#### Automotive SEO Is Serious Business





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@greggifford #NADA2016

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# Bullet Points Are EVIL...





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# Auto dealers track EVERYTHING related to leads and ROI





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

#### So why no SEO?

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#### It's time to stop the excuses!

# SEO is absolutely vital for your dealership





#### **Traditional SEO**

- Optimizing signals both on and off
- a site to get that site
- to rank whenever
- people search
- certain keywords





#### Local SEO

### Optimizing signals both on and off

#### a site to get that site

### to rank in a specific

#### geographic area





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

#### Use pizza delivery!

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





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

#### Use simple math!

SEO pizza example: bit.ly/seo-math





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

NOT your Internet

Manager





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





## Watch out for shady SEO providers: Cruddy duplicated content







serving MD 21811 w aspect your Hyundai Accent air conditioning system thoroughly and ensure it works properly, so no issues arise when the weather conditions are hot and humid. has everything you need to ensure the air conditioning system in your Hyundai Accent works efficiently and provides comfort to you and your passengers while keeping your



gas mileage up.

Several factors can contribute to your air

conditioning system malfunctioning. Some of the chemicals in your air conditioning system may be worn out and need replacement. There is also a chance your Hyundai Accent is leaking fluids, in which case not only is your air conditioning unit

not functioning properly, but your entire engine could be affected as well.

Sometimes the dirt, dust and gravel you travet on during the course of a day gets in your engine and can clog your air consistenting unit. Clogging drags the performance of your Hyundal Accent as well as its gas mileage. By bringing your Hyundal serving MD 21811, you can be sure your air conditioning is keeping you cool without Accent to

Bringing your Hyundai Accent to the second slowing down your car. Our service team knows your Hyundai Accent air conditioning unit from top to bottom and will make sure it is functioning in top form because we want you to drive away from the serving the MD 21811 feeling cool and refreshed.

#### D providers:

#### licated content







#### D providers:

g the course of a day gets in your engine and can clog your air conditioning up

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conditioning system malfunctioning. Some of th replacement. There is also a chance your Hyun

not functioning properly, but your entire engine

Sometimes the dirt, dust and gravel you travel

conditioning unit. Clogging drags the perform Accent to Accent

Bringing your Hyundai Accent to

Our service team knows your Hyundai Acce form because we want you to drive away fro

slowing down your car.

About 41,900 results (0.52) econds)

#### 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 ....



### Watch out for shady SEO providers: Outdated SEO tactics





## Watch out for shady SEO providers: **Outdated SEO tactics**

888-897- Dealer Palo Alto San Jose Fremont California

<meta name="description" content="Address Honda Dealership Palo Alto San Jose Fremont Used Honda Dealerships Redwood City Bay Area San Francisco Pre-Owned Honda Dealers Sunnyvale Santa Clara Certified Honda Dealer San Mateo Mountain View Milpitas Cupertino San Bruno Menlo Park Daly City California CA" />

<meta name="keywords" content=" Honda,Honda,Palo Alto,San Jose,Fremont,Redwood City, Bay Area, San Francisco, Sunnyvale, Santa Clara, San Mateo, Mountain View, Mountain View, Milpitas, Cupertino, San Bruno, Menlo Park, Los Gatos, Burlingame, Daly City, Used Honda, Honda Service, Honda Parts, Certified, Pre-Owned, California Honda, Cars, Trucks, SUV, Hybrid, Accord, Civic, CR-V,Element,Fit,Odyssey,Pilot,Ridgeline,Insight,CR-Z,Civic Hybrid,Civic Natural Gas,Crosstour" />

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<title

### Watch out for shad New Honda Dealers Serving San Jose CA

Visit Honda Dealership near Bay Area CA to see our huge selection of new and used Honda models as well as Certified Pre-owned cars and trucks. Ask about our Internet specials.

#### Honda Dealerships located near:

- Palo Alto, California
- San Jose, California
- Fremont, California
- Redwood City, California
- Bay Area, California
- San Francisco, California
- Sunnyvale, California
- Santa Clara, California
- San Mateo, California
- Mountain View, California
- Milpitas, California
- Cupertino, California
- San Bruno, California
- Menlo Park, California
- Los Gatos, California
- Burlingame, California
- Daly City, California

#### Used Honda Dealership serving Fremont CA

New and used Honda models to choose from including:

- Honda Accord
- Honda Accord Hybrid
- Honda Civic
- Honda Civic HF
- Honda Civic Si
- Honda CR-V
- Honda Element
- Honda Fit
- Honda Odyssey



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888-897- Dealer Palo Alto San Jose Fremont (

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<meta name="keywords" content=" Honda,Honda,Palo Alto,Sa City,Bay Area,San Francisco,Sunnyvale,Santa Clara,San Mateo,Mountain View,Milpitas,Cupertino,San Bruno,Menlo Park,Los Gatos,Burlingame,D Service,Honda Parts,Certified,Pre-Owned,California Honda,Cars,Trucks, V,Element,Fit,Odyssey,Pilot,Ridgeline,Insight,CR-Z,Civic Hybrid,Civic Na

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## Watch out for shady SEO providers: All you get is model research pages



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## Watch out for shady SEO providers: All you get is blog posts





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





### Watch out for shady SEO providers: Guaranteed links per month





### Watch out for shady SEO providers: Guaranteed rankings





## Watch out for shady SEO providers: Report is only rankings





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

#### Organic traffic

### Conversions

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





# Panda Update

## Targeted bad content (thin, irrelevant)



# **Penguin Update**

## Targeted bad links and link manipulation





# **Hummingbird Update**

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

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# **Pigeon Update**

## Changed how local search results are calculated

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# **Google My Business Quality Guideline Update**

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



# No More 7 Pack!

# Drastic change to how local results are displayed





# No More 7 Pack!

Motorcars Hone motorcarshonda.com 4.8 \*\*\*\* 282 Google reviews · Google+ page

Motorcars Toyota motorcarstoyota.com 4.7 \*\*\*\* 226 Google reviews - Google+ page

Masters Auto Sales www.mastersautosales.com 4.7 \*\*\*\* 58 Google reviews · Google+ page

Autos Direct Online www.autosdirectonline.com 4.2 \*\*\*\* 149 Google reviews - Google+ page

METRO TOYOTA www.metrotoyota.com 4.4 \*\*\*\*\* 68 Google reviews - Google+ page

Axelrod Buick GMC www.axelrodbuickgmc.com 4.7 \*\*\*\* 47 Google reviews - Google+ page

Spitzer Motor City Inc www.spitzerchryslerdodgejeepram.com 4.1 \*\*\*\* 21 Google reviews

Map results for cleveland car dealers

2953 Mayfield Road Cleveland Heights, OH (216) 932-2400

B 2950 Mayfield Rd Cleveland, OH (216) 321-9100

4910 Detroit Ave Cleveland, OH (216) 281-7731

4371 Pearl Rd Cleveland, OH (216) 393-4590

- 13775 Brookpark Rd Brook Park, OH (216) 267-7000
- 6603 Brookpark Rd Parma, OH (216) 661-5060
  - 13001 Brookpark Rd Cleveland, OH (216) 267-2100

Aven Lake CL Fland Heights Lorain Aven Westlake Parma W Skien Map data 02014 Goog

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Map for cleveland car dealers

#### Used Car Sales In Cleveland

cleveland-oh auto.com/ \* Find Used Car Sales In Cleveland. See Local Listings, Prices, & Pics!

#### Cars.com Cleveland

Find the Right Car for You. Search Vehicle Listings Now!

#### Visit I /undai Of Bedford

www.hyundaiofbedford.com/ 
Learn More About The 2014 Sonata 190 HP. Standard Alloy Wheels.

See your ad here »



## No More 7

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- Cleveland, OH (216) 257-2100



# No More 7

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Axelrod Buick GMC www.axelrodbuickgmc.com 4.7 \*\*\*\* 47 Google | GMC Dealer Brookpark Rd Open until 6:00 pm

Spitzer Motor City In www.spitzerchryslerdodge 4.1 \*\*\*\* 21 Google Dodge Ram Cleveland

5.4 \*\*\*\* 23 myterian Map results for clevela Car Dealer - Brookpark Rd Open until 6:00 pm

> Ganley Ford West 41 \*\*\*\* 26 mviews ۲ Ford Dealer - Lorain Ave Website Open until 6:00 pm

> > Spitzer Kia Cleveland

Spitzer Chrysler Jeep

Google dealers Back to web results for cleveland car dealers Motorcars Honda 4.7 \*\*\*\*\* 403 reviews 0 Y Honda Dealer - Mayfield Rd Website Directions mq 00.9 ldnu neqt) Motorcars Toyota 7 \*\*\*\*\* 380 reviews ٩ Y Toyota Dealer - Mayfield Rd Website Directions Open until 6:00 pm Masters Auto Sales 47 \*\*\*\* 60 reviews ۲ Y Used Car Dealer - Detroit Ave Website Directions Open until 7:00 pm Metro Tovota 4.4 \*\*\*\*\* 83 moviews ٩ Y Toyota Dealer - Brookpark Rd Website Drectons Open until 6:00 pm Axeirod Buick GMC 4.7 \*\*\*\*\* 82 TOVIOWS ٢ Y Website Directions

Motorcars Honda 47 \*\*\*\*\* 403 Google reviews Honda Dealler Address: 2953 Mayfield Rd, Cleveland Heights, OH 44118

Phone: (216) 932-2400 Hours: Open today - 9:00 am - 6:00 pm



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Website

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Directions

Write a review

Review summary

5+

40

2+

\*\*\*\*\* 403 reviews

"Definitely the best new car buying experience live ever had."

In assisting us with great service on our 2007 Honda Civic on Monday 10/27/14

"One of the best customer service experiences I've ever had in a service shop

Google reviews

svct2008 in the last use/

> \*\*\*\* Michael Lesko, a fun experience of car purchasingfWe 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 Stumpe in the last used

\*\*\*\* \*\* We worked out all our arrangements and negotiated with



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Directions

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Directions



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East Cleveland



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





#### 2015 Local Search Ranking Factors

#### (yearly study conducted by Moz)




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#### 2015 Local Search Ranking Factors

My Business Signals (14.7%) (Categories, Keyword in Business Title, Proximity, etc.)

External Loc. Signals (13.6%) (IYP/aggregator NAP consistency, Citation Volume, etc.)

On-page Signals (20.3%) (Presence of NAP, Keywords in Titles, Domain authority, etc.)

Link Signals (20.0%) (Inbound anchor text, Linking domain authority, Linking domain quantity, etc.) Review (Review

Review Signals (8.4%) (Review quantity, Review velocity, Review diversity, etc.)

Social Signals (5.0%) (Google+ authority, Facebook likes, Twitter followers, etc.)

Behavioral/Mob. Signals (9.5%) (Circkthrough rate, Mobile clicks to

(Clickthrough rate, Mobile clicks to call, Check-ins, Offers, etc.)

Personalization (8.5%)

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#### **On Site Signals** 20.3% of LSRF Content is THE most important signal of relevancy





### **On Site Signals**

#### Stop trying to fool the nerds at Google!





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# **On Site Signals**

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

"**Blackergelikbjøyaolægter**chers **likevlangigelikbjøy** "Up front pricing!"





# **On Site Signals**

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

#### "We treat our customers like family!"





# **On Site Signals**

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

### "We're family owned!"





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# **On Site Signals**

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

### "No haggle pricing!"

"Up front pricing!"





# **On Site Signals**

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

#### "State of the art showroom!"





#### The most important question to ask:

# Why do you DESERVE to rank high?





### Elements to optimize for Local: City/ST in title tag





### Elements to optimize for Local: City/ST in H1 heading





### Elements to optimize for Local: City/ST in page content





### **On Site Signals**

### Elements to optimize for Local: City/ST in image alt text





# **On Site Signals**

### Elements to optimize for Local: City/ST in URL





### Elements to optimize for Local: City/ST in meta description





# **On Site Signals**

#### You need an embedded Google map on your home page





# **On Site Signals**

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



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

# Yes, that means no call tracking!





# **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





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# **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





#### Link Signals 20.0% of LSRF



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# **Link Signals**

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





# **Link Signals**

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



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# **Link Signals**

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





# **Link Signals** Use Open Site Explorer for link research

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



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### Link Signals Pro tip: Get links from local businesses!





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# **Link Signals**

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





#### **Google My Business Signals** 14.7%\*\*\* of LSRF



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





### **Google My Business Signals** Your listing is now your Knowledge Box on branded searches and/or your Google Map info





#### Toyota of Orlando \*

See photos

1.5 \*\*\*\* 1.533 Google reviews Toyota Dealer

Address: 3575 Vineland Rd. Orlando, FL 32811 Phone: (888) 725-3520

Hours: Open today 10AM-10PM \*

#### Suggest on edit





2415 St 35m 55

Directions

Website

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People in

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Church (Cruwdo) -

260.30

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205:31

Peters

Google #NADA2016



### **Google My Business Signals** You MUST use a local phone number, and it must match the number displayed on your website



### **Citation Signals** 13.6% of LSRF





# **Citation Signals**

#### Mentions of your Name, Address, and Phone on other sites





# **Citation Signals**

# Most auto dealers (and SEO providers) do nothing with citations





# **Citation Signals**

#### Most auto dealers have TONS of citation problems




### **Citation Signals**

#### Your citations must be 100% consistent everywhere they appear online







#### **Citation Signals**

#### Your dealership needs to be where Google expects it to be





### **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





#### **Citation Signals** Use Moz Local for a quick check of the top 15 citation sources



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

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#### **Citation Signals**

# Use Whitespark's Local Citation Finder to check EVERY citation source



Whitespark Citation Finder: bit.ly/local-citation-finder

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### **Citation Signals**

# Do your own SEO and need help with citation cleanup or building?

#### Whitespark has you covered



Whitespark Citation Service: bit.ly/citation-building-service



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#### **Review Signals** 8.4% of LSRF 88% of consumers trust online reviews as much as reviews from friends or family



#### **Review Signals**

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



#### **Review Signals** You can't fake good reviews





#### **Review Signals** You can't fake caring about your customers





#### **Review Signals**

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

# And you have to ASK for reviews!



### **Review Signals**

#### But you can't ask for Yelp reviews, it's against Yelp's Terms of Service





#### Review Signals But you can't ignore Yelp, it powers the stars in Apple Maps







### **Review Signals**

#### Concentrate on Google reviews...

#### Google reviews help you rank higher in searches





#### **Review Signals**

#### Concentrate on Google reviews...

You need to get 5 reviews to see a star rating





### **Review Signals**

Concentrate on Google reviews...

You need to get 10 reviews before you target any other review sites





### **Review Signals**

Concentrate on Google reviews...

Really, you need more reviews than any of your competitors





#### **Review Signals** Don't fake reviews!



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#### **Review Signals** Don't fake reviews!

#### **A Chuck Boone**

\*\*\*\* reviewed a week ago

Great place to buy a car. See Chuck!

#### Q jacob chavez

★★★★★ reviewed 7 months ago

This is the worst place ever to buy a vehicle from! Dont ever go here unless u want to.get ripped off! Victor is even posting fake posts under my name saying that i liked my expierence so much...dont believe it! That was the biggest mistake of my life dealing with these people!



## **Bonus Pro Tip:**

#### Don't tether Facebook to Twitter!



Don't tet

#### MotorVillage @LaethemVillage Aug 18 BONUS En, of the video then vote for your avorite artist crafted Butterfly Bench at grossepointechamber.com fb.me/2bCstZMFY View media LaethemMotorVillage @LaethemVillage - Jun 9 fb.me/1ZHyW4o2k 4.4.4 LaethemMotorVillage @LaethemVillage - May 5 The Town We Love, fb.me/1JbkadCE1 4 LaethemMotorVillage @LaethemVillage May 2 Our Motor Villagers pitched in to help the Moross Greenway Project clean up the medians between Mack and I-94... fb.me/3TTsZOJdf 23 6 LaethemMotorVillage @LaethemVillage - Apr 22 Mrs. Perry was thrilled to pick up her very first new car! She loves her Chrysler 200 and we couldn't be more... tb.me/7126sEmpP LaethemMotorVIIIage @LaethemVillage Apr 8 facebcok.com/detroit.buick.... fb.me/7f82LA09B 04.0

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# Questions

#### Automotive SEO Is Serious Business



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.



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