

DEALERON

#DEALERONWEBBY

85

~~80~~

Gnarly Local SEO Tips for Auto Dealers

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/gnarly-local-seo-tips>

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Local

SEO

(& social media)

dealeron.com/blog

(weekly tip videos)

@GregGifford
@ElianaRaggio
@DealerOn

Used Cars - 1980

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Bullets
KILL
Kittens

@GregGifford
@ElianaRaggio
@DealerOn

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85

~~80~~

Gnarly

Local SEO Tips

for Auto Dealers

Including 186
movie references
from the 1980s!

@GregGifford
@ElianaRaggio
@DealerOn

title & release date



Fast Times at Ridgemont High - 1982

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Need a hand with your SEO?

@GregGifford
@ElianaRaggio
@DealerOn

The Empire Strikes Back - 1980

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#DEALERONWEBBY

Spending too much time
looking up at competitors
who rank higher than you?

@GregGifford
@ElianaRaggio
@DealerOn

The Goonies - 1985

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Laying awake in bed
wondering why they
show up more than you?

@GregGifford
@ElianaRaggio
@DealerOn

Ordinary People - 1980

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Feeling beat up?

@GregGifford
@ElianaRaggio
@DealerOn

Raging Bull - 1980



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#DEALERONWEBBY

Barely hanging on to page one rankings?

@GregGifford
@ElianaRaggio
@DealerOn

Blade Runner - 1982

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SEO is confusing...
It goes in so many
different directions

@GregGifford
@ElianaRaggio
@DealerOn

Labyrinth - 1986

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#DEALERONWEBBY



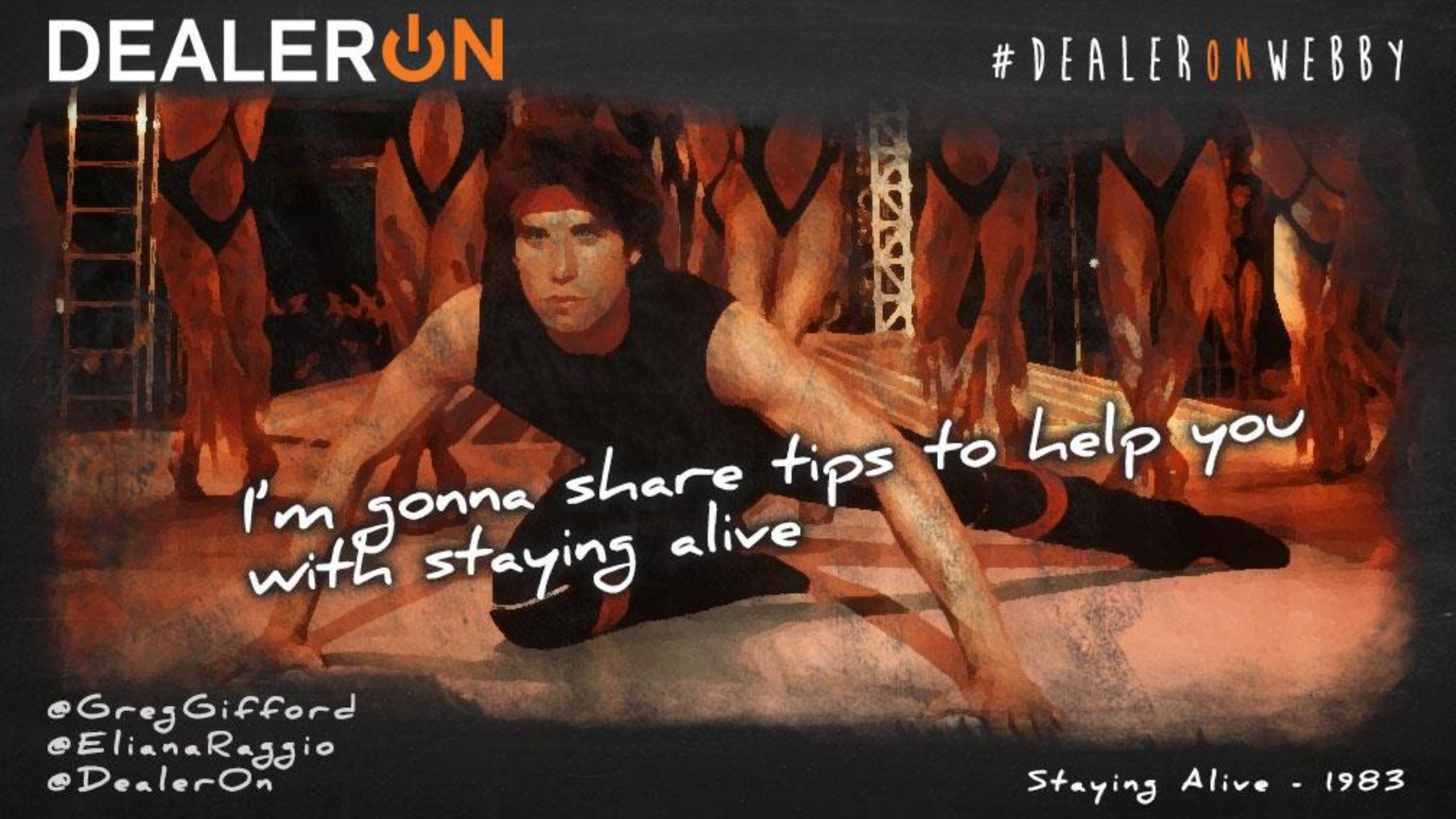
There's no SEO
miracle pill...

@GregGifford
@ElianaRaggio
@DealerOn

The Princess Bride - 1987

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I'm gonna share tips to help you
with staying alive

@GregGifford
@ElianaRaggio
@DealerOn

Staying Alive - 1983

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VOLUME I

VOLUME II

So you can take your
dealership's SEO skills
all the way up to 11

@GregGifford
@ElianaRaggio
@DealerOn

This Is Spinal Tap - 1984

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#DEALERONWEBBY

85

Running tip counter ↗

Wanna keep up with all the tips?

@GregGifford
@ElianaRaggio
@DealerOn

Airplane! - 1980

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Traditional SEO

Trying to get a website to rank high
anywhere someone searches

@GregGifford
@ElianaRaggio
@DealerOn

Caddyshack - 1980

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Local SEO

Trying to get a website to rank high
in a specific geographic area

@GregGifford
@ElianaRaggio
@DealerOn

Flash Gordon - 1980

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Local SEO example:

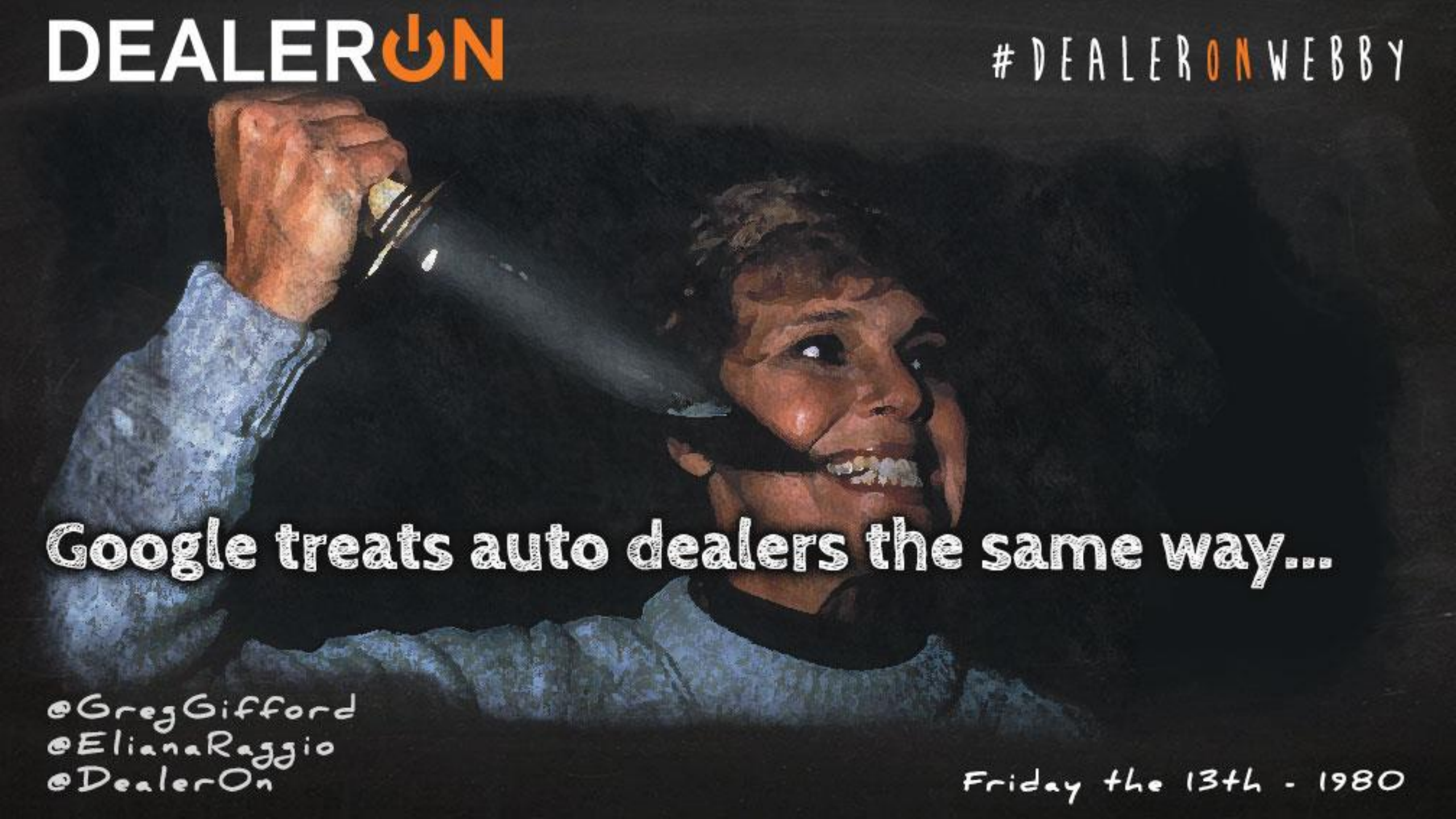
Search for "pizza delivery" and you get
local results - even with no city

@GregGifford
@ElianaRaggio
@DealerOn

Mystic Pizza - 1988

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A woman with short blonde hair, wearing a blue and white patterned sweater, is shown from the chest up. She is holding a flashlight in her right hand, pointing it towards the camera. Her mouth is wide open in a scream, and her eyes are wide. The background is dark and textured.

Google treats auto dealers the same way...

@GregGifford
@ElianaRaggio
@DealerOn

Friday the 13th - 1980

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Recently, a dealer
told us he wanted
to rank for 5 cities...

Battle Creek, MI
New York, NY
Houston, TX
Chicago, IL
Los Angeles, CA

@GregGifford
@ElianaRaggio
@DealerOn

Popeye - 1980

A person wearing a green military helmet with a chin strap, looking upwards with a concerned or intense expression. The background is dark and blurry.

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No matter how much you want to...
You can't change how Google works

@GregGifford
@ElianaRaggio
@DealerOn

Private Benjamin - 1980

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Need help proving the need for Local SEO
to your owner or GM? Use simple math!

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/seo-math>

Stir Crazy - 1980

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2

Important question:

Why do you want to rank?

@GregGifford
@ElianaRaggio
@DealerOn

Superman II - 1980

DEALERON

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3

Bigger question:

Why do you deserve to rank?

@GregGifford
@ElianaRaggio
@DealerOn

The Blue Lagoon - 1980

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You have to be unique!



@GregGifford
@ElianaRaggio
@DealerOn

Xanadu - 1980

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"We treat our customers like family"

@GregGifford
@ElianaRaggio
@DealerOn

The Blues Brothers - 1980

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"We're family owned"

@GregGifford
@ElianaRaggio
@DealerOn

The Elephant Man - 1980

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"No haggle pricing"

"Up front pricing"

@GregGifford
@ElianaRaggio
@DealerOn

The Nude Bomb - 1980

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“State of the art showroom”

@GregGifford
@ElianaRaggio
@DealerOn

The Shining - 1980

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You can't be like everyone else!

@GregGifford
@ElianaRaggio
@DealerOn

Pee-wee's Big Adventure - 1985

DEALERON

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**You have to do Local SEO if you want
your awesome content to get seen**

@GregGifford
@ElianaRaggio
@DealerOn

Chariots of Fire - 1981

**You need a staff member dedicated to SEO...
Or you need a provider to handle it**

@GregGifford
@ElianaRaggio
@DealerOn

Clash of the Titans - 1981

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5



Outsourcing your SEO? Remember...
You get what you pay for

@GregGifford
@ElianaRaggio
@DealerOn

Condorman - 1981

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Outsourcing your SEO?
Choose wisely

@GregGifford
@ElianaRaggio
@DealerOn

Indiana Jones and the Last Crusade - 1989

A painting of two ninjas in red suits, one holding a sword, in a forest setting. The ninjas are in a dynamic pose, with one slightly behind the other. The background is a dark, textured forest with green foliage and a blueish-grey sky.

Watch out for shady SEO providers:
Article publishing

@GregGifford
@ElianaRaggio
@DealerOn

Enter the Ninja - 1981

Watch out for shady SEO providers:
Crappy duplicated content

@GregGifford
@ElianaRaggio
@DealerOn

Escape From New York - 1981



The [REDACTED] [REDACTED] serving [REDACTED] MD 21811 will inspect your Hyundai Accent air conditioning system thoroughly and ensure it works properly, so no issues arise when the weather conditions are hot and humid. [REDACTED] has everything you need to ensure the air conditioning system in your Hyundai Accent works efficiently and provides comfort to you and your passengers while keeping your gas mileage up.

Several factors can contribute to your air

conditioning system malfunctioning. Some of the chemicals in your air conditioning system may be worn out and need replacement. There is also a chance your Hyundai Accent is leaking fluids, in which case not only is your air conditioning unit not functioning properly, but your entire engine could be affected as well.

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit.

Clogging drags the performance of your Hyundai Accent as well as its gas mileage. By bringing your Hyundai Accent to [REDACTED] serving [REDACTED] MD 21811, you can be sure your air conditioning is keeping you cool without slowing down your car.

Bringing your Hyundai Accent to [REDACTED] ensures that you get a valued product and service at reasonable prices. Our service team knows your Hyundai Accent air conditioning unit from top to bottom and will make sure it is functioning in top form because we want you to drive away from [REDACTED] serving [REDACTED] MD 21811 feeling cool and refreshed.

providers:
plicated content

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Google

g the course of a day gets in your engine and can clog your air conditioning unit



Web

Shopping

Images

Videos

News

More

Search tools

almost 42 THOUSAND!!!

About 41,900 results (0.52 seconds)

Cadillac Escalade EXT Air Conditioning at LaFontaine Used ...
www.lafontaineusedcarking.com/article/...ext.../2,0,48356,11,53/ ▼
Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Mitsubishi RVR Air Conditioning at Got Bad Credit Serving
www.gotbadcredit.ca/article/mitsubishi.../2,0,T0E+1V0,43,1240/ ▼
Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Mazda CX-9 Air Conditioning at Crater Lake Mazda Serving ...
www.craterlakemazda.com/article/mazda-cx9.../2,0,97504,38,210/ ▼
Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...

Kia Forte Air Conditioning at Classic Kia Serving Groves, TX ...
www.classickia.com/article/kia-forte-air...TX.../2,0,77619,30,168/ ▼
Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the ...



conditioning system malfunctioning. Some of the
replacement. There is also a chance your Hyundai
not functioning properly, but your entire engine

Sometimes the dirt, dust and gravel you travel on during the course of a day gets in your engine and can clog your air conditioning unit. Clogging drags the performance

Accent to [redacted] serving [redacted]
slowing down your car.

Bringing your Hyundai Accent to [redacted]
Our service team knows your Hyundai Accent
form because we want you to drive away from

Escape from

DEALERON

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8

Watch out for shady SEO providers:
All you get is model pages

@GregGifford
@ElianaRaggio
@DealerOn

For Your Eyes Only - 1981

Watch out for shady SEO providers:
All you get is blog posts

@GregGifford
@ElianaRaggio
@DealerOn

Friday the 13th Part 2 - 1981

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10

Watch out for shady SEO providers:
X pages of content a month

@GregGifford
@ElianaRaggio
@DealerOn

Halloween 11 - 1981



Watch out for shady SEO providers: A la carte SEO services

@GregGifford
@ElianaRaggio
@DealerOn

History of the World: Part 1 - 1981

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12

Watch out for shady SEO providers:
Guaranteed ranking

@GregGifford
@ElianaRaggio
@DealerOn

Mad Max 2: The Road Warrior - 1981

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13

Watch out for shady SEO providers:
Guaranteed links

@GregGifford
@ElianaRaggio
@DealerOn

Raiders of the Lost Ark - 1981

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14

Watch out for shady SEO providers:

No Local SEO

@GregGifford
@ElianaRaggio
@DealerOn

Stripes - 1981

DEALERON

#DEALERONWEBBY

15

Watch out for shady SEO providers:
Report is only rankings

@GregGifford
@ElianaRaggio
@DealerOn

Time Bandits - 1981

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A muscular man, Conan the Barbarian, is shown from the waist up, holding a sword high above his head with his right hand. His left hand is raised in a gesture. He is wearing a dark armband on his right arm and a dark wristband on his left wrist. The background is a textured, light blue-grey wall.

**Reports should show what matters to your
bottom line: Organic traffic & conversions**

@GregGifford
@ElianaRaggio
@DealerOn

Conan the Barbarian - 1982

Reporting tip:

Don't lose sleep over bounce rate

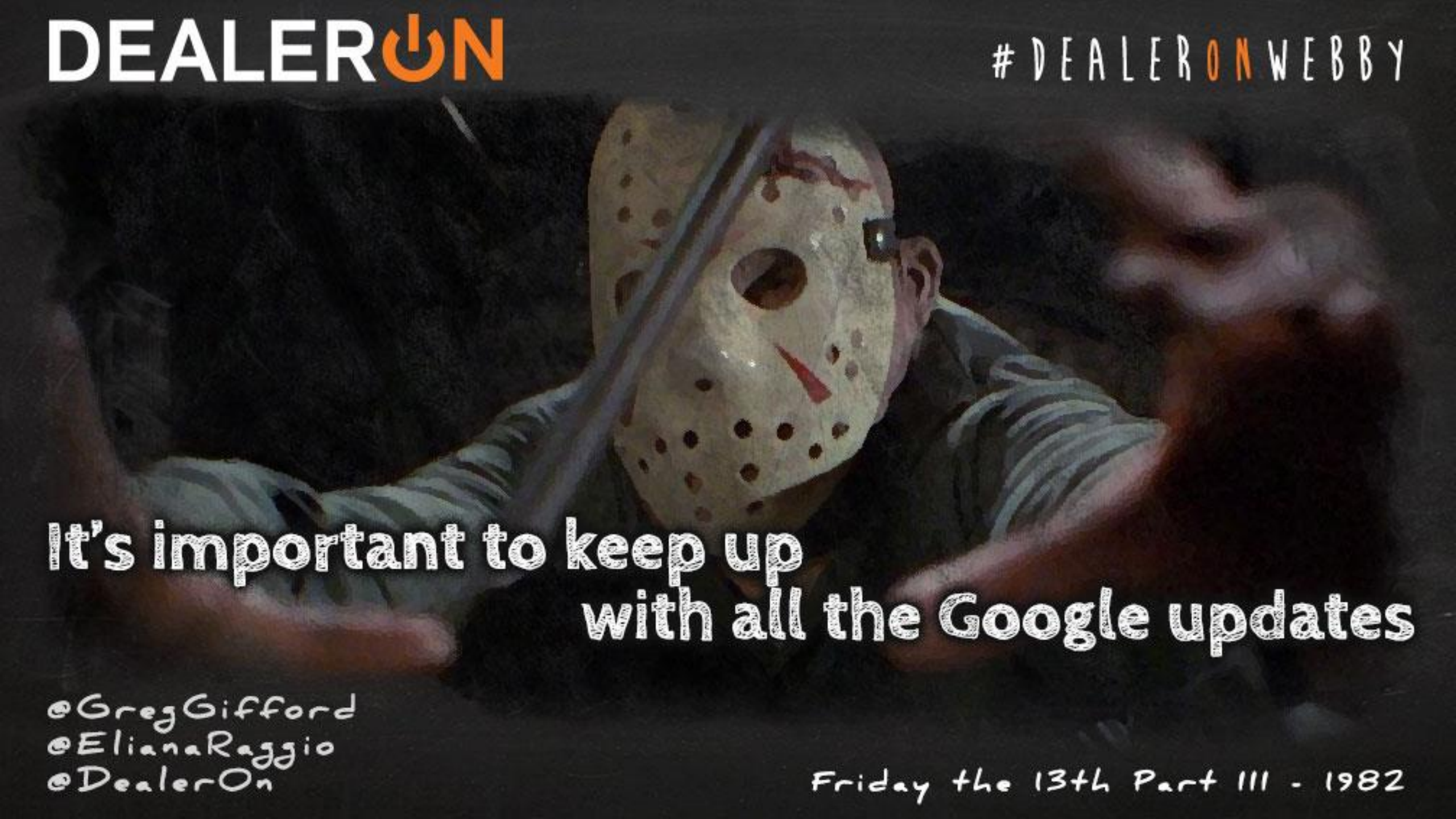
@GregGifford
@ElianaRaggio
@DealerOn

E.T. the Extra-Terrestrial - 1982

Send your SEO guy to conferences!
(or ask your provider which they attend)

@GregGifford
@ElianaRaggio
@DealerOn

First Blood - 1982



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It's important to keep up
with all the Google updates

@GregGifford
@ElianaRaggio
@DealerOn

Friday the 13th Part III - 1982

DEALERON

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Google updates require strategy changes:
Panda Update (content)

@GregGifford
@ElianaRaggio
@DealerOn

Pink Floyd The Wall - 1982

DEALERON

#DEALERONWEBBY

Google updates require strategy changes:
Penguin Update (links)

@GregGifford
@ElianaRaggio
@DealerOn

Poltergeist - 1982

DEALERON

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Google updates require strategy changes:
Hummingbird Update (semantic search)

@GregGifford
@ElianaRaggio
@DealerOn

Porky's - 1982

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Google updates require strategy changes:
Pigeon Update (local search)

@GregGifford
@ElianaRaggio
@DealerOn

Rocky III - 1982

Pigeon Update results:

Smaller search radius

@GregGifford
@ElianaRaggio
@DealerOn

Star Trek II: The Wrath of Kahn - 1982

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Pigeon Update results:

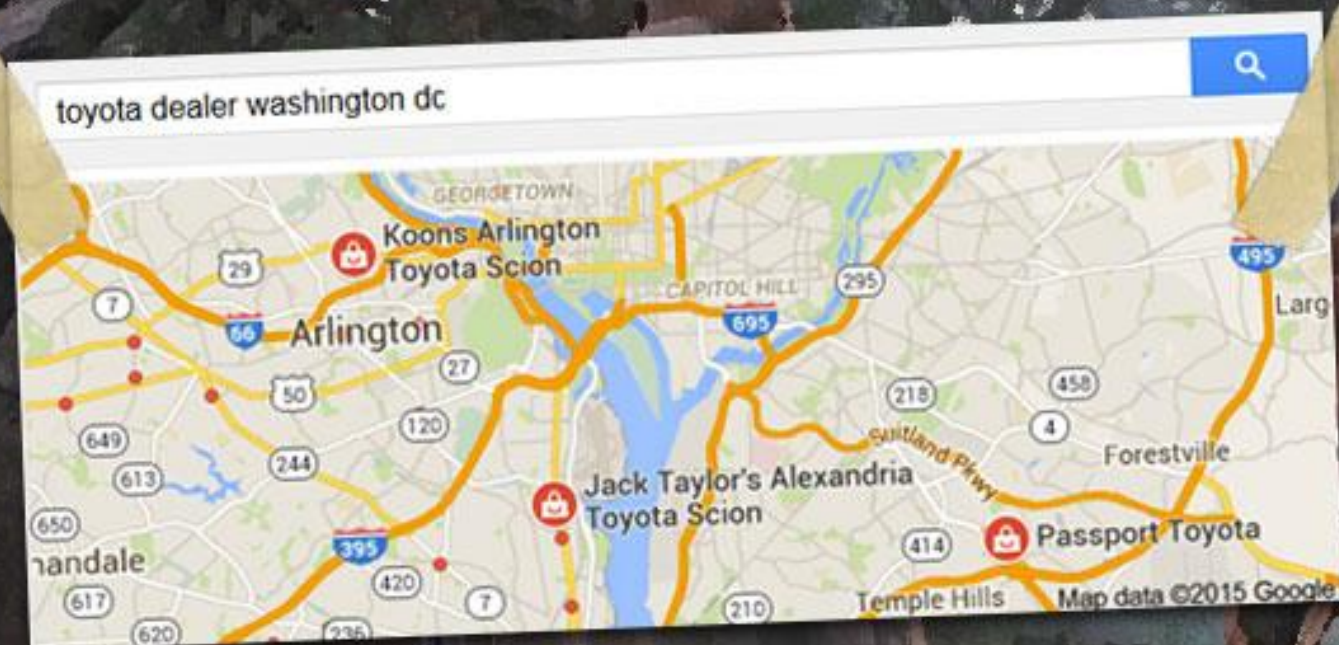
Different radius on different queries

@GregGifford
@ElianaRaggio
@DealerOn

The Beastmaster - 1982

DEALERON

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Pigeon Update results:
Different radius on different queries

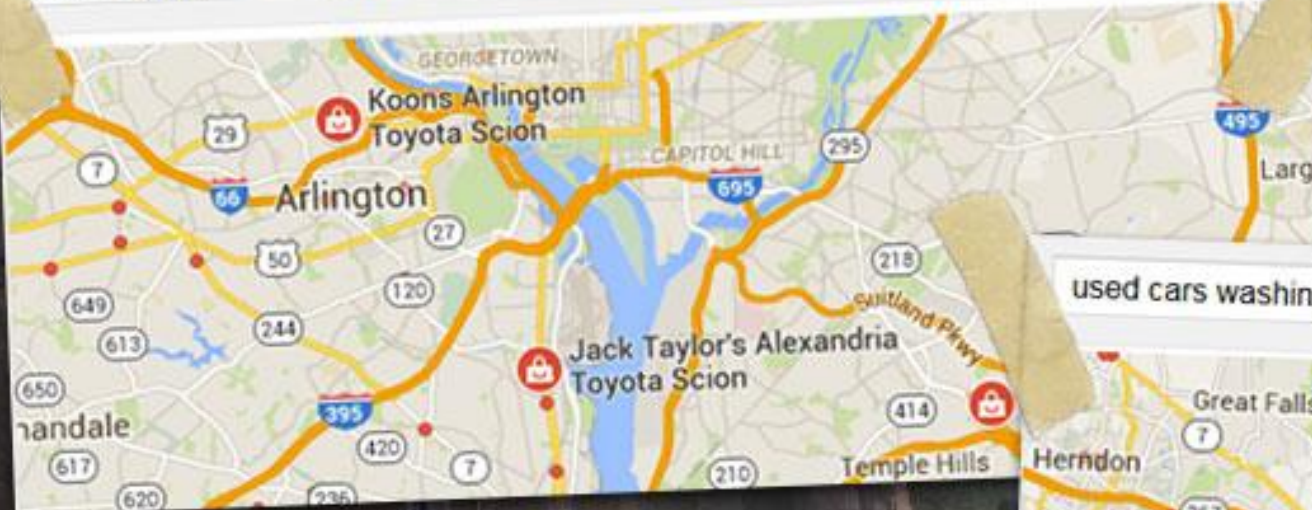
@GregGifford
@ElianaRaggio
@DealerOn

The Beastmaster - 1982

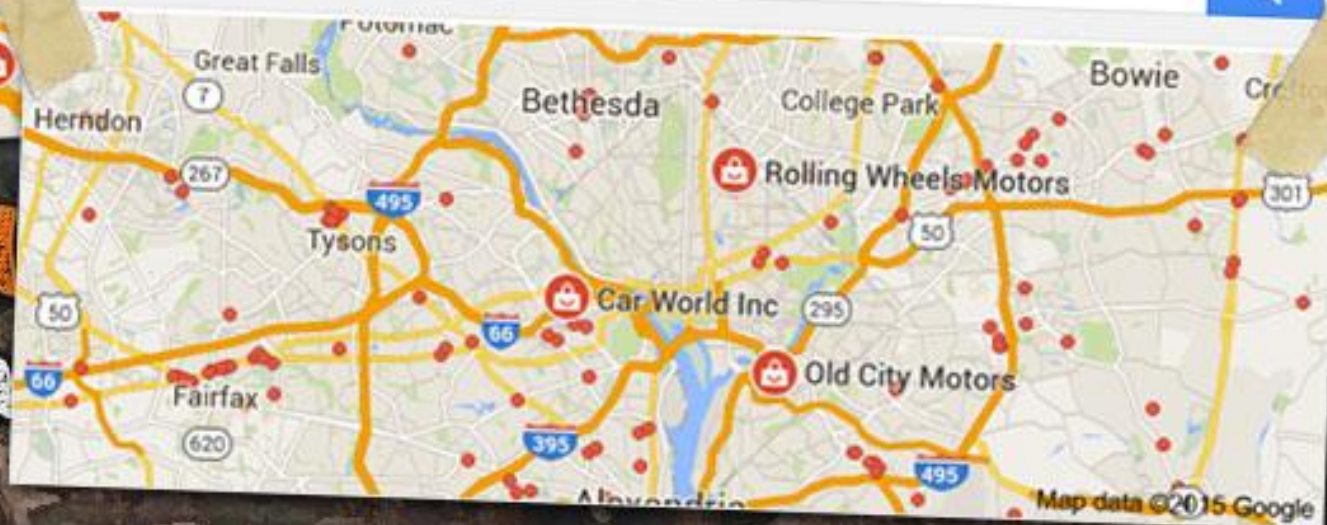
DEALERON

#DEALERONWEBBY

toyota dealer washington dc



used cars washington dc



Pigeon Update result
Different results

@GregGifford
@ElianaRaggio
@DealerOn

The Beastmaster - 1982

DEALERON

#DEALERONWEBBY

Pigeon Update results:

***Fewer 7-packs, more 3-packs**

@GregGifford
@ElianaRaggio
@DealerOn

The Dark Crystal - 1982

Pigeon Update results:

Heavily favors directory sites

Use barnacle SEO!

<http://bit.ly/barnacle-seo-guide>

@GregGifford
@ElianaRaggio
@DealerOn

The Thing - 1982

DEALERON

#DEALERONWEBBY

Google updates require strategy changes:
Google My Business Quality Guidelines

@GregGifford
@ElianaRaggio
@DealerOn

The Toy - 1982

DEALERON

#DEALERONWEBBY



GMB Quality Guidelines Update:
No descriptor in business name

@GregGifford
@ElianaRaggio
@DealerOn

Tootsie - 1982

DEALERON

#DEALERONWEBBY

GMB Quality Guidelines Update:
Only choose most specific categories

@GregGifford
@ElianaRaggio
@DealerOn

TRON - 1982

DEALERON

#DEALERONWEBBY



GMB Quality Guidelines Update: Unique categories for different departments

@GregGifford
@ElianaRaggio
@DealerOn

A Christmas Story - 1983

DEALERON

#DEALERONWEBBY



Google updates require strategy changes: Mobilegeddon

@GregGifford
@ElianaRaggio
@DealerOn

Christine - 1983

DEALERON

#DEALERONWEBBY

Google updates require strategy changes:

New Local Stack

Just happened August 7th!

@GregGifford
@ElianaRaggio
@DealerOn

Cujo - 1983

DEALERON

#DEALERONWEBBY

Motorcars Honda

motorcarshonda.com

4.8 ★★★★★ 282 Google reviews · Google+ page

Motorcars Toyota

motorcarstoyota.com

4.7 ★★★★★ 226 Google reviews · Google+ page

Masters Auto Sales

www.mastersautosales.com

4.7 ★★★★★ 58 Google reviews · Google+ page

Autos Direct Online

www.autosdirectonline.com

4.2 ★★★★★ 149 Google reviews · Google+ page

METRO TOYOTA

www.metrotoyota.com

4.4 ★★★★★ 68 Google reviews · Google+ page

Axelrod Buick GMC

www.axelrodbuickgmc.com

4.7 ★★★★★ 47 Google reviews · Google+ page

Spitzer Motor City Inc

www.spitzerchryslerdodgejeepram.com

4.1 ★★★★★ 21 Google reviews

Map results for **cleveland car dealers**

A 2953 Mayfield Road
Cleveland Heights, OH
(216) 932-2400

B 2950 Mayfield Rd
Cleveland, OH
(216) 321-9100

C 4910 Detroit Ave
Cleveland, OH
(216) 281-7731

D 4371 Pearl Rd
Cleveland, OH
(216) 393-4590

E 13775 Brookpark Rd
Brook Park, OH
(216) 267-7000

F 6603 Brookpark Rd
Parma, OH
(216) 661-5060

G 13001 Brookpark Rd
Cleveland, OH
(216) 267-2100



Map for **cleveland car dealers**

Used Car Sales In Cleveland

cleveland-oh.auto.com/

Find Used Car Sales In Cleveland.
See Local Listings, Prices, & Pics!

Cars.com Cleveland

www.cars.com/Cleveland/

Find the Right Car for You. Search
Vehicle Listings Now!

Visit Hyundai Of Bedford

www.hyundaiofbedford.com/

Learn More About The 2014 Sonata
190 HP. Standard Alloy Wheels.

See your ad here >

@GregGifford
@ElianaRaggio
@DealerOn

Just happened August 7th!

Cujo - 1983

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Motorcars Honda

motorcarshonda.com

4.8 ★★★★★ 282 Google reviews - Google+ page

Motorcars Toyota

motorcarstoyota.com

4.7 ★★★★★ 226 Google reviews - Google+ page

Masters Auto Sales

www.mastersautosales.com

4.7 ★★★★★ 58 Google reviews - Google+ page

Autos Direct Online

www.autosdirectonline.com

4.2 ★★★★★ 149 Google reviews - Google+ page

METRO TOYOTA

www.metrotoyota.com

4.4 ★★★★★ 68 Google reviews - Google+ page

Axelrod Buick GMC

www.axelrodbuickgmc.com

4.7 ★★★★★ 47 Google reviews - Google+ page

Spitzer Motor City Inc

www.spitzerchryslerdodgejeepram.com

4.1 ★★★★★ 21 Google reviews

Map results for cleveland car dealers

A 2953 Mayfield Road
Cleveland Heights, OH
(216) 932-2400

B 2950 Mayfield Rd
Cleveland, OH
(216) 321-9100

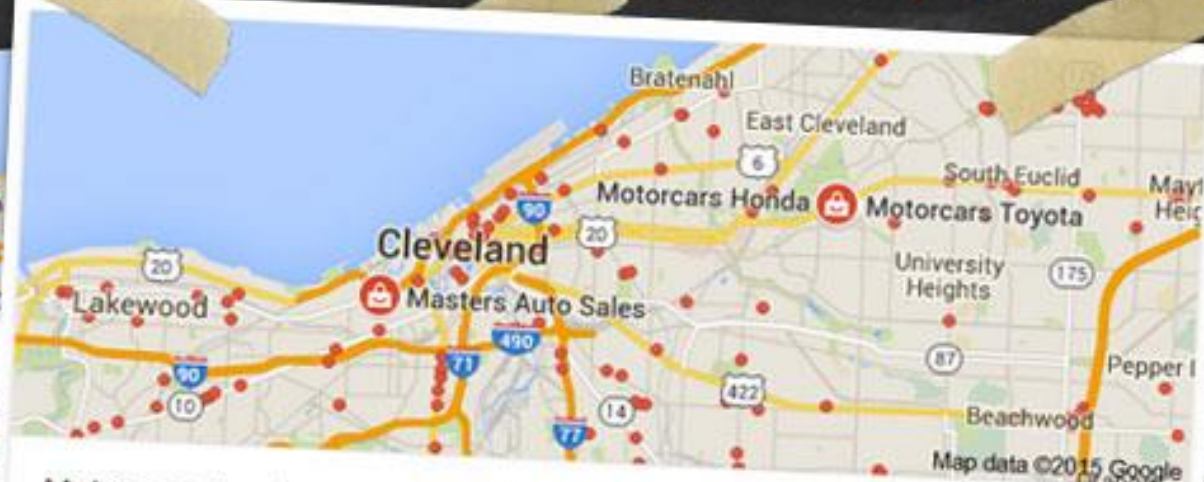
C 4910 Detroit Ave
Cleveland, OH
(216) 281-7731

D 4371 Pearl Rd
Cleveland, OH
(216) 393-4590

E 13775 Brookpark Rd
Brook Park, OH
(216) 267-7000

F 6603 Brookpark Rd
Parma, OH
(216) 661-5060

G 13001 Brookpark Rd
Cleveland, OH
(216) 267-2100



Motorcars Honda

4.7 ★★★★★ 403 reviews - Honda Dealer
Mayfield Rd
Open until 6:00 pm



Website



Directions

Motorcars Toyota

4.7 ★★★★★ 389 reviews - Toyota Dealer
Mayfield Rd
Open until 6:00 pm



Website



Directions

Masters Auto Sales

4.7 ★★★★★ 60 reviews - Used Car Dealer
Detroit Ave
Open until 7:00 pm



Website



Directions

More car dealers

@GregGifford
@ElianaRaggio
@DealerOn

2016-11-83

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Google Cleveland car dealers

Back to web results for cleveland car dealers

- Motorcars Honda
4.7 ★★★★★ 403 reviews
Honda Dealer - Mayfield Rd
Open until 6:00 pm

Website Directions
- Motorcars Toyota
4.7 ★★★★★ 389 reviews
Toyota Dealer - Mayfield Rd
Open until 6:00 pm

Website Directions
- Masters Auto Sales
4.7 ★★★★★ 60 reviews
Used Car Dealer - Detroit Ave
Open until 7:00 pm

Website Directions
- Metro Toyota
4.4 ★★★★★ 83 reviews
Toyota Dealer - Brookpark Rd
Open until 6:00 pm

Website Directions
- Axelrod Buick GMC
4.7 ★★★★★ 82 reviews
GMC Dealer - Brookpark Rd
Open until 6:00 pm

Website Directions
- Spitzer Chrysler Jeep Dodge Ram Cleveland
4.4 ★★★★★ 23 reviews
Car Dealer - Brookpark Rd
Open until 6:00 pm

Website Directions
- Ganley Ford West
4.1 ★★★★★ 26 reviews
Ford Dealer - Lorain Ave
Open until 6:00 pm

Website Directions
- Spitzer Kia Cleveland
4.4 ★★★★★ 24 reviews

Motorcars Honda

4.7 ★★★★★ 403 Google reviews

Honda Dealer

Address: 2953 Mayfield Rd, Cleveland Heights, OH 44118

Phone: (216) 932-2400

Hours: Open today · 9:00 am – 6:00 pm



Review summary



Write a review

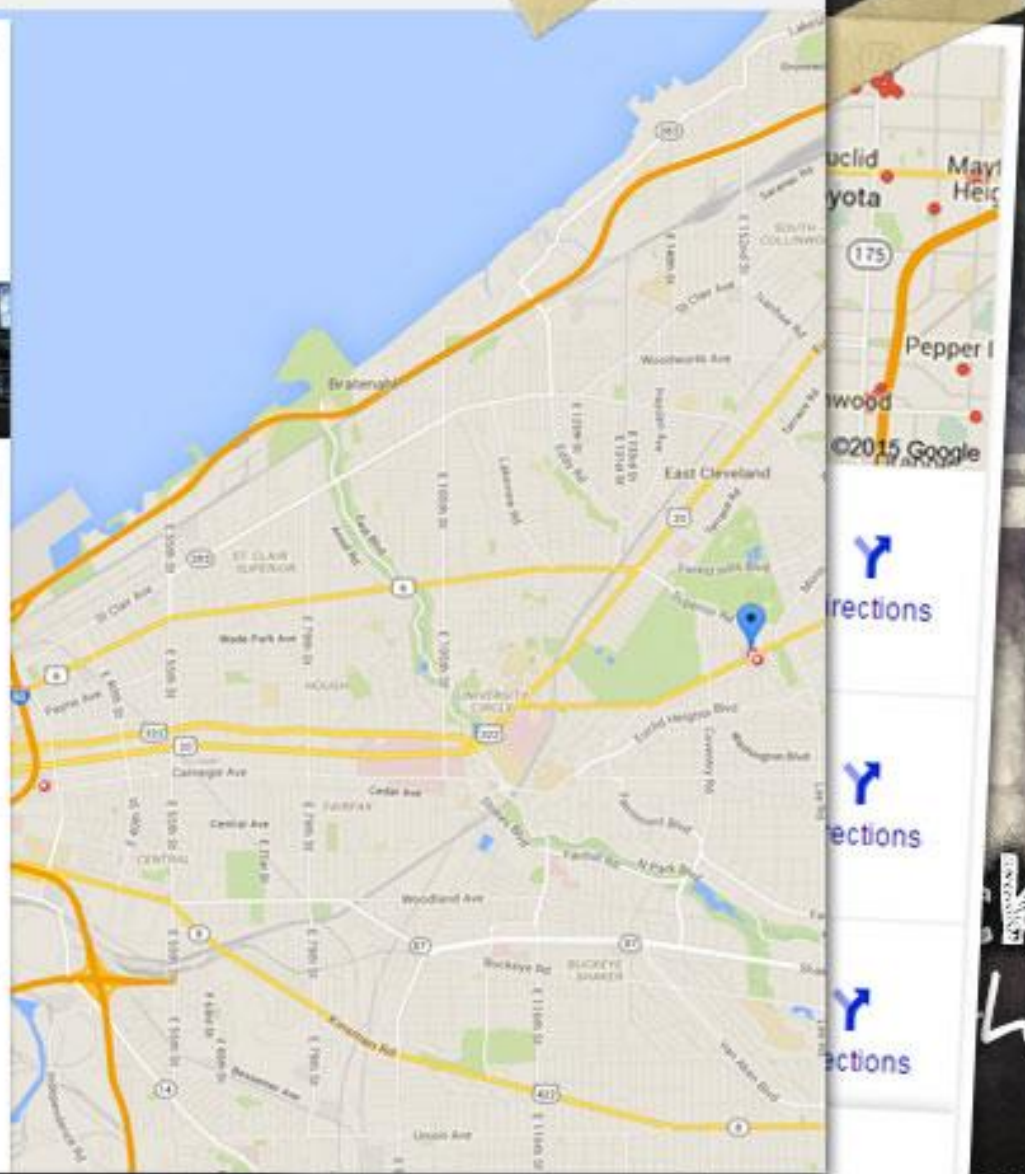
- "Definitely the best new car buying experience I've ever had."
- "In assisting us with great service on our 2007 Honda Civic on Monday 10/27/14."
- "One of the best customer service experiences I've ever had in a service shop."

Google reviews

- svct2008
in the last week

★★★★★ Michael Lesko, a fun experience of car purchasing! We were planning to purchase a new Honda Civic for our daughter, and I sent request for quote online, got zillion offers. Michael was the first person called us, and allowing us to pick time we ... More
- Kent Stumpe
in the last week

★★★★★ We worked out all our arrangements and negotiated with ... More



@G
@E
@DealerOn

Cujo 1183

DEALERON

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So how the heck are you supposed to know
how to optimize your website?

@GregGifford
@ElianaRaggio
@DealerOn

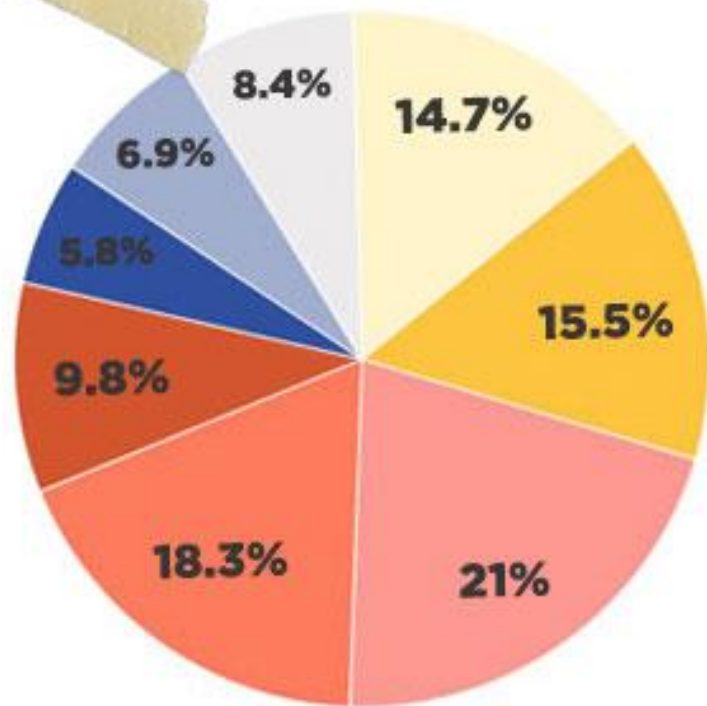
Flashdance - 1983

2014 Local Search Ranking Factors (from Moz)

@GregGifford
@ElianaRaggio
@DealerOn



Jaws 3-D - 1983



- My Business Signals (14.7%)**
(Categories, Keyword in Business Title, Proximity, etc.)
- External Loc. Signals (15.5%)**
(IYP/aggregator NAP consistency, Citation Volume, etc.)
- On-page Signals (21.0%)**
(Presence of NAP, Keywords in Titles, Domain authority, etc.)
- Link Signals (18.3%)**
(Inbound anchor text, Linking domain authority, Linking domain quantity, etc.)

- Review Signals (9.8%)**
(Review quantity, Review velocity, Review diversity, etc.)
- Social Signals (5.8%)**
(Google+ authority, Facebook likes, Twitter followers, etc.)
- Behavioral/Mob. Signals (6.9%)**
(Clickthrough rate, Mobile clicks to call, Check-ins, Offers, etc.)
- Personalization (8.4%)**

(from Moz)

@GregGifford
@ElianaRaggio
@DealerOn

Jaws 3-D - 1983

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On Site Signals

21.0% of LSRF

@GregGifford
@ElianaRaggio
@DealerOn

Krull - 1983



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#DEALERONWEBBY

On Site Signals

Most auto dealers suck at site optimization

@GregGifford
@ElianaRaggio
@DealerOn

Mr. Mom - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

Yes!
I'm talking
to you!

@GregGifford
@ElianaRaggio
@DealerOn

Full Metal Jacket - 1987



DEALERON

#DEALERONWEBBY

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On Site Signals

Most auto dealers suck at site optimization
No home page content

@GregGifford
@ElianaRaggio
@DealerOn

National Lampoon's Vacation - 1983

DEALERON

On Site

Most auto

@GregGiffo
@ElianaRaggio
@DealerOn

#DEALERONWEBBY

20

50 California Drive
Burlingame, CA 94010
Map it

Service: (650) 340-6900
New Vehicle Sales: (650) 340-6910
Pre-Owned Sales: (650) 340-4324
Main: (650) 340-6900

VEHICLE QUICK SEARCH enter model or stock # SEARCH

HOME NEW INVENTORY PRE-OWNED INVENTORY ADDITIONAL SERVICES SCHEDULE SERVICE ABOUT US

 "A no cost scheduled maintenance plan with 24/7 roadside assistance. Now that's caring for you and your car."
-Jan
ToyotaCare
Learn more

FACTORY INCENTIVES TOYOTA moving forward

CURRENT SPECIALS

ToyotaCare
ENTER OUR ACCESSORY CATALOG
CERTIFIED
Visit our Family of Dealerships at
50 California Drive, Burlingame, CA 94010

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ation content

National Lampoon's Vacation - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

21

Most auto dealers suck at site optimization
Only a few sentences on a page

@GregGifford
@ElianaRaggio
@DealerOn

Return of the Jedi - 1983

DEALERON

#DEALERONWEBBY

On

21



HOME INVENTORY VEHICLE FINDER ABOUT US FINANCING WARRANTY CONTACT US

Extended Warranty Information - Protect Your Car



Warranties are an important part to any vehicle purchase. We have great warranties available for you. Please call us for more information.

Most

n
ge

@GregC
@Eliana
@DealerOn

Return of the Jedi - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

22

Most auto dealers suck at site optimization
Default page text

@GregGifford
@ElianaRaggio
@DealerOn

Revenge of the Ninja - 1983

On Site Signals

Warranty

Why is it important to have an extended warranty?

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, no matter how reliable your car may be, you know that one day it may break down. Although you cannot predict when it will happen, the repair cost will likely be yours to pay.

Purchase an extended warranty protection plan for your car and repair costs are minimized. Why pay hundreds or even thousands of dollars for auto repairs when you may be able to pay just a small deductible? When purchasing an extended warranty, be certain to buy from a reputable company. Look for extras like the option to cancel the contract at any time, penalty-free monthly payment plans, towing service, rental car and trip-interruption benefits.

If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a free no-obligation quote on an auto warranty or extended service contract, we will gladly provide you with competitive extended warranty options.

Most auto dealers suck at site optimization

Default page text

@GregGifford
@ElianaRaggio
@DealerOn

Revenge of the Ninja - 1983

DEALERON

#DEALERONWEBBY

On Site Sign

22

Warranty

Why is it important to have an extended warranty?

A wide variety of comprehensive extended warranty protection plans are available to car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will

Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments

If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

Google

"A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options."

Web Shopping News Images Videos More - Search tools

About 5,540 results (0.7 seconds)

Warranty - JM Connected Auto Sales

www.jmconnectedauto.com/warranty

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

735 NE 1st Ave, Fort Lauderdale, Florida 33304 - Facebook

<https://www.facebook.com/pages/MinL...Inc/127219603986559?sk...>

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

Little Rock AFB, AR: STEVE LANDERS CHRYSLER ...

littlerockafbhousing.com/littlerockchryslerdodgejeep

A wide variety of comprehensive extended warranty protection plans are available to the consumer. Why consider a protection plan? If you are like most car buyers, you did your best to ensure that you purchased a reliable vehicle. However, may break down. Although you cannot predict when it will happen, the repair cost will be high. Purchase an extended warranty protection plan for your car and repair costs are minimized when you may be able to pay just a small deductible? When purchasing an extended warranty, extras like the option to cancel the contract at any time, penalty-free monthly payments are available. If you are hoping to avoid costly repairs on your new or pre-owned vehicle and would like a service contract, we will gladly provide you with competitive extended warranty options.

Most auto dealer

@GregGifford
@ElianaRaggio
@DealerOn

Revenge of the Ninja - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

23

Most auto dealers suck at site optimization
Spammy city and model lists

@GregGifford
@ElianaRaggio
@DealerOn

Risky Business - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

23

_____ serves Toyota owners throughout the San Francisco Bay Area, including South San Francisco, San Mateo, Palo Alto, Redwood City, Mountain View, Sunnyvale, Belmont, San Carlos, Menlo Park, Foster City, San Bruno, Pacifica, Serramonte, Millbrae, Burlingame, Daly City and Colma.

Whether you are looking for a new Cadillac CTS, Chevrolet Silverado, Chrysler Town and Country, Dodge Durango, Jeep Grand Cherokee, Jeep Wrangler, Lincoln MKX, Lincoln MKS, Buick LaCrosse, Ford Focus, Ford F150, or RAM 1500, our friendly staff at _____ is eager to assist you in your car buying process.

Spammy city and modelists

@GregGifford
@ElianaRaggio
@DealerOn

Risky Business - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

24

Most auto dealers suck at site optimization
Meta keywords

@GregGifford
@ElianaRaggio
@DealerOn

Scarface - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

24

```
Toyota SUV | Toyota Van" /><meta name="keywords" content="toyota.com,toyota  
usa,dealer,dealer,toyota,car,auto,cars,parts,new,service,used,finance,specials,a  
utomotive,truck,events,automobile,accessories,dealership,autos,vehicle,trucks,su  
v,video,automobiles,vehicles" /></head>
```

Most auto dealers suck at site optimization
Meta keywords

@GregGifford
@ElianaRaggio
@DealerOn

Scarface - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

25

Most auto dealers suck at site optimization
F'ing awful title tags

@GregGifford
@ElianaRaggio
@DealerOn

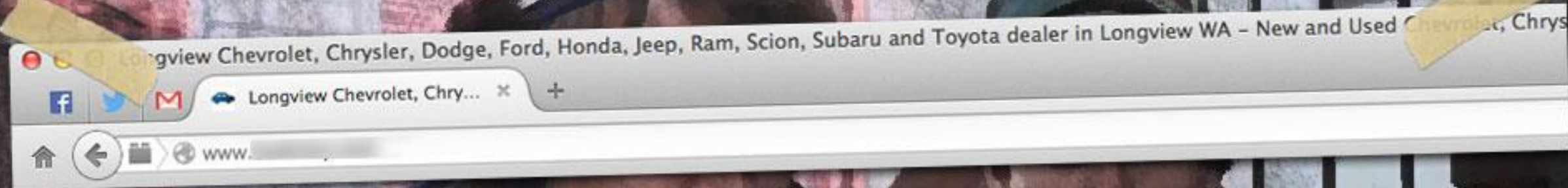
Strange Brew - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

25



Most auto dealers suck at site optimization
F'ing awful title tags

@GregGifford
@ElianaRaggio
@DealerOn

Strange Brew - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

STOP trying to fool
the nerds at Google!

@GregGifford
@ElianaRaggio
@DealerOn

Weird Science - 1985

DEALERON

#DEALERONWEBBY

On Site Signals

STOP trying to fool
the nerds at Google!

(yes, that's Iron Man)



@GregGifford
@ElianaRaggio
@DealerOn

Weird Science - 1985

DEALERON

#DEALERONWEBBY

26

On Site Signals

Create content for people, not Google

@GregGifford
@ElianaRaggio
@DealerOn

Superman III - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

Content matters!

@GregGifford
@ElianaRaggio
@DealerOn

The Man With Two Brains - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

DON'T TAKE THAT
THE WRONG WAY!

Content matters!

@GregGifford
@ElianaRaggio
@DealerOn

The Man With Two Brains - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

27

Content matters... **QUALITY**, not quantity!

@GregGifford
@ElianaRaggio
@DealerOn

The Right Stuff - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

One of the best content examples EVER
came from an automotive company...

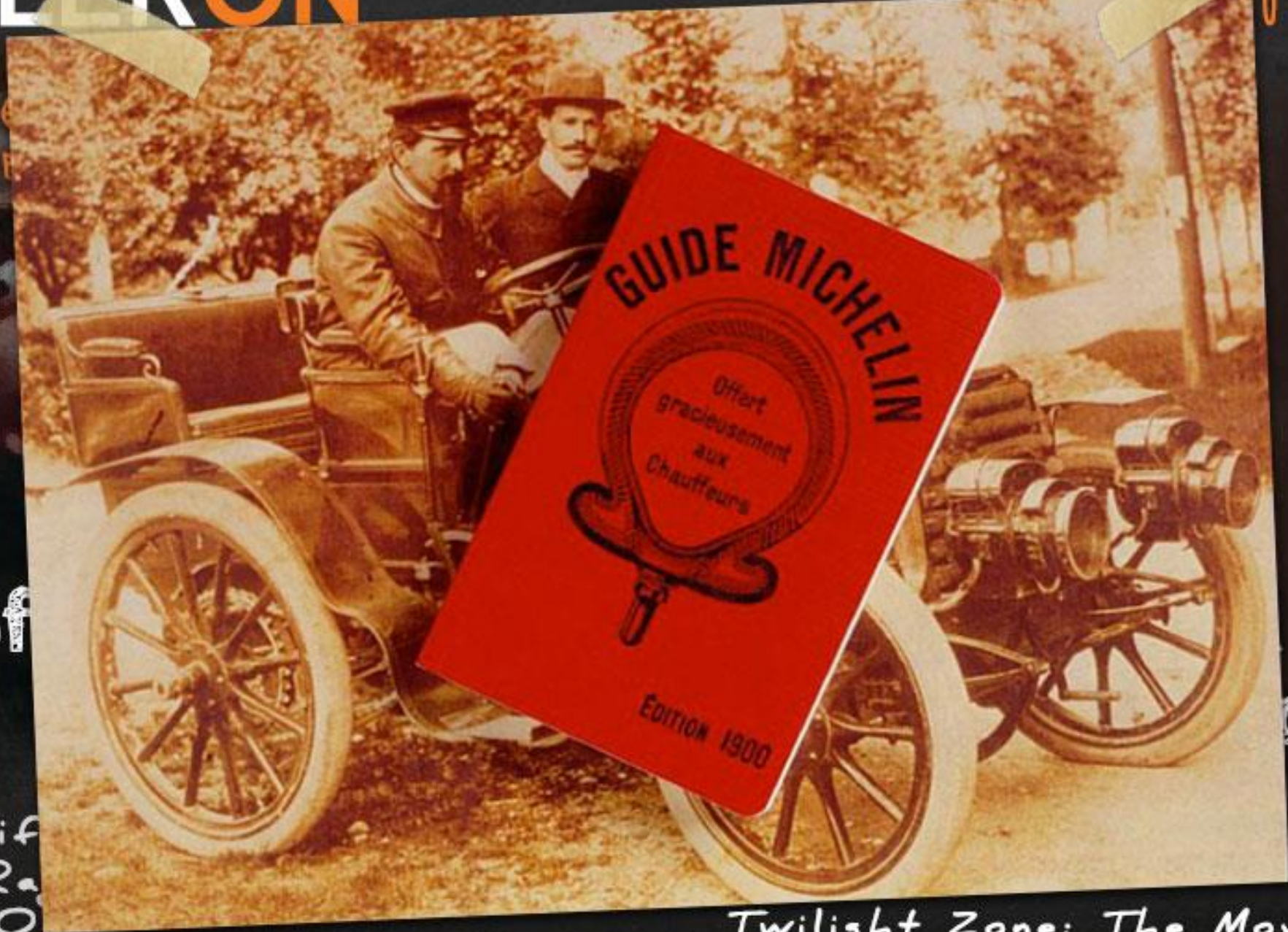
@GregGifford
@ElianaRaggio
@DealerOn

Twilight Zone: The Movie - 1983

DEALERON

#DEALERONWEBBY

On



One of

pany...

@GregGif
@ElianaRa
@DealerO

Twilight Zone: The Movie - 1983

DEALERON

#DEALERONWEBBY

28

On Site Signals

Create content people will actually read

@GregGifford
@ElianaRaggio
@DealerOn

Valley Girl - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

29

Read your content out loud...
Make sure it sounds conversational

@GregGifford
@ElianaRaggio
@DealerOn

WarGames - 1983

DEALERON

#DEALERONWEBBY

On Site Signals

Elements to optimize:

@GregGifford
@ElianaRaggio
@DealerOn

A Nightmare on Elm Street - 1984

On Site Signals

Elements to optimize:

City/ST in title tag

@GregGifford
@ElianaRaggio
@DealerOn

Amadeus - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

31

Elements to optimize:

City/ST in H1 heading

@GregGifford
@ElianaRaggio
@DealerOn

Bachelor Party - 1984

DEALERON

#DEALERONWEBBY

32

On Site Signals

Elements to optimize:

City/ST in content

@GregGifford
@ElianaRaggio
@DealerOn

Beat Street - 1984

DEALERON

#DEALERONWEBBY

33

On Site Signals

Elements to optimize:

City/ST in alt text

@GregGifford
@ElianaRaggio
@DealerOn

Beverly Hills Cop - 1984

DEALERON

#DEALERONWEBBY

34

On Site Signals

Elements to optimize:

City/ST in URL

@GregGifford
@ElianaRaggio
@DealerOn

Breakin' - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

35

Elements to optimize:

City/ST in meta description

@GregGifford
@ElianaRaggio
@DealerOn

C.H.U.D. - 1984

DEALERON

#DEALERONWEBBY

**YES! I know!
Meta description
doesn't count
in the algorithm...**

But it's like ad copy & helps with clicks

@GregGifford
@ElianaRaggio
@DealerOn

Children of the Corn - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

36

Elements to optimize:

Embedded Google Map

@GregGifford
@ElianaRaggio
@DealerOn

Cloak & Dagger - 1984

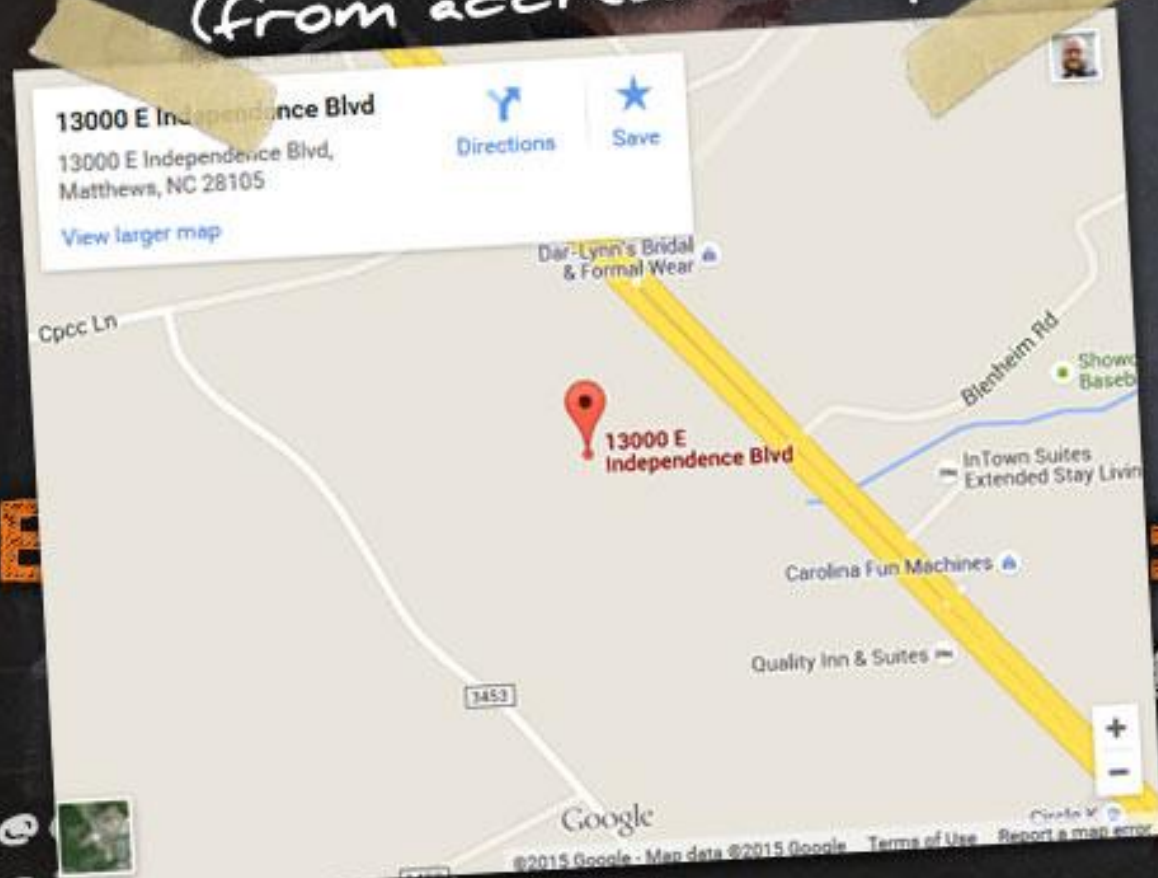
DEALERON

#DEALERONWEBBY

36

On Site Signals

(from address in Maps)



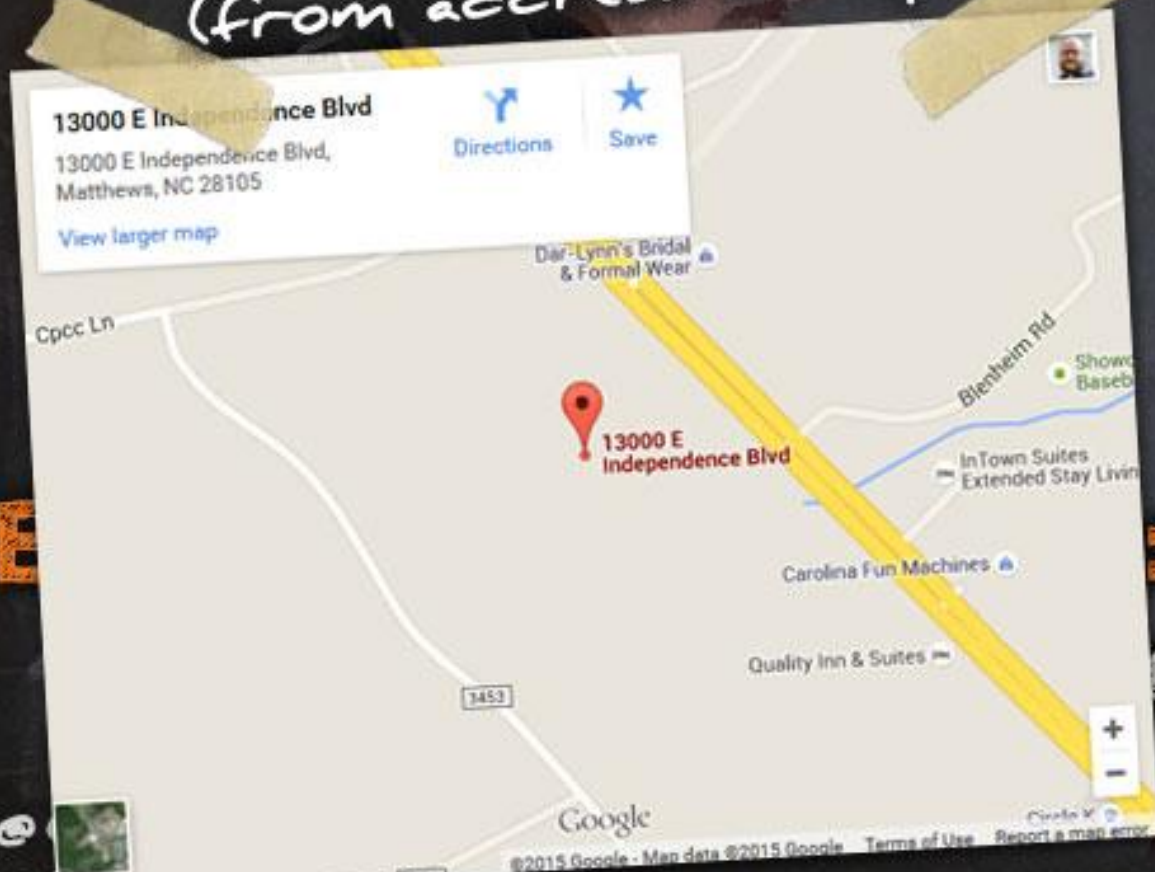
Embedded Google Map

@LianaKaggio
@DealerOn

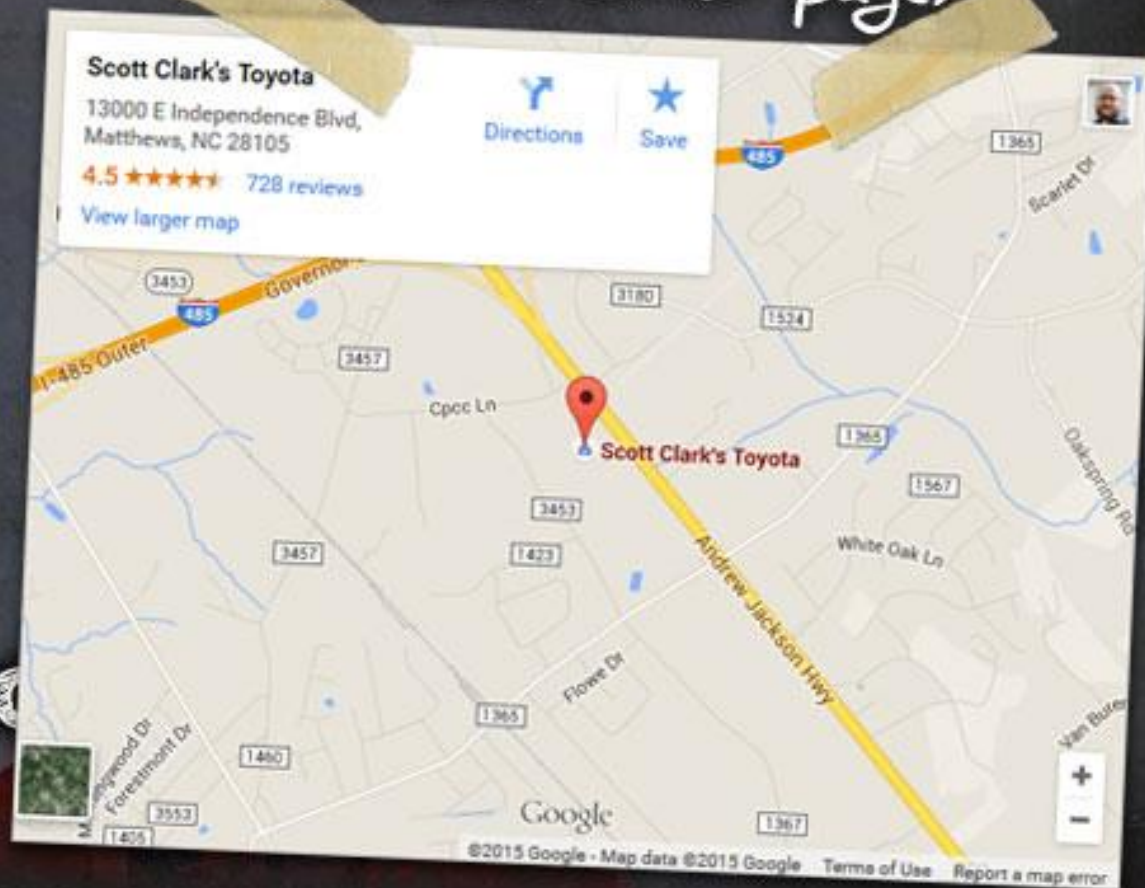
Cloak & Dagger - 1984

On Site Signals

(from address in Maps)



(from GMB page)



@LianaKaggio
@DealerOn

Cloak & Dagger - 1984

On Site Signals

Elements to optimize:

NAP on every page, marked up with schema

@GregGifford
@ElianaRaggio
@DealerOn

June - 1984

DEALERON

#DEALERONWEBBY

On Site Signals



Wait... What the heck is NAP?

Name, Address, Phone number

@GregGifford
@ElianaRaggio
@DealerOn

Dune - 1984

DEALERON

#DEALERONWEBBY

On Site Signals



Wait... What the heck is schema?

Code that “organizes stuff”

San Francisco Toyota
3800 Geary Blvd
San Francisco, CA 94118
415-750-8300

Hours of Operation:
Mon-Fri: 8:30am - 7:00pm
Sat-Sun: 10:00am - 6:00pm

@GregGifford
@ElianaRaggio
@DealerOn

June - 1984

DEALERON

#DEALERONWEBBY

On Site Signals



```
<div itemscope itemtype="http://schema.org/AutoDealer">  
  <span itemprop="name">San Francisco Toyota</span>  
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">  
    <span itemprop="streetAddress">3800 Geary Blvd</span>  
    <span itemprop="addressLocality">San Francisco</span>,  
    <span itemprop="addressRegion">CA</span> <span itemprop="postalCode">94118</span>  
  </div>  
  <span itemprop="telephone">415-750-8300</span>  
</div>
```

Hours of Operation:

```
<meta itemprop="openingHours" content="Mo-Fr 8:30-19:00">  
<meta itemprop="openingHours" content="Sa-Su 10:00-18:00">
```

Mon-Fri: 8:30am - 7:00pm
Sat-Sun: 10:00am - 6:00pm

Wait... What the heck is schema?

Code that “organizes stuff”

@GregGifford
@ElianaRaggio
@DealerOn

Dune - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

38

Elements to optimize:

Local phone number

@GregGifford
@ElianaRaggio
@DealerOn

Top Secret! - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

Yes, that means no call tracking numbers!

@GregGifford
@ElianaRaggio
@DealerOn

You can't change the way Google works
(even if you don't agree)

Footloose - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

Does that mean
that you can't rank
if you're using
tracking numbers?

@GregGifford
@ElianaRaggio
@DealerOn



Ghostbusters - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

No - it's just
one piece of
the SEO puzzle...
(but it's a big one)

@GregGifford
@ElianaRaggio
@DealerOn

Indiana Jones and the Temple of Doom - 1984

DEALERON

#DEALERONWEBBY

39

On Site Signals

Elements to optimize:

You absolutely need a blog

@GregGifford
@ElianaRaggio
@DealerOn

& you need to post regularly

Missing in Action - 1984

DEALERON

#DEALERONWEBBY

40

On Site Signals

Need ideas for local content on your blog?
Check out my post on Search Engine Land

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-content-ideas>

Police Academy - 1984

DEALERON

#DEALERONWEBBY

On Site Signals

41

Targeting multiple cities?

Use local content silos

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-content-silos>

Purple Rain - 1984

DEALERON

#DEALERONWEBBY

Link Signals

18.3% of LSRF

High
@GregGifford
@ElianaRaggio
@DealerOn

Revenge of the Nerds - 1984

DEALERON

#DEALERONWEBBY

Link Signals

Most dealers don't have that many links

@GregGifford
@ElianaRaggio
@DealerOn

Red Dawn - 1984

DEALERON

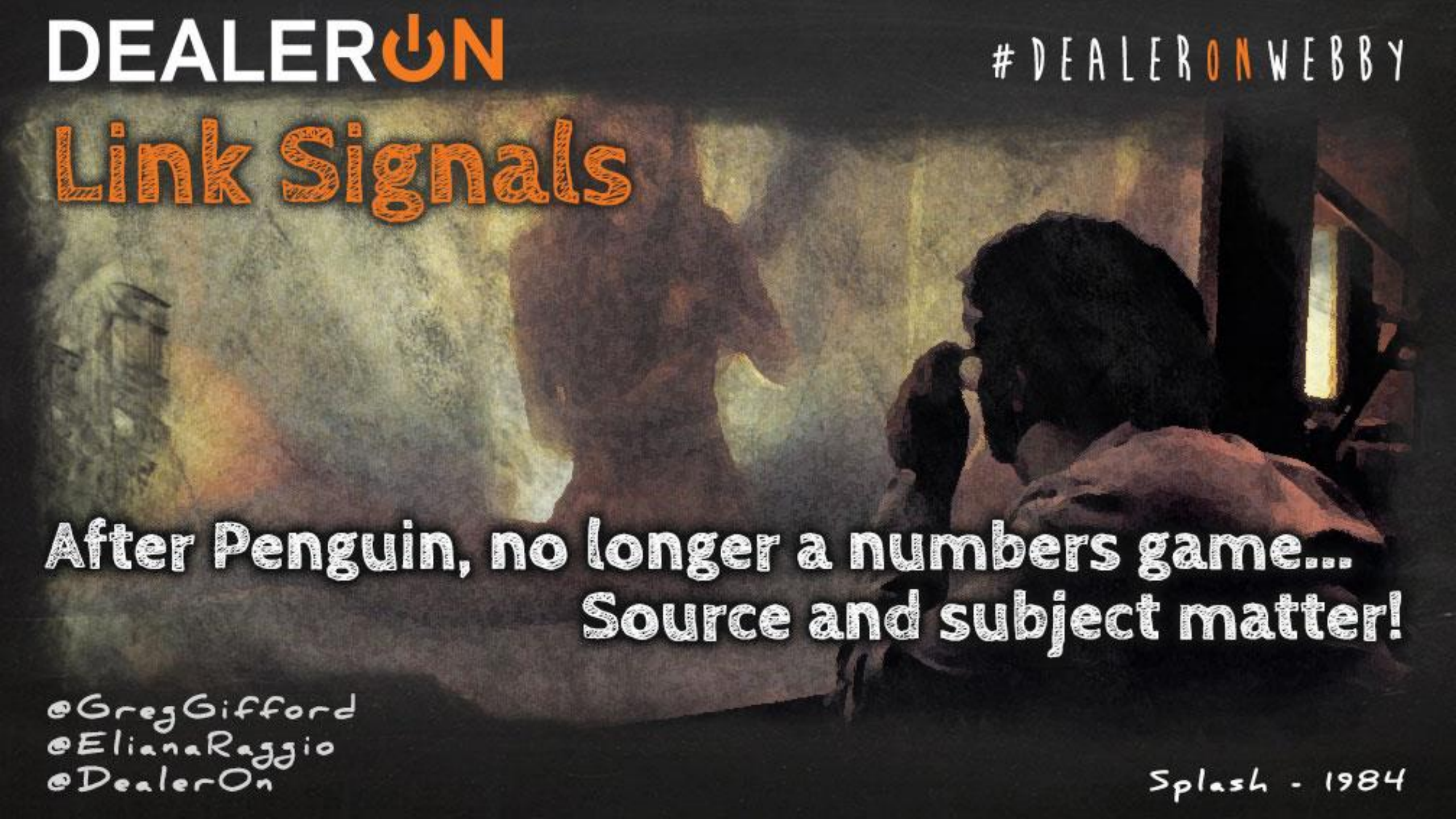
#DEALERONWEBBY

Link Signals

A few quality links can really boost you

@GregGifford
@ElianaRaggio
@DealerOn

Sixteen Candles - 1984



DEALERON

#DEALERONWEBBY

Link Signals

After Penguin, no longer a numbers game...
Source and subject matter!

@GregGifford
@ElianaRaggio
@DealerOn

Splash - 1984

DEALERON

#DEALERONWEBBY

Link Signals

42

Counting links?

Pay attention to root domains, not just links

@GregGifford
@ElianaRaggio
@DealerOn

Star Trek III: The Search for Spock - 1984

DEALERON

#DEALERONWEBBY

Link Signals

43

Pro tip:

Don't ignore low authority sites

@GregGifford
@ElianaRaggio
@DealerOn

The Karate Kid - 1984

DEALERON

#DEALERONWEBBY

Link Signals

44

Use Open Site Explorer to check links

@GregGifford
@ElianaRaggio
@DealerOn

moz.com/researchtools/ose

The Last Starfighter - 1984

DEALERON

#DEALERONWEBBY

Link Signals

Use Open Site Explorer to check links

Enter your URL & export your links

@GregGifford
@ElianaRaggio
@DealerOn

moz.com/researchtools/ose

The NeverEnding Story - 1984

DEALERON

#DEALERONWEBBY

Link Signals

45

Use Open Site Explorer to check links
Enter competitors' URLs & check theirs

@GregGifford
@ElianaRaggio
@DealerOn

moz.com/researchtools/ose

The Terminator - 1984

DEALERON

#DEALERONWEBBY

Link Signals

Use Open Site Explorer to check links
Find opportunitites & go get 'em

@GregGifford
@ElianaRaggio
@DealerOn

moz.com/researchtools/ose

The Toxic Avenger - 1984

DEALERON

#DEALERONWEBBY

Link Signals

Linkbuilding doesn't have to be hard!

@GregGifford
@ElianaRaggio
@DealerOn

A View to a Kill - 1985

DEALERON

#DEALERONWEBBY

Link Signals

46

Take advantage of relationships
that you've already built

@GregGifford
@ElianaRaggio
@DealerOn

American Ninja - 1985

DEALERON

#DEALERONWEBBY

Link Signals

47

Take advantage of things
that you're already doing

@GregGifford
@ElianaRaggio
@DealerOn

Back to the Future - 1985

DEALERON

#DEALERONWEBBY

Link Signals

48

Don't just link to your home page!

@GregGifford
@ElianaRaggio
@DealerOn

Better Off Dead... - 1985

DEALERON

#DEALERONWEBBY

Link Signals

49

Optimal link breakdown:

@GregGifford
@ElianaRaggio
@DealerOn

Cocoon - 1985

DEALERON

#DEALERONWEBBY

Link Signals

49

Optimal link breakdown:

50% brand anchor text
(dealership name)

@GregGifford
@ElianaRaggio
@DealerOn

Desperately Seeking Susan - 1985

DEALERON

#DEALERONWEBBY

49

Link Signals

Optimal link breakdown:

25% naked links
(just your URL)

@GregGifford
@ElianaRaggio
@DealerOn

Enemy Mine - 1985

DEALERON

#DEALERONWEBBY

Link Signals

49

Optimal link breakdown:

15-20% generic anchor text

("click here" or "view site")

@GregGifford
@ElianaRaggio
@DealerOn

Fletch - 1985

DEALERON

#DEALERONWEBBY

Link Signals

49

Optimal link breakdown:

5-10% exact match anchor text

(specific keywords)

@GregGifford
@ElianaRaggio
@DealerOn

Gymkata - 1985

DEALERON

#DEALERONWEBBY

Link Signals

Don't build links... earn them

@GregGifford
@ElianaRaggio
@DealerOn

Ladyhawke - 1985

DEALERON

#DEALERONWEBBY

Citation Signals 15.5% of LSRF

@GregGifford
@ElianaRaggio
@DealerOn

Mad Max Beyond Thunderdome - 1985

DEALERON

#DEALERONWEBBY

Citation Signals

Mentions of your NAP on other websites

@GregGifford
@ElianaRaggio
@DealerOn

Real Genius - 1985

A close-up, slightly blurred photograph of a man with dark hair and glasses. He is holding a glowing green cube in his right hand, which is raised towards his face. The background is dark and out of focus.

DEALERON

#DEALERONWEBBY

Citation Signals

Still a powerful signal of local relevancy

@GregGifford
@ElianaRaggio
@DealerOn

Re-Animator - 1985



DEALERON

#DEALERONWEBBY

Citation Signals

Most dealers (& automotive SEO providers)
don't do squat with citations

@GregGifford
@ElianaRaggio
@DealerOn

Spies Like Us - 1985

DEALERON

#DEALERONWEBBY

Citation Signals

Citations all
play together
like this:

@GregGifford
@ElianaRaggio
@DealerOn



Teen Wolf - 1985

Citation

@GregGifford
@ElianaRaggio
@DealerOn

#DEALERO NWEBBY

The Local Search Ecosystem (United States)



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Teen Wolf - 1985



DEALERON

#DEALERONWEBBY

Citation Signals

In the words of David Mihm:
You need to be where Google

expects you to be...

@GregGifford
@ElianaRaggio
@DealerOn

The Breakfast Club - 1985

DEALERON

#DEALERONWEBBY

50

Citation Signals

Citations need to be 100% consistent

@GregGifford
@ElianaRaggio
@DealerOn

Highlander - 1986

DEALERON

#DEALERONWEBBY

Citation Signals

Missing/incorrect information
sends a bad signal to Google

@GregGifford
@ElianaRaggio
@DealerOn

iThree Amigos! - 1986

DEALERON

#DEALERONWEBBY

Citation Signals

Deal'N Doug's Autoplex

Deal'N Dougs Autoplex

Deal' N Doug's Autoplex

Deal'N Doug's Auto Plex

Dealn Dougs Autoplex

Deal n Doug's Autoplex

Dealin' Doug's Autoplex (in a few citations)

@GregGifford

@ElianaRaggio

@DealerOn

Aliens - 1986

DEALERON

#DEALERONWEBBY

51

Citation Signals

Use Moz Local for a quick high level check

@GregGifford
@ElianaRaggio
@DealerOn

moz.com/local/search

Big Trouble in Little China - 1986

DEALERON

#DEALERONWEBBY

51

Signals

Choose the most accurate listing

- Toyota** Verified
72 Bismark St, Daly City, CA, 94014
(650) 994-3700
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(877) 225-2116
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-5500
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-0400
- TOYOTA**
255 SAN PEDRO RD, DALY CITY, CA, 94014
(888) 496-4555
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(877) 224-9151
- Toyota - Scion** Verified
255 San Pedro Road, Daly City, CA, 94014
(877) 224-9151
- Toyota in Daly City** Verified
255 San Pedro Rd, Daly City, CA, 94014
(888) 940-0707
- MG at Toyota** Verified
255 San Pedro Rd, Daly City, CA, 94014
(650) 315-3995

Use

for a quick high level check

@GregC
@Eliana
@DealerOn

moz.com/local/search

Big Trouble in Little China - 1986

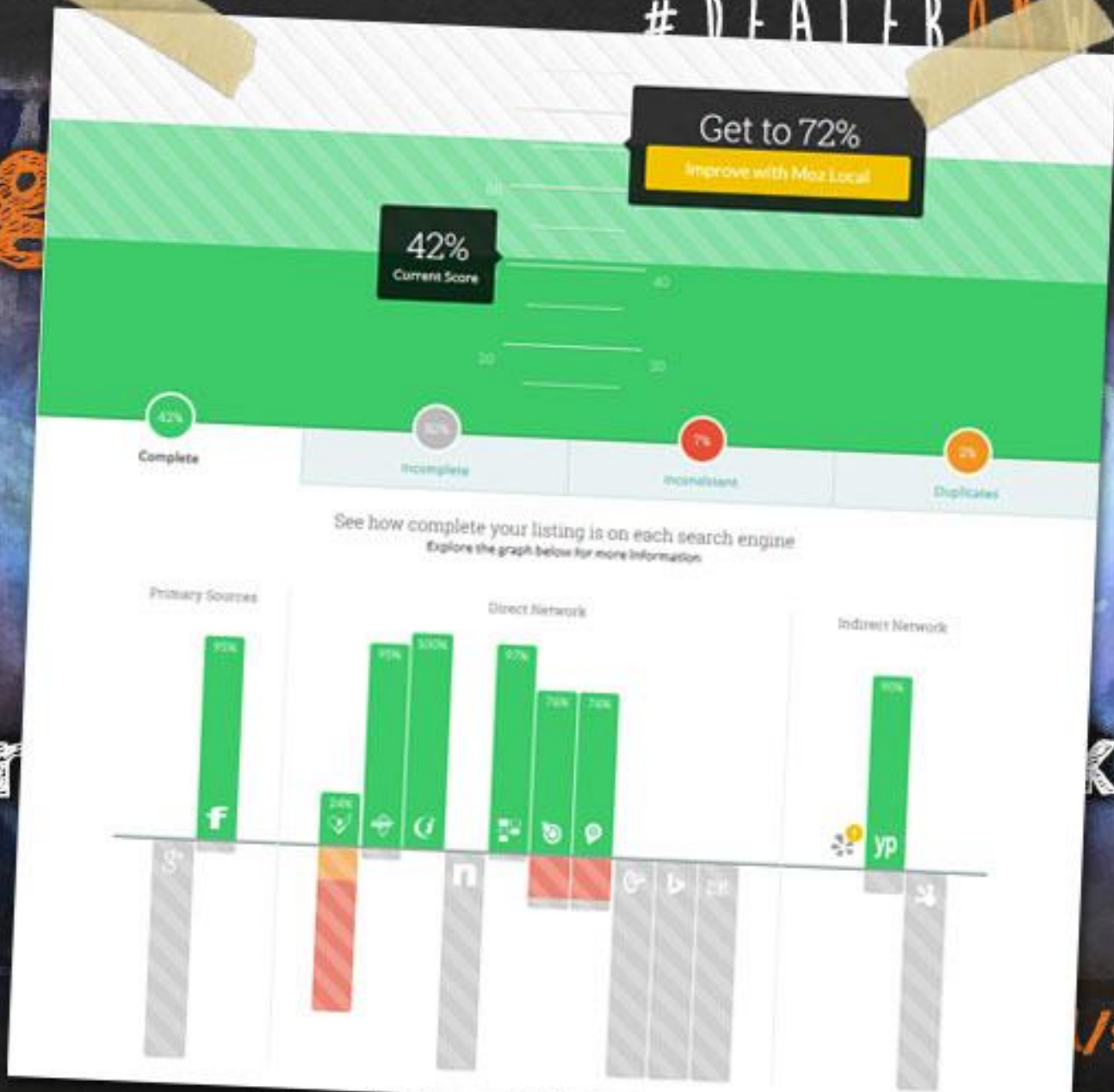
DEALER ON

#DEALERONWEBBY

51

Choose the most accurate listing

- Toyota** Verified
72 Bismark St, Daly City, CA, 94014
(650) 994-3700
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(877) 225-2116
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-5500
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(650) 755-0400
- TOYOTA**
255 SAN PEDRO RD, DALY CITY, CA, 94014
(888) 496-4555
- Toyota**
255 San Pedro Rd, Daly City, CA, 94014
(877) 224-9151
- Toyota - Scion** Verified
255 San Pedro Road, Daly City, CA, 94014
(877) 224-9151
- Toyota in Daly City** Verified
255 San Pedro Rd, Daly City, CA, 94014
(888) 940-0707
- MG at Toyota** Verified
255 San Pedro Rd, Daly City, CA, 94014
(650) 315-3995



Use

for

@GregC
@Eliana
@DealerOn

/search

Big Trouble in Little China - 1986

DEALERON

#DEALERONWEBBY

52

Citation Signals

Get more advanced with Whitespark

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-citation-finder>

Ferris Bueller's Day Off - 1986

DEALERON

#DEALERONWEBBY

52

Citation Signals

Get more advanced with Whitespark
Check current citations by phone number

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-citation-finder>

Hoosiers - 1986

DEALERON

#DEALERONWEBBY

53

Citation Signals

Get more advanced with Whitespark

Get citation ideas by keyword

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-citation-finder>

Little Shop of Horrors - 1986



DEALERON

#DEALERONWEBBY

Citation Signals

54

Get more advanced with Whitespark

Check competitors' citations

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-citation-finder>

Platoon - 1986



DEALERON

#DEALERONWEBBY

Citation Signals

Get more advanced with Whitespark
Compare yourself to competitors

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-citation-finder>

Pretty in Pink - 1986

DEALERON

#DEALERONWEBBY

Citation Signals

Get more advanced with Whitespark

Find opportunitites & go get 'em

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/local-citation-finder>

Short Circuit - 1986

DEALERON

#DEALERONWEBBY

Citation Signals

Ever moved or changed phone numbers?

@GregGifford
@ElianaRaggio
@DealerOn

Stand By Me - 1986



DEALERON

#DEALERONWEBBY

55

Citation Signals

Citation cleanup is your #1 priority

@GregGifford
@ElianaRaggio
@DealerOn

The Fly - 1986

DEALERON

#DEALERONWEBBY

56

Citation Signals

Pro tip:

Yext doesn't cover every source...

The others need manual updates

@GregGifford
@ElianaRaggio
@DealerOn

The Hitcher - 1986

DEALERON

#DEALERONWEBBY

Google My Business

(formerly Google Places)

14.7% of LSRF

@GregGifford
@ElianaRaggio
@DealerOn

Top Gun - 1986



DEALERON

#DEALERONWEBBY

Google My Business

57

The most important thing your dealership
can do is claim your location

@GregGifford
@ElianaRaggio
@DealerOn

3 Men and a Baby - 1987

DEALERON

#DEALERONWEBBY

Google My Business

Recent update:

Unclaimed listings have been deleted

@GregGifford
@ElianaRaggio
@DealerOn

A Nightmare on Elm Street 3: Dream Warriors - 1987

DEALERON

#DEALERONWEBBY

Google My Business

Recent update:

With the new Local Stack, GMB pages
are much less visible

@GregGifford
@ElianaRaggio
@DealerOn

Adventures in Babysitting - 1987

DEALERON

#DEALERONWEBBY

58

Google My Business

Problems claiming?

Use phone support

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/google-phone-support>

Dirty Dancing - 1987

DEALERON

#DEALERONWEBBY

Google My Business

59

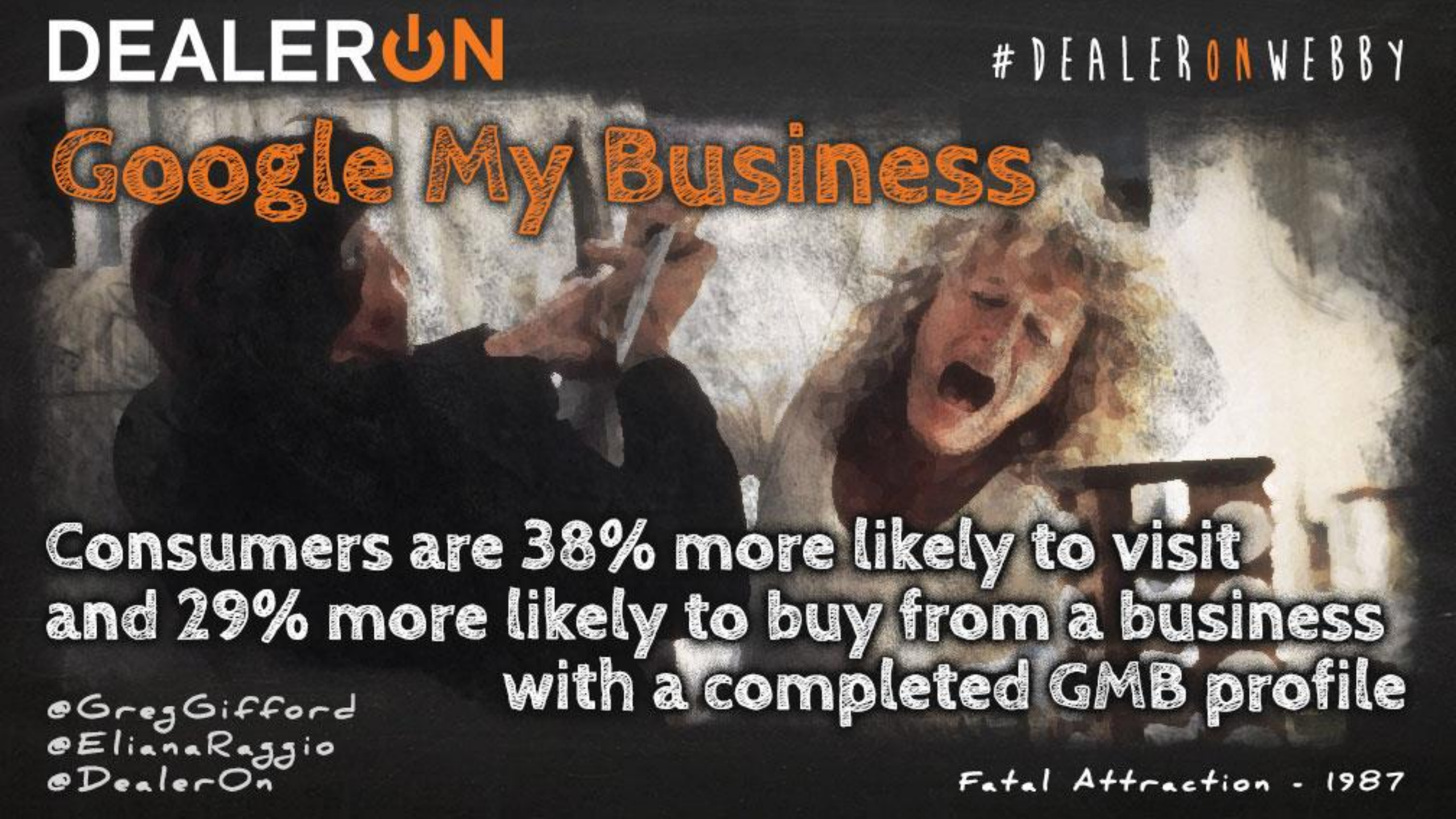
Phone support pro tip:

Avoid outsourced operators

@GregGifford
@ElianaRaggio
@DealerOn

<http://bit.ly/google-phone-support>

Evil Dead II - 1987



DEALERON

#DEALERONWEBBY

Google My Business

Consumers are 38% more likely to visit
and 29% more likely to buy from a business
with a completed GMB profile

@GregGifford
@ElianaRaggio
@DealerOn

Fatal Attraction - 1987

DEALERON

#DEALERONWEBBY

Google My Business

60

Optimize your GMB listing:

Long description with formatting & links

@GregGifford
@ElianaRaggio
@DealerOn

Good Morning Vietnam - 1987

DEALERON

#DEALERONWEBBY

61

Google My Business

Optimize your GMB listing:

Local phone number

@GregGifford
@ElianaRaggio
@DealerOn

Harry and the Hendersons - 1987

DEALERON

#DEALERONWEBBY

Google My Business

62

Optimize your GMB listing:

Choose the correct categories

@GregGifford
@ElianaRaggio
@DealerOn

Hellraiser - 1987

DEALERON

#DEALERONWEBBY

Google My Business

63

Optimize your GMB listing:

Upload lots of photos

@GregGifford
@ElianaRaggio
@DealerOn

Innerspace - 1987

DEALERON

#DEALERONWEBBY

Google My Business

64

Optimize your GMB listing:
Upload custom user & cover images

@GregGifford
@ElianaRaggio
@DealerOn

Less Than Zero - 1987

DEALERON

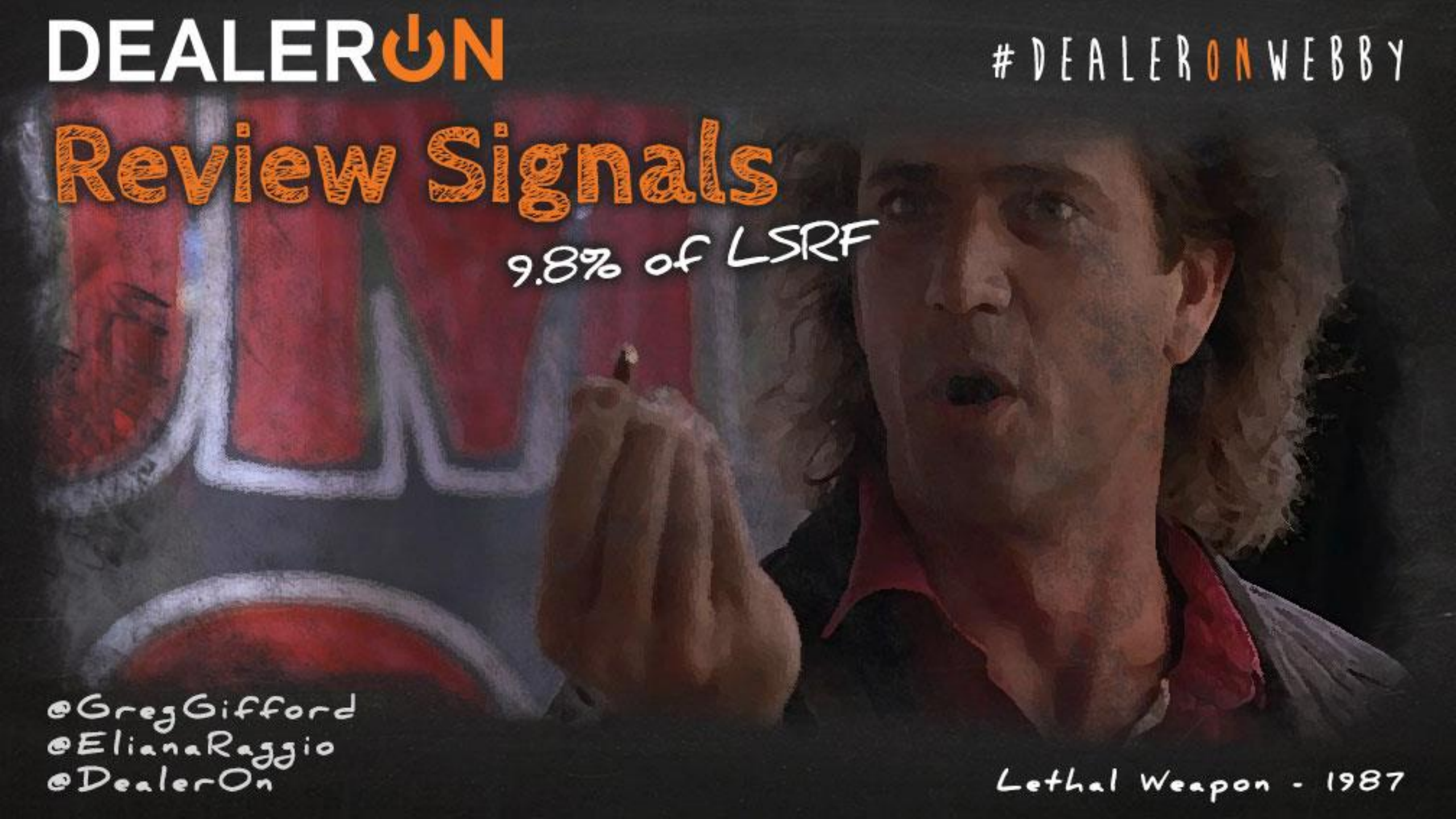
#DEALERONWEBBY

Review Signals

9.8% of LSRF

@GregGifford
@ElianaRaggio
@DealerOn

Lethal Weapon - 1987





DEALERON

#DEALERONWEBBY

Review Signals

88% of consumers trust online reviews
as much as reviews from friends or family

@GregGifford
@ElianaRaggio
@DealerOn

Near Dark - 1987

DEALERON

#DEALERONWEBBY

Review Signals

4 out of 5 people will decide NOT to buy
from you if you have bad reviews

@GregGifford
@ElianaRaggio
@DealerOn

Planes, Trains, & Automobiles - 1987

DEALERON

#DEALERONWEBBY

Review Signals

You can't fake good reviews

@GregGifford
@ElianaRaggio
@DealerOn

Ishtar - 1987

DEALERON

#DEALERONWEBBY

Review Signals

You can't fake caring about your customers

@GregGifford
@ElianaRaggio
@DealerOn

Predator - 1987

DEALERON

#DEALERONWEBBY

65

Review Signals

You can't get good reviews
if you're a shady mofo

@GregGifford
@ElianaRaggio
@DealerOn

Raising Arizona - 1987

DEALERON

#DEALERONWEBBY

Review Signals

66

Pro tip:

Your testimonials page is worthless

@GregGifford
@ElianaRaggio
@DealerOn

Roxanne - 1987



DEALERON

#DEALERONWEBBY

Review Signals

People want to read unbiased reviews
on a separate 3rd party website

@GregGifford
@ElianaRaggio
@DealerOn

The Lost Boys - 1987

DEALERON

#DEALERONWEBBY

Review Signals

67

You have to look to yourself...
Remove the roadblocks & ASK for reviews

@GregGifford
@ElianaRaggio
@DealerOn

All of Me - 1984

DEALERON

#DEALERONWEBBY

Review Signals

But you can't ask for Yelp reviews...
It's against Yelp's TOS

@GregGifford
@ElianaRaggio
@DealerOn

The Untouchables - 1987

DEALERON

#DEALERONWEBBY

Review Signals

68

But you can't ignore Yelp...

It powers Apple Maps

@GregGifford
@ElianaRaggio
@DealerOn

Who's That Girl - 1987

DEALERON

Review Signal

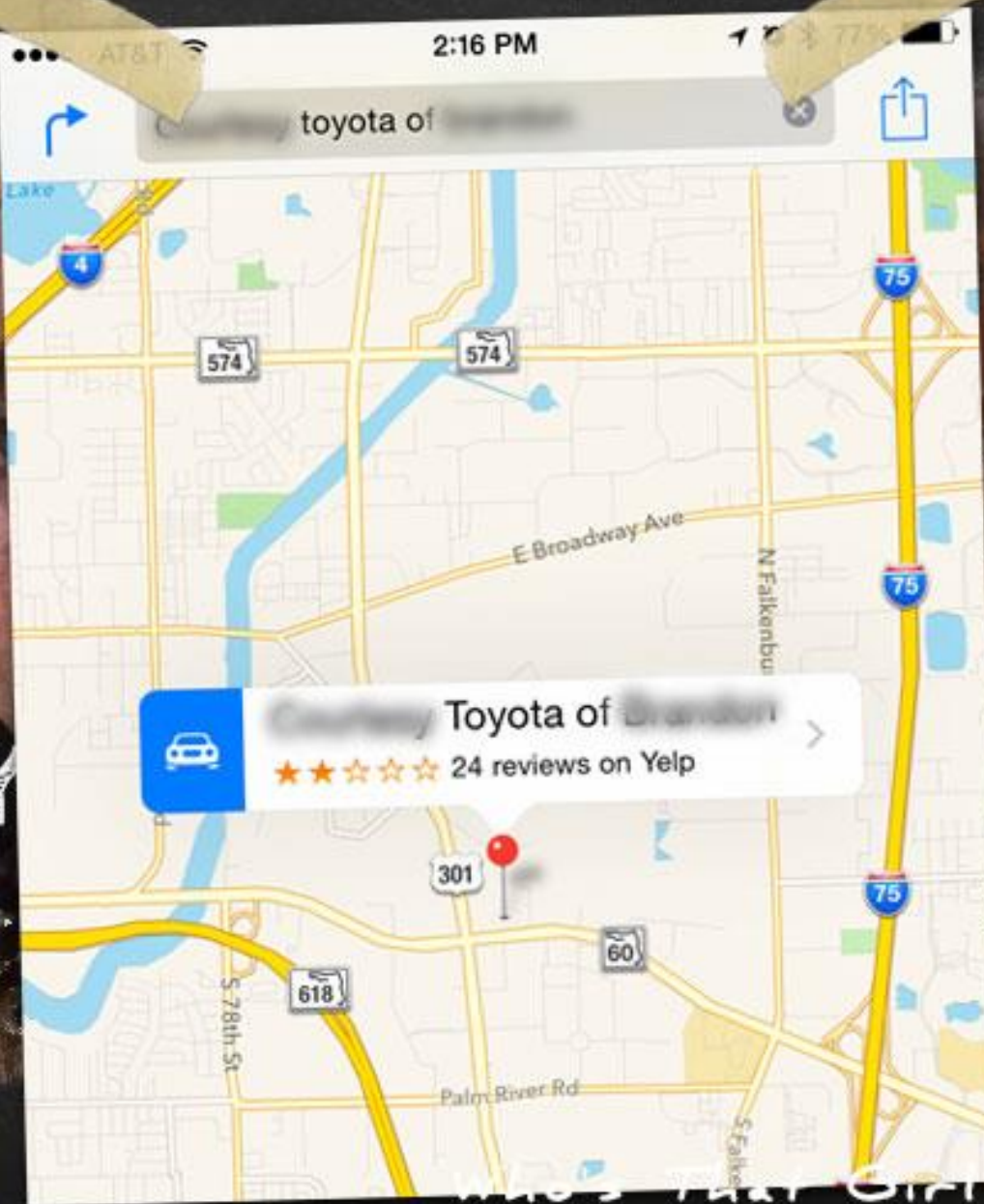
#DEALERONWEBBY

68

Toyota of Brandon
www.toyota.com
4.0 ★★★★★ 155 Google reviews · Google+ page

But you can't ignore Y

@GregGifford
@ElianaRaggio
@DealerOn



aps

Who's That Girl - 1987



DEALERON

#DEALERONWEBBY

Review Signals

Great strategy to get more reviews:

@GregGifford
@ElianaRaggio
@DealerOn

A Fish Called Wanda - 1988

DEALERON

#DEALERONWEBBY

Review Signals

69

Great strategy to get more reviews:

Set up reviews page at [domain.com/reviews](#)

@GregGifford
@ElianaRaggio
@DealerOn

(with link to GMB page)

Beetlejuice - 1988

DEALERON

#DEALERONWEBBY

70

Review Signals

Great strategy to get more reviews:
Hand out review postcards

@GregGifford
@ElianaRaggio
@DealerOn

(with link to /reviews page)

Big - 1988

DEALERON

#DEALERONWEBBY

Review Signals

71

Great strategy to get more reviews:

Follow up with email(s)

(be careful with automation)

@GregGifford
@ElianaRaggio
@DealerOn

Bloodsport - 1988

DEALERON

#DEALERONWEBBY

Review Signals

72

Concentrate on Google reviews

@GregGifford
@ElianaRaggio
@DealerOn

Coming to America - 1988

DEALERON

#DEALERONWEBBY

Review Signals

You need 5 Google reviews to see stars

@GregGifford
@ElianaRaggio
@DealerOn

Die Hard - 1988

DEALERON

#DEALERONWEBBY

Review Signals

**You need 10 Google reviews
before you target any other review sites**

@GregGifford
@ElianaRaggio
@DealerOn

Heathers - 1988

DEALERON

#DEALERONWEBBY

Review Signals

Make sure you have more reviews
than your competitors

@GregGifford
@ElianaRaggio
@DealerOn

License to Drive - 1988

DEALERON

#DEALERONWEBBY

Review Signals

73

But not too many more... it looks fake

@GregGifford
@ElianaRaggio
@DealerOn

Rain Man - 1988

DEALERON

#DEALERONWEBBY

Review Signals

74

Don't fake reviews

@GregGifford
@ElianaRaggio
@DealerOn

Scrooged - 1988

DEALERON

#DEALERONWEBBY

Review Signals

74

Don't fake reviews

@GregGifford
@ElianaRaggio
@DealerOn



Chuck Boone

★★★★★ reviewed a week ago

Great place to buy a car. See Chuck!



Jacob Chavez

★★★☆☆ reviewed 7 months ago

This is the worst place ever to buy a vehicle from! Dont ever go here unless u want to get ripped off! Victor is even posting fake posts under my name saying that i liked my experience so much...dont believe it! That was the biggest mistake of my life dealing with these people!

Scrooged - 1988

DEALERON

#DEALERONWEBBY

Review Signals

75

Don't copy reviews to your website

@GregGifford
@ElianaRaggio
@DealerOn

Spaceballs - 1987

DEALERON

#DEALERONWEBBY

Review Signals

76

Reply to every negative review

@GregGifford
@ElianaRaggio
@DealerOn

The Naked Gun: From the Files of Police Squad! - 1988

DEALERON

#DEALERONWEBBY

Review Signals

76

Reply to ~~every~~ ^{ALMOST} negative review
^{EVERY}

@GregGifford
@ElianaRaggio
@DealerOn

The Naked Gun: From the Files of Police Squad! - 1988

DEALERON

#DEALERONWEBBY

Review Signals

Sometimes replying to a nut job
just makes things worse

@GregGifford
@ElianaRaggio
@DealerOn

They Live - 1988

DEALERON

#DEALERONWEBBY

Review Signals

77

Reply to reviews quickly

@GregGifford
@ElianaRaggio
@DealerOn

Twins - 1988

DEALERON

#DEALERONWEBBY

Review Signals

78

Replies should be short and well written...
and shouldn't sound canned

@GregGifford
@ElianaRaggio
@DealerOn

Working Girl - 1988

DEALERON

#DEALERONWEBBY

Social Signals

5.8% of LSRF

@GregGifford
@ElianaRaggio
@DealerOn

Dead Poets Society - 1989



DEALERON

#DEALERONWEBBY

Social Signals



Most dealerships SUCK at social media

@GregGifford
@ElianaRaggio
@DealerOn

Field of Dreams - 1989

DEALERON

#DEALERONWEBBY

79

Social Signals

Most dealerships SUCK at social media
Don't just talk about your dealership

@GregGifford
@ElianaRaggio
@DealerOn

Do the Right Thing - 1989

DEALERON

#DEALERONWEBBY

Social Signals

80

Most dealerships SUCK at social media
Don't just share links to inventory

@GregGifford
@ElianaRaggio
@DealerOn

Bill & Ted's Excellent Adventure - 1989



DEALERON

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Social Signals

81

Most dealerships SUCK at social media
Don't just share your brand's feed

@GregGifford
@ElianaRaggio
@DealerOn

Gleaming the Cube - 1989

DEALERON

#DEALERONWEBBY

Social Signals

82

Most dealerships SUCK at social media
Don't use no bad grammar or spellign

@GregGifford
@ElianaRaggio
@DealerOn

Glory - 1989

DEALERON

#DEALERONWEBBY

Social Signals

83

Most dealerships SUCK at social media
Don't use hashtags on Facebook

@GregGifford
@ElianaRaggio
@DealerOn

Major League - 1989

DEALERON

#DEALERONWEBBY

Social Signals

84

Most dealerships SUCK at social media
Don't tether Facebook to Twitter

@GregGifford
@ElianaRaggio
@DealerOn

National Lampoon's Christmas Vacation - 1989

DEALERON

#DEALERONWEBBY

Social Signals

Crazy idea:

Why not use social media to be social?

@GregGifford
@ElianaRaggio
@DealerOn

Say Anything... - 1989

DEALERON

#DEALERONWEBBY

It's called social media...

not buy crap from me media...

@GregGifford
@ElianaRaggio
@DealerOn

The Abyss - 1989

DEALERON

#DEALERONWEBBY

Social Signals

You need to drive interaction on Facebook
or eventually, no one will see your posts

@GregGifford
@ElianaRaggio
@DealerOn

Uncle Buck - 1989

DEALERON

#DEALERONWEBBY

Social Signals

85

When posting, follow the 80/20 rule

80% = engagement oriented posts
20% = sales/marketing posts

@GregGifford
@ElianaRaggio
@DealerOn

Weekend at Bernie's - 1989

DEALERON

#DEALERONWEBBY

Hopefully that info dump
didn't give you a headache

@GregGifford
@ElianaRaggio
@DealerOn

Look Who's Talking - 1989



DEALERON

#DEALERONWEBBY

Hopefully I blew your minds

@GregGifford
@ElianaRaggio
@DealerOn

Scanners - 1981

DEALERON

#DEALERONWEBBY

Now that you know what to do,
you can get excited about Local SEO

@GregGifford
@ElianaRaggio
@DealerOn

When Harry Met Sally... - 1989

DEALERON

#DEALERONWEBBY



Greg Gifford
@greggifford
ggifford@dealeron.com

@GregGifford
@ElianaRaggio
@DealerOn

85
~~80~~ Gnarly
Local SEO Tips
for Auto Dealers

<http://bit.ly/gnarly-local-seo-tips>

DEALERON

#DEALERONWEBBY

Movie references (in order of release date)

1. Airplane! - 1980
2. Caddyshack - 1980
3. Flash Gordon - 1980
4. Friday the 13th - 1980
5. Ordinary People - 1980
6. Popeye - 1980
7. Private Benjamin - 1980
8. Raging Bull - 1980
9. Stir Crazy - 1980
10. Superman II - 1980
11. The Blue Lagoon - 1980
12. The Blues Brothers - 1980
13. The Elephant Man - 1980
14. The Empire Strikes Back - 1980
15. The Nude Bomb - 1980
16. The Shining - 1980
17. Used Cars - 1980
18. Xanadu - 1980
19. Chariots of Fire - 1981
20. Clash of the Titans - 1981
21. Condorman - 1981
22. Enter the Ninja - 1981
23. Escape From New York - 1981
24. For Your Eyes Only - 1981
25. Friday the 13th Part 2 - 1981
26. Halloween II - 1981
27. History of the World: Part I - 1981
28. Mad Max 2: The Road Warrior - 1981
29. Raiders of the Lost Ark - 1981
30. Scanners - 1981
31. Stripes - 1981
32. Time Bandits - 1981
33. Blade Runner - 1982
34. Conan the Barbarian - 1982
35. E.T. the Extra-Terrestrial - 1982
36. Fast Times at Ridgemont High - 1982
37. First Blood - 1982
38. Friday the 13th Part III - 1982
39. Pink Floyd The Wall - 1982
40. Poltergeist - 1982
41. Porky's - 1982
42. Rocky III - 1982
43. Star Trek II: The Wrath of Kahn - 1982
44. The Beastmaster - 1982
45. The Dark Crystal - 1982
46. The Thing - 1982
47. The Toy - 1982
48. Tootsie - 1982
49. TRON - 1982
50. A Christmas Story - 1983
51. Christine - 1983
52. Cujo - 1983
53. Flashdance - 1983
54. Jaws 3-D - 1983
55. Krull - 1983
56. Mr. Mom - 1983
57. National Lampoon's Vacation - 1983
58. Return of the Jedi - 1983
59. Revenge of the Ninja - 1983
60. Risky Business - 1983
61. Scarface - 1983
62. Staying Alive - 1983
63. Strange Brew - 1983
64. Superman III - 1983
65. The Man With Two Brains - 1983
66. The Right Stuff - 1983
67. Twilight Zone: The Movie - 1983
68. Valley Girl - 1983
69. WarGames - 1983
70. A Nightmare on Elm Street - 1984
71. All of Me - 1984
72. Amadeus - 1984
73. Bachelor Party - 1984
74. Beat Street - 1984
75. Beverly Hills Cop - 1984
76. Breakin' - 1984
77. C.H.U.D. - 1984
78. Children of the Corn - 1984
79. Cloak & Dagger - 1984
80. Dune - 1984
81. Footloose - 1984
82. Ghostbusters - 1984
83. Indiana Jones and the Temple of Doom - 1984
84. Missing in Action - 1984
85. Police Academy - 1984
86. Purple Rain - 1984
87. Red Dawn - 1984
88. Revenge of the Nerds - 1984
89. Sixteen Candles - 1984
90. Splash - 1984
91. Star Trek III: The Search for Spock - 1984
92. The Karate Kid - 1984
93. The Last Starfighter - 1984
94. The NeverEnding Story - 1984
95. The Terminator - 1984
96. The Toxic Avenger - 1984
97. This Is Spinal Tap - 1984
98. Top Secret! - 1984
99. A View to a Kill - 1985
100. American Ninja - 1985
101. Back to the Future - 1985
102. Better Off Dead... - 1985
103. Cocoon - 1985
104. Desperately Seeking Susan - 1985
105. Enemy Mine - 1985
106. Fletch - 1985
107. Gymkata - 1985
108. Ladyhawke - 1985
109. Mad Max Beyond Thunderdome - 1985
110. Pee-Wee's Big Adventure - 1985

@GregGifford
@ElianaRaggio
@DealerOn

DEALERON

#DEALERONWEBBY

Movie references (in order of release date)

- | | | |
|---|---|--|
| 111. Re-Animator - 1985 | 134. Adventures in Babysitting - 1987 | 163. Heathers - 1988 |
| 112. Spies Like Us - 1985 | 135. Dirty Dancing - 1987 | 164. License to Drive - 1988 |
| 113. Teen Wolf - 1985 | 136. Evil Dead II - 1987 | 165. Mystic Pizza - 1988 |
| 114. The Breakfast Club - 1985 | 137. Fatal Attraction - 1987 | 166. Rain Man - 1988 |
| 115. The Goonies - 1985 | 138. Full Metal Jacket - 1987 | 167. Scrooged - 1988 |
| 116. Weird Science - 1985 | 139. Good Morning Vietnam - 1987 | 168. The Naked Gun: From the Files of Police Squad! - 1988 |
| 117. Three Amigos! - 1986 | 140. Harry and the Hendersons - 1987 | 169. They Live - 1988 |
| 118. Aliens - 1986 | 141. Hellraiser - 1987 | 170. Twins - 1988 |
| 119. Big Trouble in Little China - 1986 | 142. Innerspace - 1987 | 171. Working Girl - 1988 |
| 120. Ferris Bueller's Day Off - 1986 | 143. Ishtar - 1987 | 172. Bill & Ted's Excellent Adventure - 1989 |
| 121. Highlander - 1986 | 144. Less Than Zero - 1987 | 173. Dead Poets Society - 1989 |
| 122. Hoosiers - 1986 | 145. Lethal Weapon - 1987 | 174. Do the Right Thing - 1989 |
| 123. Labyrinth - 1986 | 146. Near Dark - 1987 | 175. Field of Dreams - 1989 |
| 124. Little Shop of Horrors - 1986 | 147. Planes, Trains, & Automobiles - 1987 | 176. Gleaming the Cube - 1989 |
| 125. Platoon - 1986 | 148. Predator - 1987 | 177. Glory - 1989 |
| 126. Pretty in Pink - 1986 | 149. Raising Arizona - 1987 | 178. Indiana Jones and the Last Crusade - 1989 |
| 127. Short Circuit - 1986 | 150. Roxanne - 1987 | 179. Look Who's Talking - 1989 |
| 128. Stand By Me - 1986 | 151. Spaceballs - 1987 | 180. Major League - 1989 |
| 129. The Fly - 1986 | 152. The Lost Boys - 1987 | 181. National Lampoon's Christmas Vacation - 1989 |
| 130. The Hitcher - 1986 | 153. The Princess Bride - 1987 | 182. Say Anything... - 1989 |
| 131. Top Gun - 1986 | 154. The Untouchables - 1987 | 183. The Abyss - 1989 |
| 132. 3 Men and a Baby - 1987 | 155. Who's That Girl - 1987 | 184. Uncle Buck - 1989 |
| 133. A Nightmare on Elm Street 3: Dream Warriors - 1987 | 156. A Fish Called Wanda - 1988 | 185. Weekend at Bernie's - 1989 |
| | 157. Beetlejuice - 1988 | 186. When Harry Met Sally... - 1989 |
| | 158. Big - 1988 | |
| | 159. Bloodsport - 1988 | |
| | 160. Coming to America - 1988 | |
| | 161. Die Hard - 1988 | |
| | 162. Heathers - 1988 | |

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@ElianaRaggio
@DealerOn