



Using **SEO** to unlock your customers'
CAR-BUYING DNA.

DEALER.COM[®]

*Solving common
dealership challenges with*



SMART SEARCH STRATEGIES.

With 88% of shoppers starting the car buying process online, you're no doubt aware of just how important search engine rankings are to your dealership. A "set it and forget it" approach is bound to leave you off the first page of search results.

Relying on a team of automotive SEO experts to maintain a more proactive, vigilant SEO strategy can give you the edge over your competition.

But what if you could use SEO to do even more for you — and help solve some of your most common operational challenges? We've compiled four strategies to help you drive more sales with minimal effort and investment through SEO.



Move a

SPECIFIC MODEL.



THE CHALLENGE:

Maybe a new model just arrived on your lot or you have one that's not moving as quickly as you imagined. No matter the reason, a good SEO strategy can help capture demand for these vehicles.

THE STRATEGY:

Rank higher and show up in more search results with a dedicated, inventory-specific page containing insightful, relevant editorial content.

Create your unique content:

Don't copy and paste from the manufacturer's website. Write something about the vehicle in a way nobody else has, but include as many keywords about the car as possible – make, model, key features, location, etc. Include any differentiators about buying the car from your dealership. This will help your content stand out from the rest. Adding your own photos, videos and inventory information can also help propel your page to the top of the results.

Build your metadata:

Meta titles and descriptions are typically what you see in the search results. They provide a brief summary of the page. This is your opportunity to stand out even if you're not number one in the rankings. Create a compelling title that includes the model name and provide a brief description that compels users to visit.

Apply schema markup:

SEO is more than just words on a page. Schema is bits of code you can add that help search engines understand the context behind your content. In this case, you can use it to specify an exact year, make, model (and trim package if you want) of the car you're promoting.

Interlink:

Linking to the most important pages more frequently, and being thoughtful on your site's architecture, help Google better understand which pages to provide its users in the search results. Plus, it makes it easier for your visitors to navigate to the content they want. To move a specific model of car, link to specific inventory/VDP pages, relevant specials pages, blog posts about the vehicle and any other pages that provide value to the buyer.

Pass the

COMPETITION.



THE CHALLENGE:

Win over shoppers who are looking at competitive models.

THE STRATEGY:

Create a model comparison page that will help shoppers consider your inventory.

Create your unique content:

Show your models side-by-side with your competitors' models, and show the shopper why your inventory is superior. Talk about performance, efficiency, features, technologies, price and anything that might sway a shopper from the model they're researching to one on your lot.

Build your metadata:

Create a title and description for the page that really grabs their attention. Include the make and model of both vehicles and make it evident that you're comparing them. The description should make someone instantly question the path they're on and tease that your page will show them a better one.

Interlink:

Now that you've made the case for the model you sell, send them to your inventory pages to start the buying process. Be sure to include links to any other relevant content on your site as well – like any pages you might have created for our previous "Move a Specific Model" example.

Evaluate:

Comparison pages naturally have lower conversion rates since you are capturing visitors who were searching for a competing brand. However, even just a few successful conversions are major wins for your business. Evaluate the traffic to the page to learn if adjustments to the comparisons should be made.



Fill your

SERVICE BAYS.



THE CHALLENGE:

You want to drive more relevant traffic to your parts and service pages while competing in search results with non-dealership service providers for categories like oil changes, tire rotations, brakes and exhaust systems.

THE STRATEGY:

A single page for all your service offerings will generate some traffic, but creating dedicated pages for the most important and profitable services will generate far more.

Create your unique content:

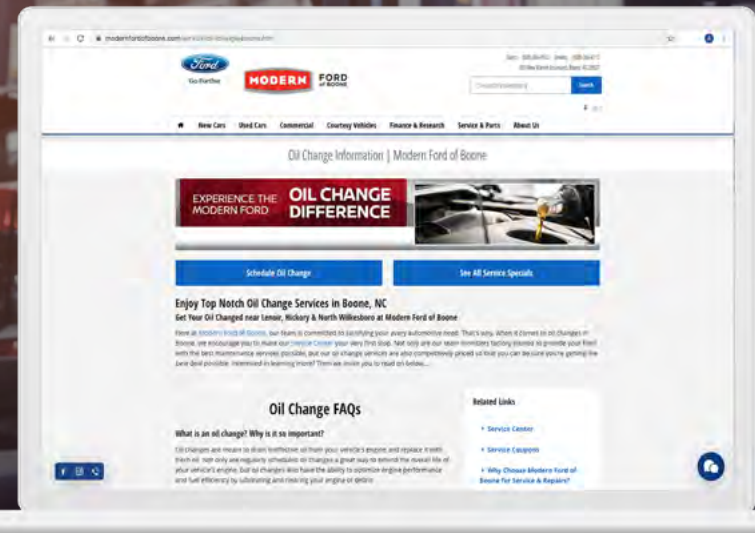
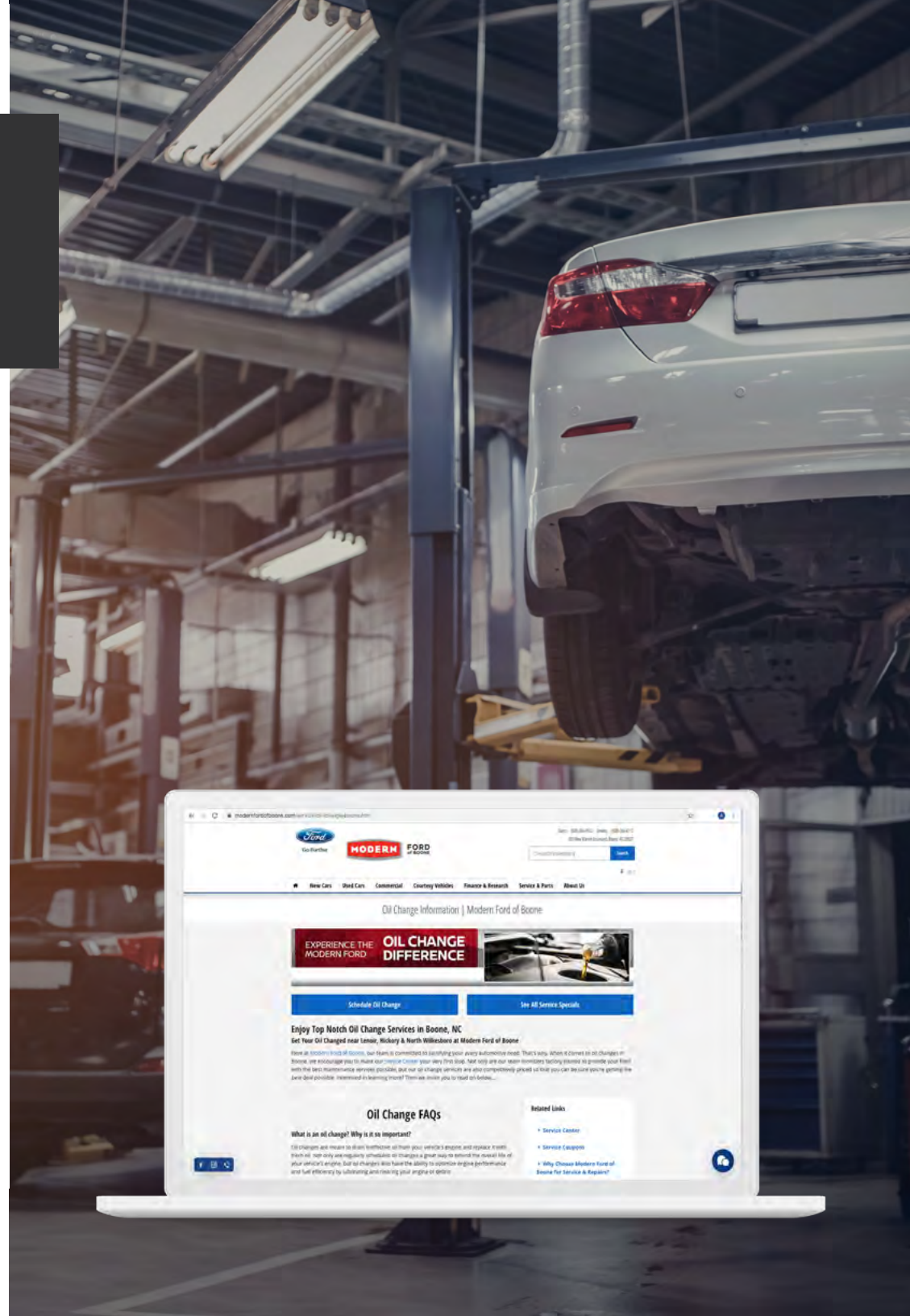
When someone searches for a particular service, they're far more likely to land on a dedicated page than one that lists all services. Dedicated pages provide more SEO opportunities and let you expand your content to highlight your awards, reviews and other key differentiators.

Build your metadata:

Create your location-specific title and description, getting straight to the point of why someone should come to your dealership for their oil change. Use calls-to-action to entice people to click.

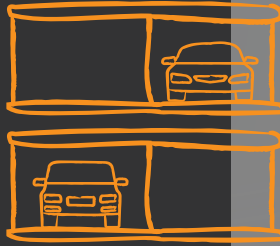
Interlink:

Cross-sell your services by interlinking pages. Provide avenues to scheduling, contacts, reviews and blog posts related to each specific service.



Manage Limited

INVENTORY.



THE CHALLENGE:

Limited inventory availability, both for new and used vehicles, is disrupting your normal ways of doing business.

THE STRATEGY:

Get creative about how you source and sell vehicles, and leverage SEO to bring in more inventory via customers.

Create “we buy” content:

Communicate the ease and security of selling a vehicle to your dealership, and provide details around the price you’ll pay. Include a form to make it easy for people interested in selling their vehicle to reach out.

Promote ordering a vehicle:

Just because you don’t have a specific vehicle on your lot, doesn’t mean you can’t sell it! Create content that gets shoppers excited to build and order their dream car, truck, or SUV.

Focus on service:

Consider reconfiguring your focus; service is a major driver of revenue! To drive more service traffic, refer to the tips from the earlier Fill the Service Bays example. If you’re looking for more service techs, highlight the great benefits of working with your company to prospective employees.



Partner for

PROVEN RESULTS.



SEO can be a powerful tool to overcome some of your most persistent headaches. Unfortunately, it can take a significant investment in time, effort and expertise to take full advantage of this powerful digital marketing channel.

Dealer.com employs a 100+ member team of trained automotive SEO and content experts who adapt to changing trends and best practices so you don't have to.

Dealers who used our Premium SEO saw 52% more VDP views, 30% more website visits, 14% more form leads and 59% more phone leads.*

Contact us today and let us help you identify opportunities to help you move more metal through the art and science of SEO.

*Based on a study of 43 franchise dealerships running Premium SEO and Dealer.com Advertising for 12 consecutive months (June 2018 - May 2019). The analysis compared site performance during the 6-month period prior to adopting Premium SEO (December 2017 - May 2018) to the 6-month period after adopting Premium SEO (December 2018 - May 2019).



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