

ANALYSIS OF NEVERBUYASUBARU.COM SEARCH TERMS

Neverbuyasubaru.com (NBAS) has been quite successful informing potential Philippine automobile buyers about Subaru warranties. This document looks into why this is.

Various search terms on Google return NBAS at or near the top. The results can vary greatly based on the date of the search, the physical location of the searcher based on their IP address, Google.com region settings, and the platform (mobile vs desktop).

Following are some examples, searched using a desktop computer with a Philippine IP address with default Google.com region settings. Items at the top of results indicated as “Ad” are not included.

- Subaru warranty Philippines – 3rd place
- Subaru warranty Denial – 2nd place
- Subaru lawsuit Philippines – 2nd place
- Subaru warranty issue – 7th place

Based on the above, it is a certainty that a prospective buyer of a Subaru in the Philippines that researches Subaru warranties would come across NBAS. Subaru related terms are of primary interest here. However, it should be noted that based on Google Search Console, most *actual* visitors to NBAS who are referred by Google do not arrive by searching for a Subaru related term. In fact, 9 of the top 10 terms are all legal related. For example, the site receives more Google referrals from searches of “motion to set case for pre-trial” than any of the above four Subaru search terms. When you consider that almost all of the top search terms are legal terminology based, the importance of legal documents on the site is clear. While I certainly did not appreciate the numerous long drives back and forth to court, I’m thankful that the resulting documents have significantly boosted NBAS’s online visibility (note to Subaru: Dragging out or initiating a court case against a customer is never a good idea. Especially if the customer is me.)

While no self-respecting lawyer would actually drive a Subaru (you are more likely to see a peanut vendor driving a Bugatti), you can be sure that just about every one of them knows that a Subaru warranty has less value than the paper it is written on. Subaru's never ending legal maneuvers have guaranteed that. There are hundreds of other search terms for which the site would appear in the top 10, but this document is to only give some examples.

It should also be noted that even a search, for example, of “Subaru lawsuit Singapore” searched from a British IP address results in an 2nd place Google result. This is only due to the fact that the corporate parent of the Philippine distributor happens to be located in Singapore, which is mentioned a couple of times. Since Google search is, for the most part, rule based as opposed to AI based, such examples are common.

Many may conclude that the above results are due to SEO (search engine optimization), but this is not the case. In fact, there are only 4 sites that link to NBAS. This is considered a VERY small number of linking sites (with a couple being merely forum or blog postings). Some may wonder why there are essentially no links to the site, but more importantly, why this would result in a high position resulting from rule based search rankings that are link based? Well, it's about doing specific things in a specific order, and not rushing it (note to Subaru: The final step is optimization. Don't make me optimize. You won't like it if I optimize).

I will only add that I happen to know a thing or two about Google search, and Subaru had better think very carefully about their next move (Note to Subaru: Your best move is NO MOVE!). Search results are, by their nature, a representation of the past, generally 30 to 180 days in the past. If I were Subaru, I would be much more concerned about the future. Yasushi Nagae has further details regarding this issue in the document labelled I.T.O. If Subaru makes a move I do not like, you can be pretty sure he didn't read or understand that document.