



2026

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FEBRUARY 3-6

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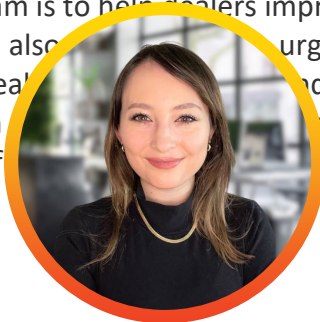


MEASURING SEO ROI

WITH GA4 & LOOKER STUDIO



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Jasmine Goodsaid

Analytics and Reporting Lead

Dealers United | Sarasota, FL

Understand SEO Fundamentals

What is SEO?

Search Engine Optimization

Optimizing your website so search engines (Google, Bing, etc.) want to place you as a top result.

Search Engine Optimization (SEO) is the practice of making your dealership's website visible to search engines like Google and Bing. Unlike paid advertising, SEO aims to bring in free, ongoing traffic by ensuring your site shows up when buyers are searching for vehicles, service, or financing.

Key areas of SEO for dealerships include:

- **Website Optimization:** Fast load speed, mobile responsiveness, and clear structure
- **Keyword Targeting:** Using phrases shoppers actually search for ("Ford F-150 lease Kansas City") rather than generic slogans
- **Authority Building:** Earning mentions, backlinks, and reviews to prove credibility to Google



Ensuring your website is seen by the buyers who need it most, without spending money on ads. The result is higher rankings, more traffic, and more opportunities to turn online visits into in-store sales.

Learning Objectives

Upon completion of this workshop, you will be able to:

1. Define What Success Looks Like

Success in SEO isn't just rankings—it's traffic that converts. Metrics such as VDP views, lead forms, and click-to-call actions indicate whether your digital presence is attracting the right shoppers and driving sales opportunities.

2. Build Reports in Google Analytics 4 (GA4)

GA4 allows you to track dealership-specific actions with custom events and dimensions. From new vs. used VDP views to service page interactions, GA4 reports help you connect website engagement directly to revenue-driving behaviors.

3. Visualize Performance in Looker Studio

Looker Studio turns GA4 data into clear dashboards. By layering in custom fields and filters, you can visualize SEO conversions, monitor campaigns in real time, and present results in a way that's easy for teams to act on.

Define What Success Looks Like

How Do You Measure Monetary Value?

Success in SEO isn't just about being "on Page 1." Real results come from meaningful actions taken by shoppers once they find you.

Key Metrics To Track Include:

- **Click to Website** - Clicks from search results or ads into your dealership's website
- **URL position (ranking)** - Where specific pages on your site appear in search results
- **Keyword Position (ranking)** - How well your site ranks for targeted search terms
- **Users** - Total number of unique visitors coming to your site
- **Click-to-Call**: Direct contacts to your sales or service department from ads
- **Lead Forms**: Submissions from finance, trade-in, service, or general inquiry forms
- **VDP Views**: Unique views of vehicle detail pages

- **Chatbox Leads:** Qualified leads from chat boxes on your website
- **CTA Button Clicks:** Interactions with call-to-action buttons like “Schedule Test Drive”
- **Search Results Page:** How often your dealership’s content shows in organic search results
- **Traffic Growth:** Organic search traffic from Google and other search engines

When SEO is done right, you’ll see increases across these engagement points—not just in vanity metrics like impressions.

Build Reports in GA4

Custom Metrics, Events, Reports, & Collections

Google Analytics 4 (GA4) is the next-generation analytics platform and is essential for tracking dealership activity.

Steps To Setup GA4:

1. **Create a GA4 Property** in your Google Analytics account
2. **Configure Admin Settings** – ensure the correct time zone, currency, and filters are applied
3. **Link Google Search Console** to bring organic keyword and performance data into GA4
4. **Add Custom Dimensions and Metrics** that matter for dealers, such as:
 - Year, Make, Model
 - Vehicle Condition (New, Used, CPO)
 - VIN, Price, Trim
 - Event types like form submissions or click-to-call

Custom Events:

Create custom events to more clearly define and track your sales and lead goals.

- **Vehicle Detail Page (VDP) Views** – Track every time a shopper visits a VDP
- **Used VDP Views** – Add parameters like `item_condition = used|cpo` to separate used inventory
- **Lead Submissions** – Track form fills, chats, and calls

Steps To Setup Custom Events (i.e., New & Used VDP Events):

- Go to **Admin** → **Data display** → **Events**
- Select **Custom Configurations** → **Custom Events**
- Create a **New Event** → Click **View More Options**
- Define the event name (e.g., **VDP_View** or **Form_Submission**).
- Add matching conditions like:

New VDP Event

Parameter	Operator	Value
event_name	equals	asc_item_pageview
item_condition	equals	new

Configuration

Custom event name ⓘ

Matching conditions
 Create a custom event when another event matches ALL of the following conditions

Parameter <input type="text" value="event_name"/>	Operator equals	Value <input type="text" value="asc_item_pageview"/>	⊗
Parameter <input type="text" value="item_condition"/>	Operator equals	Value <input type="text" value="new"/>	⊗

Parameter configuration

Copy parameters from the source event

Modify parameters ⓘ

Parameter <input type="text" value="new_vdp_view"/>	New Value <input type="text" value="1"/>	⊗
--	---	---

- **Be sure to modify parameters to include value. Use the name of the event as the parameter name**
- Save and test to confirm tracking

ASC Event Standards

Follow the **Automotive Standards Council (ASC)** to ensure consistent event naming and easier industry benchmarking. Examples include:

- asc_item_pageview → Vehicle page view
- asc_form_submission → Lead form completed
- asc_click_to_call → Phone click

Session source / medium	+	↓ Lead Submissions	New VDP View	Used VDP View	Click to Call	Chat Box Leads
Total		23.00 100% of total	3,312.00 100% of total	3,377.00 100% of total	118.00 100% of total	119.00 100% of total
1 google / organic		21.00 (91.3%)	2,868.00 (86.59%)	2,920.00 (86.47%)	118.00 (100%)	112.00 (94.12%)
2 bing / organic		2.00 (8.7%)	414.00 (12.5%)	449.00 (13.3%)	0.00 (0%)	7.00 (5.88%)
3 ca.search.yahoo.com / referral		0.00 (0%)	24.00 (0.72%)	6.00 (0.18%)	0.00 (0%)	0.00 (0%)
4 duckduckgo / organic		0.00 (0%)	6.00 (0.18%)	0.00 (0%)	0.00 (0%)	0.00 (0%)
5 ntp.msn.com / referral		0.00 (0%)	0.00 (0%)	2.00 (0.06%)	0.00 (0%)	0.00 (0%)

➔ **Get Our ASC Resources!** bit.ly/nada-ga4-slides

- Download ASC event list
- Access ASC setup tutorial
- Event creator

Modify ASC Events

- Go to **Admin** → **Data display** → **Events** → **Custom Configurations** → **Modifications**
- Add a parameter of the event name and a value of 1
- Save changes and retest to confirm accuracy

Event modifications		Search	Reorder	Create
Order	Modification name	Matching conditions		
1	asc_click_to_call	event_name equals asc_click_to_call		>
2	asc_form_submission	event_name equals asc_form_submission		>
3	asc_item_pageview	event_name equals asc_item_pageview		>
4	asc_comm_submission	event_name equals asc_comm_submission		>
5	asc_cta_interaction	event_name equals asc_cta_interaction		>
6	asc_itemlist_pageview	event_name equals asc_itemlist_pageview		>
7	asc_comm_engagement	event_name equals asc_comm_engagement		>

Create Custom Dimensions

In GA4, navigate to **Admin** → **Data display** → **Custom Definitions** → **Create Custom Dimension**

Add metrics that matter to dealerships, such as:

- item_price
- item_year
- Item_model

Assign the correct unit (e.g., count, currency, time)

ASC Dimensions

- **item_condition** → **Condition**
- **item_year** → **Year**
- **item_make** → **Make**
- **item_model** → **Model**
- **item_price** → **Price**
- **item_id** → **VIN**

✕ New custom dimension
Save

Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions. [Learn more about best practices](#)

Dimension name [?]

Scope [?] Event ▼

Description [?]

Event parameter [?] item_id ▼

Create Custom Metrics

- In GA4, navigate to **Admin → Data display → Custom Definitions → Custom Metrics**
- Now, Create a Custom Metric

Create custom metric

Custom dimensions
Custom metrics
Calculated metrics

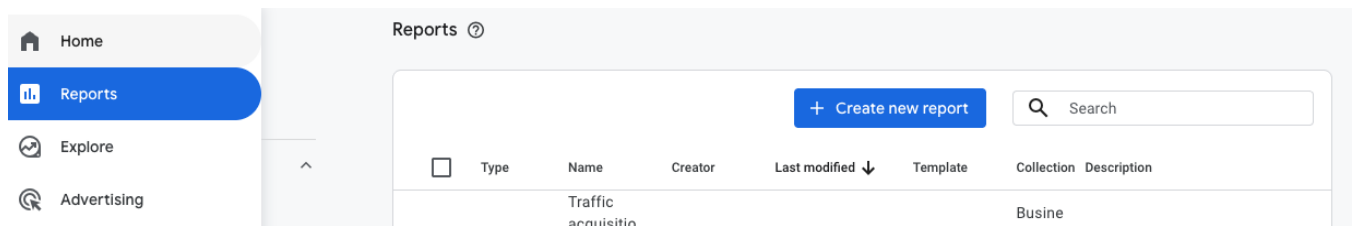
Metric name ↑	Description	Scope	Parameter name	Unit of measurement	Last changed
		Items per page:	25 ▼	0 of 0	< < > >

- **Modify Metric** name and **Event parameter** to give your events a clear name
- Add custom metrics that matter to your dealership, such as:
 - asc_form_submissions = Lead submissions
 - new_vdp_view = VDP views
 - asc_click_to_call = Click-to-Call
 - asc_comm_submissions = Chat Box Leads

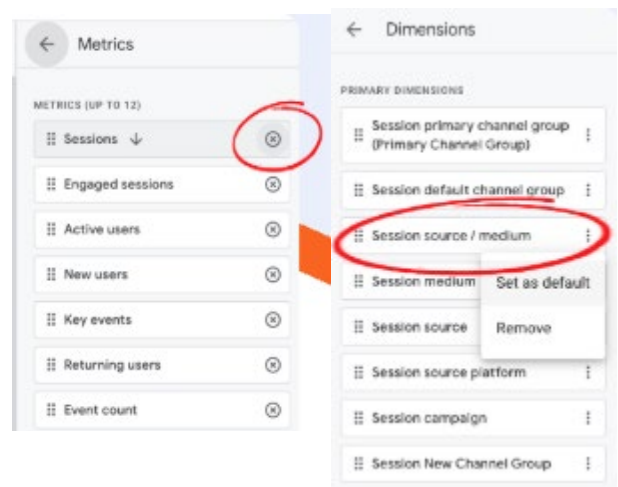
The Events

- asc_click_to_call
 - asc_form_submission
 - asc_item_pageview
 - asc_comm_submission
 - asc_cta_interaction
 - asc_itemlist_pageview
 - new_vdp_view
 - used_vdp_view
- Click to Call
 - Lead Submissions
 - VDP Views
 - Chat Box Leads
 - Intent Actions
 - Search Pages
 - New VDP View
 - Used VDP View

Create Custom Reports

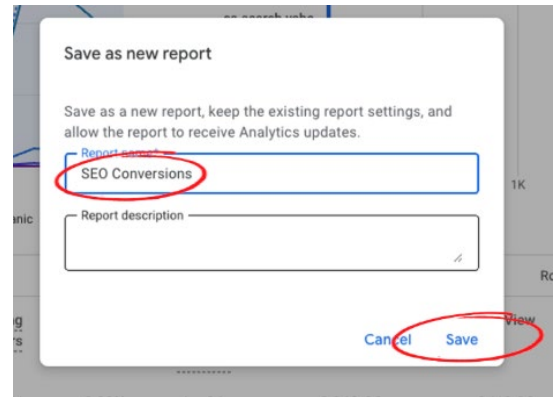


- From the GA4 interface, go to **Reports** → **Library**
- Select **Create New Report**
- Choose your **Metrics** (e.g., users, traffic sources, conversions)
- Add **Dimensions** like city, vehicle model, or traffic channel
- Save for repeated use



Add Reports to Section

- In the GA4 **Reports Library**, find your custom report
- Click **Add to Report Collection**
- Place it under the most relevant section (e.g., “SEO Conversions” or “Website Traffic”)
- Publish so the report appears in your main Reports menu



Visualize Performance in Looker Studio

Making Reports in Looker Studio

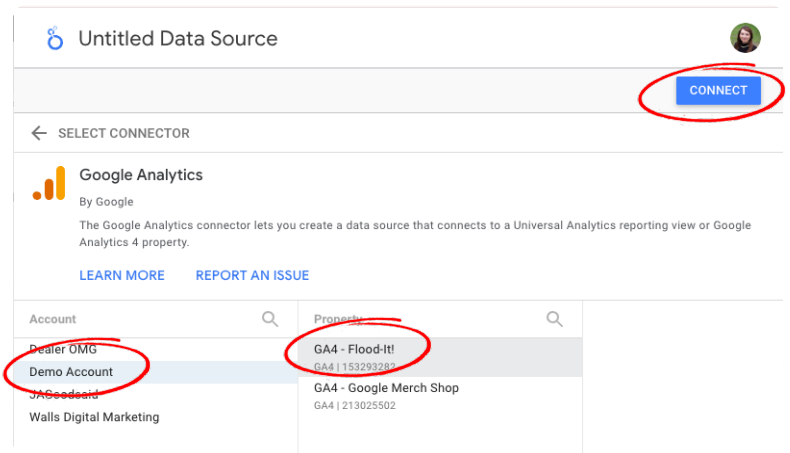
Raw GA4 data can be overwhelming. Looker Studio makes it digestible for both marketers and GMs by highlighting key performance metrics and visualizing ROI.



Steps To Build Your Reports

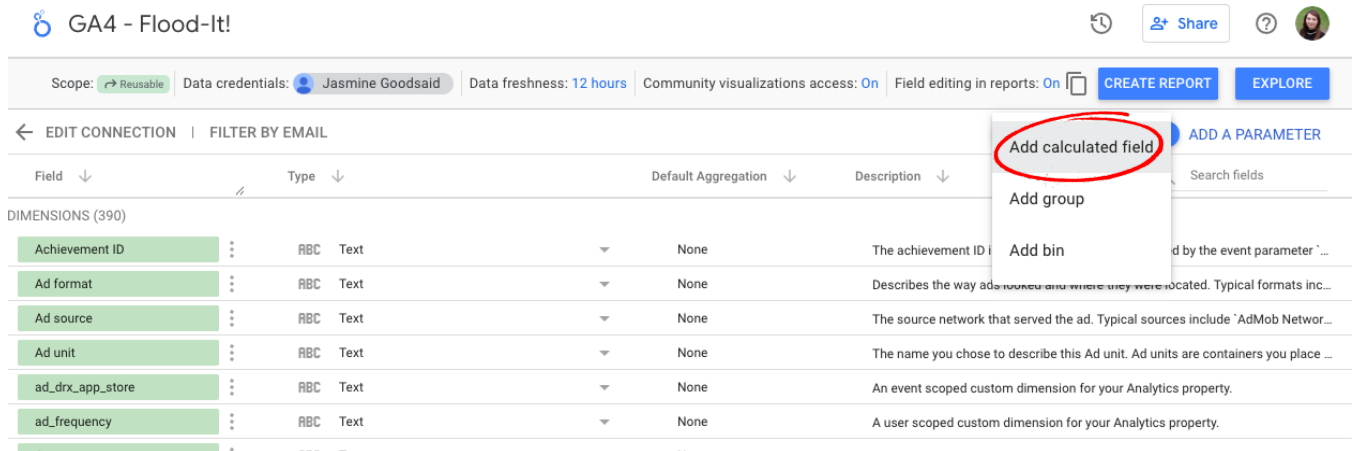
Connect Google Analytics

- Open Looker Studio and choose **Create** → **Data Source**
- Select **Google Analytics** and log in to your GA4 account
- Confirm the correct GA4 property is connected
- Name the data source clearly (e.g., "GA4 – Dealership Website")



Add Calculated Fields

- Add **Calculated Fields** to your report using the correct field ID, for example, **Monthly_Budget**



GA4 - Flood-It!

Scope: Reusable | Data credentials: Jasmine Goodsaid | Data freshness: 12 hours | Community visualizations access: On | Field editing in reports: On

CREATE REPORT EXPLORE

← ALL FIELDS

Available Fields

- Achievement ID
- Ad format
- Ad source
- Ad unit
- ad_drx_app_store
- ad_frequency
- Age

Field Name: e.g. New Calculated Field
SEO Monthly Budget

Field ID: Monthly_Budget

Formula

```
1 (your budget)+(event * 0)
2
```

FORMAT FORMULA

Syntax error: Expected

Event name

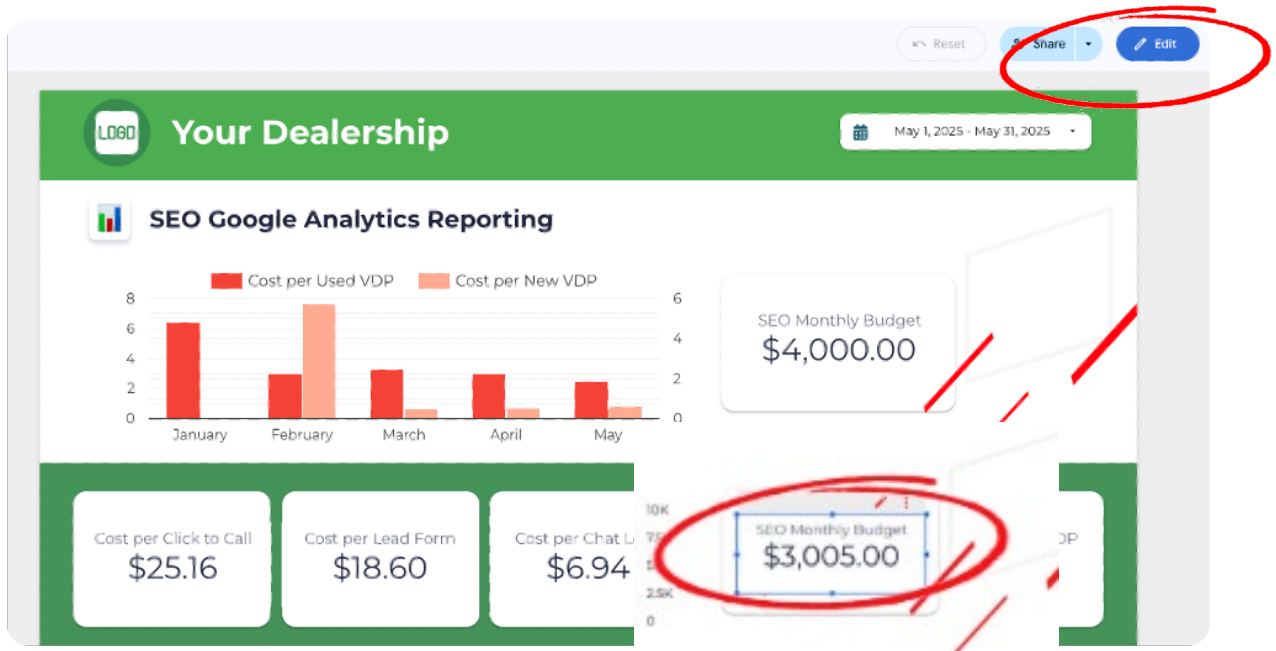
- Event count
- Event count per user
- Event revenue
- Event value

Cancel Save

➔ Download This Free Looker Studio Template: bit.ly/nada-ga4-slides

Place Results Into Report

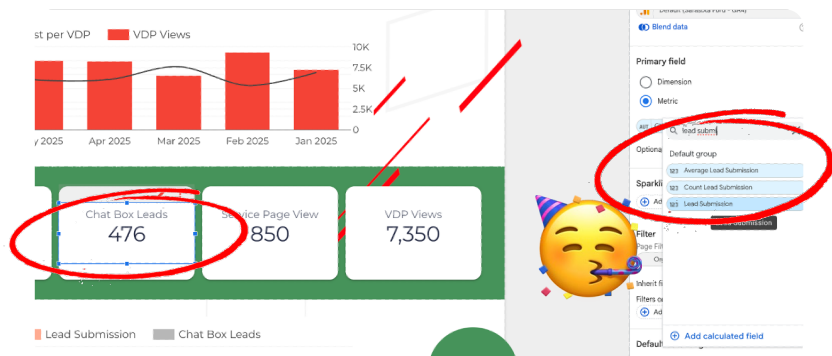
- Make a **Copy** of the template
- **Connect your GA4 data source** to the report
- Select **“Copy Report”**
- Now, **Edit the Report** to add custom charts or tables for KPIs like users, sessions, traffic source, and conversions



- You can modify the **budget, calculations, and filters** to customize your reports or build off of a pre-made template

Adjust Report Settings

- Use Filters to focus on specific traffic (e.g., Organic Search only)
- Adjust the Date Range to compare performance (e.g., this month vs. last month)



- Format visuals for clarity (tables, bar charts, line graphs)
- Customize the layout to highlight the most relevant SEO or lead metrics
- Save and share with your team, ensuring the report updates automatically with fresh GA4 data

Recommended SEO Dashboards

Organize Reports into Collections – group dashboards for SEO, Paid Search, and Social to keep data accessible.

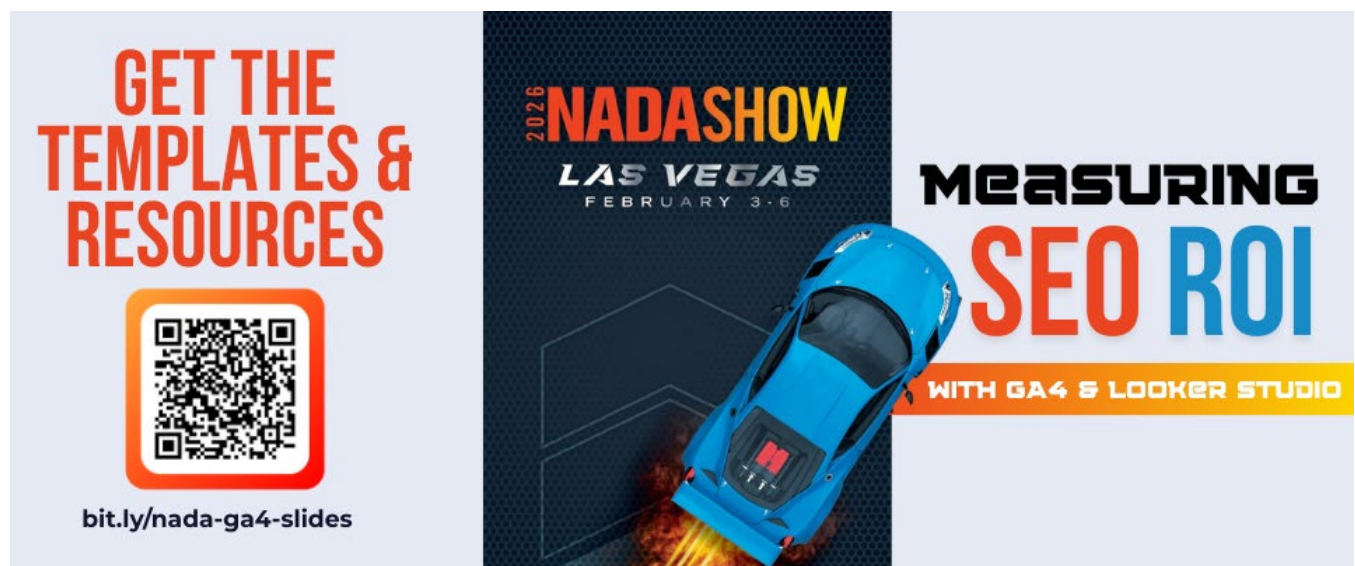
- Traffic by Keyword/Source – Identify which queries drive the most dealership traffic
- VDP Engagement – See how often shoppers are landing on vehicle pages
- Lead Forms & Conversions – Track whether traffic is turning into sales opportunities
- Multi-Channel Comparison – Show how SEO, PPC, and social ads complement each other

Session Wrap-Up

With GA4 and Looker Studio working together, dealerships gain:

- Standardized event tracking (thanks to ASC)
- Clear insights into which SEO activities drive conversions
- Dashboards that connect marketing to sales outcomes

SEO is no longer just about “ranking high.” With the right setup, you can prove how organic search directly contributes to leads, appointments, and sold vehicles.



Ready to Take Action?

Dealers who can connect SEO performance to leads and sales will win the trust of both customers and leadership. Start today by:

- Setting up **GA4 events and metrics** to track the actions that really matter.
- Building **Looker Studio dashboards** that visualize your SEO results clearly.
- **Using ASC standards** so your reports are consistent and comparable across rooftops.

👉 **Next Step:** Access free templates and resources at bit.ly/nada-ga4-slides and turn your SEO data into dealer-ready insights before your competitors do.