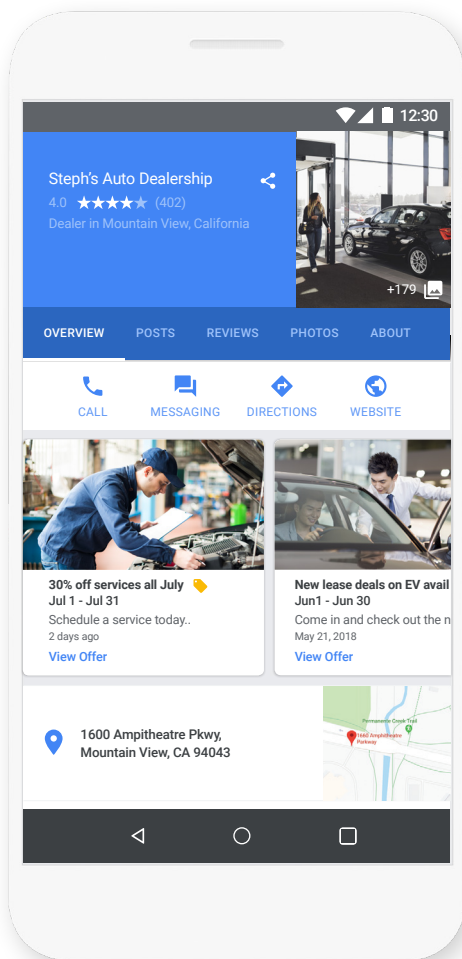


Overview

Ninety-five percent of vehicle buyers use digital as a source of information, which is why it's so important to ensure your dealership information is easy to find online.¹

Google My Business helps you access and manage your local dealership information, including phone numbers, location information, and customer feedback, across Google properties like Search and Maps.



Dealer listing with reviews, posts, and location information

In addition, linking your Google My Business account to a Google Ads account can help you measure the impact your online ads have on foot traffic to your dealership.

Benefits of Google My Business

- Add and manage dealership information, including store hours and phone numbers
- Connect directly with customers by reading and responding to customer feedback
- Understand how customers interact with your listing across the web
- Become eligible to measure foot traffic from online ads²
- Showcase your promotions and deals within your listing



¹ Google/comScore, "Automotive Shopper Study", US, Jan. 2017 (n=3,165 consumers 18+ who purchased a vehicle in the past 3 months)

² Requirements must be met to measure store visit conversions: <https://support.google.com/adwords/answer/6100636>

Best Practices for Dealers



Verify your dealership

Get each department verified

Create separate listings for each dealership department, starting with sales. Without verification, you can't edit information or use features like posts.

Add more than one user

Having multiple account owners allows you to manage partners and provide access when needed.



Engage shoppers and build loyalty

Highlight promotions and deals with posts

Numbers help! Include prices, discounts, and other sales figures when promoting deals using posts.

Highlight fixed ops deals to attract customers who need car servicing.

Build customer loyalty and brand recognition by responding to customer reviews

Respond to both negative and positive reviews. More communication helps drive greater trust with customers.

Enable direct messaging to speak with customers

Respond in real-time and share the most relevant information with customers, especially those who don't have the time to call or want to submit a lead form.



Create fresh, useful information

Keep information up to date

Do your departments have different hours or separate sales teams? Create those listings and contact Google My Business support to label them as a department of the main store.

Upload high-quality photos

Regularly update photos to highlight your showroom and drive engagement.

Include a clear 360-degree video of your showroom interior.

Add a personal touch to your business description

Mission statements and business history helps you stand out to car buyers.



Discover how to attract new customers

Use customer activity reports to see what's working

Review what actions customers are taking on your listing to influence website optimization.

See what time of day your posts drive the most engagement. Update your posting schedule to coincide with this behavior.

Boost your local presence with online advertising

Work with your partners to link your Google My Business account to Google Ads and see how your ads influence foot traffic.

Use important results like calls, store visits, or actions on your website to optimize your ads and achieve your business goals.