SEO in 2022: Show Up Better in Local Searches

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Between COVID restrictions and the chip shortage, the last few years have been **crazy**...
Customer behavior has changed at a fundamental level, but most dealers are still marketing with **old tactics**
Every sale starts with a *search*
If your dealership isn’t showing, you’re not selling
Winning isn’t only about showing in search results, it’s about providing an amazing customer experience
We know that customers will **shop around** before buying
Recent Google data shows that a customer will visit a website(s) **27 times** before submitting a lead.
SEO should be your dealership’s number one priority
Organic visits from Google are your biggest source of traffic
Organic visits from Google are your biggest source of leads
The OEM-approved vendor system is not in your best interest
OEM-approved SEO vendors are **locked into the same packages**
OEM-approved SEO vendors have to work with any dealer who wants to sign up
OEM-approved SEO vendors provide the **exact same service** to every dealership
(That means a Ford dealer in Dallas receives **exactly the same strategy and tactics** as a Ford dealer in BFE, Wyoming)
Team members at the OEM-approved SEO vendors are incredibly overloaded
So how is that supposed to help your dealership?
You need a **customized SEO strategy** if you want to win in today’s competitive landscape.
Stop choosing your SEO provider based on the **cheapest option**
Stop choosing your SEO provider based on **who you can co-op**
SEO is an investment in the **future success** of your dealership
You actually need **Local SEO**
Google’s local algorithm is different. It’s more complex and includes additional signals.
Most SEO providers only do traditional SEO
Automotive searches are automatically localized
Automotive searches are automatically localized.
Need help explaining how Local SEO works? Do a few “pizza delivery” searches

Watch this: bit.ly/pizza-local-seo
Need help explaining why you need Local SEO?
Do some **simple math**

Pay attention to the annual
Local Search Ranking Factors study
Pay attention to the annual Local Search Ranking Factors study.

**Local Pack/Google Maps Factors**

- Google My Business - 36%
- Reviews - 17%
- On-page - 16%
- Inbound links - 13%
- Behavioral - 7%
- Citations - 7%
- Personalization - 4%
Pay attention to the annual Local Search Ranking Factors study.

**Localized Organic Factors**

- Google My Business - 6%
- Reviews - 5%
- On-page - 34%
- Inbound links - 31%
- Behavioral - 11%
- Citations - 7%
- Personalization - 6%
The most important factors that influence local visibility are **on-site signals, inbound links, customer reviews, and GMB**.
Let’s talk about **on-site signals**
Quality is what’s important…

Not quantity
Customers are shopping around, so **give them a reason** to go to (and come back to) your site
If you’ve got the **same generic content** as every other dealer in town, why would they care?
If you want to show up as a search result when someone searches for a particular search phrase, you need a page of content about that concept on your website.
That page should be the **best answer** in the local area to the question that the searcher is asking.
It should also answer all the subsequent questions the searcher will have after he/she gets the initial answer.
Your content should be actually
ABOUT your dealership
and about the local area
Test your content:
If you change your dealership name and your city, would the content work on another dealer’s site?

If so, it’s **bad content**

Watch this: [bit.ly/content-switch-test](http://bit.ly/content-switch-test)
Test your content:

**Read it out loud**

(it should sound conversational)

That comma-separated list of cities won’t help you rank in those cities
Once you’ve written awesome content, you’ve got to **optimize the content** for Google
Page elements to optimize: Keyword and city, ST in the **title tag**
Page elements to optimize: Keyword and city, ST in the **H1 heading**
Page elements to optimize:
Keyword and city, ST
in the page content
Page elements to optimize:
Keyword and city, ST in the **URL**
Page elements to optimize: Keyword and city, ST in the **image alt text**
Page elements to optimize:
Keyword and city, ST in the **meta description**
Optimize for **how people search**
(don’t use jargon)

Watch this: bit.ly/seo-avoid-jargon
My favorite example:

“used cars” vs. “pre-owned vehicles”
My favorite example:

"used cars" vs. "pre-owned vehicles"

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Avg. monthly searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>pre owned vehicles</td>
<td>1,900</td>
</tr>
<tr>
<td>used cars</td>
<td>823,000</td>
</tr>
</tbody>
</table>
You need a blog, and you need to post regularly
There’s a **huge difference** between website content and blog content.
Your blog shouldn’t be all about you (who cares?)
Make your blog a **local destination** to gain more visibility with potential customers.
For the dealers we work with, 50% of blog content is about the dealership and **50% is about the local area**
Need some **ideas for local blog posts**?
Check out my video:

Watch this: bit.ly/local-blog-ideas
Let’s talk about **inbound links**
Inbound links are one of the **most weighted factors** in Google’s local algorithm.
Building relevant inbound links is hard work (and time consuming)
Most SEO providers **don’t do any link building**
You need **local links** to win
The easiest way to get local links is to get involved in the local community.
Ideas for local links:

Local sponsorships
Ideas for local links:

Local meetups
Ideas for local links:

Local blogs
Ideas for local links:

Local clubs/organizations
Ideas for local links:

Local business associations
Ideas for local links:

Neighborhood watch sites
Ideas for local links:

Child seat installation
Ideas for local links:

Use our link questionnaire

Download here: bit.ly/questions-for-local-links
Let’s talk about customer reviews
Reviews are important for attracting more local customers, but they’re also **weighted in Google’s algorithm**
Your dealership needs a solid, proactive review process

Watch this: bit.ly/review-process
You need to **make it easy** to leave a review and you need to ask every customer
Set up a /reviews page on your site with a simple thank you message and links to your review profiles
If a customer leaves a review that contains a keyword phrase you’re trying to rank for, you’ll rank better for searches for that phrase.

Watch this: bit.ly/keywords-in-reviews
Answer **every review** you receive

Watch this: bit.ly/respond-to-reviews
Responses to negative reviews are **not for the reviewer**, they’re for every potential customer who reads the review.
Let’s finish up with your Google Business Profile
Your Google Business Profile is your new home page. It’s the first impression you make with potential customers.
Make sure you **add UTM tracking**
to your website link
(and all other links)

Add this code to the end of your link:

?utm_source=gmb&utm_medium=organic
It’s better **not to use Google** as the source so you’re able to see where clicks came from without using secondary dimensions.
Make sure you list a local phone number
It’s OK to use a tracking number. Use one with a local area code and **list it as your primary number**, then list your local number as an alternate.
Category choices have massive influence on how you show in local search results

Watch this: bit.ly/car-dealer-categories
Your primary category **carries more weight**, so be strategic

Watch this: [bit.lygmb-primary-category](http://bit.lygmb-primary-category)
You should have your inventory displayed in your GBP (it shows on desktop now)
You should have **separate GBPs for Service and Parts**, and they should be nested as departments on your primary GBP.

You should be using **Google Posts**
Google Posts are basically **free ads** that show in Google search results
Optimizing the Post thumbnail is the key to success
Image cropping is super wonky and inconsistent. Use our **Photoshop guide** for better control over the final thumbnail.

Image cropping is super wonky and inconsistent. Use our Photoshop gui for better control over the final thumbnail. Download the PSD: bit.ly/posts-image-guide
Check out my **Whiteboard Friday video** for more info on Google Posts

Watch: moz.com/blog/google-posts
You should be paying attention to GBP **Questions and Answers**
Anyone can ask you a question...

And anyone can answer for you
Customers think it’s **chat or instant messaging**, but it’s really a community discussion feature
Questions can receive multiple answers, and the answer with the most upvotes is displayed as the primary answer.
Load your own common questions
and answer them
(set up a pre-site FAQ page)
Google will auto-complete and **auto-answer questions** based on past similar questions and answers
Want to see some **fun examples**?
Want to see some fun examples?
Want to see some fun examples?
Want to see some fun examples?
Want to see some fun examples?
How are the room numbers ordered?

Helpful?  Answer

Alan  Local Guide  · 19 reviews  · 38 photos

6 months ago
Alphabetically
Want to see some fun examples?

The London Eye is a cantilevered observation wheel on the South Bank of the River Thames in London. It is Europe’s tallest cantilevered observation wheel, is the most popular paid tourist attraction in the United Kingdom with over 3.75 million visitors annually, and has made many appearances in popular culture. [Wikipedia](https://en.wikipedia.org/wiki/London_Eye)

**Address:** Lambeth, London SE1 7PB, UK

**Height:** 443’

**Construction started:** 1998

**Hours:** Open - Closes 8:30PM

**Alternative names:** Millennium Wheel

**Did you know:** In 2002, Lambeth Council granted the Eye a permanent licence. [tripsavvy.com](https://www.tripsavvy.com)

[Suggest an edit]

**Know this place?** Answer quick questions

**Questions & answers**

Q: Do you have to wear a helmet?

A: You don't have to but you can if you wish. I believe Viking Helmets are a popular choice

(64 more answers)

See all questions (560)
Want to see some examples?
I use an **SEO scoring matrix** when I speak at 20 Group meetings
I use an SEO scoring matrix when I speak at 20 Group meetings.

I us I sp
The maximum possible score is 100.

The average score we see is 45.3
Want your dealership scored?

Let me know, I’m happy to score you.
Handle your own SEO?

Use the matrix to check your work

Use a vendor for SEO?

Use it to hold them accountable
Put in the work and cover the basics. A **customized SEO strategy** will get results every time.
Put in the work and cover the basics. A customized SEO strategy will get results every time.
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Chevrolet dealership 267% increase since 5-2020

2020 Average - 10,191
Pre-Searchlab Average - 8,609
Put in the work and cover the basics. A customized SEO strategy will get results every time.

Toyota dealership 358% increase since 5-2021

2020 Average - 18,543
Pre-Searchlab Average - 15,944

#NADASHOW
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