

PCG Digital Marketing

## ADP/Cobalt Wins 2011 Pinnacle Automotive Website Award (AWA) For Search Marketing

**PCG Digital Marketing selects ADP/Cobalt to receive a 2011 Pinnacle Automotive Website Award in the Search Marketing category.**



(Eatontown, NJ) PCG Digital Marketing today announced that ADP/Cobalt (<http://www.cobalt.com>) was chosen to receive a 'Pinnacle' 2011 Automotive Website Award (AWA) for search marketing. This is the first year that ADP/Cobalt has received a Pinnacle AWA for search marketing. The awards were presented to the leading automotive website companies and software vendors at the AWA ceremony that took place October 7th at Caesars Palace, just prior to the DrivingSales Executive Summit.

The design and engineering team at ADP/Cobalt made a strong investment in their website platform that the AWA recognize and reward with their inclusion in the search marketing award list. The ADP/Cobalt digital marketing platform is rapidly expanding and includes products and services that cover social media, reputation management, and enhanced analytics.

The Pinnacle award is the highest recognition the AWA provides in the Search Marketing category. The companies receiving this award have designed and delivered search compliant websites that stood above their peers. Pinnacle Platform winners deliver outstanding digital marketing platforms for car dealers and show an unprecedented attention to detail in live production. Members of this elite group of website design professionals have demonstrated that their products deliver outstanding results for clients.

The 4th annual Automotive Website Awards (AWA) are created by PCG Digital Marketing, recognized leaders in automotive digital marketing strategies. For 2011, PCG Digital Marketing recognized the industry's best website platforms across five different categories: design, technology, search marketing, mobile websites and mobile applications.

The Automotive Website Awards seek to provide car dealers with an unbiased evaluation of automotive website platforms and integrated search marketing tools. The 2011 AWA study included a review of over 50 automotive website providers.

This year's published study includes 160 pages of valuable information regarding

automotive website platform choices, search marketing performance, design, technology, social media and mobile applications. The report is the industry's reference guide for the best in automotive website technology, design and marketing.

Dealers can purchase the 160 page buyer's guide to help them with their purchasing decisions in the year ahead by visiting the official AWA website:

<http://www.automotivewebsiteawards.com>

PCG Digital Marketing is a full service digital marketing agency that serves the Automotive Industry. PCG is nationally recognized as a leader in Automotive Search Engine Optimization (SEO) and automotive digital marketing.

Brian Pasch, CEO and founder of PCG Digital Marketing is an active blogger, writer and speaker at automotive conferences, 20 Groups and digital marketing forums. PCG Digital Marketing is also the creator of the Automotive Website Awards which recognizes the best automotive websites platforms based on their search marketing effectiveness, the Digital Marketing Strategies Conference and Automotive Marketing Boot Camp.

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