

Seven Google Secrets You Need to Know



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Agenda

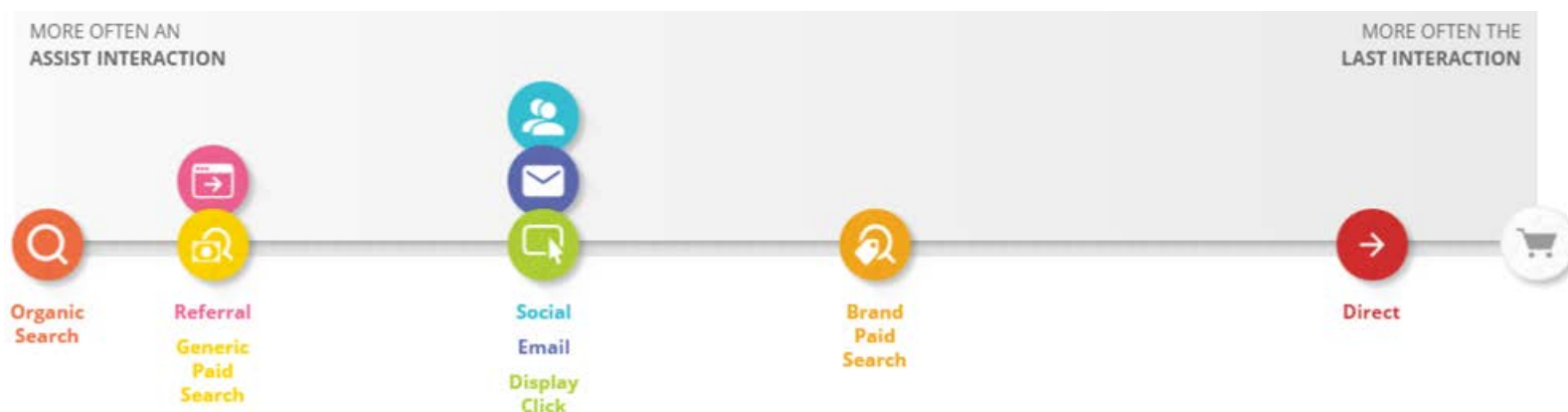
- Path to Purchase
- The Role of SEO and SEM – Seven Secrets
 1. Organic Search
 2. Mobile
 3. Video
 4. Social
 5. Referrals
 6. Paid Search
 7. Email
- Conclusion and Questions



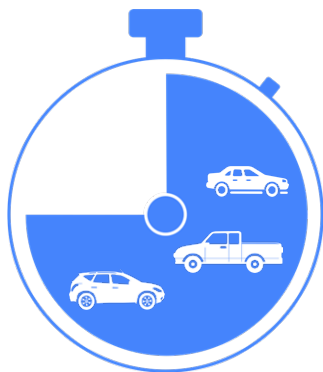
The Path to Purchase

The modern customer journey is complex.

It's important to understand the key moments that can inspire people to buy from you.



Understanding purchasing behavior



16.75 total hours in 2015

15.5 in 2014

13.75 in 2013



89% are in-market for 3-months or less

83% in 2014

81% in 2013

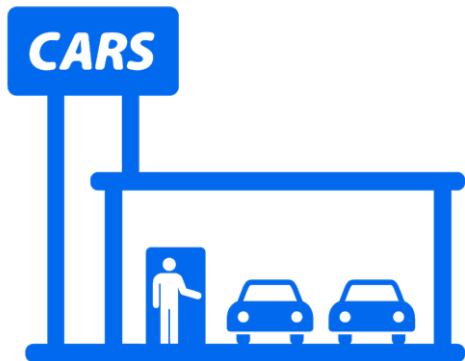
Understanding purchasing behavior

With more available information, comes more uncertainty



63% enter market not entirely
certain on a model

Online Research Drives Offline Decisions



Visiting **1 to 2** dealers
versus 5 in 2005



56% of buyers test
drive 1 vehicle or less

Purchaser Trends

65%

switched from previous
brand owned



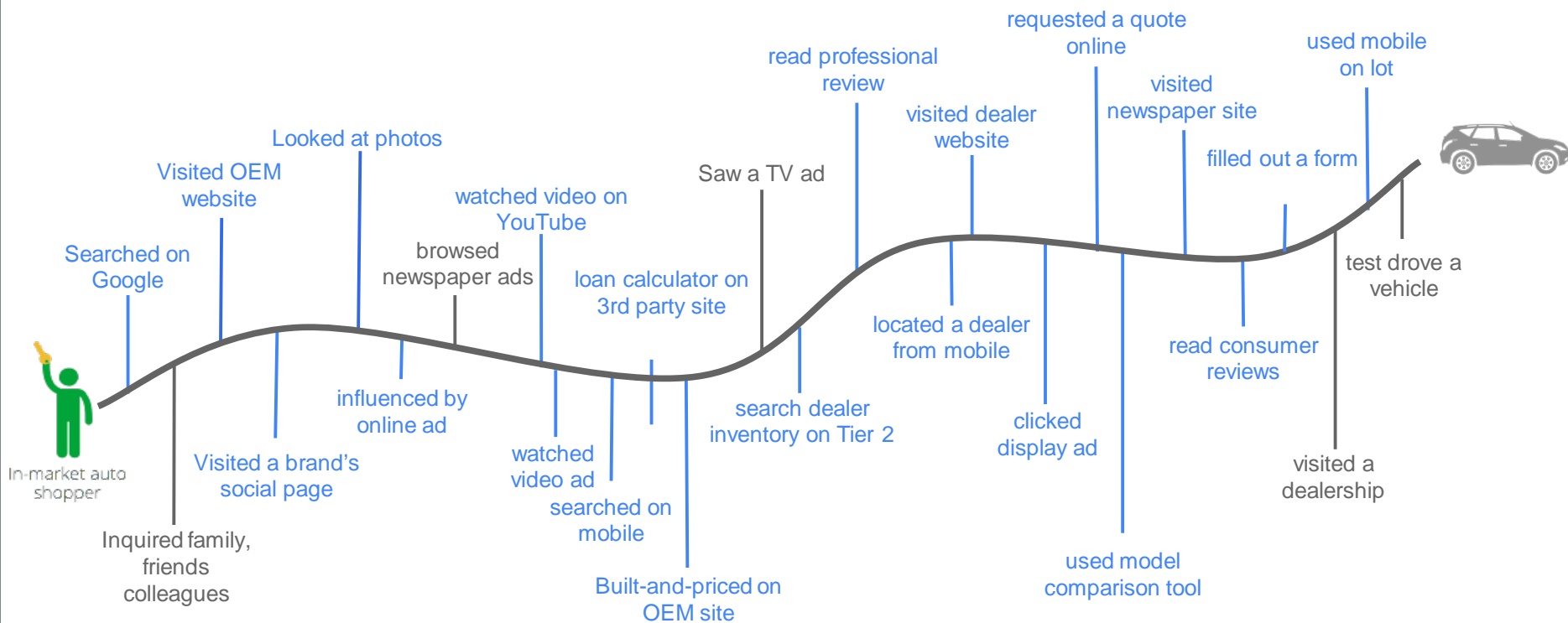
The Path to Purchase: Online Shopping



75

%

of auto purchaser research time is
spent on digital



24 average touchpoints, **19** are digital

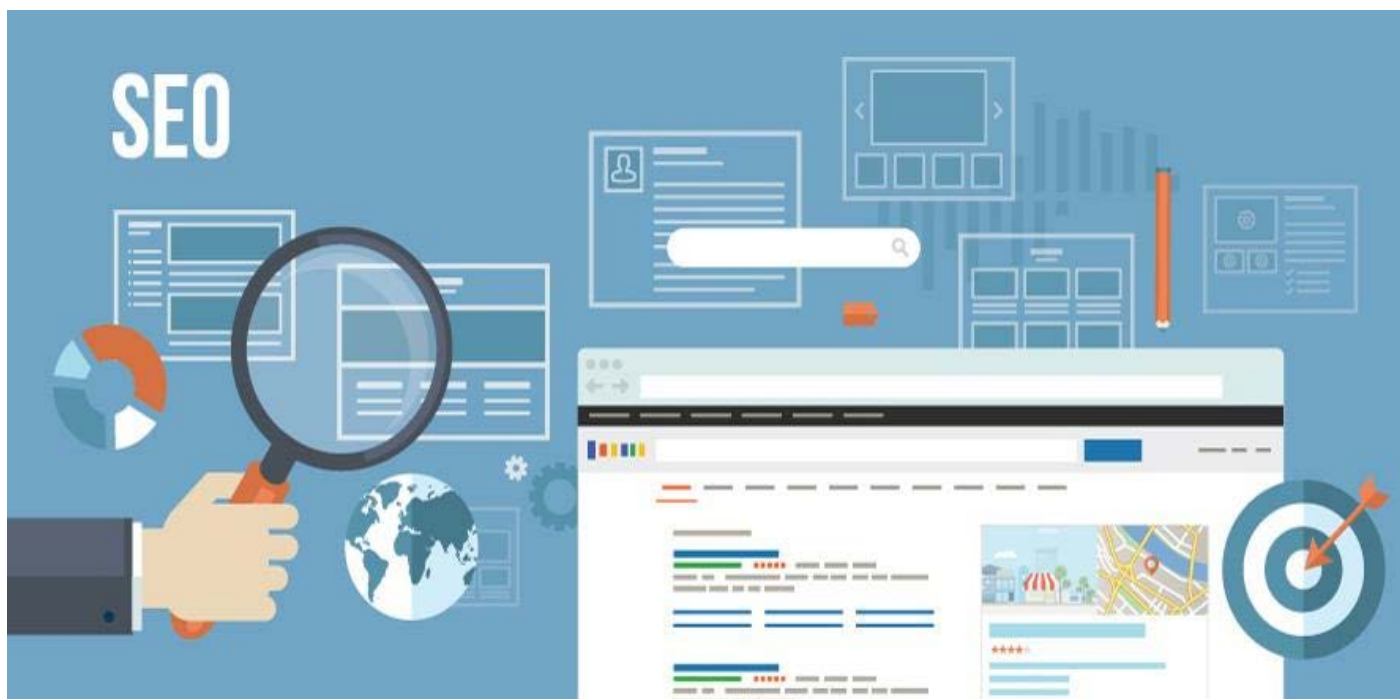
The Role of SEO and SEM

SEO and SEM work together to reach shoppers at key points in their purchase process.

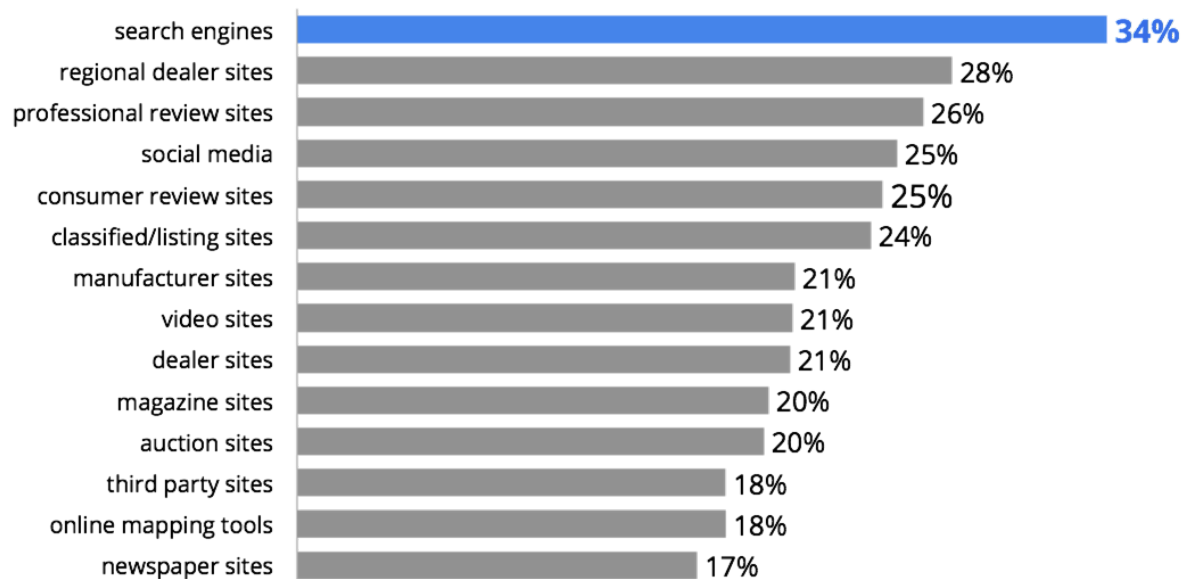
We'll show you how.



The Role of SEO and SEM



Search is the **#1 source** purchasers use to learn more about vehicles



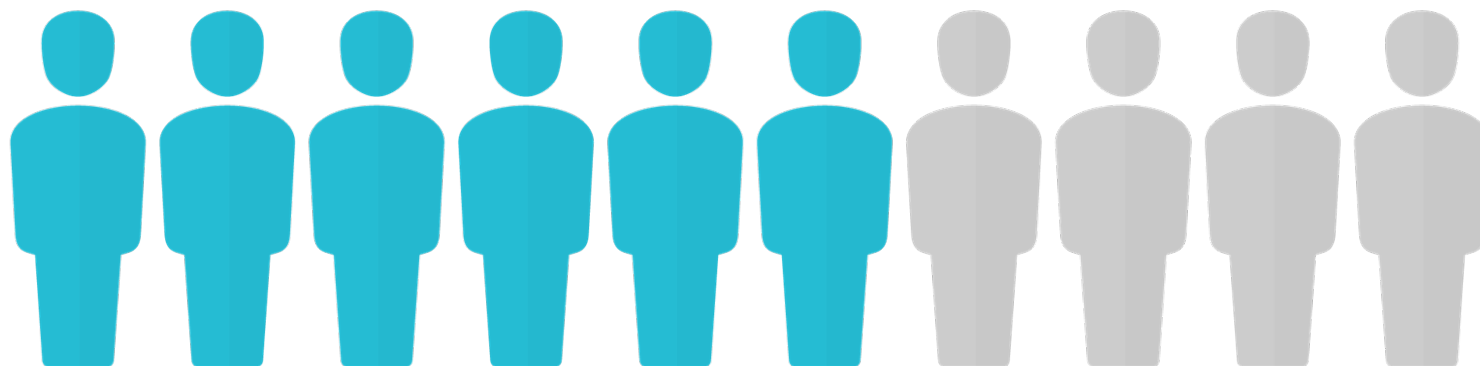
Search also cited as...

#2 source to compare features

#2 source to discover vehicles

The Role of SEO and SEM

Six out of ten shoppers start the vehicle buying process unsure of what car to buy.



Source: Automotive Shopper Path to Purchase, Millward Brown Digital and Polk, September 2015

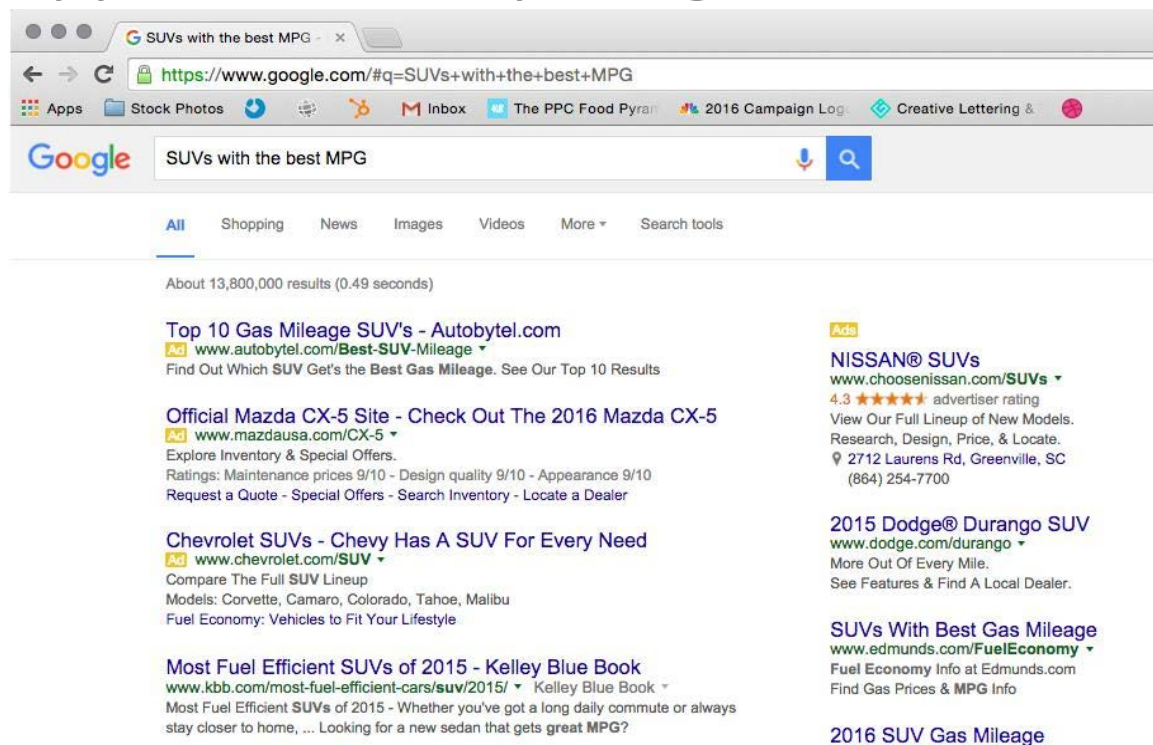
Organic Search

Early in the process, shoppers are identifying their needs and browsing to narrow down their options.

The Google logo is displayed in its standard multi-colored font.A rounded rectangular search bar with a light gray border. Inside, the text "New Cars Springfield" is entered in a dark gray sans-serif font, followed by a vertical cursor line. To the right of the text is a magnifying glass icon.

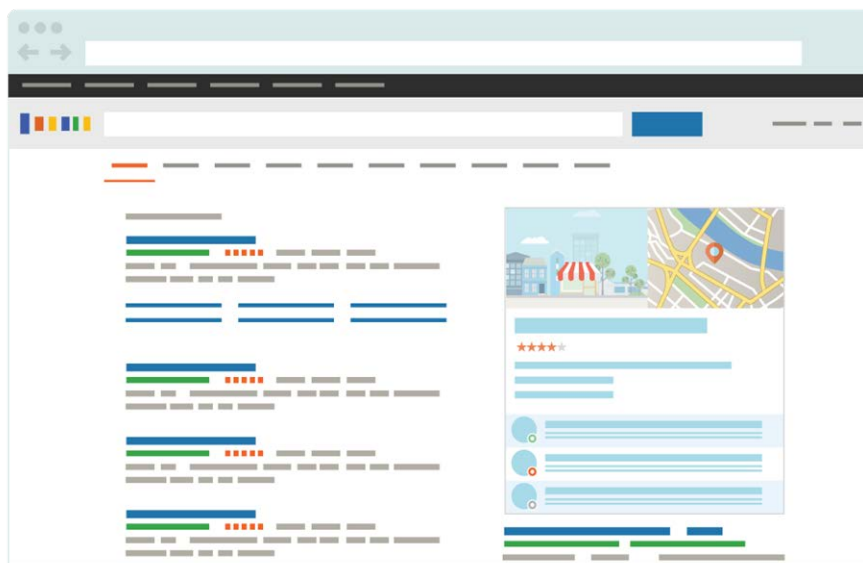
Organic Search

Shoppers are comparing vehicle features



Organic Search

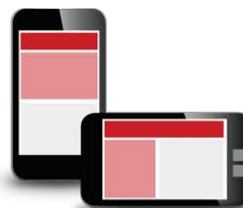
Claiming your page is a no cost way to improve your search result ranking and helps shoppers find you.



Mobile

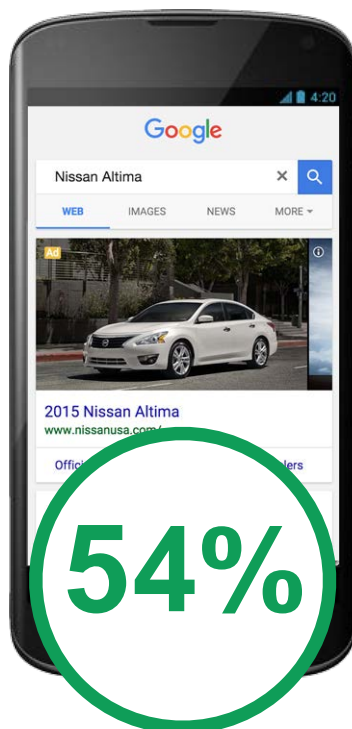
Think people are just driving by and stopping in?

84%

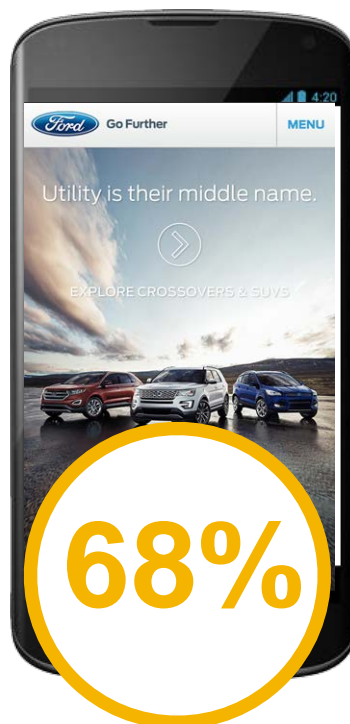


**of consumers will
use a mobile device to search
for your hours and locations.**

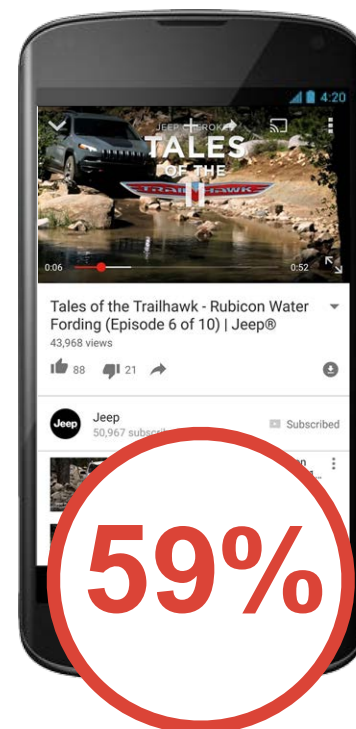
Mobile



of in-market auto searches occur on mobile



YoY increase of mobile traffic to Tier 1 sites



of auto YouTube views occur on mobile

Mobile

Two areas fueling increase in digital research time

time spent watching auto videos



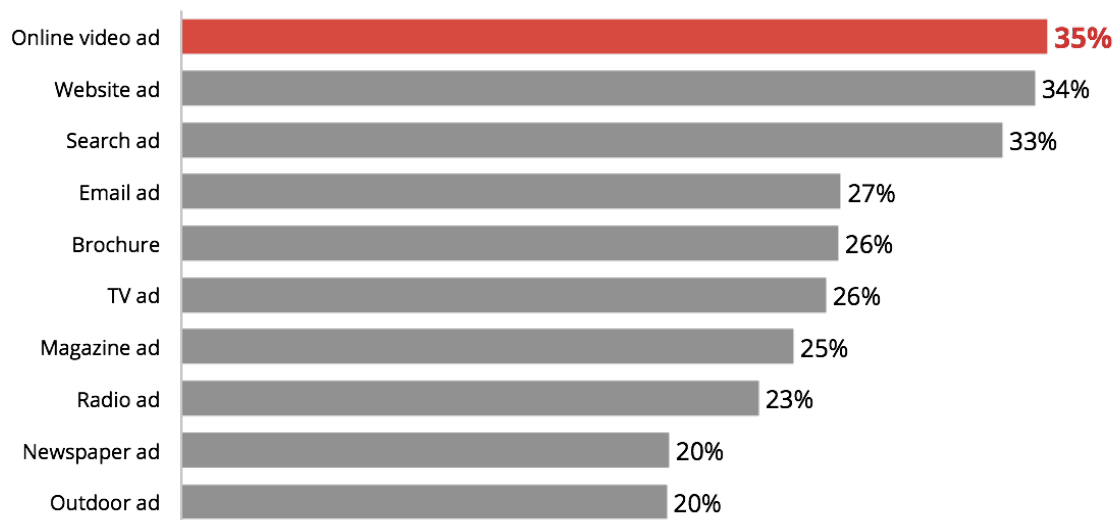
YouTube

time spent on mobile



Video

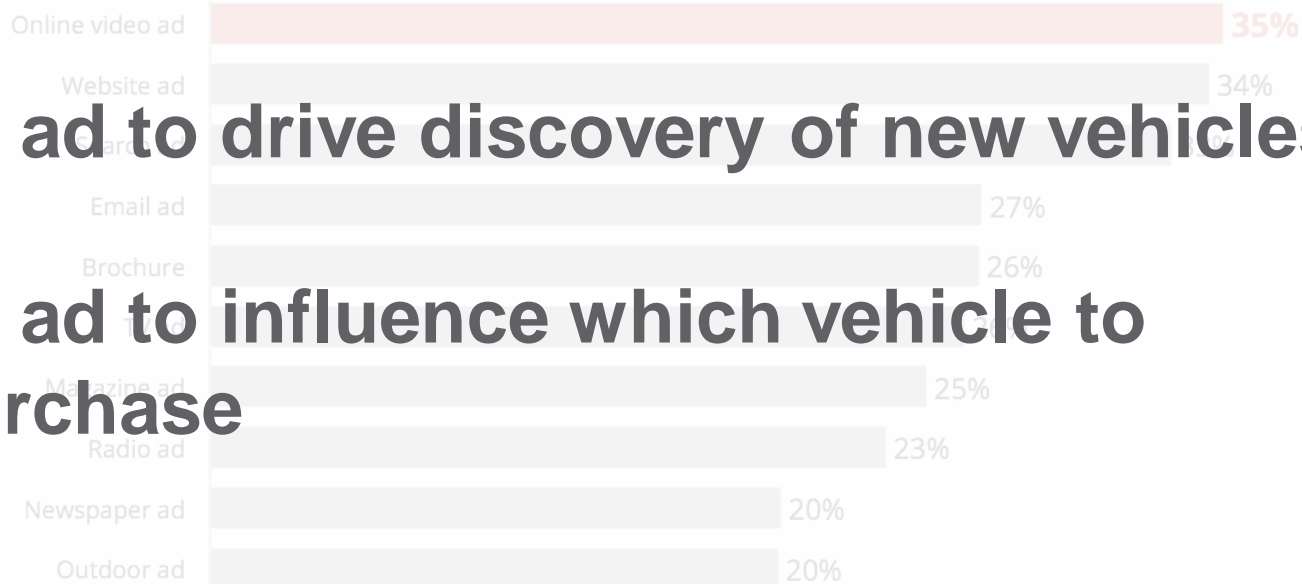
*Online video is **#1 ad format** for purchasers “to learn more about vehicles they hadn’t considered”*



Online video ads also cited as...

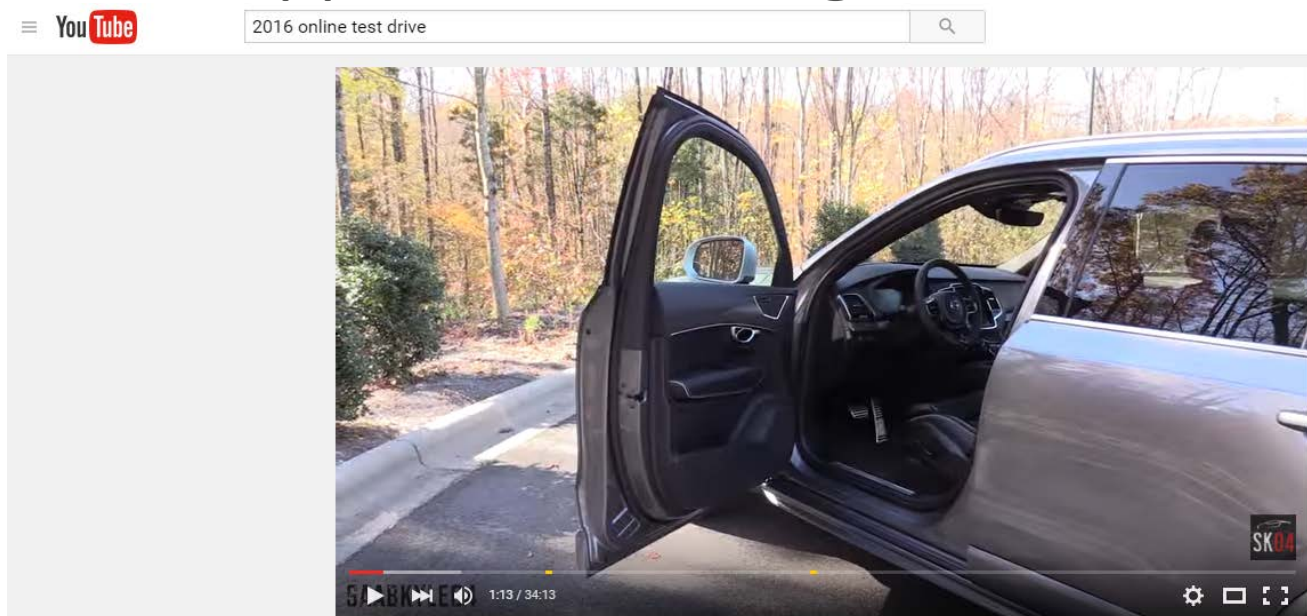
#1 ad to drive discovery of new vehicles

#1 ad to influence which vehicle to purchase



Video

From virtual test drives to vehicle walkarounds, shoppers are “kicking the tires” online.



Video

Ask yourself:

- Can visitors find what they're looking for?
- Have we highlighted our top-selling models?
- How does our store's YouTube channel look?



Social



From video research to online reviews, social media plays a key role in decision making.



Social

In 2016, it is estimated there will be

2.13 billion
social network

users worldwide, up from 1.4 billion in 2012.

source: Statista

Social

You don't need to be on every social channel.



Referrals

Social media is also a source for referrals.



Jacob Dooling

2 months ago

★★★★★ Buying my first car I wasn't sure what to expect. Steve in sales was extremely friendly, knowledgeable, and honest. I was impressed by him and he managed to find me a great deal on a 2008 Scion! Thanks Steve Zwobot!

Response from the owner 2 months ago

Jacob, Congrats on your first new car!

Referrals

Did you know?

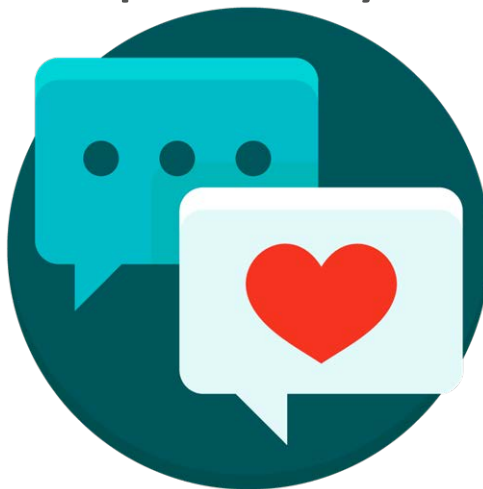
88%

of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts.

Source: Bright Local

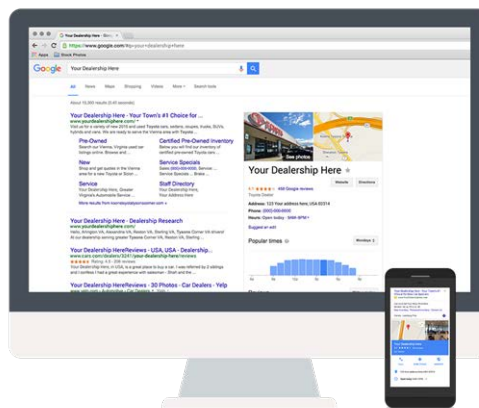
Referrals

A negative review is neutralized in consumers' minds when you respond in a timely, friendly, helpful way.



Paid Search

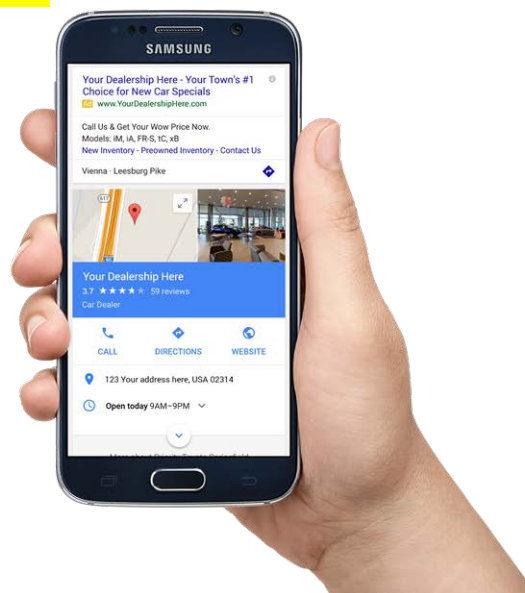
For branding, you should
spend more on mobile
 than desktop.



Paid Search

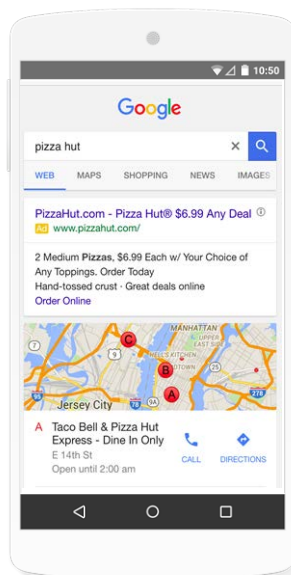
With mobile screens, fewer results show.

Adjust your mobile bid upward so customers don't have to scroll to find you.

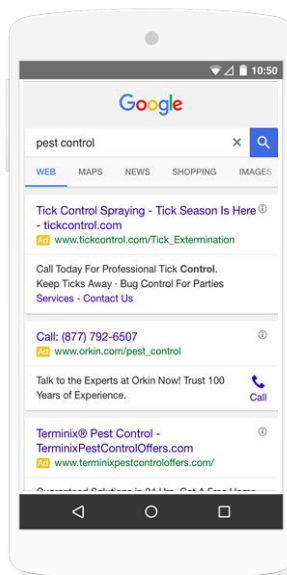


Being aware of mobile real estate

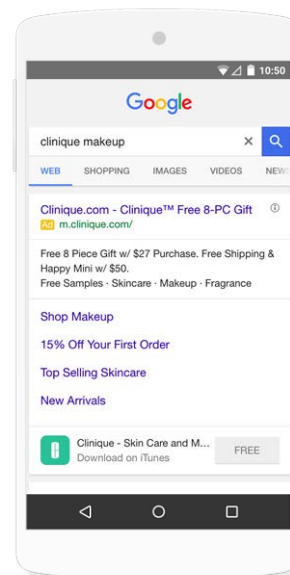
For both branded and unbranded search moments



Brand searches
with local results

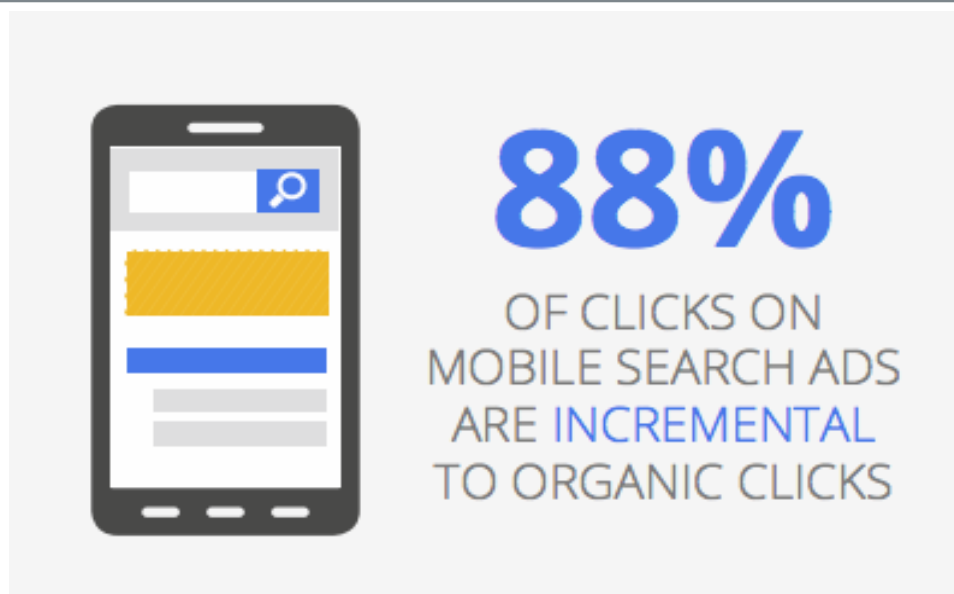


Non-Brand searches



Brand searches

Paid Search



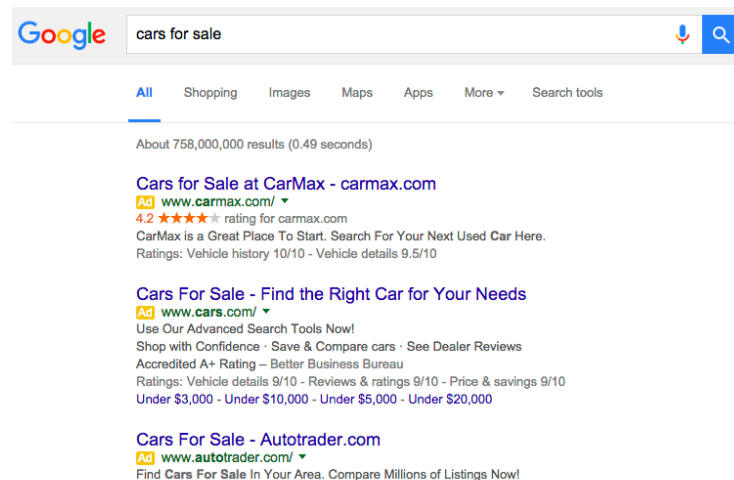
Mobile ads also drive incremental clicks

Paid Search



Organic search rank impacts the number of Incremental clicks

Ad clicks are largely incremental to organic search clicks, even when a brand is the top organic result.



Incremental clicks from Ads

Top Organic

50%

Organic 2-4

82%

Organic 5+

96%

Auto has **86%** incrementality on mobile

INCREMENTAL MOBILE CLICKS BY VERTICAL*



Paid Search

Save money by lowering your bid on desktop.



Paid Search

- Display click is the digital equivalent of a saturation mailer.
- Use it to increase brand awareness.
- Keep all messaging consistent.

Leaderboard/Banner Sizes



728x90 Leaderboard



468x60 Banner

Skyscraper Sizes



160x600 Wide Skyscraper

120x600 Skyscraper

Rectangle/Square Sizes



300x250 Inline Rectangle

250x250 Square



336x280 Large Rectangle

200x200 Small Square

YouTube Size



480x70 YouTube Video Ad

Email

Communicate with potential buyers via

Email



Email

WE HOPE YOU'RE HAVING A GREAT
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We'll Make a Donation to the
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ALL REMAINING INVENTORY MUST GO!

New 2015 Hyundai
Sonata SE

Buy for **\$17,999**
At **\$230/MO****

- OR - Lease for **\$109/MO****

- OR - Get **0% APR**
for up to 75 Months!***

VIEW INVENTORY

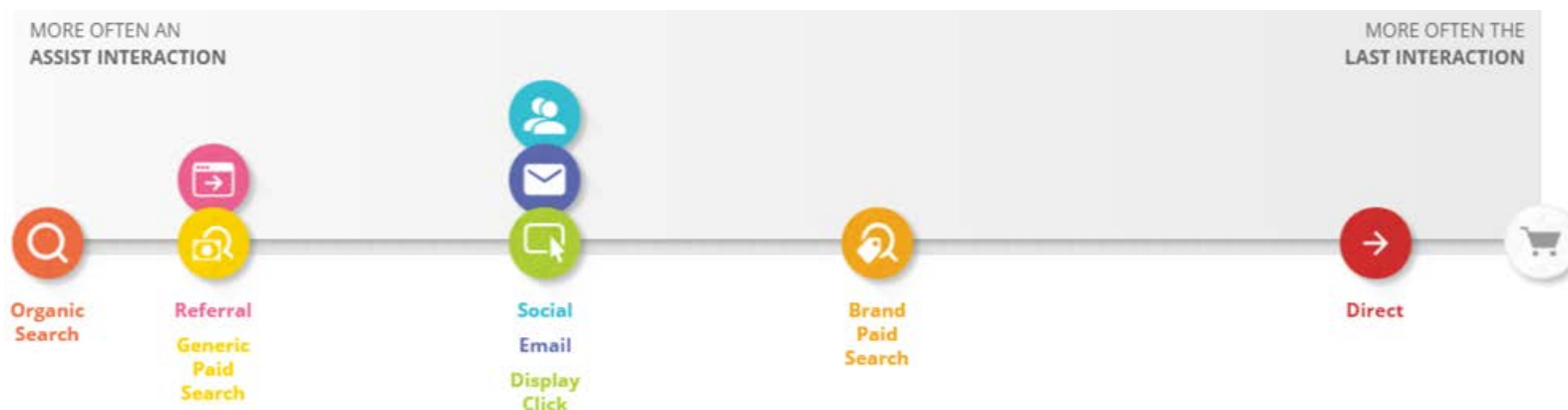
Hit the road in a new 2015 Hyundai Sonata SE for only \$17,999 (\$230/mo), or
get 0% APR for up to 75 months!***

New 2015 Hyundai
Sonata Sport 2.0T and Limited 2.0T

Up to **\$8,858**
OFF MSRP^^

Conclusion

Understanding these SEO and SEM strategies – and when to use them -- can help you sway shoppers and win the sale!



Questions?

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