

Automotive SEO Is Serious Business



Greg Gifford

Director of Search and Social

DealerOn

Dallas, Texas

877.543.4200 x5316

ggifford@dealeron.com



@greggifford
#NADA2016

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product, or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

Bullet Points Are **EVIL**...



#NADA2016

Auto dealers track EVERYTHING related to leads and ROI



#NADA2016

Organic traffic from search engines
is your biggest source
of website traffic
and leads



So why no SEO?

It's time to stop the excuses!

SEO is absolutely
vital for your
dealership



#NADA2016

Local SEO

Optimizing signals both on and off a site to get that site to rank in a specific geographic area for certain keywords



#NADA2016

Need help showing your owner or GM how Local SEO works?

Use pizza delivery!



SEO pizza example: bit.ly/local-seo-pizza

#NADA2016

Need help proving that your dealership needs to do Local SEO?

Use simple math!

SEO pizza example: bit.ly/seo-math



#NADA2016

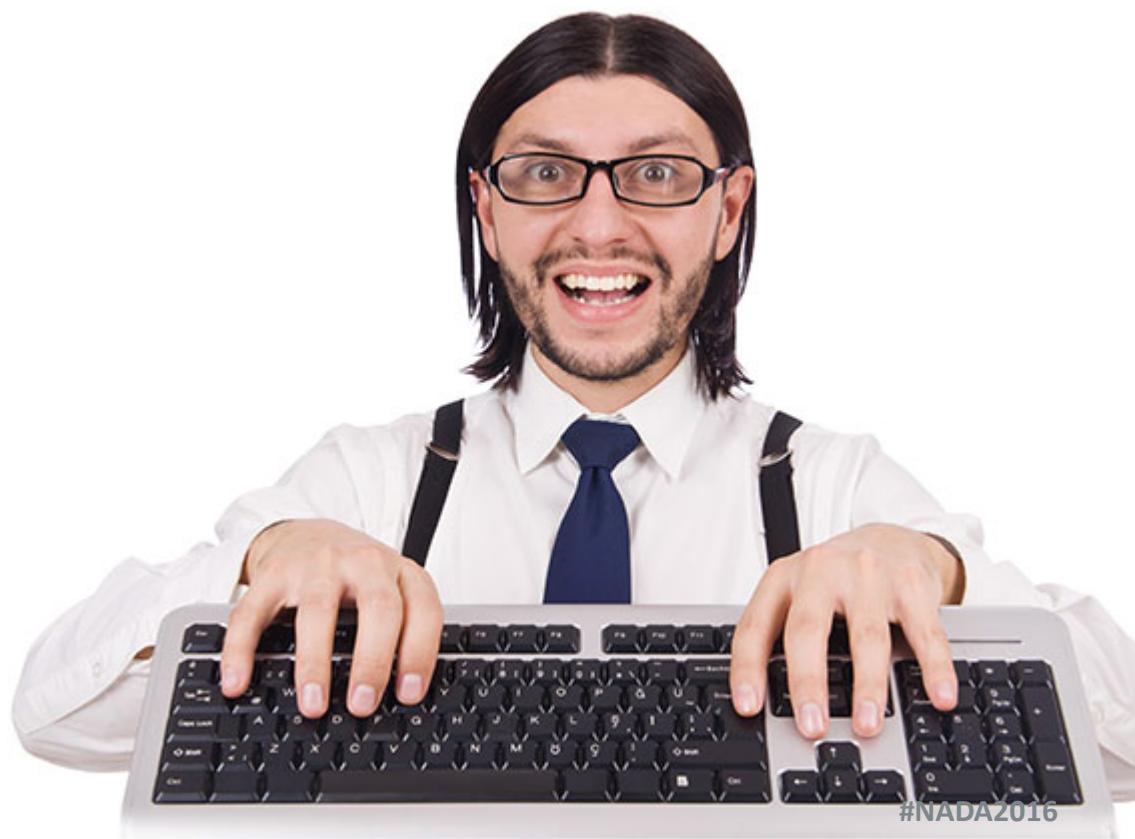
You need a staff member dedicated
to handling SEO...

NOT your
Internet
Manager



#NADA2016

A provider who's good enough... isn't.



#NADA2016

D providers:



The [redacted] service team serving [redacted] MD 21811 will inspect your Hyundai Accent air conditioning [redacted] it works.

Google [redacted] the course of a day gets in your engine and can clog your air conditioning unit.

Web Shopping Images Videos News More Search tools

almost 42 THOUSAND!!!

About 41,900 results (0.52 seconds)

Cadillac Escalade EXT Air Conditioning at LaFontaine Used ...
www.lafontaineusedcarking.com/article/...ext.../2,0,48356,11,53/ ▼
 Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Mitsubishi RVR Air Conditioning at Got Bad Credit Serving
www.gotbadcredit.ca/article/mitsubishi.../2,0,T0E+1V0,43,1240/ ▼
 Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Mazda CX-9 Air Conditioning at Crater Lake Mazda Serving ...
www.craterlakemazda.com/article/mazda-cx9.../2,0,97504,38,210/ ▼
 Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Kia Forte Air Conditioning at Classic Kia Serving Groves, TX ...
www.classickia.com/article/kia-forte-air...TX.../2,0,77619,30,168/ ▼
 Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

conditioning system malfunctioning. Some of the replacement. There is also a chance your Hyundai not functioning properly, but your entire engine

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the performance of your Hyundai Accent to [redacted] serving [redacted] slowing down your car.

Bringing your Hyundai Accent to [redacted] Our service team knows your Hyundai Accent form because we want you to drive away from

Watch out for shady SEO providers:

All you get is a bunch of meaningless pages



#NADA2016

Watch out for shady SEO providers:
'X' pages of content per month



#NADA2016

Watch out for shady SEO providers:

Guaranteed rankings Guaranteed results Guaranteed performance



#NADA2016

Watch out for shady SEO providers:

Report is only rankings



NADA 2016

Reports should show what matters
to your dealership's bottom line...

Organic traffic
Conversions



#NADA2016

SEO is hard because Google keeps
changing the rules of the game



#NADA2016

Panda Update

Targeted bad content
(thin, irrelevant)



#NADA2016

Penguin Update

Targeted bad links
and link manipulation



#NADA2016

Hummingbird Update

Not penalty-based,
a fundamental
change that enabled
semantic search



#NADA2016

Pigeon Update

Changed how
local search results
are calculated



#NADA2016

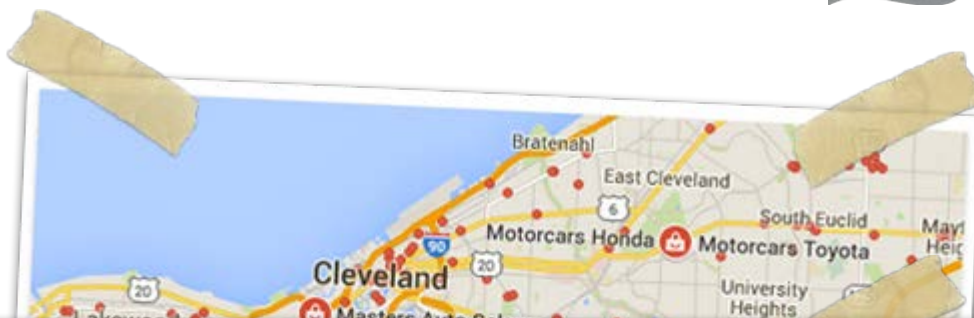
Google My Business Quality Guideline Update

Updates to what's
allowed on your
GMB/Places
listing



#NADA2016

No More 7



Google dealers

Back to web results for **cleveland car dealers**

Motorcars Honda motorcarshonda.com 4.8 ★★★★★ 282 Google reviews	Motorcars Honda 4.7 ★★★★★ 403 reviews Honda Dealer - Mayfield Rd Open until 6:00 pm	Website Directions
Motorcars Toyota motorcarstoyota.com 4.7 ★★★★★ 226 Google reviews	Motorcars Toyota 4.7 ★★★★★ 389 reviews Toyota Dealer - Mayfield Rd Open until 6:00 pm	Website Directions
Masters Auto Sales www.mastersautosales.com 4.7 ★★★★★ 58 Google reviews	Masters Auto Sales 4.7 ★★★★★ 60 reviews Used Car Dealer - Detroit Ave Open until 7:00 pm	Website Directions
Autos Direct Online www.autosdirectonline.com 4.2 ★★★★★ 149 Google reviews	Autos Direct Online 4.2 ★★★★★ 149 reviews Used Car Dealer - Detroit Ave Open until 7:00 pm	Website Directions
METRO TOYOTA www.metrotoyota.com 4.4 ★★★★★ 68 Google reviews	Metro Toyota 4.4 ★★★★★ 83 reviews Toyota Dealer - Brookpark Rd Open until 6:00 pm	Website Directions
Axelrod Buick GMC www.axelrodbuickgmc.com 4.7 ★★★★★ 47 Google reviews	Axelrod Buick GMC 4.7 ★★★★★ 82 reviews GMC Dealer - Brookpark Rd Open until 6:00 pm	Website Directions
Spitzer Motor City Inc www.spitzerchryslerdodge.com 4.1 ★★★★★ 21 Google reviews	Spitzer Chrysler Jeep Dodge Ram Cleveland 4.4 ★★★★★ 23 reviews Car Dealer - Brookpark Rd Open until 6:00 pm	Website Directions
Map results for cleveland		

Motorcars Honda

4.7 ★★★★★ 403 Google reviews
Honda Dealer

Address: 2953 Mayfield Rd, Cleveland Heights, OH 44118
Phone: (216) 932-2400
Hours: Open today - 9:00 am - 6:00 pm

[Website](#) [Directions](#)

See inside Street View Photos

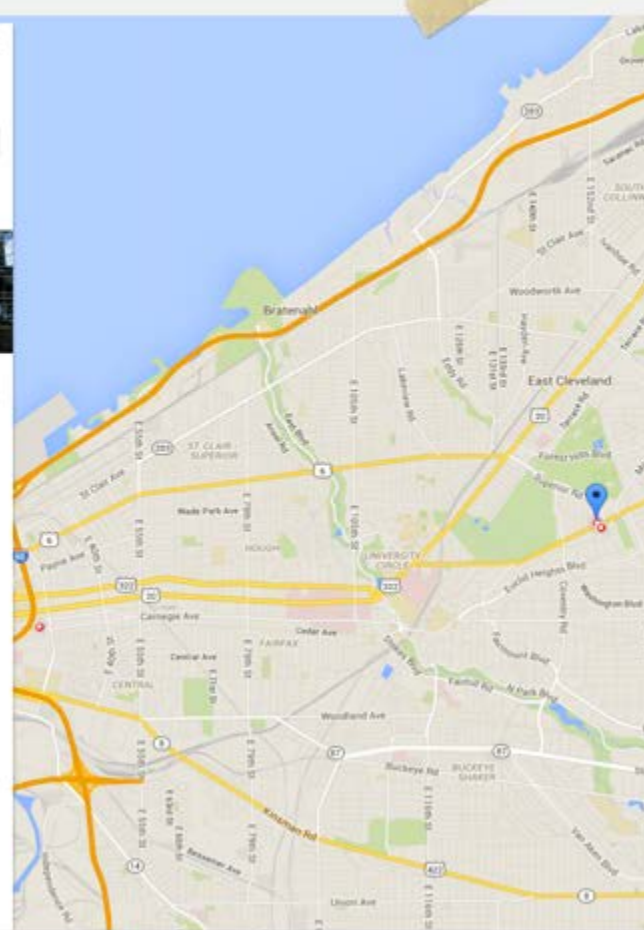
Review summary

4.7 ★★★★★ 403 reviews

Write a review

svct2008 in the last week
★★★★★ Michael Lesko, a fun experience of car purchasing! We were planning to purchase a new Honda Civic for our daughter, and I sent request for quote online, got zillion offers. Michael was the first person called us, and allowing us to pick time we... More

Kent Stampe in the last week
★★★★★ We worked out all our arrangements and negotiated with Joe. Great service via the internet. Was not a good price and thank you to

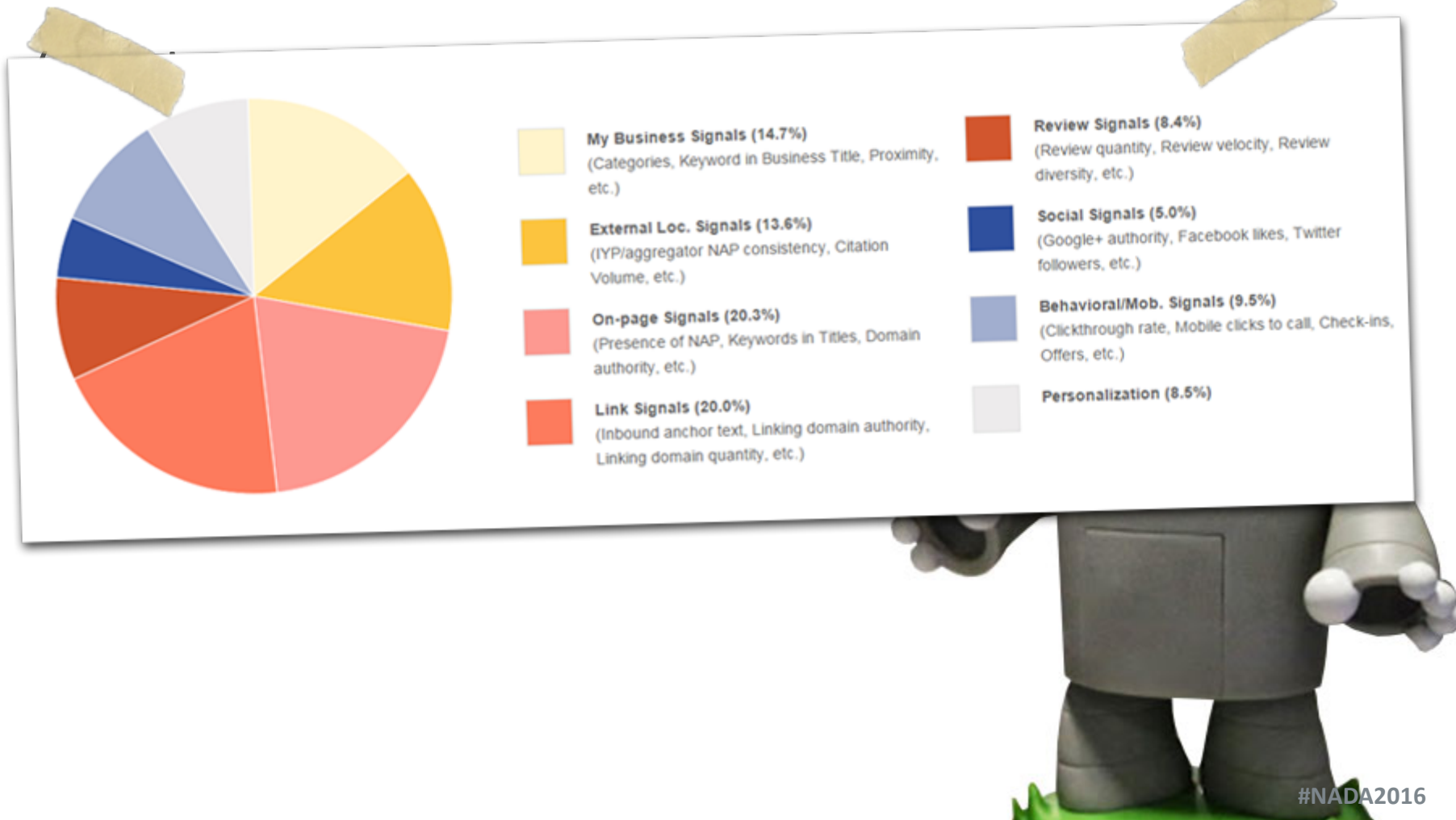


So how the heck are you supposed to know how to optimize your site?



#NADA2016

2015 Local Search Ranking Factors



On Site Signals

20.3% of LSRF

Content is THE most important
signal of relevancy



#NADA2016

On Site Signals

Stop trying to fool the nerds at Google!



On Site Signals

You've got to have content that's both useful and unique

“Start fighting your own battles like family!”
“Up front pricing!”



#NADA2016

On Site Signals

The most important question to ask:

Why do you **DESERVE**
to rank high?



#NADA2016

On Site Signals

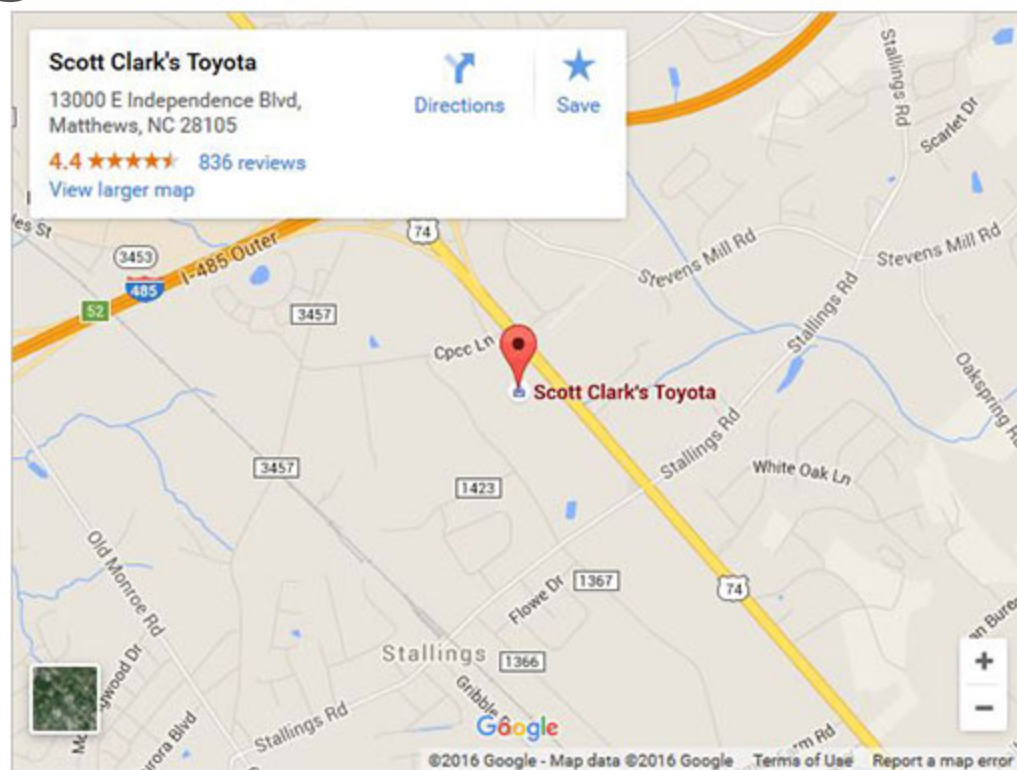
Elements to optimize for Local:

City/ST in public health report



On Site Signals

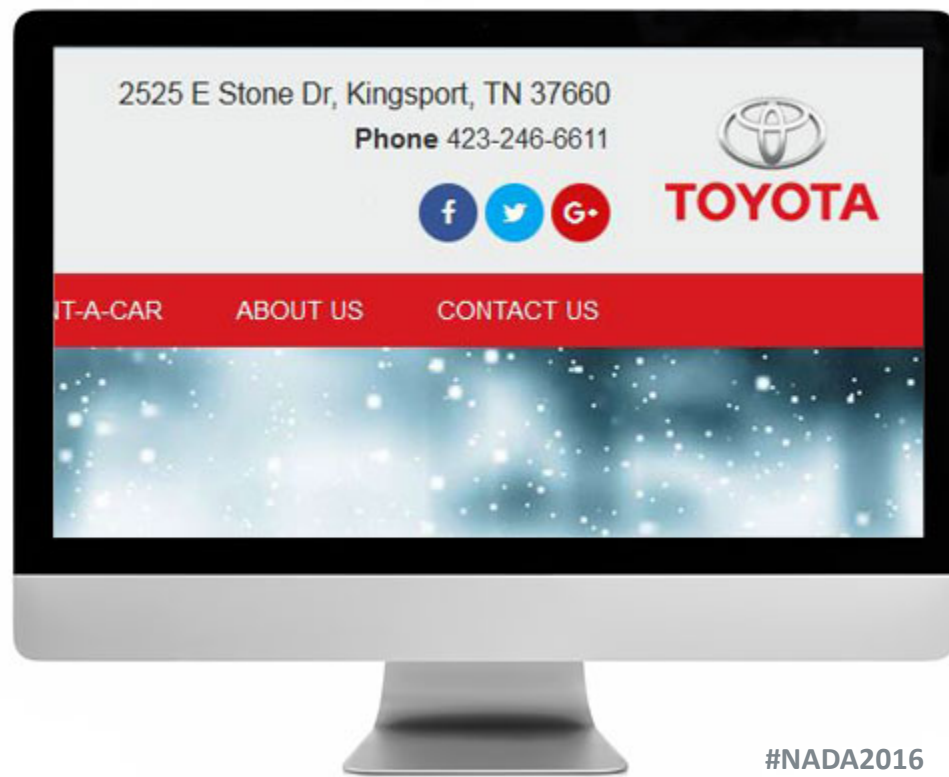
You need an embedded Google map on your home page



#NADA2016

On Site Signals

You need your NAP on every page,
marked up with schema



#NADA2016

On Site Signals

You must have a local phone number on your website...

Yes, that means no call tracking!



#NADA2016

On Site Signals

You must have a blog,
and you need to post regularly

Need ideas for
local blog posts?

Local blog post ideas:
bit.ly/local-content-ideas



#NADA2016

On Site Signals

Want your dealership to show up
in nearby cities?

Use local
content silos!

Local content silo strategy:
bit.ly/local-content-silos



#NADA2016

Link Signals

20.0% of LSRF



#NADA2016

Link Signals

After the Penguin update, links are no longer simply a numbers game



#NADA2016

Link Signals

Pro tip: Low authority local links are pure gold for Local SEO



#NADA2016

Link Signals

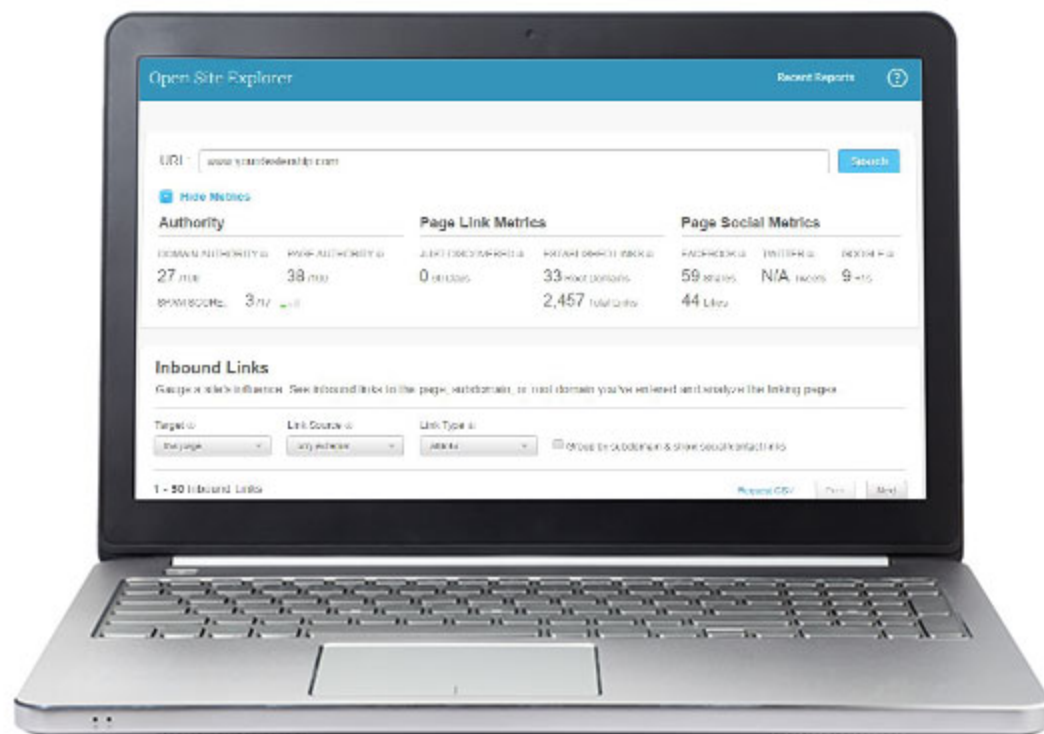
Take advantage of the things you're already doing and the relationships you've already built



#NADA2016

Link Signals

Use Open Site Explorer for link research



Open Site Explorer from Moz:
moz.com/researchtools/ose

#NADA2016

Link Signals

Pro tip: Get links from local businesses!



#NADA2016

Link Signals

Pro tip: Don't point all your links at your home page... Point local links to your local silos!



#NADA2016

Google My Business Signals

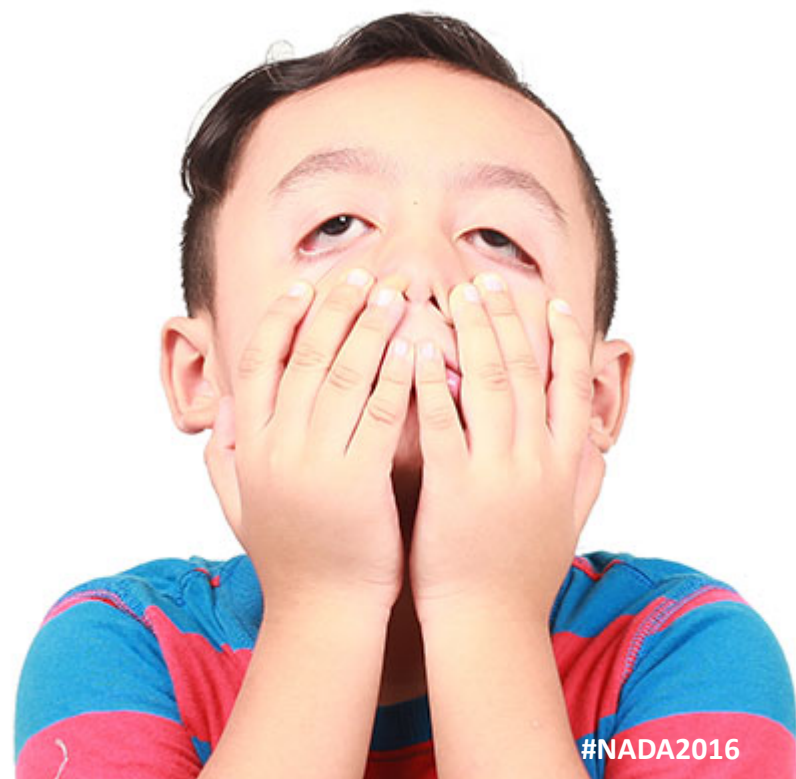
14.7%*** of LSRF



#NADA2016

Google My Business Signals

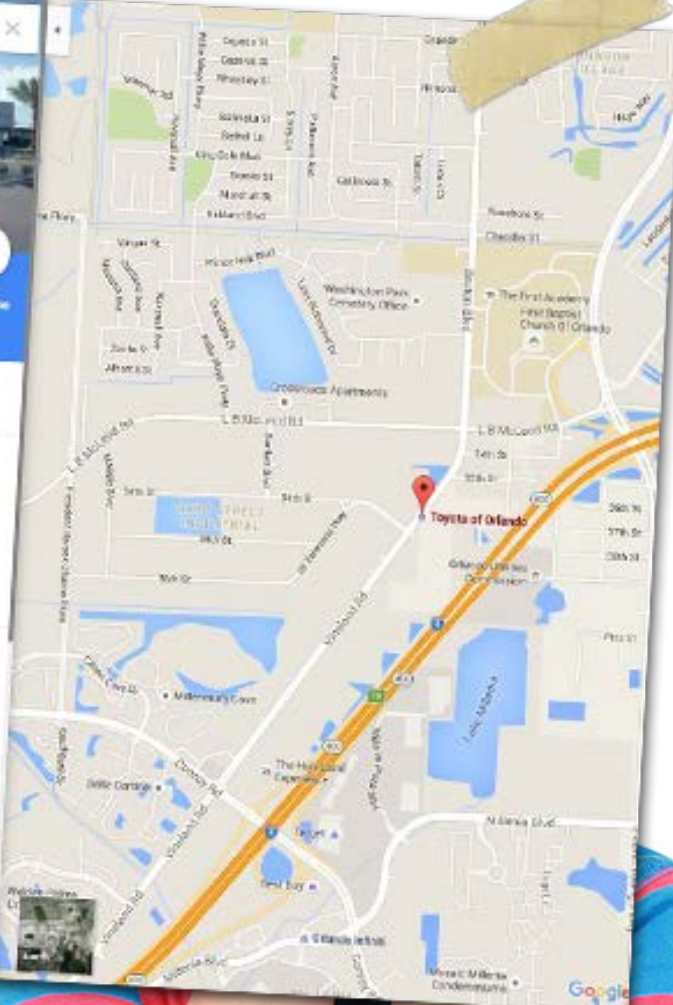
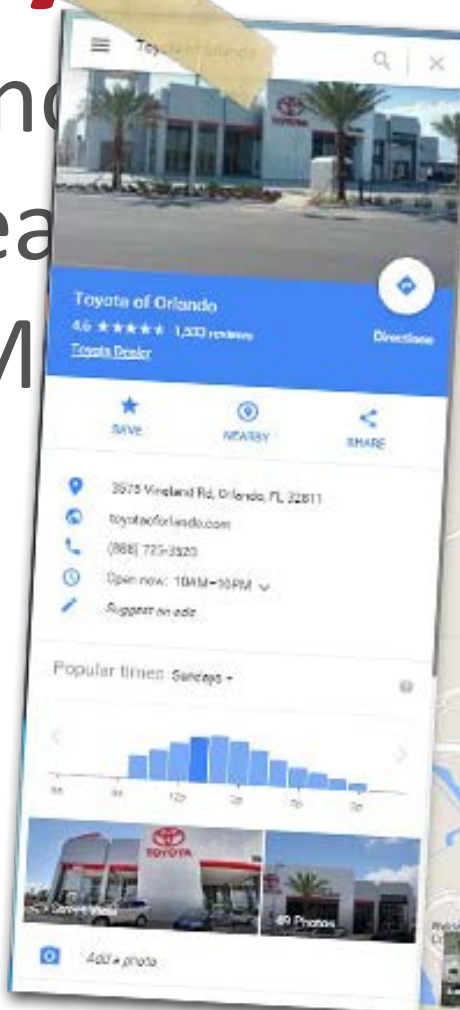
Forget that stat... Now that Google has removed all location information from Google Plus, we'll see that number drop



#NADA2016

Google My Business Signals

no
ea
M



Google My Business Signals

You **MUST** use a local phone number,
and it must match the number
displayed on your website



#NADA2016

Citation Signals

13.6% of LSRF



#NADA2016

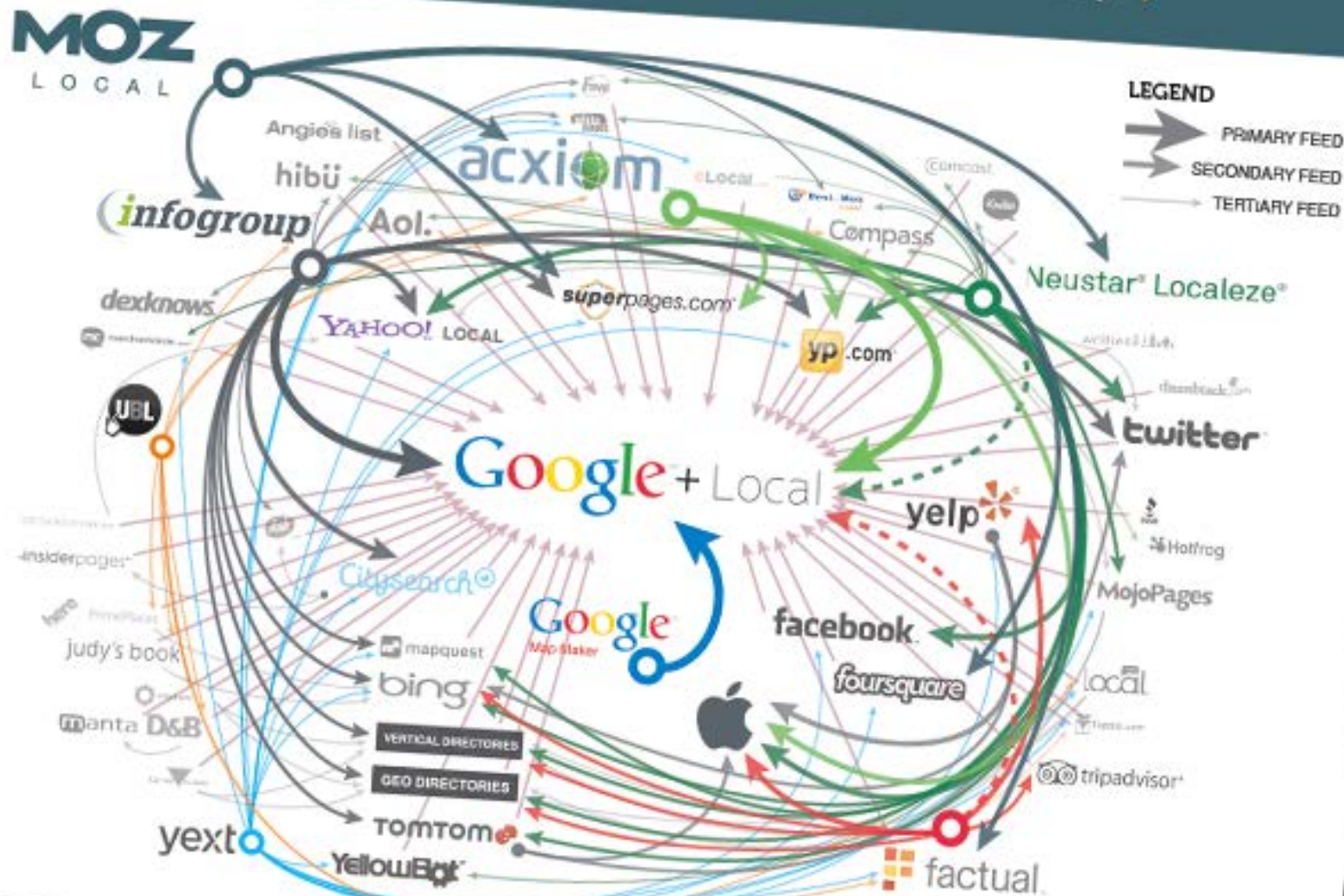
Citation Signals

Mentions of dealers have, and are, considered additional points of interest



#NADA2016

The Local Search Ecosystem (United States)



© 2009-2014 David Mihm, Inc. and SECMoz, Inc. All rights reserved.
All logos are the intellectual property of the companies described.

Citation Signals

Your dealership needs to be where
Google expects it to be



#NADA2016

Citation Signals

Deal'N Doug's Autoplex

Deal'N Dougs Autoplex

Deal' N Doug's Autoplex

Deal'N Doug's Auto Plex

Dealn Dougs Autoplex

Deal n Doug's Autoplex

Dealin' Doug's Autoplex



#NADA2016

Citation Sign

for
ta

Choose the most accurate listing

David Wilson's Toyota of Las Vegas **Verified**
3255 E Sahara, Las Vegas, NV, 89104
(702) 457-2000

David Wilson's TOYOTA of Las Vegas **Verified**
3255 E Sahara ave Las Vegas, NV 89104, Las Vegas, NV, 89104-4303
(702) 713-4751

David Wilson's Toyota of Las Vegas
3255 E Sahara Ave, Las Vegas, NV, 89104
(702) 457-2000

Toyota of Las Vegas
3255 E Sahara Ave, Las Vegas, NV, 89104
(702) 457-2000

David Wilson's Toyota and Scion of Las Vegas
3255 E Sahara Ave, Las Vegas, NV, 89104
(702) 457-2000



Moz Local citation check:
moz.com/local/search

Citation Signals

Does Whitespark SEO Local Edition help find relevant citations EVERYWHERE?

Whitespark
has you covered



Whitespark Citation Service:
bit.ly/locationbuilding-service

#NADA2016

Review Signals

8.4% of LSRF

88% of consumers trust online reviews
as much as reviews from
friends or family



#NADA2016

Review Signals

4 out of 5 people will decide NOT
to buy from your dealership
if you've got bad reviews



#NADA2016

Review Signals

You can't fake good reviews
about your customers



#NADA2016

Review Signals

You have to make it easy for customers to leave you a review...

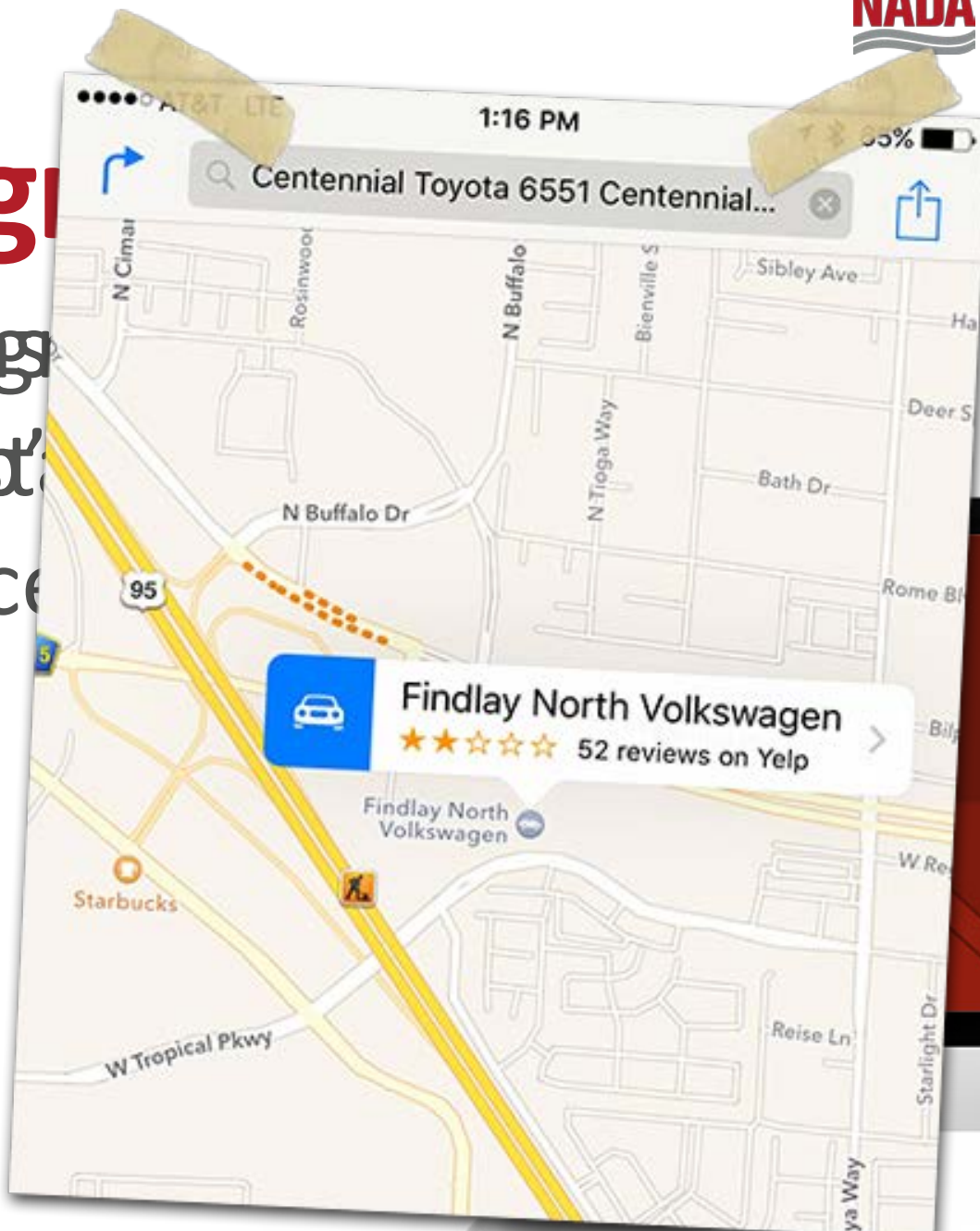
And you have to
ASK for reviews!



#NADA2016

Review Sign

But you can't ignore it's power to help



Review Signals

Concentrate on Google reviews...

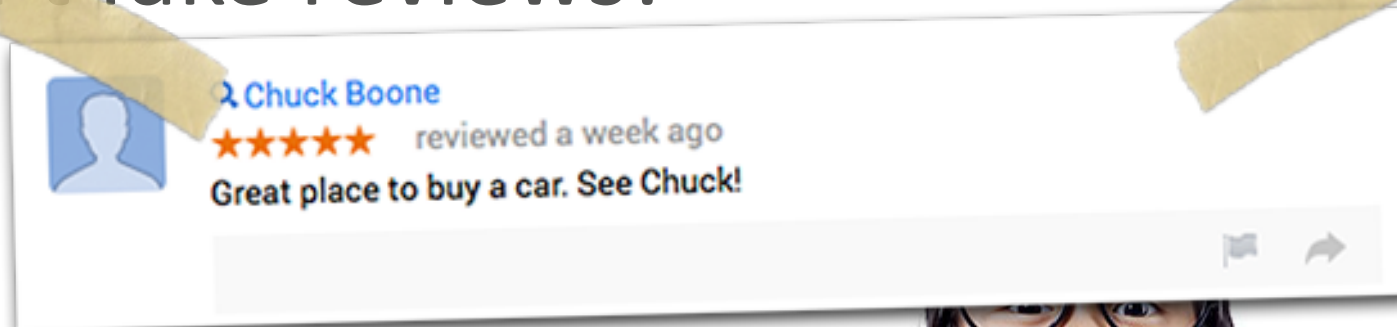
Don't get bogged down by trying to get reviews from every site before legislation begins or other competitors sites



#NADA2016

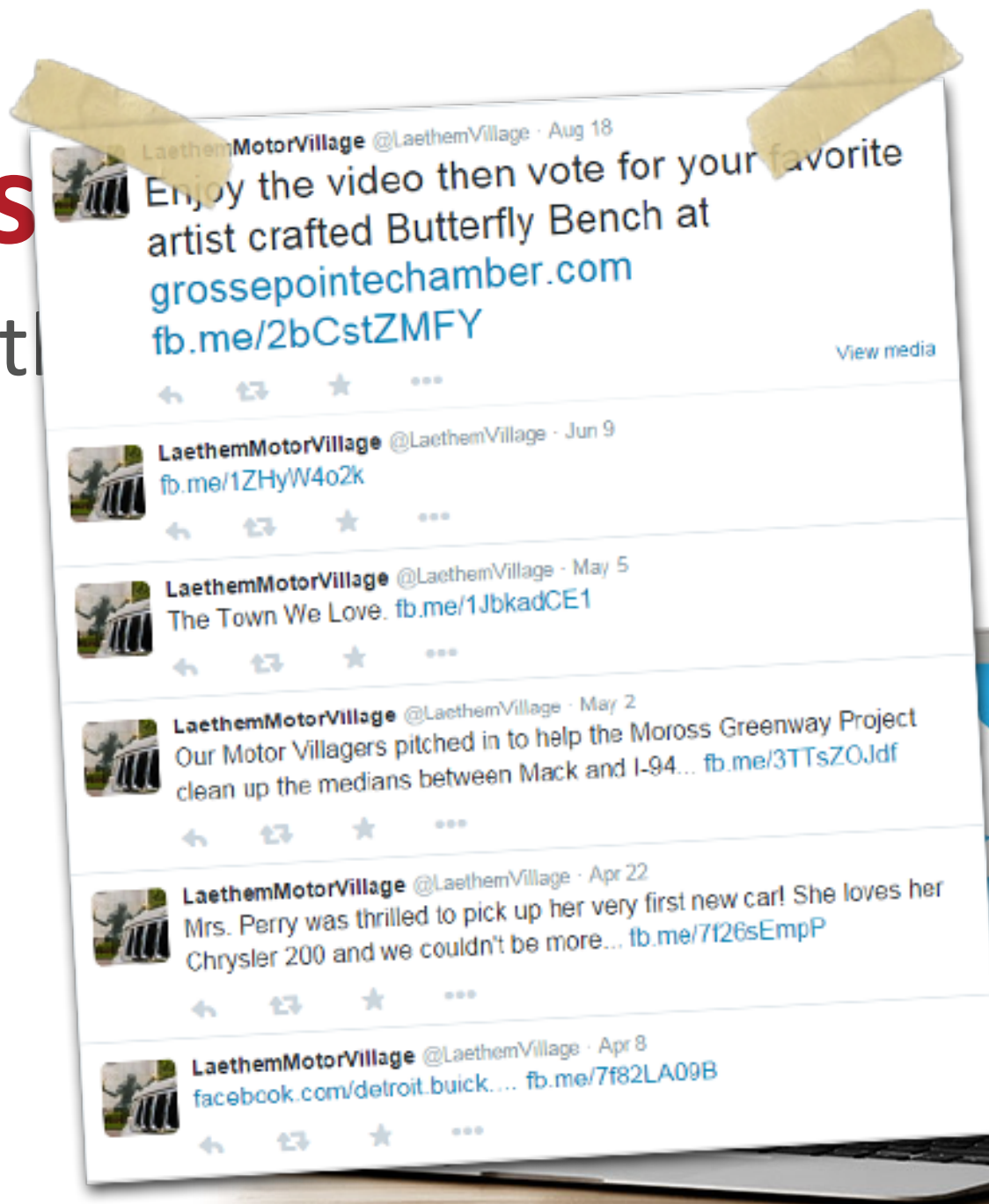
Review Signals

Don't fake reviews!



Bonus

Don't tell



#NADA2016

Questions?

Automotive SEO Is Serious Business



Greg Gifford

Director of Search and Social

DealerOn

Dallas, Texas

877.543.4200 x5316

ggifford@dealeron.com



Please visit the **NADA Pavilion** in the Expo Hall for information on accessing electronic versions of this presentation and the accompanying handout materials, and to order the workshop video recording.

@greggifford
#NADA2016