



NATIONAL  
AUTOMOBILE  
DEALERS  
ASSOCIATION

# Seven Google Secrets You Need to Know



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#### Learning Objectives:

- Upon completion of this workshop, you will be able to accurately identify the distinct steps customers take in their path to purchase in order to ensure your sales process is optimized.
- Upon completion of this workshop, you will be able to effectively strategize and reach shoppers at key touchpoints in their purchase process to improve your brand's awareness, increasing your opportunity to close a sale.
- Upon completion of this workshop, you will be able to clearly understand the SEO and SEM strategies presented and utilize them to reach customers at key points in their purchasing process to improve your sales operations.
- Upon completion of this workshop, you will be able to effectively implement SEO and SEM strategies that will increase your organic search ranking for free, while optimizing your paid search budget.

# The Path to Purchase



## Research is becoming more intense

- The number of hours spent researching purchase is going up:

Hours spent researching vehicles	
2015	16.75 hours
2014	15.5 hours
2013	13.75 hours

- A buyer's time "in the market" has gone down:

In the market for three months or less	
2015	89%
2014	83%
2013	81%

Buyers are doing more research, but less in person. Google found:

- Buyers are visiting one to two dealers, down from five in 2005.
- Fifty-six percent of buyers test drive one or fewer vehicles.

Purchase trends show a lack of brand loyalty:



Where is all this research being done?

- 75% of auto purchaser research time is spent on digital
- Of the 24 average touchpoints over the course of an auto purchase, 19 of them are digital

## The Role of SEO and SEM

There are seven areas of SEO and SEM that can be utilized to increase your search engine rank at no cost and optimize your paid search budget.

They are:

1. Organic Search
2. Mobile
3. Video
4. Social
5. Referrals
6. Paid Search
7. Email

### Organic Search

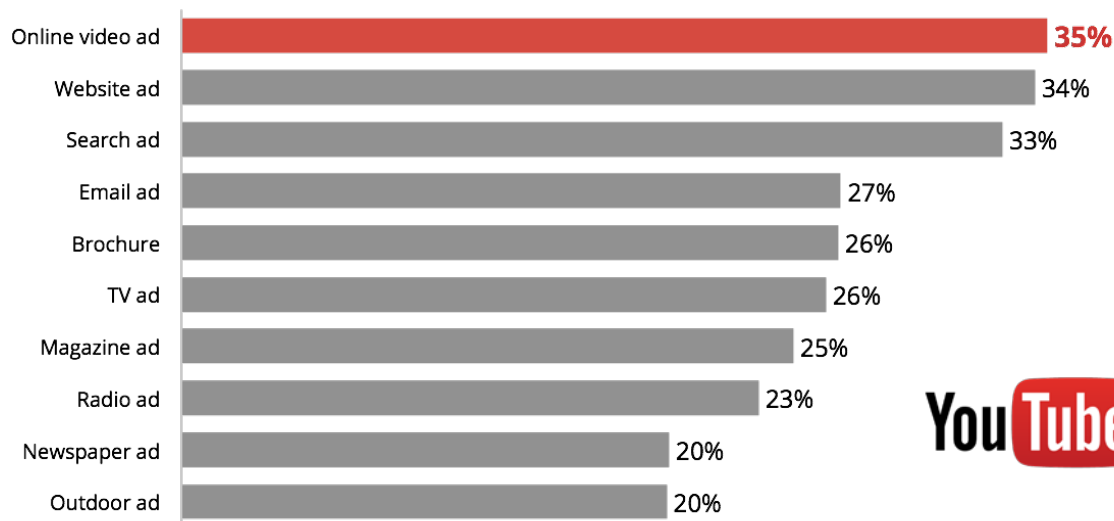
- Search is the number one source purchasers use to learn more about vehicles
- Search is also cited as the number two source use to compare features and discover vehicles
- Search engines are used more than regional sites, professional and consumer review sites, manufacturer sites and dealer sites
- Six out of ten shoppers start the vehicle buying process unsure of what car to buy -- they use search to narrow their options.
- You can improve your organic search rank by claiming your Google My Business page at no cost

## Mobile

- Eighty-four percent of consumers will use a mobile device to search for your hours and locations
- This includes smartphones and tablets
- Fifty-four percent of in-market auto searches occur on mobile
- Fifty-nine percent of auto YouTube views occur on mobile
- Time spent on mobile and time spent watching auto videos are two areas fueling the increase in digital research time

## Video

- Online video is the number one ad format for purchasers to “learn more about vehicles they hadn’t considered”
- Online video ranks above television, magazine, radio, newspaper and outdoor advertising



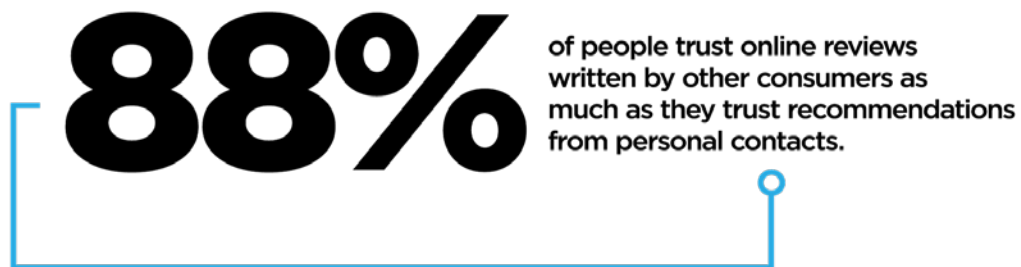
- Sixty-nine percent of people who used YouTube while buying a car were influenced by it



## Social Media

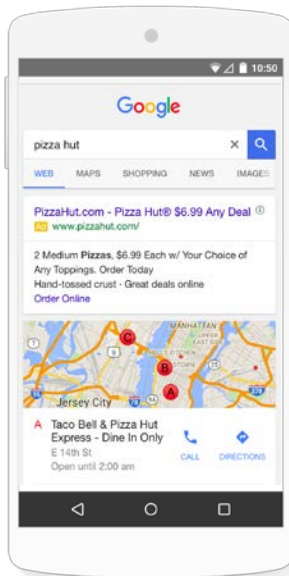
Social Media includes online video research, as well as online reviews and referrals, SEO and even Paid Search.

- It is estimated the number of social network users in 2016 will reach two-point-one-three billion – up from one-point-four billion in 2012
- Despite the enormous popularity, you do not need to be on every social site
- Choose a manageable number of sites where you can consistently and effectively interact and engage with customers
- It is better to be on fewer sites but have a well-maintained presence than to spread yourself too thin and have profiles that are dormant
- Respond to all online reviews – both positive and negative
- A negative review can be neutralized in a customer's mind if the response is timely, professional and helpful

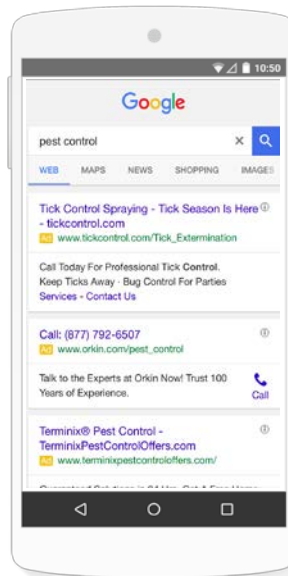


## Paid Search

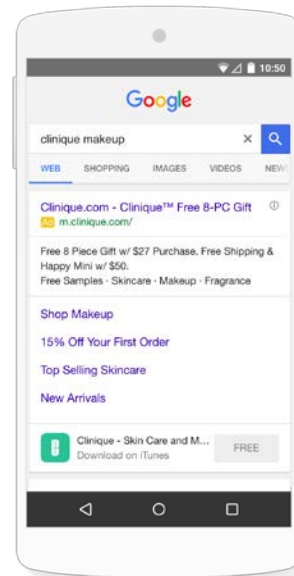
- Paid Search includes text and display ads
- You should utilize a consistent message across all paid channels
- When it comes to branding, adjust your bid upward on mobile to customers don't have to scroll to find you:



Brand searches with local results



Non-Brand searches



Brand searches

- Automotive has eighty-six percent incremental mobile clicks



- You can save money by lowering your bid on desktop since more results show on the larger screen
- If your SEO is done well, you can save money by setting a goal of Top Three in Paid Search, rather than number one
- Think of Display Click like a digital saturation mailer – you are using it to increase brand awareness

## Email

- Utilize email blasts to send your message to large numbers of potential customers
- Highlight your sales and service incentives
- Use your own CRM contacts to find recipients
- You can also utilize Polk data

## Conclusion

Utilize these SEO and SEM strategies to increase your search engine rank at no cost while optimizing your paid search budget. By understanding a shopper's Path to Purchase, you can identify the opportunities and touchpoints where you need to reach them with your message to win the sale in the end.