

#NADASHOW

SEO in 2022: Show Up Better in Local Searches



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2022 **NADASHOW**
THE AUTO INDUSTRY EVENT OF THE YEAR

@greggifford

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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.



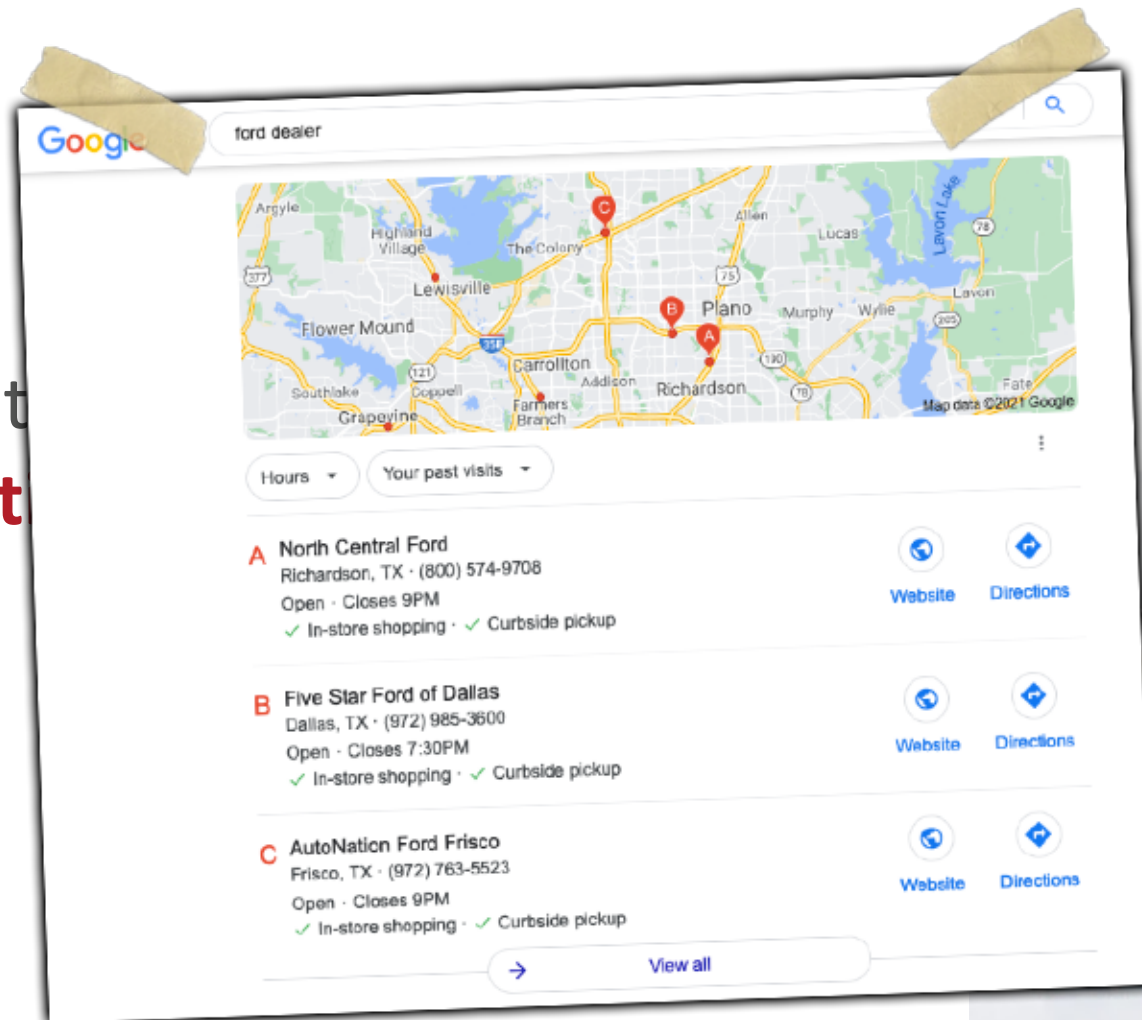
Most SEO providers only do
traditional SEO



Automotive searches are
automatically localized



Automot automat



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**



Watch this: bit.ly/seo-math-proof

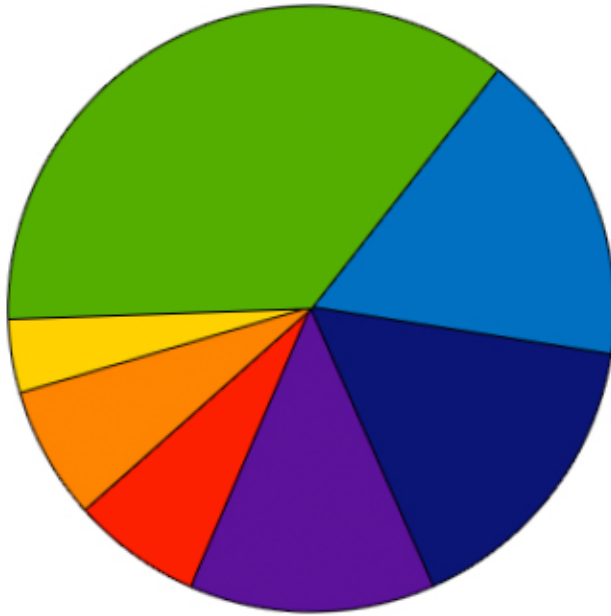


Pay attention to the annual
Local Search Ranking Factors study



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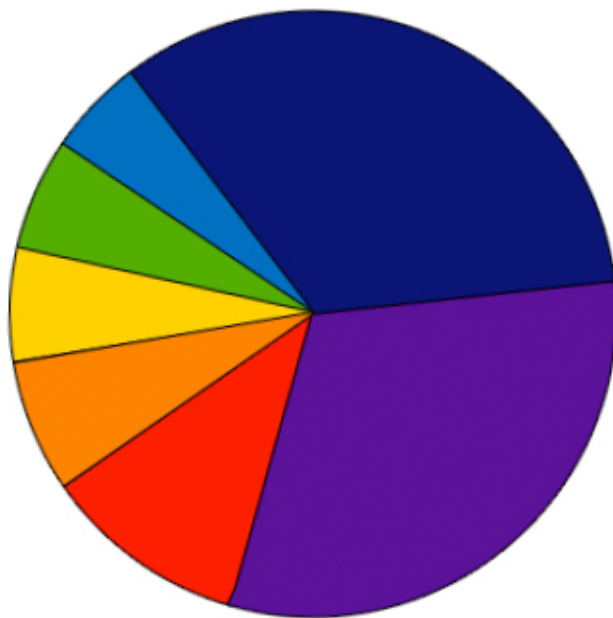
Local Pack/Google Maps Factors



- Google My Business - 36%
- Reviews - 17%
- On-page - 16%
- Inbound links - 13%
- Behavioral - 7%
- Citations - 7%
- Personalization - 4%

Pay
Lo

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

Test your content:

Read it out loud

(it should sound conversational)



Watch this: bit.ly/content-out-loud



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”



N
“

Keyword ↑	Avg. monthly searches
pre owned vehicles	1,900 
used cars	823,000 

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)



Watch this: bit.ly/utm-in-gmb



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.ly/gmb-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



Watch this: bit.ly/gmb-departments



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



Download the PSD: bit.ly/posts-image-guide

Image cr
and inco
Use our
control o



Down

[https://www.youtube.com/watch?v=...](#)

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

Address: 13155 S Orange Blossom Trail, Orlando, FL 32837

Hours: Open · Closes 9PM ▼

Phone: (407) 705-2552

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

[Ask a question](#)

Q: Do you have a phone number? I have a Chevrolet Impala 2010 I was driving it today and it's overheated that's what I see on the dashboard after couple minutes the vehicle get back to normal the radiator is full of water so what's the problem

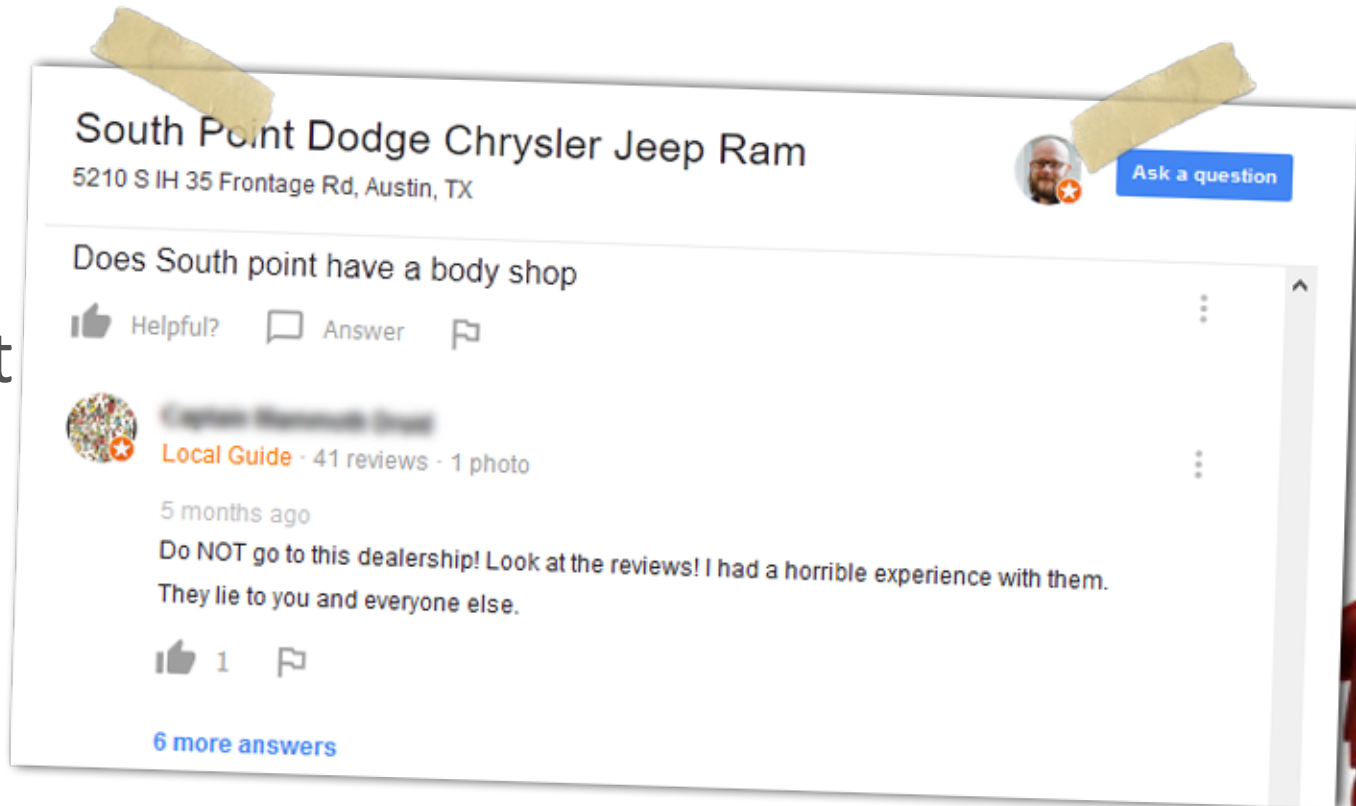
(No answers)



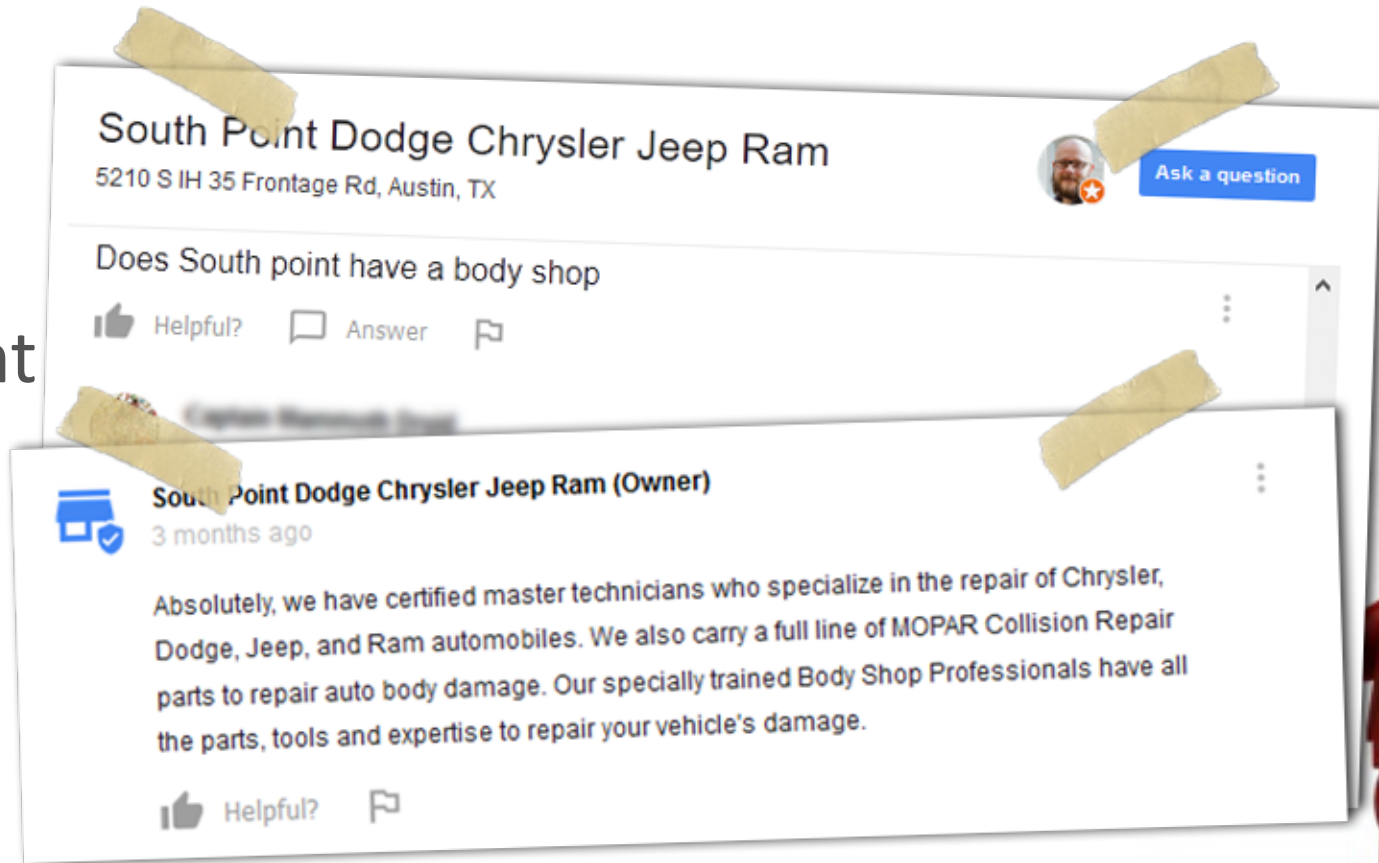
Want



Want



Want



Wa

How are the room numbers ordered?



Helpful?



Answer



Alan

Local Guide · 19 reviews · 38 photos

6 months ago

Alphabetically



Want to see so

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](#)

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](#)

[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

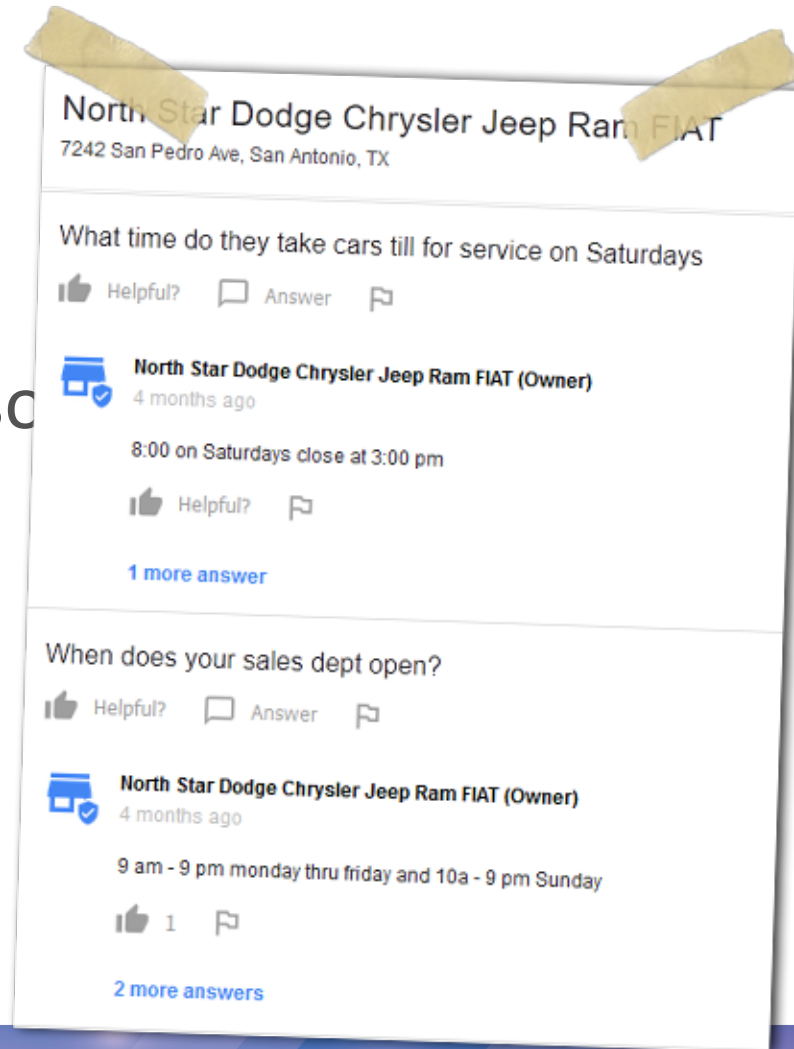
(64 more answers)

[See all questions \(560\)](#)

[Ask a question](#)



Want to see so



I use an **SEO scoring matrix** when
I speak at 20 Group meetings



I us
I sp

ID #	Website URL	Address	GMB Phone Number
1	https://www.brickstall.com		

On-site signals				0			
MAX: 9.5	Home Page	?	Points: 0	MAX: 3.5	New Car Inventory Page	?	Points: 0
1	Is city, ST listed in the title tag?			0.5	Is city, ST listed in the title tag?		
-1	Is the dealership name first in the title tag?			0.5	Is "new [brand]" in the title tag?		
0	Is there an H1 heading on the page?			-0.5	Is the dealership name first in the title tag?		
1	Is city, ST listed in the H1 heading?			0.5	Is city, ST listed in the H1 heading?		
-1	Is the H1 heading only "Welcome to [dealership name]"?			0.5	Is "new [brand]" in the H1 heading?		
1	Is the same keyword in the tag, H1 heading, and content?			-1	Is the page missing an H1 heading?		
0.5	Is AutoDealer local schema present?			0.5	Is city, ST listed in the URL?		
1	Is there more than 10 sentences of content?			0.5	Is "new [brand]" in the URL?		
1	Is a local phone number listed (main/xels)?			0.5	Is there additional content on the page?		
1	How many images are in the slideshow?						
1	Is there alt text on slide images?			MAX: 3.5	Used Car Inventory Page	?	Points: 0
0.5	Is there alt text on other page images?			0.5	Is city, ST listed in the title tag?		
-0.5	Is there an automatic popup on mobile?			0.5	Is "used cars" in title tag?		
0.5	Is "About us" in the main menu?			-0.5	Is the dealership name first in the title tag?		
0.5	Is "Contact us" in the main menu?			0.5	Is city, ST listed in the H1 heading?		
0.5	Is there a "reviews" page in the "About us" sub-menu?			0.5	Is "used cars" in the H1 heading?		
				-1	Is there an H1 heading on the page?		
MAX: 3.5	About Us Page	?	Points: 0	0.5	Is city, ST listed in the URL?		
0.5	Is city, ST listed in the title tag?			0.5	Is "used cars" in the URL?		
-1	Is the dealership name first in the title tag?			0.5	Is there additional content on the page?		
0.5	Is city, ST listed in the H1 heading?						
-1	Is the H1 heading only "About" or "About Us"?			MAX: 1	Website platform	?	Points:
0.5	Is there a photo of the dealership on the page?				Which website platform?		
0.5	Do all photos on the page have alt text?						
1.5	Is the content is updated / unique to the dealership?						
-2	Is the site missing a "About Us" page?						
MAX: 3.5	Service Page	?	Points: 0				
0.5	Is city, ST listed in the title tag?						
-1	Is the dealership name first in the title tag?						
0.5	Is city, ST listed in the H1 heading?						
-1	Is the H1 heading only "Service" or "Service Department"?						
0.5	Is there a service-related photo on the page?						
0.5	Do all photos on the page have alt text?						
1.5	Is the content is updated / unique to the dealership?						
-2	Is the site missing a "Service Department" page?						

Link signals				0			
MAX: 10	Number of linking domains	?	Points				
	How many unique linking domains?						

Google My Business				0			
MAX: 8	Google My Business Elements	?	Points: 0				
-1	Are extra keywords in the dealership name?						
0.5	Does the phone number have a local area code?						
1	Does the website link have UTM tracking?						
0.5	If other links exist, do they have UTM tracking?						
1	Is the primary category "Automotive dealer"?						
1	How many categories are selected?						
2	Are any departments added?						
1	Is inventory ("Cars for Sale") listed?						
0.5	Are questions in Q&A answered?						
0.5	Are there active Google Posts?						

Reputation Management				0			
MAX: 5	Google Score	?	Points: 0				
3	What is the review score?						
1	Are there replies to positive reviews (4-5 stars)?						
1	Are there replies to negative reviews (1-3 stars)?						
-1	Are there no replies to any review at all?						

Yelp Score				0			
MAX: 2.5	Yelp Score	?	Points: 0				
1	What is the review score?						
0.5	Are there replies to positive reviews (4-5 stars)?						
0.5	Are there replies to negative reviews (1-3 stars)?						
-0.5	Is the listing unclaimed?						

What kind of dealership is it?			
Select type for correct score weight			

WEIGHTED SCORES	weight	TOTAL
On Site		Select type
Links	1	0
Google My Business	4.625	0
Reputation Management	2	0
TOTAL SCORE		Select type

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.



Kia dealership
1159% increase since 1-2020



Chevrolet dealership
267% increase since 5-2020



Toyota dealership
358% increase since 5-2021



QUESTIONS?

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