

THE No. 1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL

AutoSuccess

Efficiency
Highway

THE EFFICIENCY IMPERATIVE

THE ONLY ROAD FOR
FUTURE PROSPERITY



NOVEMBER

2015



Peter Martin

CEO of Cactus Sky Communications \ 866.859.8052 \ pmartin@autosuccessonline.com

ARE YOU IN THE TOP THREE?

As a Google user, you are probably familiar with the local search display format. You type in a search for a business or service, and seven nearby results pop up. Typically, you will choose one of these seven results to fill your need. As of Fall 2015, however, Google is ushering out the "seven-pack" search results in favor of a pack of three. If your dealership is ranked fourth through seventh in your area, you are suddenly invisible to your market.

Summary of Changes to Local Search Results

- The local search pack in the search engine results page (SERP) will show three listings instead of seven.
- Companies willing to invest can increase local ad spend to keep traffic consistent.

- A large map has been added to the "three-pack" local search results, taking up even more real estate on the SERP.
- Desktop and mobile results are now in the same format.
- Address and phone number have been removed from many results and replaced with Website links and "click to call" buttons.
- Photos have been removed from many searches.

So how do you rank up to the top three? For years, Google has factored online reputation into its SEO algorithm. In regards to online reviews, a Google blogger explicitly stated, "I am here to tell you that being bad is, and hopefully will always be, bad for business in Google's search results." With the new limit of local results, positive online reviews have even more weight.

Consumers trust online reviews as much as personal recommendations. With Google limiting local search results, and factoring online reputation into this ranking, your dealership depends on positive reviews to get noticed.

The easiest way to build your online reputation is to *ask* for the review. Many dealers avoid asking for reviews because they are wary of getting blasted with negative feedback on major review sites. However, when executed correctly, you can circumvent bad reviews and get only the positive reviews posted.

Follow up with every single service and sales customer with an email message thanking them for their business. Direct happy customers to leave you a review on one of the major review sites, including Google. For the unhappy customers, provide a "Not Satisfied" button where they can fill out a form that goes directly to your dealership personnel. Most unsatisfied customers just want their complaint addressed; they will not take the time to blast you on the review sites — *if you deal with their issue personally and professionally.*

At first glance, the new Google update looks like a deadly blow to local businesses, especially if you have yet to invest in paid search. However, by working with Google's algorithm and building a better online reputation, you will not have to increase your ad spending to rank in the coveted top three.

THE CODEKASE KARD™

- ✓ Qualifies for letter rate
- ✓ Perfect for Apartment & Condos Mailboxes
- ✓ Stand Out in the Mail
- ✓ Increased Results

WILKIN
MARKETING
859.817.0116
www.wilkinmarketing.com



Mention
This Ad To
Receive Free
Shipping On
1st Order!

CALL NOW TO ORDER!

Perfect Campaign Pair!

Combine the Codekase® and the Codekase Kard®
for explosive results!

"We haven't seen results like this since the last Car Boom!"
-Dealer in Cincinnati

