

LOCAL + PREMIUM SEO

Integrating Your Marketing Assets: VDPs + Google Business Profile

The Challenge:

A decline in organic search volume

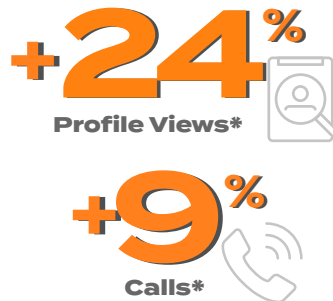
A well-established dealership north of Detroit, Michigan needed to reverse the slowing of online traffic engagement with its target customers. Their Google Business Profile (GBP) was not optimized to perform, and their vehicle detail pages (VDPs) were not linked to their GBP.

The Solution:

Dealer.com Local + Premium SEO

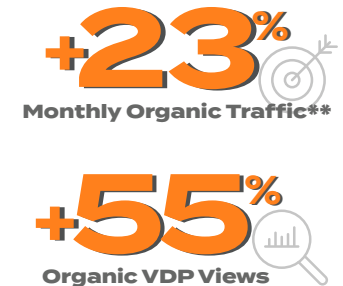
Leveraging the Premium Local SEO product, the dealership worked directly with a Dealer.com SEO Specialist to:

- Optimize their GBP.
- Publish Google Posts.
- Enable their Vehicles for Sale inventory.



The Specialist then built website resources using the traditional Dealer.com Premium SEO offering. This work focused on:

- Building landing pages.
- Optimizing for targeted keywords.
- Creating a cohesive branded experience.



Contact a Dealer.com Sales Consultant at **(888) 718-9330** to schedule a demo.