



**NADA University** equips dealers and their staffs to get results—with the right knowledge, coaching, and resources to develop skills and confidence. Four robust “centers of excellence”—Academy, Learning Hub, 20 Group, and Resource Toolbox—make NADA U every dealership’s source for profit-building tools and training.

For more on **Search Engine Optimization (SEO) and Search Engine Marketing (SEM)**, go to [www.NADAuniversity.com](http://www.NADAuniversity.com). Sign in (or enroll if you’re not a NADA or ATD dealer member) for access to the following programs and resources on this topic:



**Variable Operations 1**, including Internet marketing, is led by instructor Les Abrams and taught in week 4 of 6 in the Academy program. [Listen](#) to what our Academy students have to say and then let us tell you more about how the program can meet your needs. Sign in to [NADA U](#) and select “Academy” to complete the online request for more information.



**Integrating Online & Traditional Advertising Tactics and Video Search Marketing** are just two of the workshops in NADA U’s growing “Online Presence” category. Browse “Online Presence” for more training that will help you increase the effectiveness of your website. Sign in to [NADA U](#), select “Learning Hub,” then “Online Presence.” Click to purchase archived webinars and workshops in the [NADA U Store](#).



**Internet Process Management** and **Leveraging the Internet to Drive Sales** are *Driven* management guides that can help you refine your website strategy. *Driven* guides are complimentary for NADA and ATD members; others may purchase guides for a nominal charge. Sign in to [NADA U](#); select “Resource Toolbox” for access to *Driven*, *NADAPerks*, valuable industry information like the latest **NADA DATA**, and archives of the **MarketINSIGHT** complimentary mini-webinars—including the Nov. 2010 webinar, “Measuring Performance of Social Media.”



**Utilize 20 Group Meetings** to learn how your peers employ SEO and SEM to drive people to their online showrooms! Comprehensive Financial Composite Reports, proven best ideas, and the experience of other successful dealers—NADA 20 Groups drive dealership profitability. [Hear](#) how to unlock the power of NADA 20 Group and let us tell you more about a group that could work for you. Sign in to [NADA U](#) and select “20 Group” to complete the online request for more information.

Please feel free to explore NADA University and all it can offer you! Don’t hesitate to call or email us with any questions you may have—we are here to help you.