Visibility:** Make the "Add to Compare" button on vehicle listing cards bigger or a distinct color so users can find this feature more easily.
3. **Make Comparison Images Clickable:** Update the comparison page code so that clicking a vehicle's photo or name links directly back to that car's detailed listing page.
4. **Highlight the Payment Calculator:** Since users mentioned this as a major trust factor, ensure the "Calculate Payments" tool is prominent on every vehicle page, possibly by displaying a "Estimated Monthly Payment" summary near the main price.
5. **Keep Forms Simple:** Maintain the current layout of the "Book a Test Drive" form. Do not add unnecessary fields, as users currently find the "Best time to call" and calendar features highly customer-centric.

Part 2: User Experience - Results

You may include direct quotes from your UX Tests….

“They’re putting the customer first” - Malcolm

“Holy smokes!” - Adam

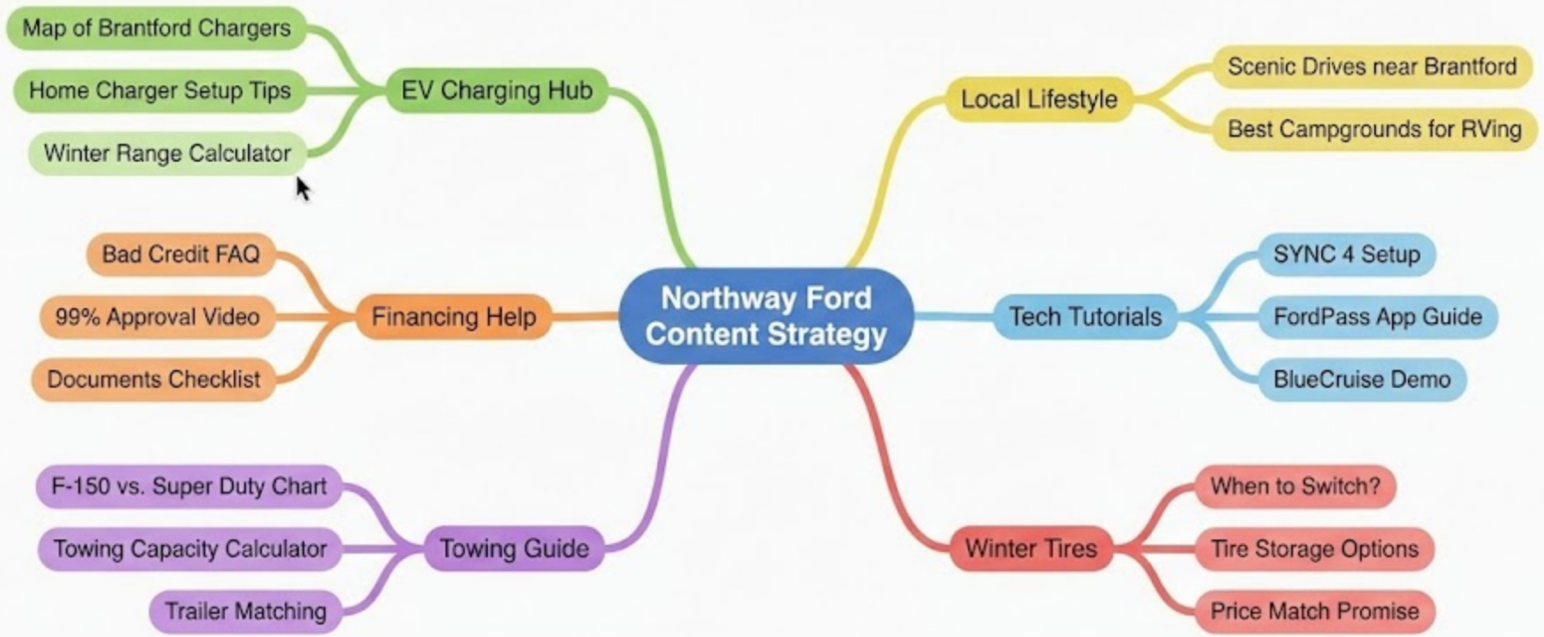
Part 3: Content Development

SEO Audit

1. Evergreen Content

Developing Content

Include a screenshot of your Miro Board or Coggle with your original content brainstorming ideas….



Keyword Research

Now, having brainstormed content ideas, and having validated them with keyword research suggest new evergreen content for your client. It should answer questions for your customers and solve problems they have. It should be related to what we sell, but it’s not specifically about OUR products/services.

You will:

- ❏ Develop a list of questions/problems your client could solve with content
- ❏ Make a reasonable action plan that a small business could implement

Use the template provided in the next three slides.

Content Idea #1

Summarize your content idea:

Keyword Data: What keyword research supports your decision to build content around your chosen theme?

Are people searching for this type of content online? How do you know?

"The Ultimate Guide to Electric Vehicle Charging in Brantford"

A dedicated resource page acting as a "hub" for local EV owners. It will feature a map of all public charging stations in Brantford, tips for home charging installation, and a range calculator specifically for the Ford Mach-E and F-150 Lightning in Ontario winter conditions.

Keyword Data

- **Target Keywords:** "EV charging stations Brantford," "electric car charger installation," "Ford Lightning range winter."
- **Evidence:** Search volume for "EV charging" is rising. Local competitors only list inventory; no one is answering the basic question of "*Where do I actually charge my car in Brantford?"*

Implementation Plan

- **Creation:** Write a 1,500-word "Pillar Page" titled "Everything You Need to Know About Owning an EV in Brantford." Include an embedded Google Map of local chargers.
- **Location:** `/new-vehicles/electric-vehicle-guide` (Linked under the main "New Vehicles" menu).

Content Idea #2

Summarize your content idea:

Keyword Data: What keyword research supports your decision to build content around your chosen theme?

Are people searching for this type of content online? How do you know?

"How to Get Approved for a Car Loan with Bad Credit"

An educational, empathetic guide that demystifies the financing process. Instead of just a generic "Apply Now" form, this page explains how credit scores work, what documents are needed for approval, and how Northway Ford's "99% Approval" program works for people with low credit.

Keyword Data:

- **Target Keywords:** "bad credit car loans Brantford," "no credit auto financing," "car loan approval tips."
- **Evidence:** "Bad credit car loans" is a high-volume, high-intent search term. Users searching for this are ready to buy but afraid of rejection. This content builds trust before they even walk in the door.

Implementation Plan

- **Creation:** Create a Frequently Asked Questions style page with a video intro from the Finance Manager explaining that "we work with everyone."
- **Location:** `/financing/bad-credit-help` (Linked from the main Financing page).

Content Idea #3

Summarize your content idea:

Keyword Data: What keyword research supports your decision to build content around your chosen theme?

Are people searching for this type of content online? How do you know?

"The 7-Degree Rule: When to Switch to Winter Tires in Brantford"

A timely, localized guide that answers the #1 question every Canadian driver asks in October: *"Is it time yet?"* This page explains the science behind the "7°C Rule" (winter tires grip better below 7°C) and promotes Northway Ford's "Tire Hotel" storage service so customers don't have to haul dirty tires home.

Keyword Data:

- **Target Keywords:** "winter tire change Brantford," "tire storage cost," "when to switch to winter tires Ontario."
- **Evidence:** This is a massive seasonal spike. Every year, thousands of locals search for this exact timing. Ranking for the *information* ("when to switch") captures the customer right before they need the *transaction* ("book appointment").

Implementation Plan

- **Creation:** A "Winter Ready" landing page featuring a live 7-day temperature forecast widget and a "Book Your Tire Swap" button.
- **Location:** `/service/tire-centre-guide` (Linked from the main Service & Parts menu).

Part 4: Link Building

SEO Audit

1. Internal Links

1a. Internal Links - Content Prioritization

Report on your important pages' priority using https://www.xml-sitemaps.com/
Are any important pages receiving a lesser ranking than they should?
Report them here.

The xml-sitemaps.com tool was unable to crawl the site due to the dealership's security firewall (Error 403: Forbidden). This is a standard security measure for high-volume inventory sites.

1b. Internal Links - Indexability (Screaming Frog)

I ran the Screaming Frog crawl and found 72 pages that aren't being indexed, but actually, most of that is a good thing. The site is doing exactly what it's supposed to do by intentionally blocking search filters and using canonical tags to stop Google from getting confused by duplicate content.

However, there is one weird glitch that definitely shouldn't be happening. I found 10 specific pages that are dead 404 links because the site is accidentally adding the word “Array” onto the end of URL strings, creating broken pages like northwayford.ca/contact/Array. Those are actual broken links that the company needs to fix. Other than that the "non-indexable" parts are all correct.

2. External Links (Moz Link Explorer)

2b. External Links: Your Competitor's Backlink Profile (Moz)

2b. Using Moz Link Explorer, find your competitions PR, volume of followed external backlinks & volume of followed external domains. Fill in the table below.

BackLink Analysis	Domain Authority	External, followed Links	Followed Linking domains
Northway Ford	19	280	1,400
Brantford Nissan	19	310	12,300
Brantford Honda	27	243	7,200

Backlink Idea #1

Summary of the idea:

Where did the idea come from?

Summary of the idea:
Sponsor a local Brantford minor league team (like the Brantford 99ers hockey team or a youth soccer league) to build local authority.

Where did the idea come from?
When looking at the Brantford Honda's backlink profile, I noticed they have high-authority links from local community organizations. These .org and community sites pass a lot of "Local Trust" that helps with SEO.

How will you get the backlink? Purchase a sponsorship package for the upcoming season. Crucially, the contract must include a "Do-Follow" logo link on the team's "Sponsors" or "Thank You" page pointing back to the Northway Ford homepage.

Backlink Idea #2

Summary of the idea:

Where did the idea come from?

PR Campaign - The EV Guide
Pitch our new "Ultimate Guide to EV Charging in Brantford" (from Section 3) to the *Brantford Expositor* and local city blogs as a community resource.

Where did the idea come from?
We created a high-value resource in the previous section; now we use it to get links. Local news sites love stories about "Green Technology" and "Modernizing the City," but they need data to write about.

How will you get the backlink?
Send a press release to local editors titled: *"Local Data: Is Brantford Ready for the EV Revolution?"* Include a link to our Charging Guide as the source of the data, so when they write the story, they link back to us.

Backlink Idea #3

Summary of the idea:

Where did the idea come from?

B2B Preferred Partner Exchange
Create a "Preferred Partners" page and exchange links with local businesses Northway already works with, such as detailing shops, driving schools, or insurance brokers.

Where did the idea come from?
The dealership already sends customers to these businesses every day, but currently gets no SEO value from it. It is the "low hanging fruit" of link building.

How will you get the backlink?
Reach out to the owner of a local Driving School. Offer to put a coupon for their school in every "New Car" welcome packet in exchange for them placing a *"Recommended First Car Dealership: Northway Ford"* link on their student resources page.