



# DEALERSHIP

WEEKLY INFORMATION NETWORK

[www.DealershipWIN.com](http://www.DealershipWIN.com)

## July 2, 2020 Notes

### Matt Kellogg: eCommerce Director at Gates Auto Family – Google My Business

#### Critical First Steps:

- No. 1: Claim your listing(s). Check with your store's IT or BDC manager to see if your business has been claimed. You may see "Is this your business listing?" link. Follow steps to claim.
- Once claimed and the listing is in your control, click on the Google My Business Icon. (This can be found under the google apps icon in the upper right-hand corner of your screen.) A new page will load with your Google My Business profile. This is where it all begins. The menu on the left side includes your action items with everything about your business. Begin with the "Info" section.
- Enter your primary category (VERY IMPORTANT). If you're a Honda dealer, enter just that. Then add subsequent supporting categories that fit your business center. Leave Fixed Ops related categories for their respective GMB pages. This is strictly for sales channel only.
- Verify that all business information is loaded and accurate: business name, exact address ("4 Main ST." is different than "Four Main Street"), phone number. Make sure that your name address and phone number are exactly the same across all of your platforms.
  - o Example – "Gates Honda LLC" vs "Gates Honda" Choose one and keep it across all platforms. Google is looking for consistency.
- If you have call tracking numbers, place these as secondary, but your LOCAL phone number should be used on your GMB profiles. Tracking lines are fine as long as you load these numbers as "Secondary" in GMB so Google associates that number to your business since you don't have your local number actively listed. (This is applicable to all departments)

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- Load business hours as they are listed on your website, social media profiles, and citation directories etc. These must match. Same with name/address/LOCAL phone number and website. Why is this important? Consistency and Relevancy.
  - o You can break down “more hours” for delivery hours, senior hours, holiday hours, etc.
- Here is a resource to do the heavy lifting for you:
  - o <https://moz.com/checkout/local/check>
  - o Load your website address (load tracking URL to properly categorize Google Analytics click-through data). This can be in-depth and does take a bit of time to do it properly.
  - o Try to check in with this quarterly.

### Tracking your Traffic:

- For your main website button: Add the following text AFTER your website address:  
**?utm\_source=google&utm\_medium=organic&utm\_campaign=googlemybusiness**
- Example:  
[www.yourwebsite.com/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=googlemybusiness](http://www.yourwebsite.com/?utm_source=google&utm_medium=organic&utm_campaign=googlemybusiness)
- This will now separate your google click-through traffic properly and segment your data more effectively.
  - o NOTE: This is only going forward, no retroactive data will be available.
- For “Products and Services” and “Appointments” below are links to add to your existing links to separate those click-throughs as well.
- Products and Services tracking URL extension:  
**?utm\_source=google&utm\_medium=organic&utm\_campaign=gmbmenu**
- Appointments tracking URL Extension:  
**?utm\_source=google&utm\_medium=organic&utm\_campaign=gmbappt**
- This will tell you exactly what traffic came from your GMB page. It’ll separate it out from true organic traffic.
- This helps a dealership narrow down which key words to bid on. You can find out exactly what key words people are searching to find you.

### Product and Services:

- If you have access to this section, USE IT! It’s still in beta per Google and only two of my ten stores have this section active currently. Google is rolling it out and it’ll eventually be available to everyone. It has huge SEO potential for your dealerships.
- You click products, view all and you can break it down into what your company offers to customers. You can break it down into categories. It gives you a call to action and you can add a description and a button that takes them right to the page.
- You can break down products into car model type categories. This is important because this is all text content that Google can use to populate searches and add to your SEO. It starts helping your quality score and relevancy score to influence your ranking.

### **Google Reviews:**

- Why are they so important? Just think about it from a consumer perspective. They want to know how people are being treated.
- Attempt to receive 2 to 4 per day – store wide, not just sales. ALWAYS respond back and thank the customer for offering their review (good or bad). Negative review responses are a great way to showcase to potential customers how well you handle customer satisfaction issues.
- Resources to promote your Google reviews: <https://marketingkit.withgoogle.com/>
  - o This is free from Google. Google will create graphics using your reviews. You type in your business name and download the assets. You can post them straight to social media or in a GMB post.
- Podium: Sends invites to review via text or email straight to the customer. We've had HUGE success with this. This should be part of your sales/service processes. [www.podium.com](http://www.podium.com)
  - o You can have contests within the team on who can get the most reviews or highest ratings.
- There is also an option on GMB to share the review form on social media.

### **Q&A Section:**

- My recommendation is ask 8-10 people within your organization to google your name then go down to the following section and submit commonly asked questions you encounter from all aspects of your business. Then you respond as the owner of the business to those questions.
- Here's the key thing – this impacts your SEO by using more and more key words. You're offering more content to Google.

### **Google Posts:**

- This has been a big one and a driver of huge success because you're getting in front of customers all the time. You're putting out information to customers on a real time basis.
- It'll automatically stay up on your page for a duration of 7 days, but you can make an exception where you specify start and end dates.
- You can post offers, company updates, community events, etc.

### **Google Photos/videos:**

- Upload 2-3 per day if you can. Videos are limited to 30 seconds or less.

### **Follow Feature:**

- On your mobile devices, if you go into your Google Maps, there's a follow button under your business.
- So, what am I following? When you open the Google Maps app, in the bottom right hand corner there's a tab for updates. When you open it up there's a "For You" page

that will show all of the businesses you are following. Here is where the customer will see all of your posts, updates, pictures, etc.

- It'll send the customer push notifications every time you do an update or change on your GMB page.
- Elevate Your Message Delivery with VIDEO! We are currently working on a Thank You video w/ captions for when customers hit the follow button.
- So how can I promote this to get followers? Take a screenshot of your GMB page on your phone. Crop in the edges so it deletes the phone data info you see at the top of this screenshot. Print it in color and place this screenshot in a clear tabletop stand and place throughout your dealership. You can also run this on social media campaigns, email campaigns, do a video ad load it up on YouTube or platform of your choice. Then offer a special if they follow.
  - o "Follow us on Google Maps! Get notified of specials, events, recalls, etc...."
- Consider also doing the same on a tv in service lounge if you have a video feed or service menu you could insert as a slideshow on repeat.

### Questions:

- Do you see similar reach for photos and videos? Does one seem to outperform the other?
  - o Google will always encourage videos over photos. They own YouTube so if you have multiple platforms, they'd encourage you to cross post. Video is more compelling. I would encourage a good mixture between the two. Content shouldn't be all selling. You should add community involvement and stuff like that.
- Can photos have active links? Why is that important from an SEO standpoint?
  - o The more photos and the more consistent content you are posting, the more Google is going to serve you – because you are using their platforms. The more content, the higher you will be showing up in the search.
- Do you recommend always using the maximum categories?
  - o Google says to match what you do. I usually try to do between 3-4 categories. But the key thing is that primary category.