

Kelley Blue Book Content Marketing Guidelines

Revision as of October 23rd, 2014

Client Information

Kelley Blue Book (KBB) is a vehicle valuation and automotive research company that is recognized by both consumers and the automotive industry as a trusted resource. Any brand mentions must be spelled correctly: “Kelley Blue Book” rather than “Kelly Blue Book”.

Competitors

Do not ever link out to competitor auto review sites within the content marketing articles associated with KBB. KBB competitors include but are not limited to:

- Cars.com: cars.com
- Edmunds: edmunds.com
- Truecar: truecar.com
- NADA Guides: nadaguides.com
- Internet Auto Guide: internetautoguide.com
- Motor Trend: motortrend.com

Link Placement Guidelines and Anchor Text Relevancy

There should be absolutely no exact match anchor text for KBB links.

Please proactively determine what the most current model version of a car is available on KBB site when linking out to a Make Model page. Example: please link to a “2015 Ford Focus” page over a “2014 Ford Focus” or earlier model page, unless a prior year is most relevant to the article’s reference.

Motorcycles is not a big priority for KBB so please focus on content concerning new cars and trucks instead.

Always include at least 1-2 but not more than three non-KBB reference links in the article.

Vary the location of the KBB link in the body of the article. Placing it too high or too low (i.e. first or last sentence) in the article can look unnatural. Place links naturally within the body of the content.

Do not place links for KBB on sites with heavy and/or unsavory advertising (for example porn, pills, gambling).

Do not place links for KBB on sites that have not published new content within the last 6 weeks.

If you have any questions at any time regarding content guidelines for KBB, please email the SEO Managers at Covario for Kelley Blue Book, Michael Martin – mmartin@covario.com and Serena Peterson speterson@covario.com