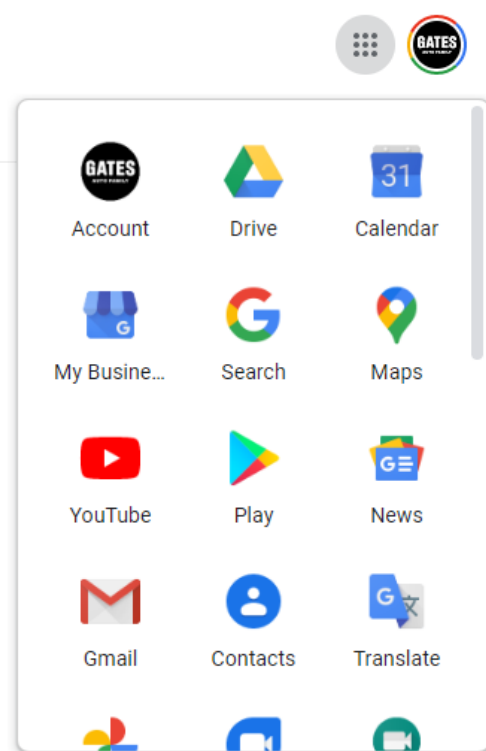


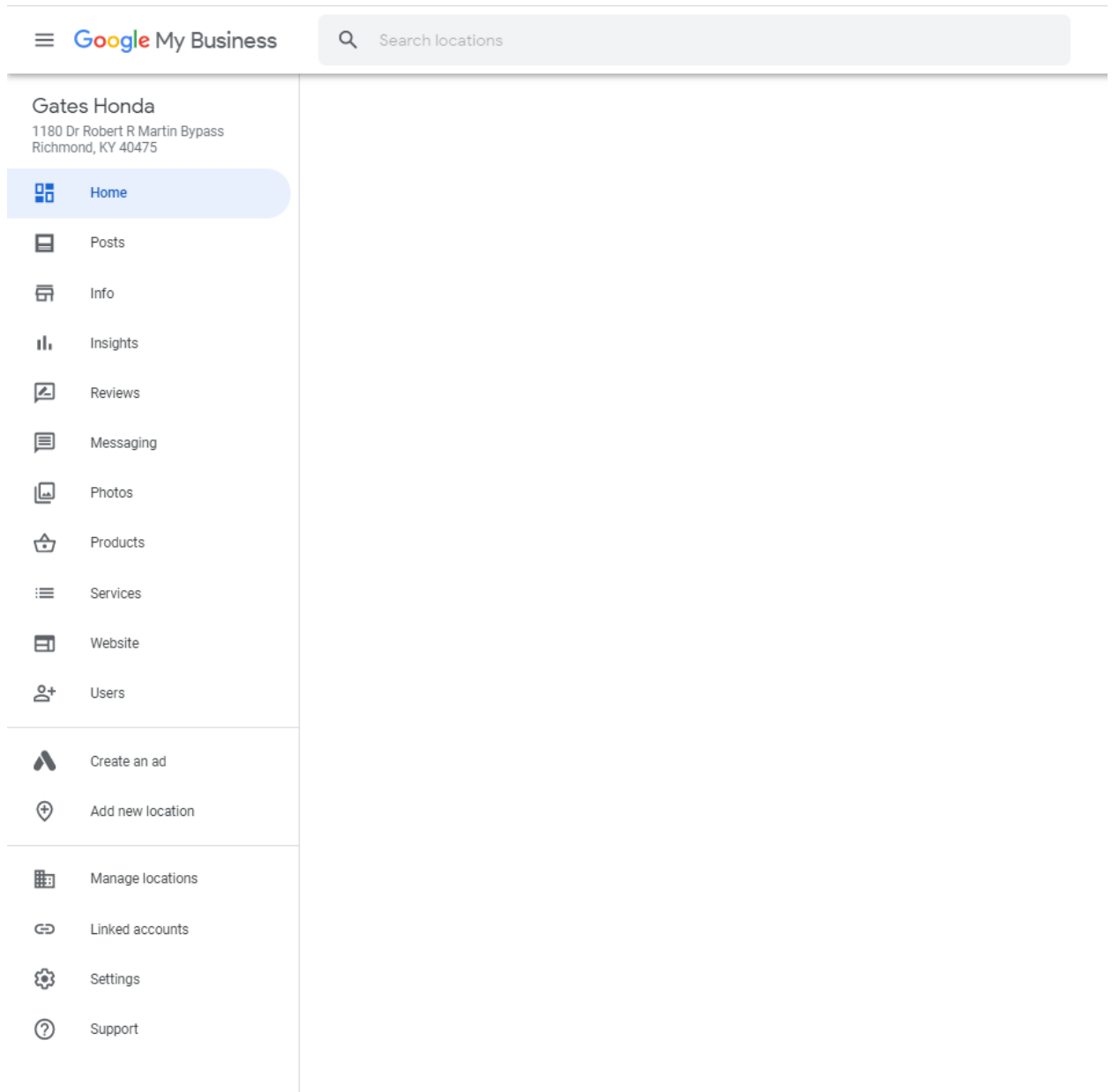
## Google My Business: Are You Prepared?

### First Steps: Critical

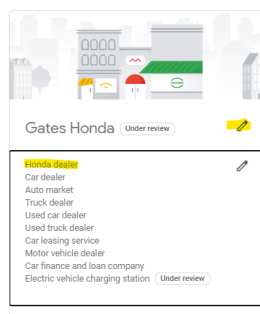
- 1.) What is Google My Business? Where do I find my GMB listing?
- 2.) Why is GMB important to my business? (Not just sales, but fixed ops as well)
- 3.) I don't know where to begin? What do I do?
- 4.) **First Step:** Claim your listing(s). Check with your store's IT or BDC manager to see if your business has been claimed. You may see "Is this your business listing?" link. Follow steps to claim.
- 5.) Once claimed and the listing is your control, look for this icon in your chrome browser.



- 6.) Click on Google My Business Icon. You will then see this page load. This is where it all begins.



7.) The menu on left side are your action item locations. Begin with “Info” section.

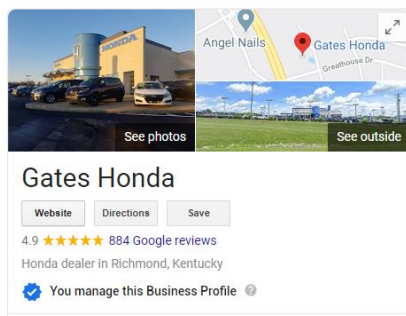


- 8.) Enter your primary category (VERY IMPORTANT). If you're a Honda dealer, enter just that. Then add subsequent supporting categories that fit your business center. Leave FIXED OPS related categories for their respective GMB pages. This is strictly for SALES channel only.
- 9.) Verify all business information is loaded and accurate. Business name, EXACT address ("4 Main ST.") is different than ("Four Main Street") Phone number listed on your website(s). If you have call tracking numbers, place these as secondary, but your **LOCAL** phone # should be used on your GMB profiles. **(I'll show you how)** 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 depts).
- 10.) 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.
- 11.) Here is a resource to do the heavy lifting for you. <https://moz.com/checkout/local/check>
- 12.) Load your website address (load tracking URL to properly categorize Google Analytics click thru data properly). This can be in-depth and does take some know how and a bit of time to do it properly. Google developer tools: <https://ga-dev-tools.appspot.com/campaign-url-builder/>
- 13.) To get you started and take a bit of the know how out of the equation for you.
- 14.) **For 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 thru traffic properly and segment your data more effectively. **NOTE:** This is only going forward, no retro data will be available.

For “**Products and Services**” and “**Appointments**” below are links to add to your existing links to separate those click thrus 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


Address: 1180 Dr Robert R Martin Bypass, Richmond, KY 40475  
Departments: Gates Honda Parts · Gates Honda Service  
Hours: **Open** · Closes 7PM  
Auto repair shop: Open · Closes 6PM · See more hours  
**Products and Services:** gateshonda.net  
**Appointments:** gateshonda.net  
Phone: (859) 779-1000  
[Edit your business information](#)

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Know this place? Share the latest info

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Products [View all](#)



**Flexible Monthly Payments**  
For Parts & Service  
Click to see your financing options

SunBit Service & P...  
Financial Resourc...

**WHAT'S MY CAR WORTH?**  
2 steps and 10 seconds to Value Your Trade

Value Your Trade  
Value Your Trade

Explore categories

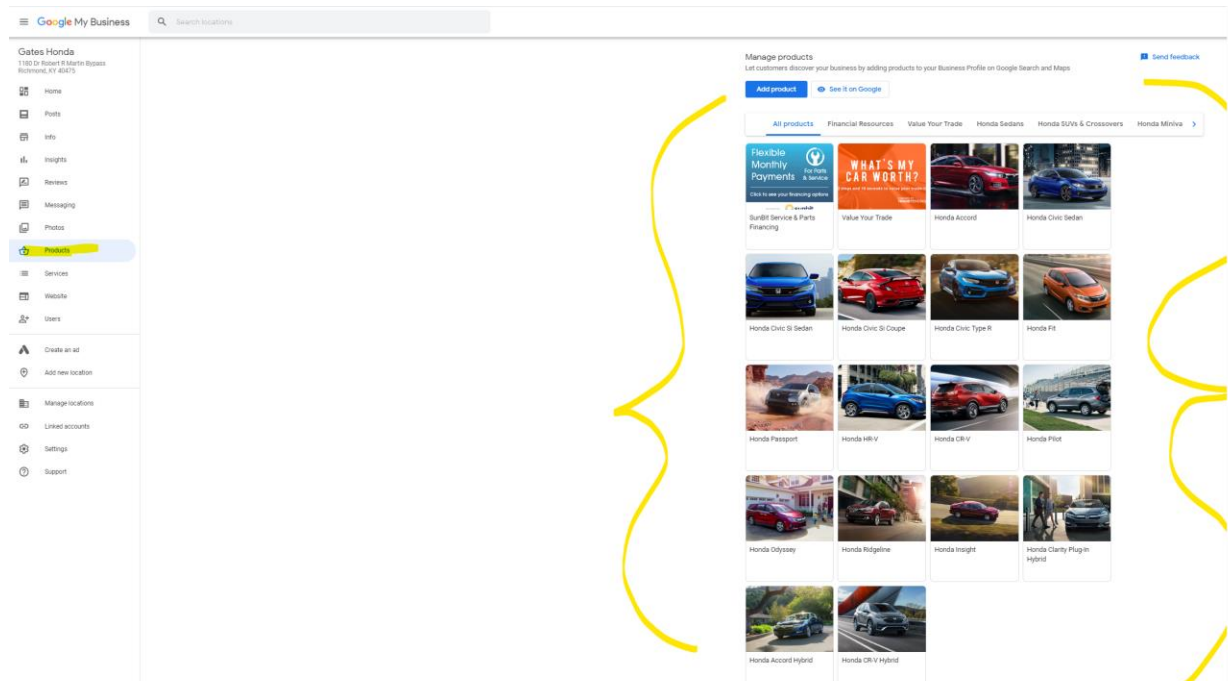
Financial Resources

Value Your Trade

Honda Sedans

Honda SUVs & Crossovers

**Products Section: (If you have access to it, USE IT!)** Still in beta per Google. (2 of my 10 stores have it active currently) <Show live example>



## Google Reviews: Why are they so important? Do I only respond to negative ones? Does it help me on SEO and ranking?

The image shows a Google Business Profile for 'Gates Honda' located at 1180 Dr Robert R Martin Bypass, Richmond, KY. The profile has a 4.9 star rating based on 884 reviews. A yellow circle highlights the rating and the filter tabs: 'All', 'pressure 70', 'questions 78', 'finance 45', 'patient 49', and '+6'. Below the rating, there are three reviews with owner responses. The first review is from Tyler Fields, who gave a 5-star rating and praised the service. The owner responded, thanking him for the review and mentioning that they are pleased to hear about his experience. The second review is from Emmaleigh Johnston, who also gave a 5-star rating and mentioned that Patrick Ellis was helpful. The owner responded, thanking her for the review. The third review is from Kori Breeding, who gave a 5-star rating and mentioned that she and her wife were very satisfied with the service. The owner responded, thanking her for the review.

**Gates Honda**  
1180 Dr Robert R Martin Bypass, Richmond, KY

4.9 ★★★★★ 884 reviews

All pressure 70 questions 78 finance 45 patient 49 +6

**Tyler Fields**  
1 review  
★★★★★ 5 hours ago  
Patrick Ellis with Gates Honda was absolutely phenomenal in helping my wife and I with the purchase of our new Pilot. He was incredibly knowledgeable about every detail of the car, and did a great job at walking us through every feature of the car, so we were completely comfortable driving it off the lot and could take advantage of the numerous awesome features of the car. I could not recommend Patrick more highly. It was a pleasure working with him.

**Response from the owner** 4 hours ago  
Tyler,  
Thank you for your thoughtful review. I am so pleased to hear about your experience working with Patrick to find a new Pilot. Thanks for choosing Gates Honda.

Best,  
Mackenzie Gates

**Emmaleigh Johnston**  
1 review  
★★★★★ 5 hours ago  
Patrick Ellis was so helpful

**Response from the owner** 4 hours ago  
Thank you for your kind words!

**Kori Breeding**  
2 reviews  
★★★★★ a week ago  
Got a beautiful 2015 chevy malibu off them over the weekend and Kimberly was so kind and help me and my wife in everyway!! Amazing stuff all around!!

**Response from the owner** a week ago  
Kori,

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/>

<Show example>

**Podium:** Send invites via platform. HUGE success with this, make it part of your sales/service processes. [www.podium.com](http://www.podium.com)

<Show platform>

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**Q&A Section: <Show location and examples>**

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. <See example below>

**New Vehicles**

Honda will connect you to smartphones and Honda ...

**Pre-Owned Vehicles**

Gates Honda has 332 pre-owned cars, much over \$20K in stock.

**Finance**

Credit Center | Call us at (800) 775-1000

View results from gateshonda.net »

www.cars.com › Dealer › gates.honda ›

**Gates Honda - Richmond, KY | Cars.com**

I recently went to this Honda dealership and was greeted by Kimberly Skelley. She was very kind, knowledgeable and helped me through the whole process!

★★★★★ Rating: 4.9 / 375 reviews

www.facebook.com › ... Automotive Repair Shop

**Gates Honda - Home | Facebook**

Gates Honda · 1180 Dr Robert R Martin Byp, Richmond, Kentucky 40475 · Rated 4.7 based on 32 reviews. "If you are in need of a vehicle I want to highly ..."

★★★★★ Rating: 4.7 / 32 votes / Photo review

www.facebook.com › ... Automotive Repair Shop

**Gates Honda - Home | Facebook**

Gates Honda · 1180 Dr Robert R Martin Byp, Richmond, Kentucky 40475 · Rated 4.7 based on 32 reviews. "If you are in need of a vehicle I want to highly ..."

★★★★★ Rating: 4.7 / 32 votes

www.auto.com › Dealer › gates.honda-40475-112520 ›

**Gates Honda Richmond, KY Reviews | Gates Honda Offers ...**

See what Gates Honda Richmond, KY reviews, directions, current inventory & hours of operations. See what Gates Honda Richmond, Kentucky customers are saying.

★★★★★ Rating: 4.9 / 32 reviews

www.dealercenter.com › Dealer › Honda-Honda.com-3 ›

**Gates Honda - Honda, Service Center - Dealership Ratings**

328 Reviews of Gates Honda - Honda, Service Center - Dealer Reviews & Negative Customer Information about this Honda, Service Center - Dealership center.

★★★★★ Rating: 4.9 / 328 reviews

www.carpoint.com › Cars › Used/Honda up to \$50,000 ›

**Gates Honda Cars for Sale - Richmond, KY - CarGurus**

Search listings from Gates Honda in Richmond, KY to find the right vehicle for you. We analyze millions of used cars daily.

Searches related to gates honda

**Service Center**

Honda Service & Auto Repair in Richmond, KY. Whether your ...

**About Us**

About Gates Honda in Richmond, KY. Thanks for Visiting Us Here ...

**Blog Posts Sitemap**

Contact Gates Honda Now! | Lexington, KY. To learn more ...

Edit your business information

Know this place? Share the latest info

**Products**

Car Wash	Mobile Detailing Exterior • Interior • Wheel • Tire Care • Waxing • Polishing	WHAT'S HOT CAR BUY
ADD	Sunbelt Service & P.P. Financial Services	Value Your Trade Trade Your Trade

Explore categories

Financial Resources    Value Your Trade

Honda Selects    Honda SUVs & Crossovers

[Redacted]

**Reviews from the web**

Facebook	auto.com	DealerRater
4.7/5	4.9/5	4.9/5
32 votes	32 reviews	328 reviews

**Popular times**

at 2 PM usually a little busy

**Plan your visit**

People typically spend 10 min to 1 hr here

Send to your phone    Save

Reviews    Add a photo

**Gates Honda**  
1180 Dr Robert R Martin Bypass, Richmond, KY

**Can you finance both new and used cars?**

1 Answer

**Gates Honda (Owner)**  
4 months ago

Absolutely! We have dozens of financial institutions at our disposal for everyone, bad credit or excellent credit. In most cases, we have purchasing solutions for everyone. If you have financial questions, call our Finance department at 859-775-1000 for more information!

1

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**Do you offer financing for people with less than ideal credit?**

1 Answer

**Gates Honda (Owner)**  
4 months ago

Yes in service and sales. Our service department now offers Sunbelt financing. Service financing has flexible payment plans, either 3.6 or 12 month payment plans subject to credit approval. It's quick and simple, no need to put those repairs off any longer.

1

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**Do you service all makes and models?**

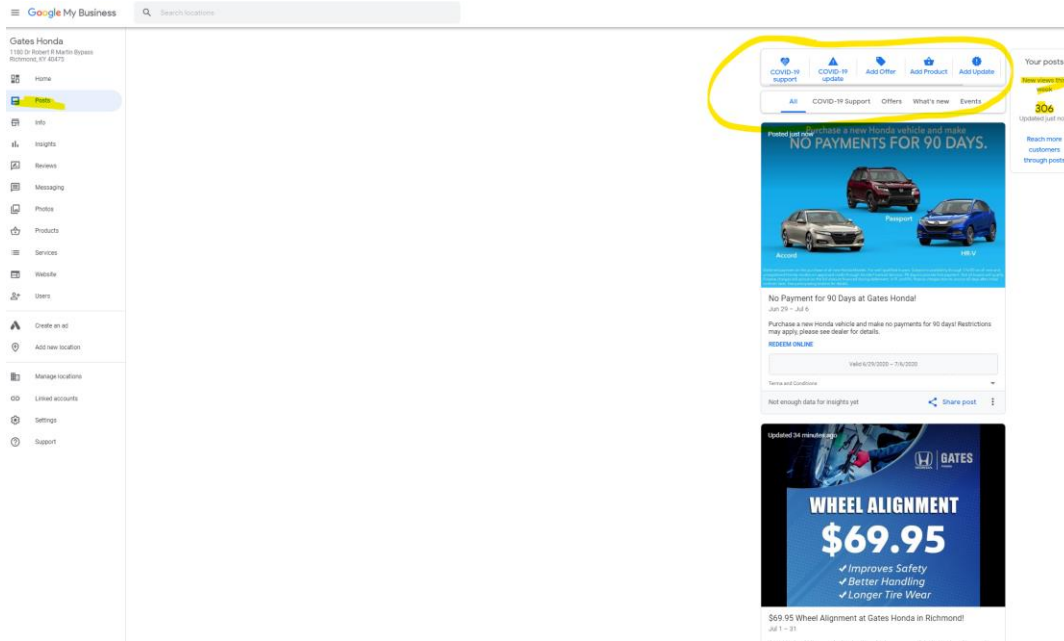
1 Answer

**Gates Honda (Owner)**  
4 months ago

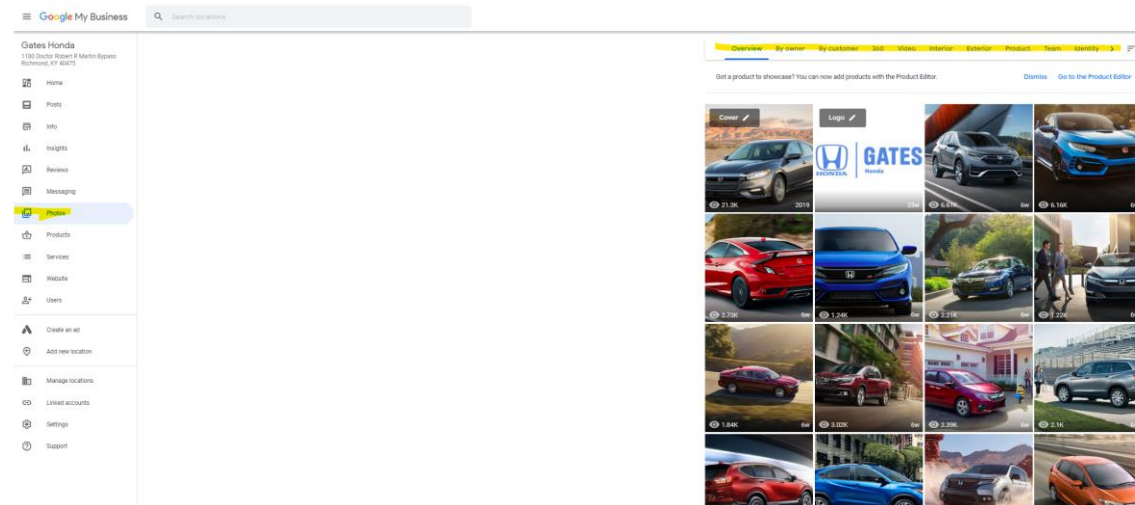
Along with all Honda maintenance and repairs, we service all makes and models for maintenance services and some light repairs.

1

**Google Posts:** (Duration is 7 days) Exception are where you specify start and end dates.

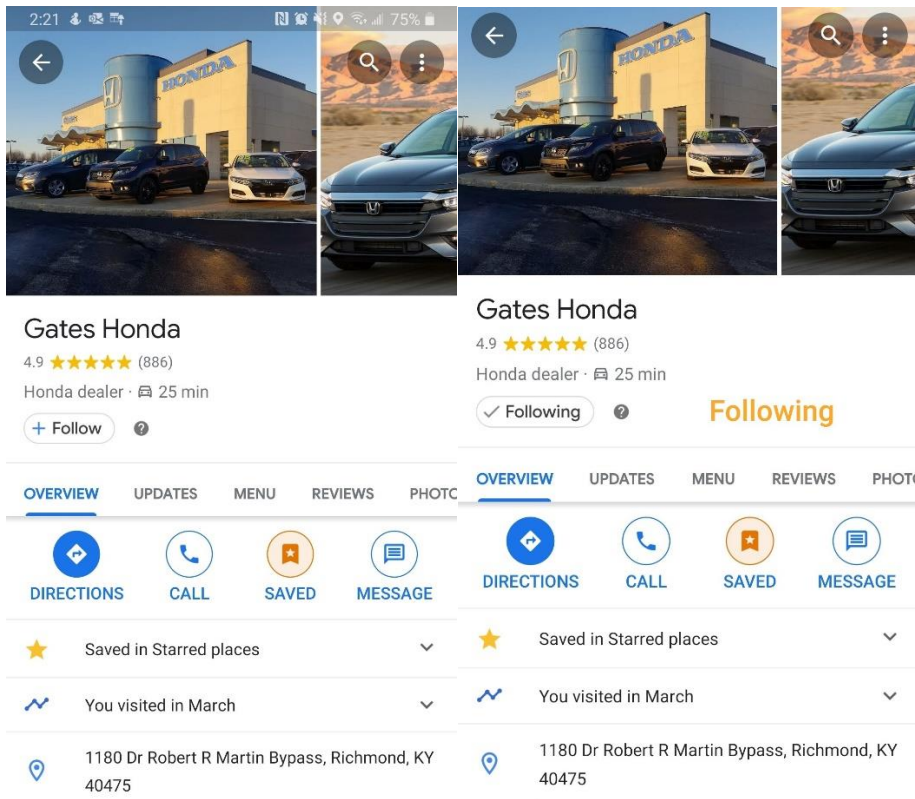


**Google Photos/videos:** (Upload 2-3 per day if you can) Videos are limited to 30 seconds or less.

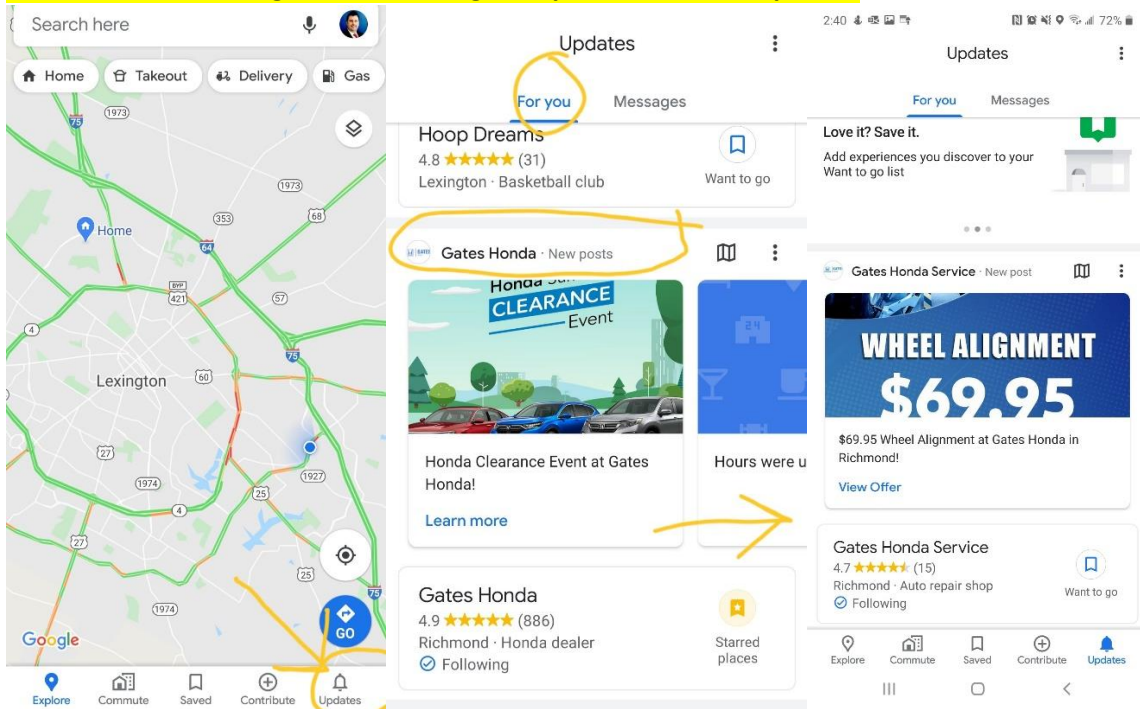




## Follow Feature: (Under Google Maps on mobile app)



## So what am I following? Go Here: Google Maps APP on Mobile phone.



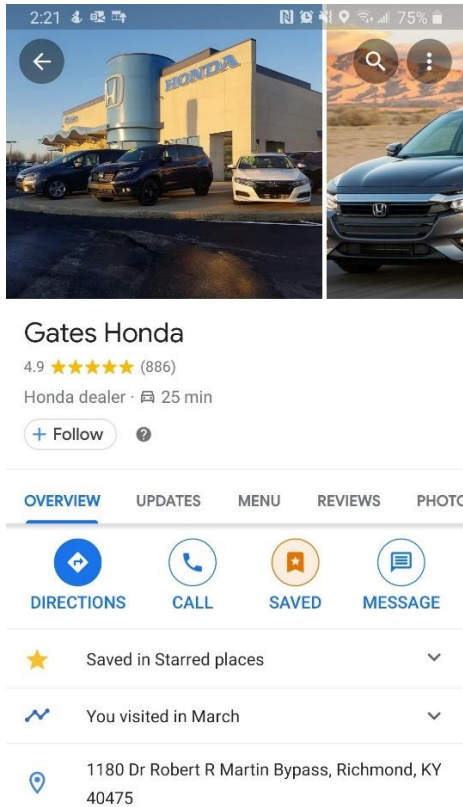
**Elevate Your Message Delivery: VIDEO!**

**(Currently working on this function-not live yet) Thank you video w/ captions.**



So how can I promote this to get followers? Take screenshot off your phone. Crop in the edges so it deletes the phone data info you see at the top of this screenshot. Print in color and place this screenshot in a clear table top stand and place throughout your dealership. Social media campaigns, email campaigns, do a video ad load it up on Youtube or platform of your choice.

Follow us on Google Maps! Get notified of specials, events, recalls, etc.....



Something like this or whatever works best for you. 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.



MaxGear Acrylic Sign Holder, Clear Sign Holder Plastic Paper Holder Slant Back Sign Holders 8.5x11 inches with Acrylic Card Holder Plastic Card Display for...

★★★★★ 108

\$15<sup>99</sup> ~~\$25.99~~