DIGITAL Dealer 20 CONFERENCE & EXPO

Mobile Marketing in 2016 – Fish Where the Fish Are

Michael Devito

Why Is Mobile So Important?

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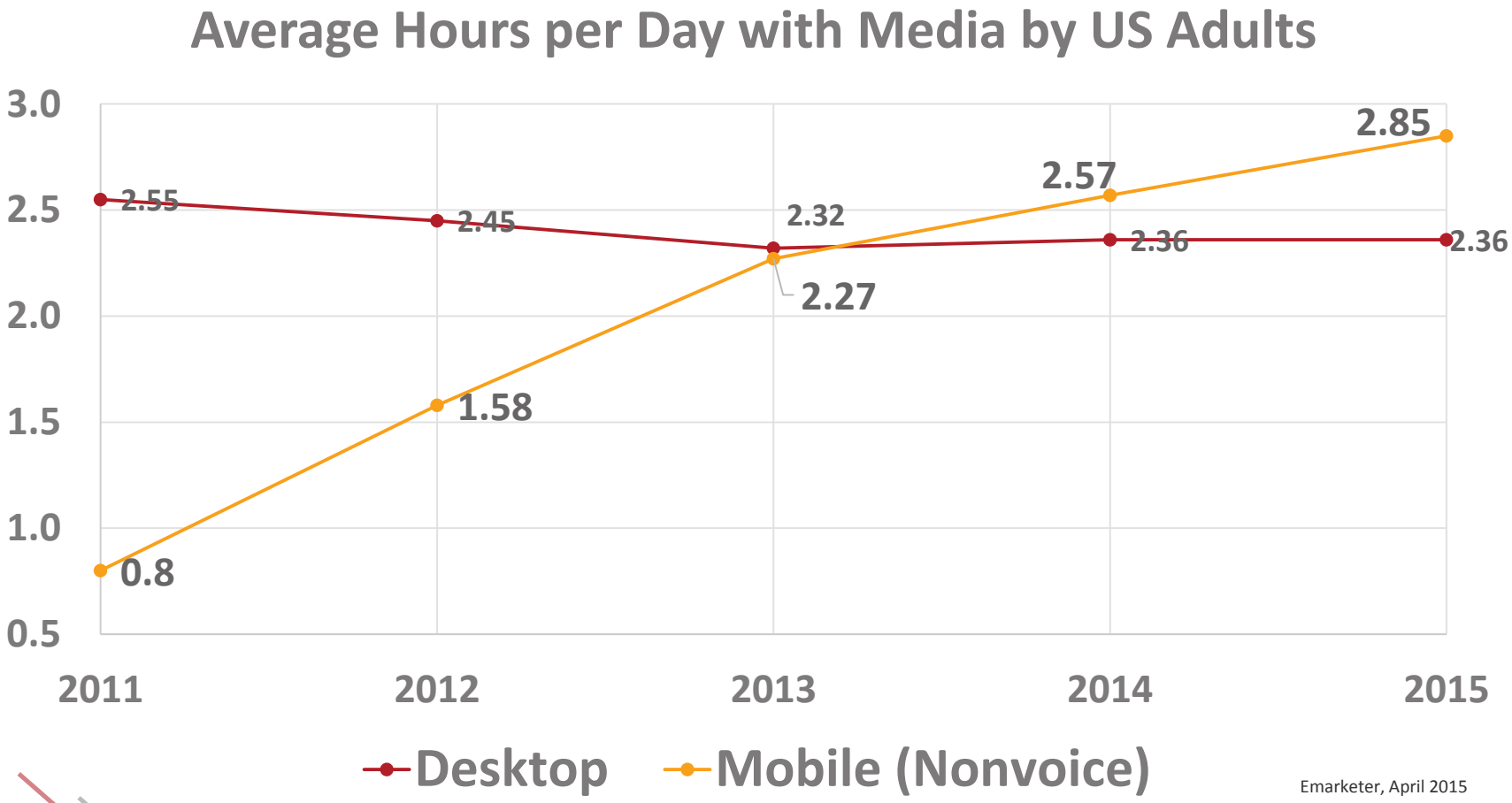
Consumers Use Phones More Than Desktops for Browsing Internet



Emarketer, April 2015

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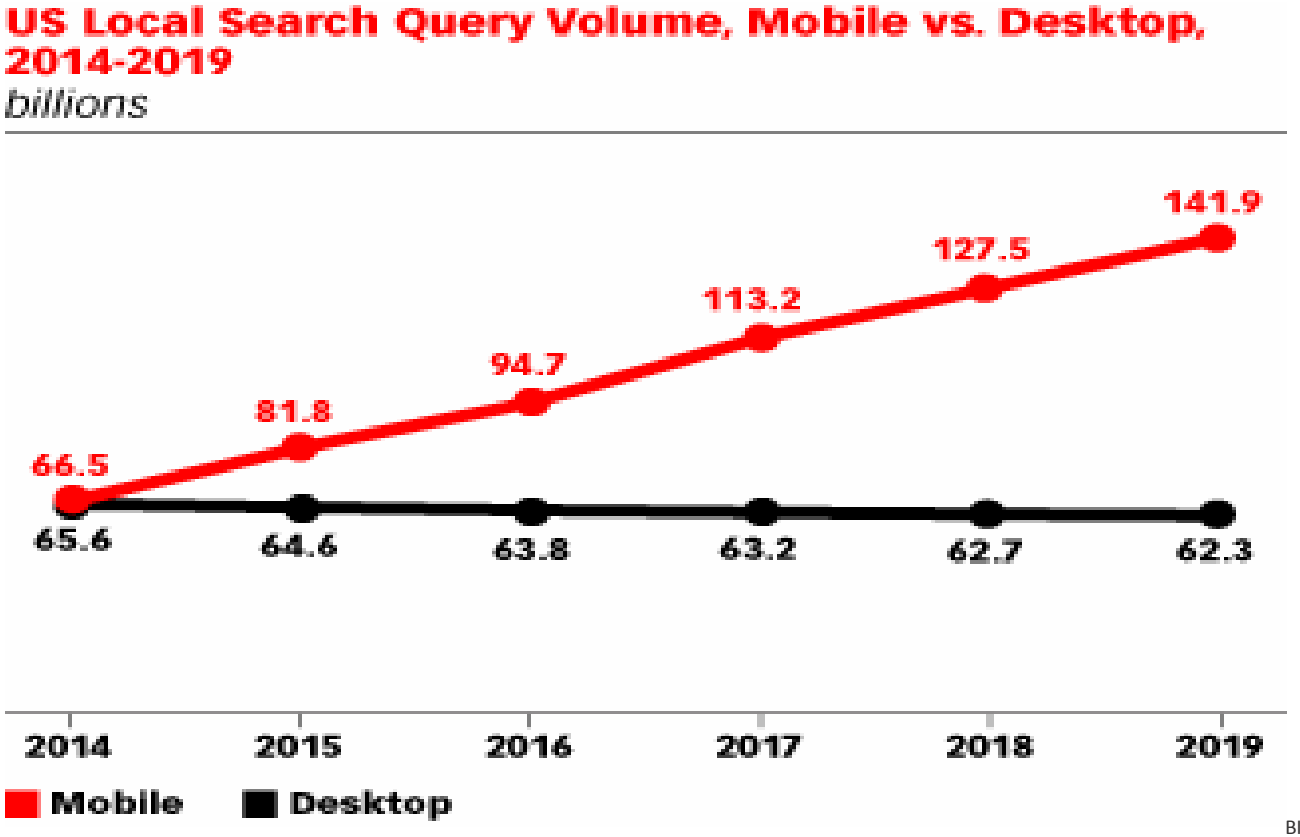
For Local Businesses on Google, 2015 Was "Death" of Desktop



BIA Kelsey Study, May 2015

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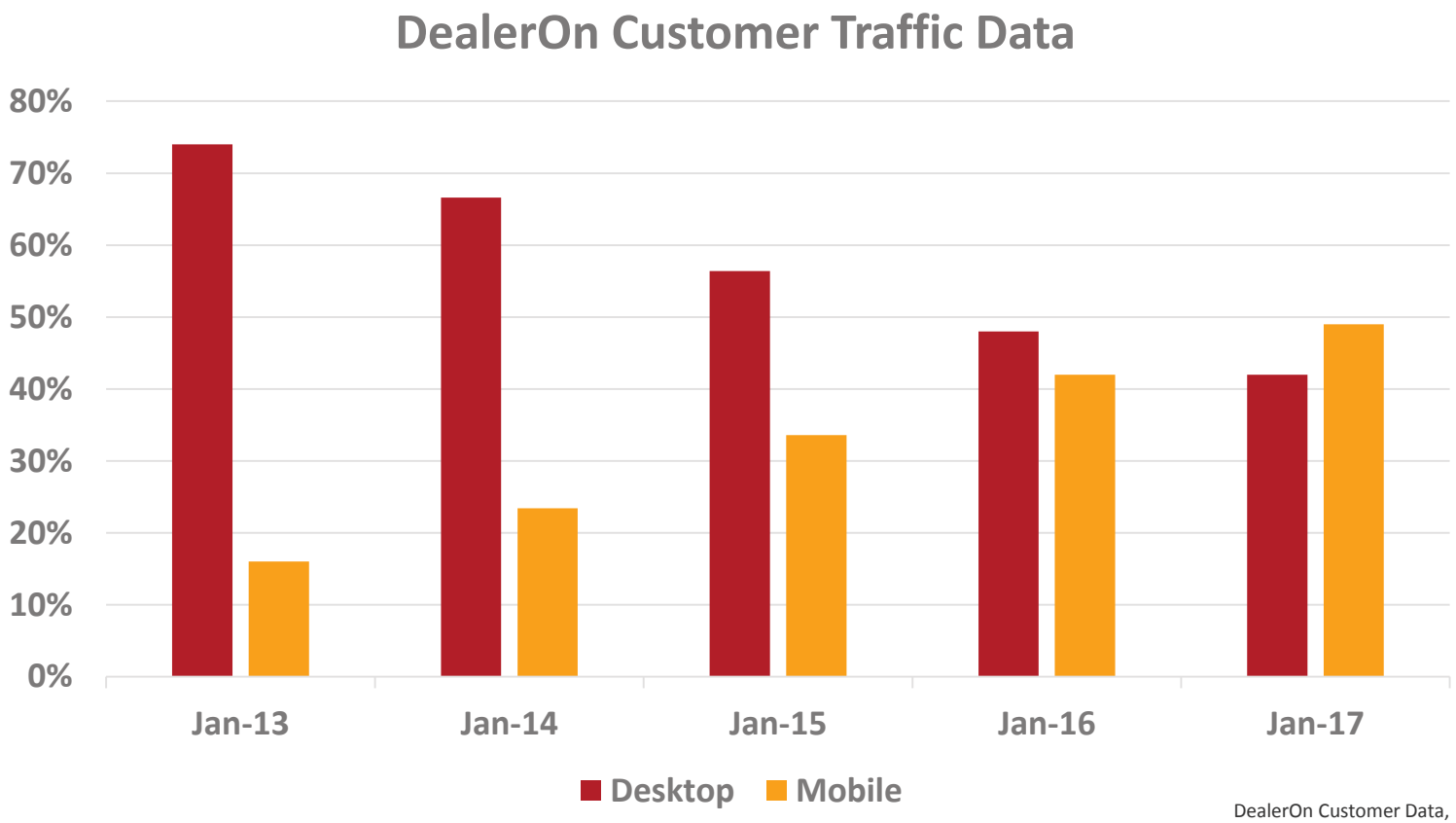
Dealers' Website Traffic – Mobile To Surpass Desktop In Next 12 Months



DealerOn Customer Data, January 2016

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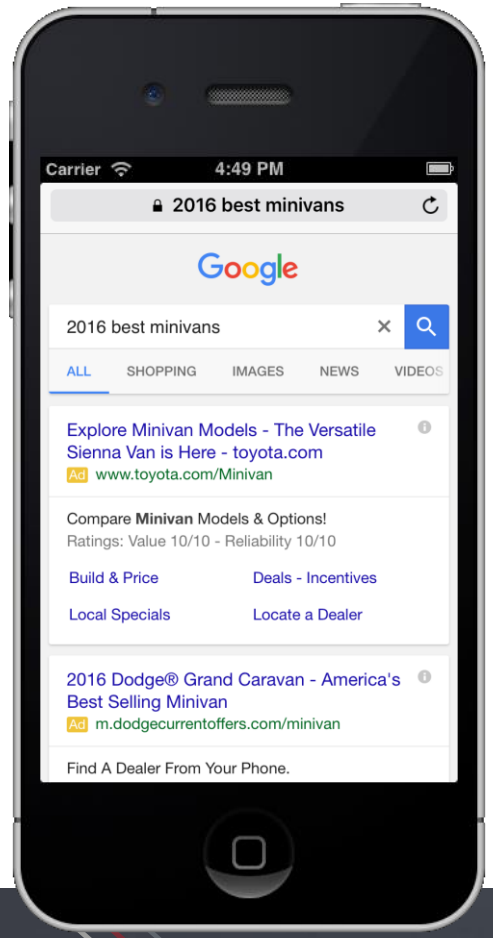
Just Like Desktop, Mobile Starts with Google



- For Dealers, 70%+ of Mobile Traffic is from Search
- Google's Share of Mobile Search is 90%+
- Google Traffic Generates nearly 80% of Mobile Calls/Leads

DealerOn Customer Data, January 2016

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Mobile SEO Ranking Factors

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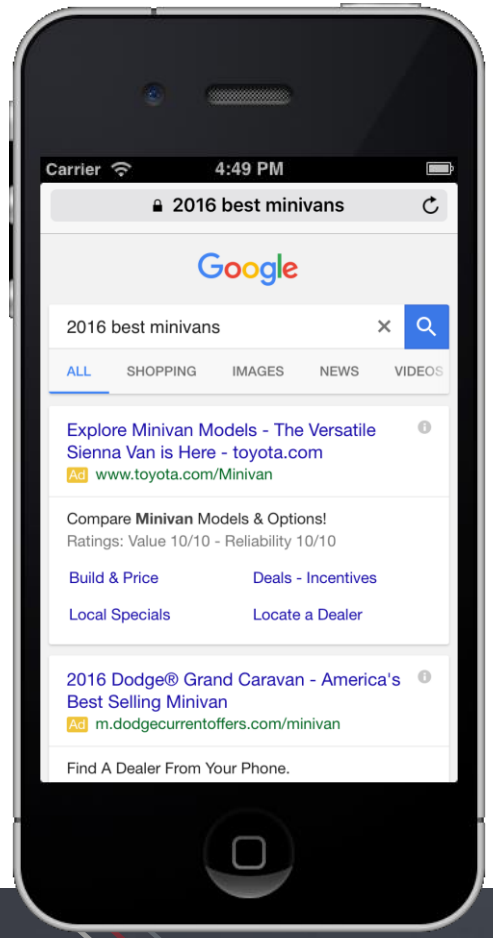
Mobile SEO Ranking Factors for Dealers



1. Physical Location of Device
2. Citations/Listings
3. Page Speed
4. Structured Data (schema.org)
5. Google Mobile Friendly/Usability
6. AMP

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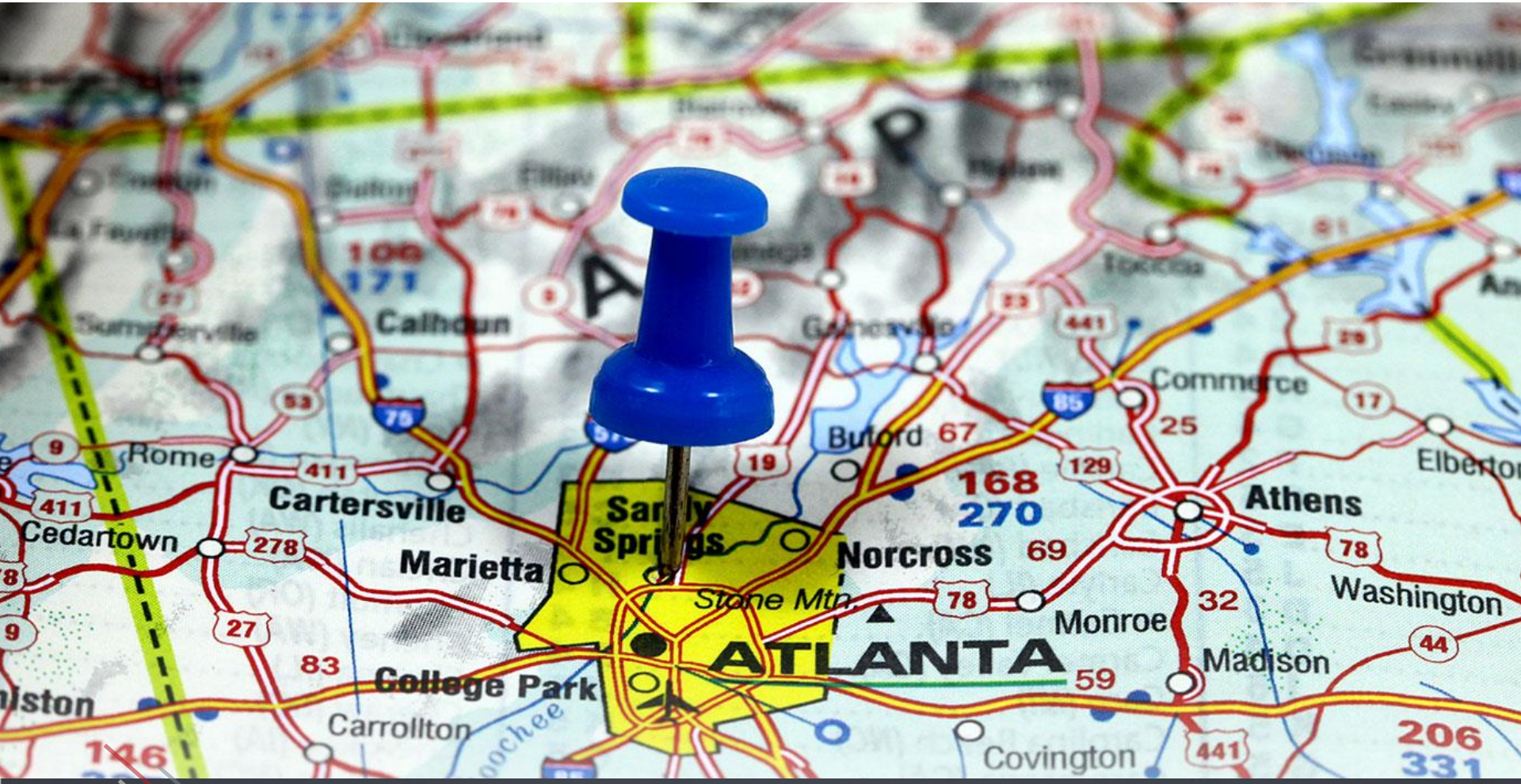
1. Physical Location



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2. Citations/Listings

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3. Page Speed

Google Developers

Products > PageSpeed Insights

PageSpeed Insights G+1

http://www.billpagehonda.com/ ANALYZE

Mobile | Desktop

45 / 100 Speed

Should Fix:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Show how to fix

Optimize images

Show how to fix

Leverage browser caching

Show how to fix

Consider Fixing:

Prioritize visible content

Show how to fix

Reduce server response time

Show how to fix

Minify JavaScript

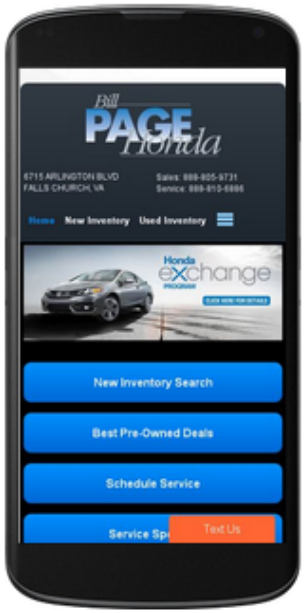
Show how to fix

Minify CSS

Show how to fix

Minify HTML

Show how to fix



4. Structured Data

Structured Data Testing Tool

http://www.leithtoyota.com/ | FETCH & VALIDATE | CANCEL | Shortlink

```
1  <!DOCTYPE html>
2  <html lang=en>
3  <head>
4  <title>Toyota Dealer in Raleigh NC | Near Cary & Durham | Leith Toyota</title>
5  <meta name="description" content="Toyota Dealer in Raleigh NC. New Used & CPO
   Toyota cars, SUV's, and trucks for sale. Toyota Parts & service Serving Cary,
   Durham, Chapel Hill, & Apex North Carolina.">
6  <meta name="format-detection" content="telephone=no">
7  <meta name="robots" content="index,follow,noydir,noodp">
8  <meta name="ICBM" content="35.89066,-78.56384">
9  <meta name="geo.position" content="35.89066,-78.56384">
10 <meta name="geo.placename" content="Raleigh">
11 <meta name="geo.region" content="NC">
12 <meta charset=utf-8>
13 <meta name="viewport" content="width=device-width, initial-scale=1.0">
14 <meta http-equiv=X-UA-Compatible content="IE=edge,chrome=1">
15 <!--[if lt IE 9]>
16 <link rel=stylesheet href="/assets/shared/bootstrap/css/respond.css">
17 <![endif]-->
18 <!--BEGIN Custom Head Content-->
19 <meta name="msvalidate.01" content="1CE90F7B3DFB8B90302F8B86BB973441">
20 <!--END Custom Head Content-->
21 <style>/* source: /js/bootstrap/css/bootstrap.min.css
   */article,aside,details,figcaption,figure,footer,header,hgroup,main,nav,section,su
   mmary{display:block}html{font-family:sans-serif;-webkit-text-size-adjust:100%;-ms-
   text-size-adjust:100%}body{margin:0}a:focus{outline:thin
   dotted}a:active,a:hover{outline:0}h1{margin:.67em 0;font-size:2em}b,strong{font-
   weight:bold}hr{height:0;-moz-box-sizing:content-box;box-sizing:content-
   box}code,kbd,pre,samp{font-family:monospace,serif;font-size:1em}pre{white-
   space:pre-wrap}q{quotes:"\201C" "\201D" "\2018" "\2019"}small{font-
```

Results - Filter by use case

AutoDealer (1) — All good

AutoDealer:	***http://www.leithtoyota.com/***
name:	Leith Toyota
url:	http://www.leithtoyota.com
telephone:	+1 919-879-2126
logo:	http://www.leithtoyota.com/assets/misc/4861/logo.png
sameAs:	https://www.twitter.com/leithtoyota
sameAs:	https://www.facebook.com/LeithToyota
sameAs:	https://plus.google.com/+LeithToyotaRaleigh
sameAs:	https://www.youtube.com/user/LeithToyotaNC
address [PostalAddress]:	
streetAddress:	8005 Capital Blvd
addressLocality:	Raleigh
addressRegion:	NC
postalCode:	27616-4482
addressCountry [Country]:	
name:	US
geo [GeoCoordinates]:	
latitude:	35.89066
longitude:	-78.56384
brand [Thing]:	
name:	Toyota
openingHoursSpecification [OpeningHoursSpecification]:	
dayOfWeek:	Monday

- *https://developers.google.com/structured-data/testing-tool/*

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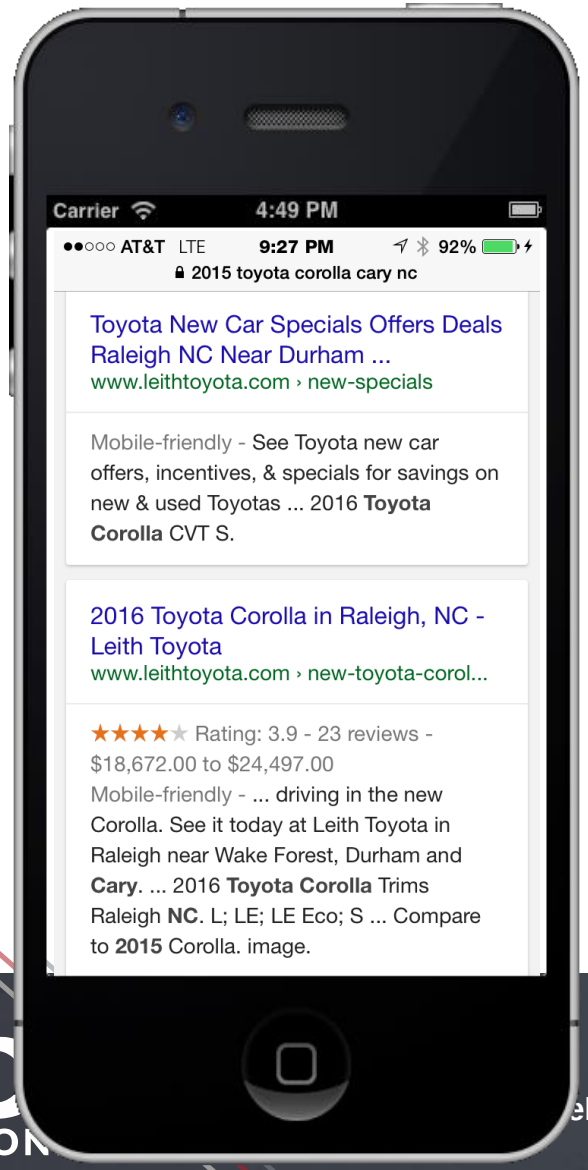
4. Structured Data (Rich Snippets)



13% Lift

for Rich-Media Result in Position 2 Over Non-Rich Media in Position 1

http://bluenileresearch.com/position1/#sthash.mNbzSM9b.dpuf

5. Mobile-Friendly Test

Mobile-Friendly Test G+1

http://blog.smartmotors.com/ ANALYZE

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set
- ✗ Content wider than screen

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. Learn how to unblock

How Googlebot sees this page

This page uses 4 resources which are blocked by robots.txt.

Does this screenshot look incorrect? Learn how to let Googlebot view the page correctly.

Show resources

Make this page mobile-friendly

This page appears to use WordPress. To learn how to make this page mobile-friendly, use our technical guide for WordPress, or share the guide with your web developer.

Next

I do not use WordPress.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your Webmaster Tools account.

Give feedback

www.google.com/webmasters/tools/mobile-friendly/

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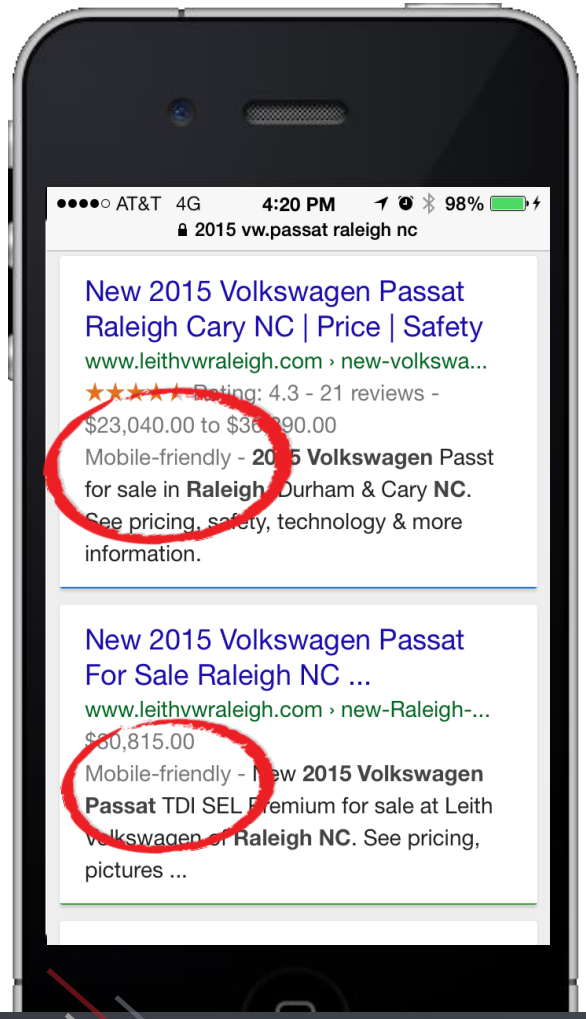
6. Google AMP Project



- Accelerated Mobile Pages
- Subset of HTML with reduced number of JavaScript component
- Google Will Bias Results towards AMP pages
- May Denote them as “FAST” in SERP – similar to “mobile-friendly” designation at left
- Early Adopters include Twitter, WordPress.com, Pinterest and LinkedIn
- Google to start incorporating into SERP’s in February 2016
- Google reports a page load speed benefit as measured by Google Speed Index between 15% - 85%

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Mobile Conversion

FAST, SIMPLE, EASY

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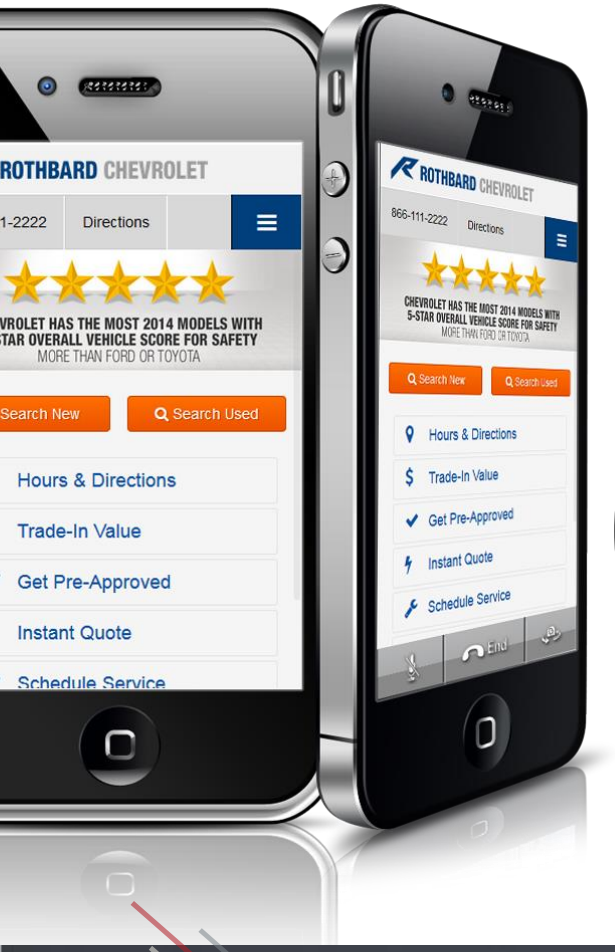
Mobile Users Expect FAST



40%

Abandon a site if takes more than 3 seconds to load

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Google Page Speed Insights

Google Developers

Products > PageSpeed Insights

PageSpeed Insights G+1

http://www.billpagehonda.com/ ANALYZE

Mobile | Desktop

45 / 100 Speed

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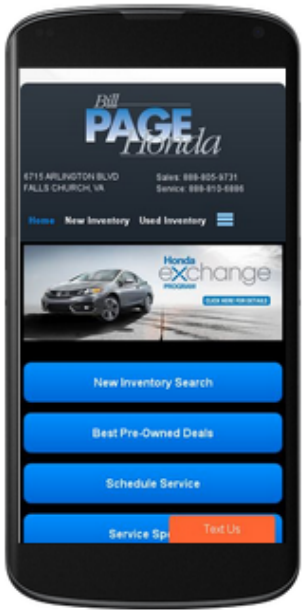
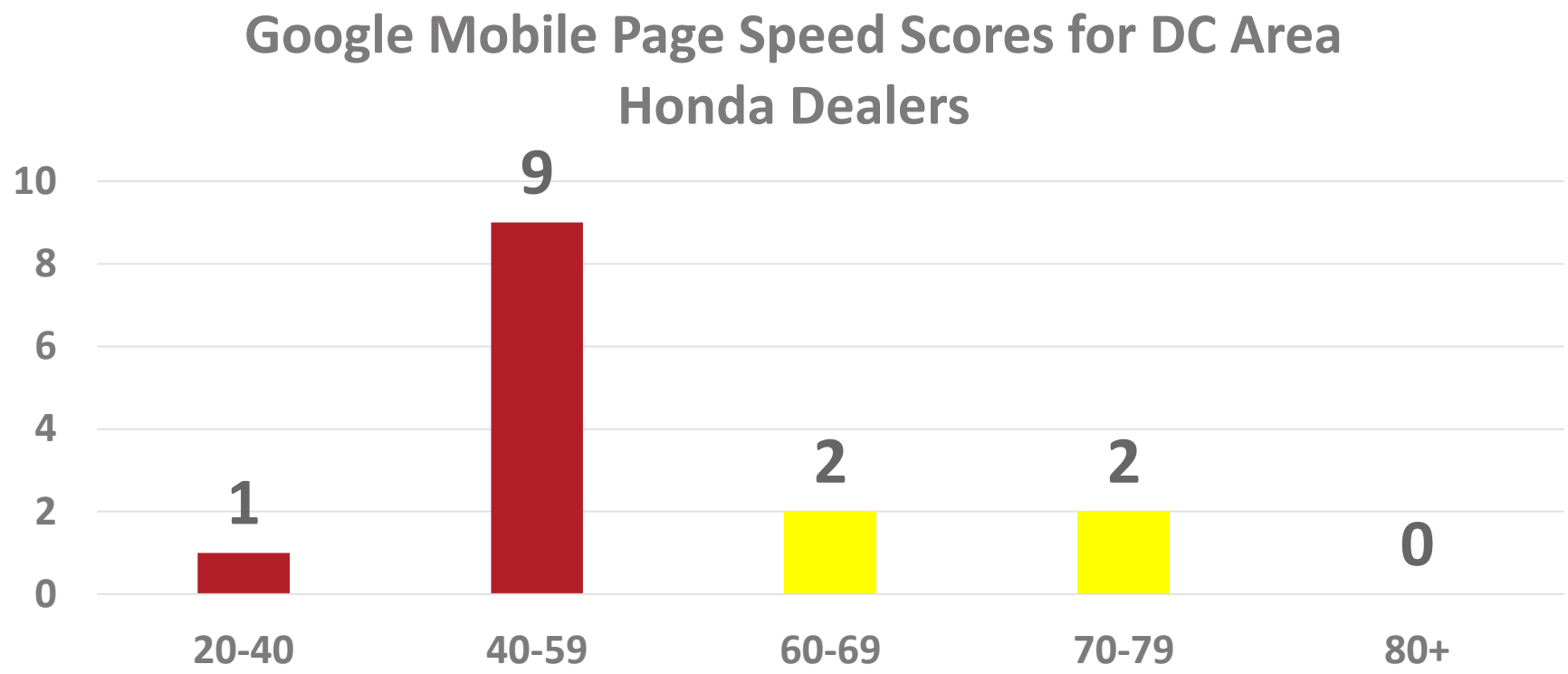


Current State of Automotive Site Speed



- 73% of Dealers are “RED” (below 65)
- 27% of Dealers are “YELLOW” (65-80)
- ESSENTIALLY NO DEALERS above 80 for Mobile

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WebPageTest.org

Web Page Performance Test for

donaadsenford.com

From: Dulles, VA - **Chrome - Cable**
1/19/2016, 11:21:43 PM

Need help improving?

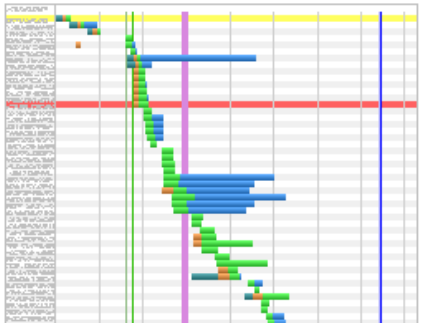
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN
A	A	A	D	B	✓

Summary | **Details** | **Performance Review** | **Content Breakdown** | **Domains** | **Screen Shot**

Tester: VM3-IE9-3-192.168.101.213
Re-run the test

Raw page data - Raw object data
Export HTTP Archive (.har)
View Test Log

						Document Complete			Fully Loaded			
	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View	3.730s	0.318s	0.891s	1549	638	3.730s	76	1,355 KB	4.117s	85	1,390 KB	$$$--
Repeat View	1.971s	0.412s	0.702s	951	638	1.971s	11	31 KB	2.282s	12	31 KB	

	Waterfall	Screen Shot	Video
First View			Filmstrip View

https://sites.google.com/a/webpagetest.org/docs/using-webpagetest/metrics/speed-index

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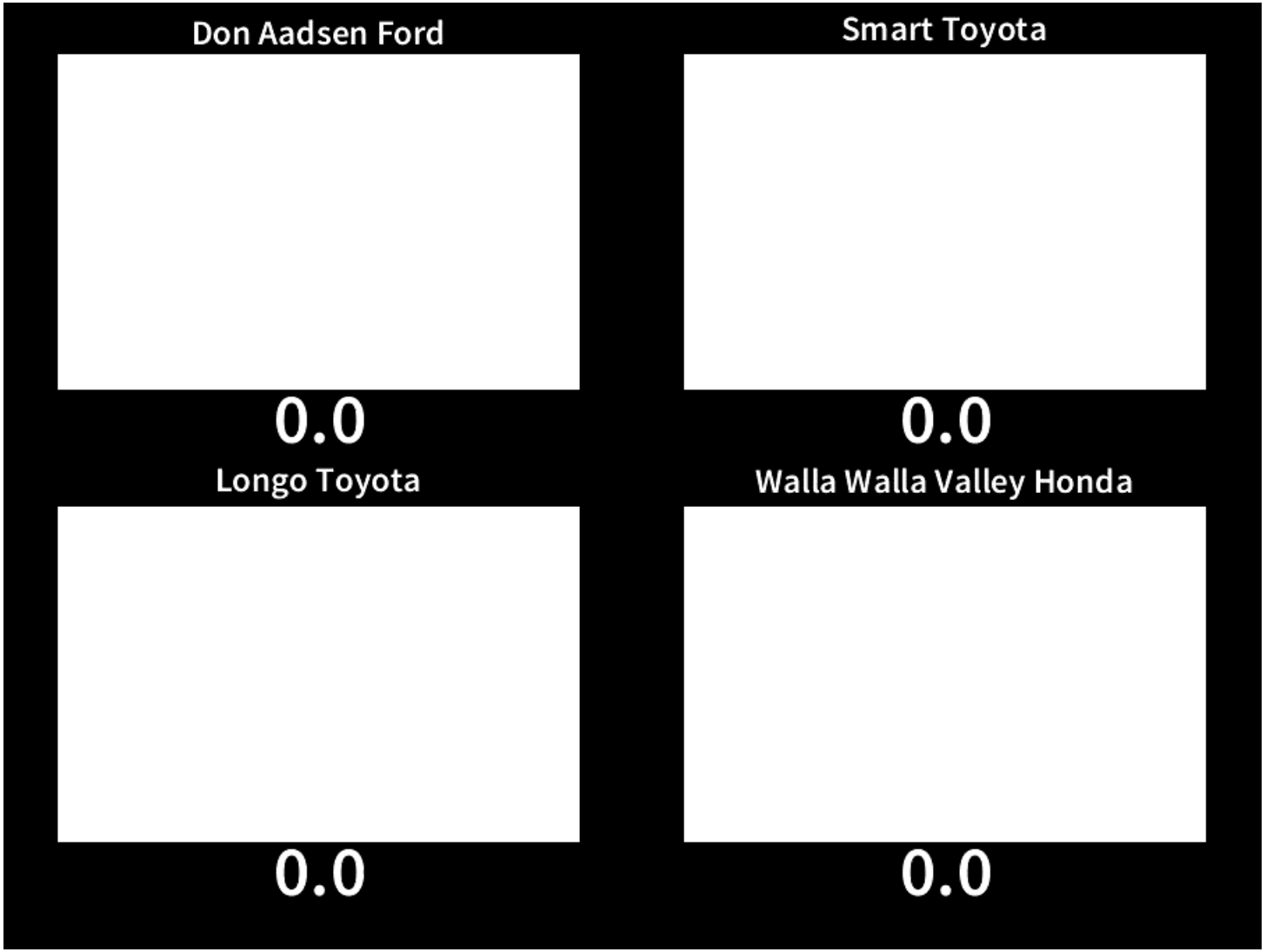
Most Dealer Sites are Not “Visually Complete” in Under 3 Seconds



What does GOOGLE Expect?

"... we must deliver and render the above the fold (ATF) content <u>in under one second</u>, which allows the user to begin interacting with the page as soon as possible."

<https://developers.google.com/speed/docs/insights/mobile>

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Beware “Conversion Tools” on Mobile Sites

Some 3rd party plugin tools can cost 40 points of “Speed Score” on a mobile site and drastically impact load times.

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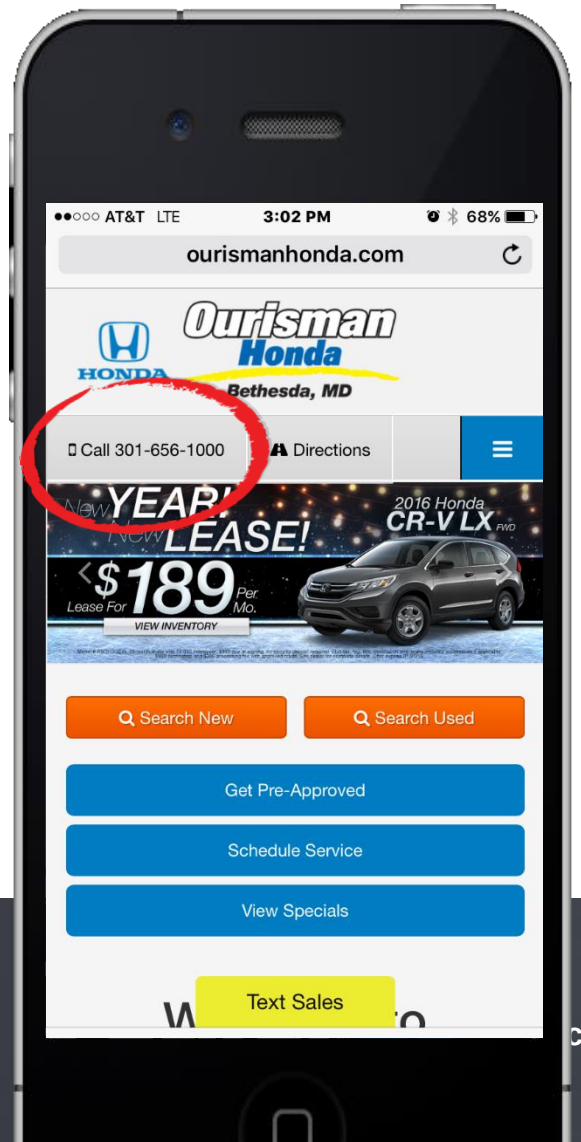
Phone Calls – Top Task for Mobile

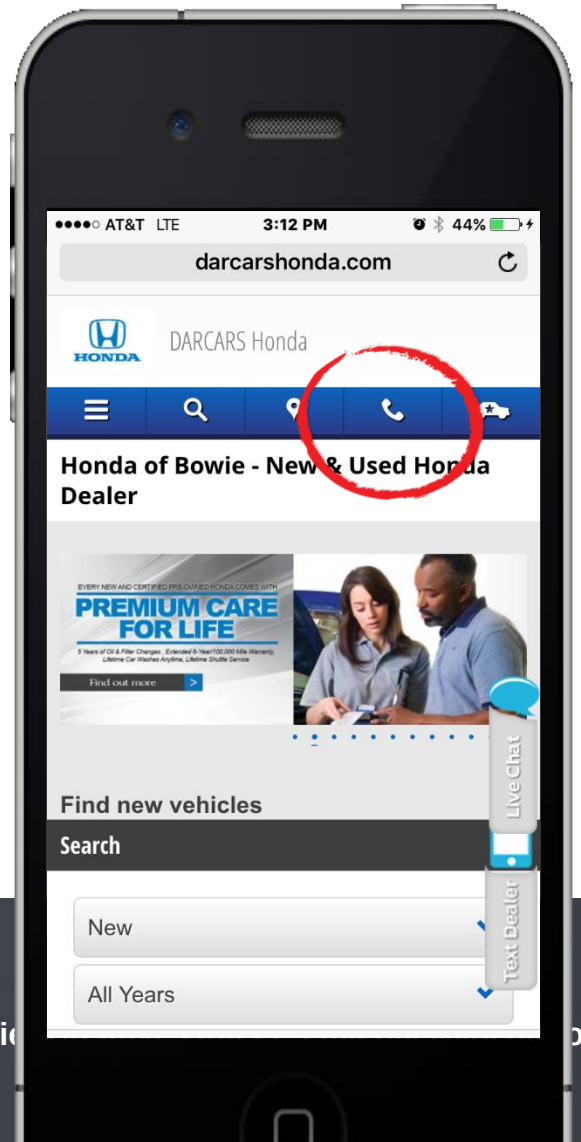
Right



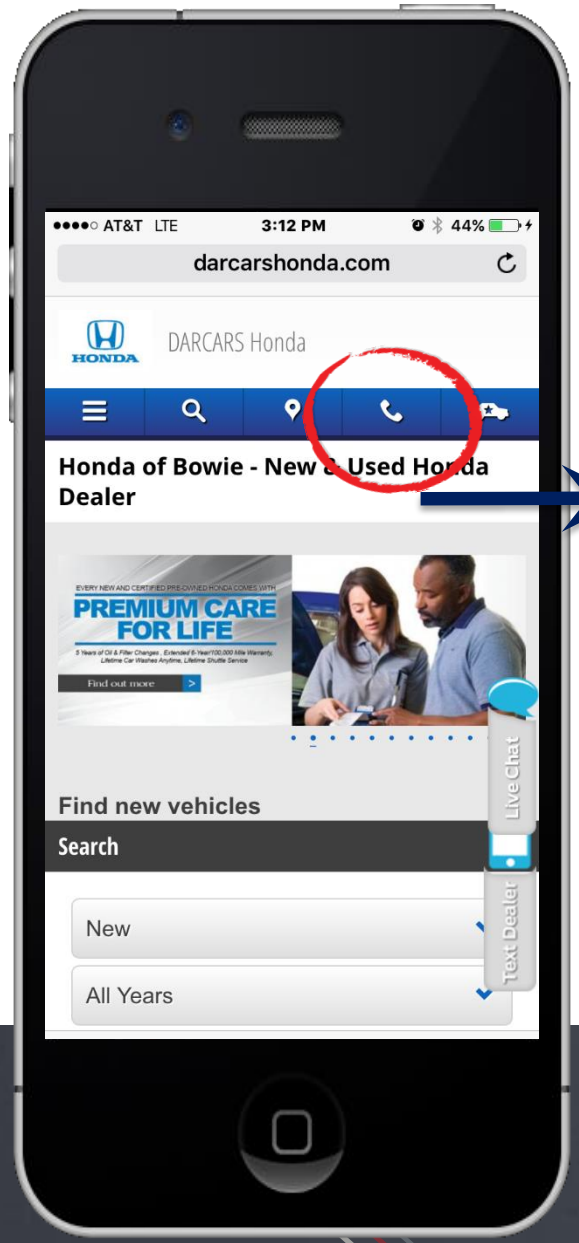
+30%

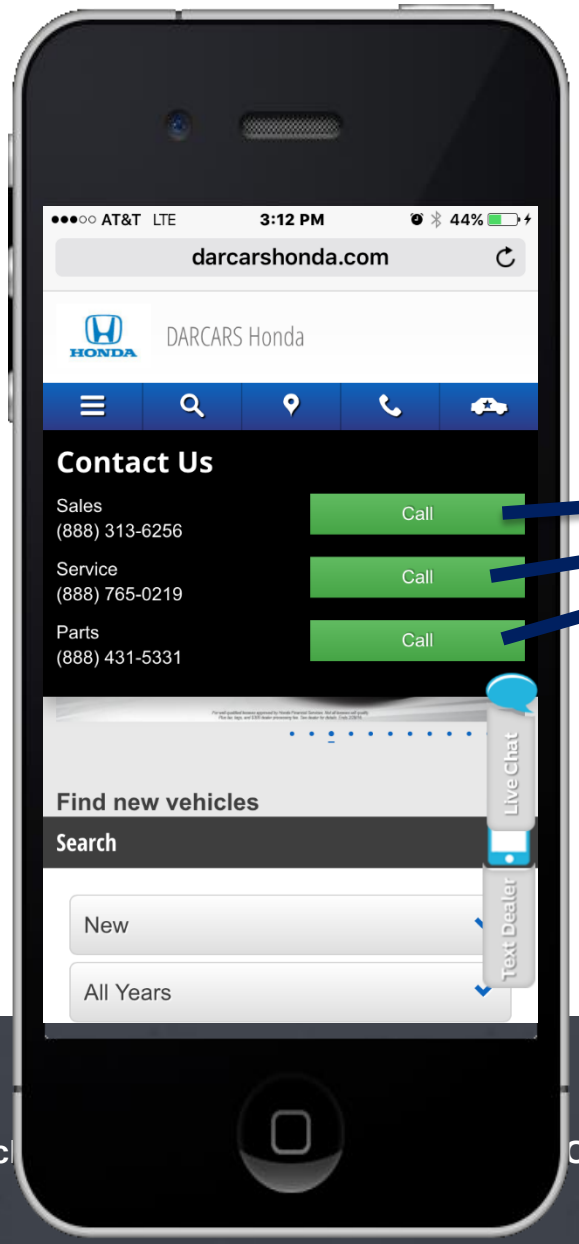
Calls

Wrong



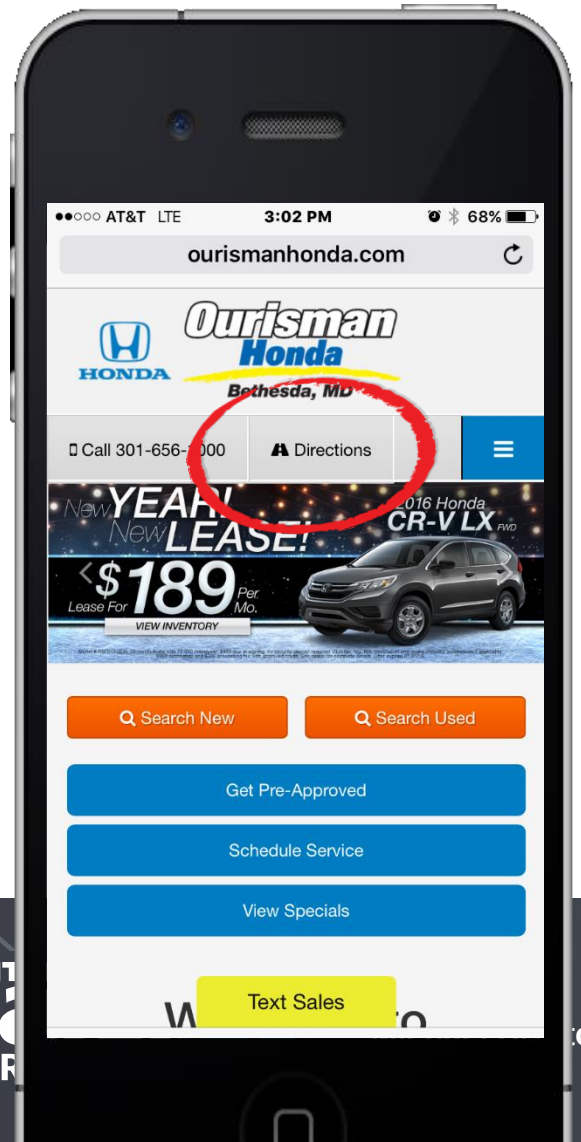
NOT Fast, Simple, Easy



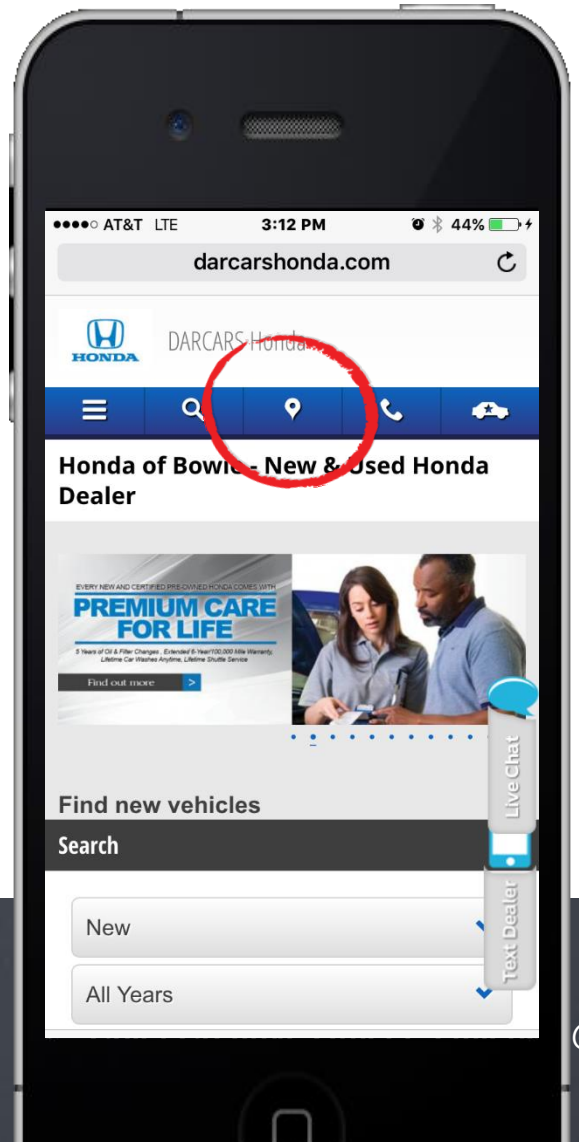


Directions – 2nd Task for Mobile

Right



Wrong



Directions – 2nd Task for Mobile

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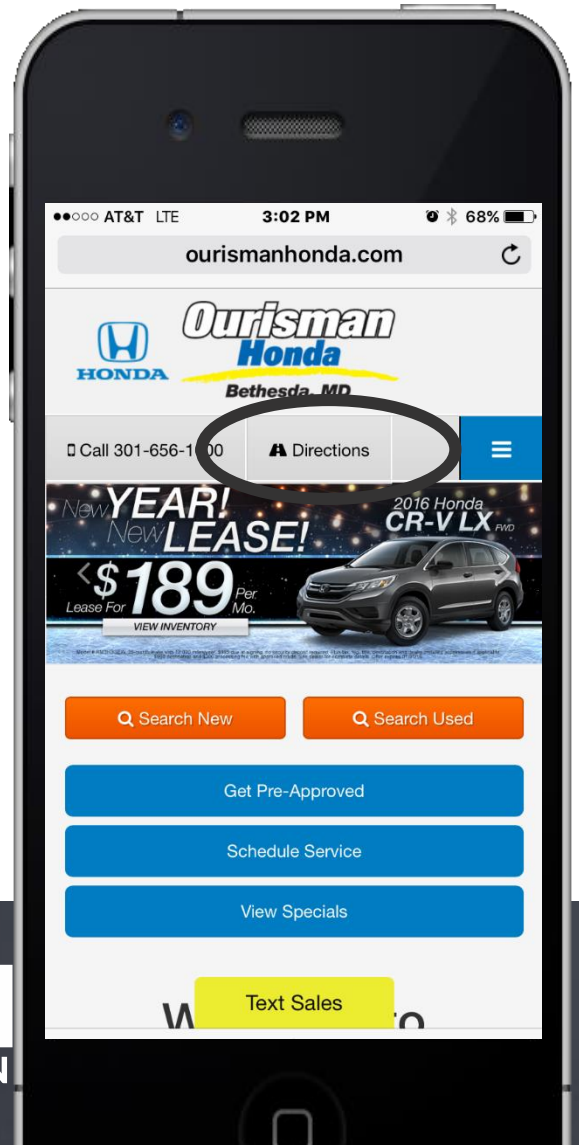

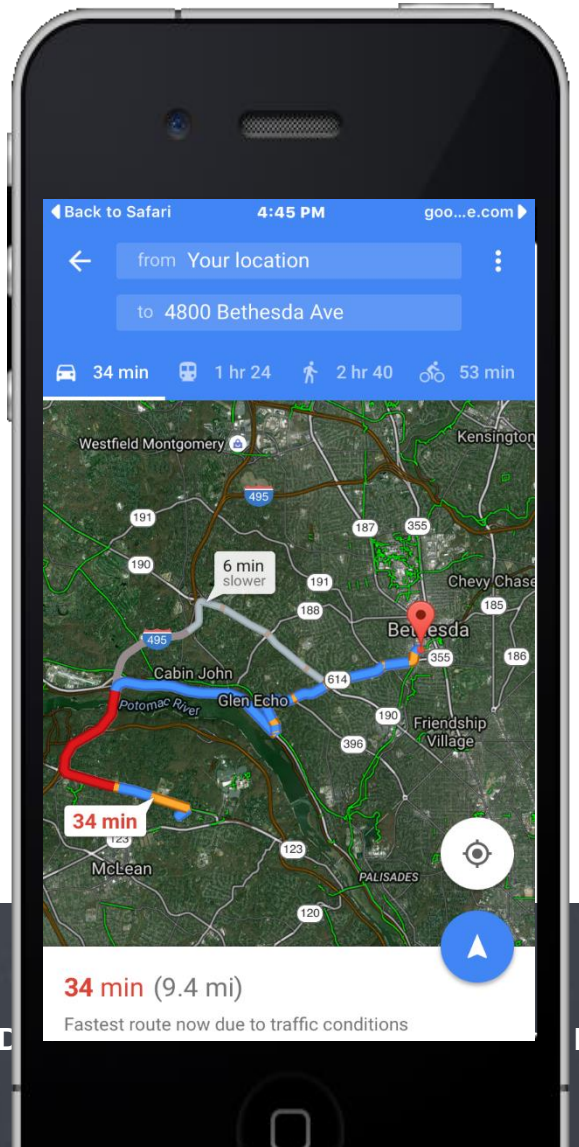

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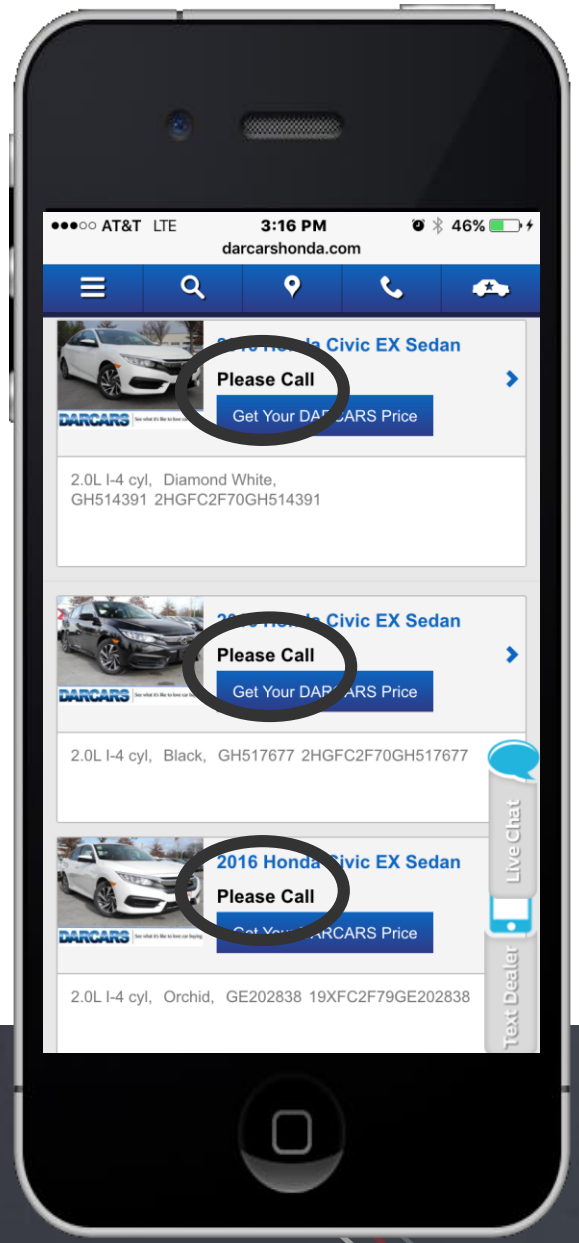

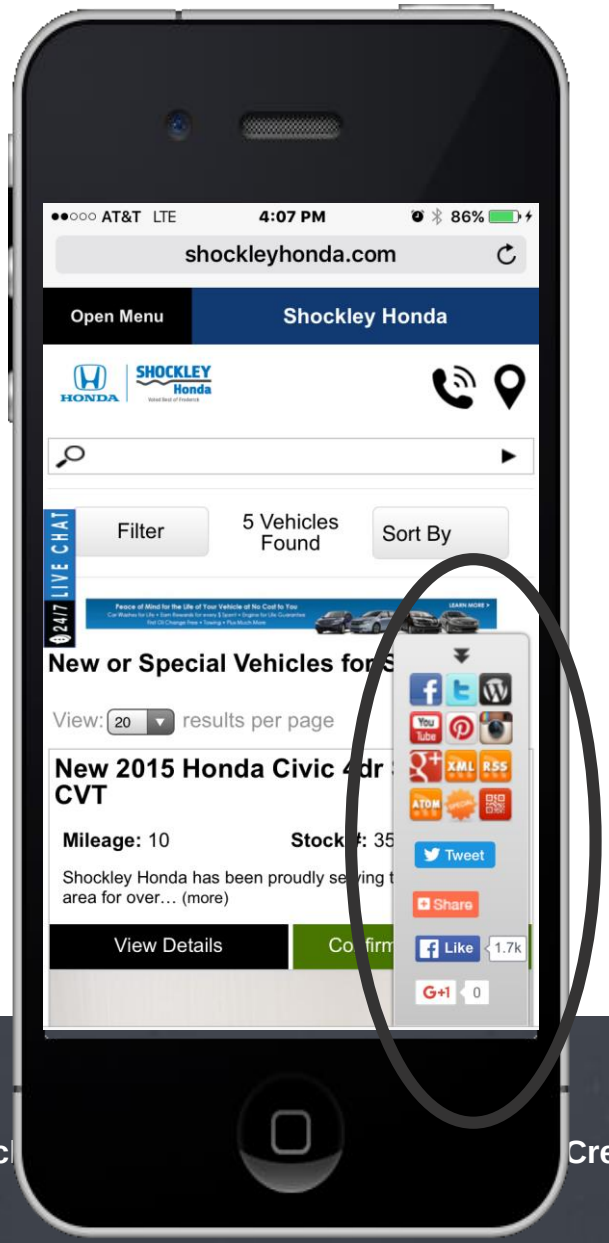

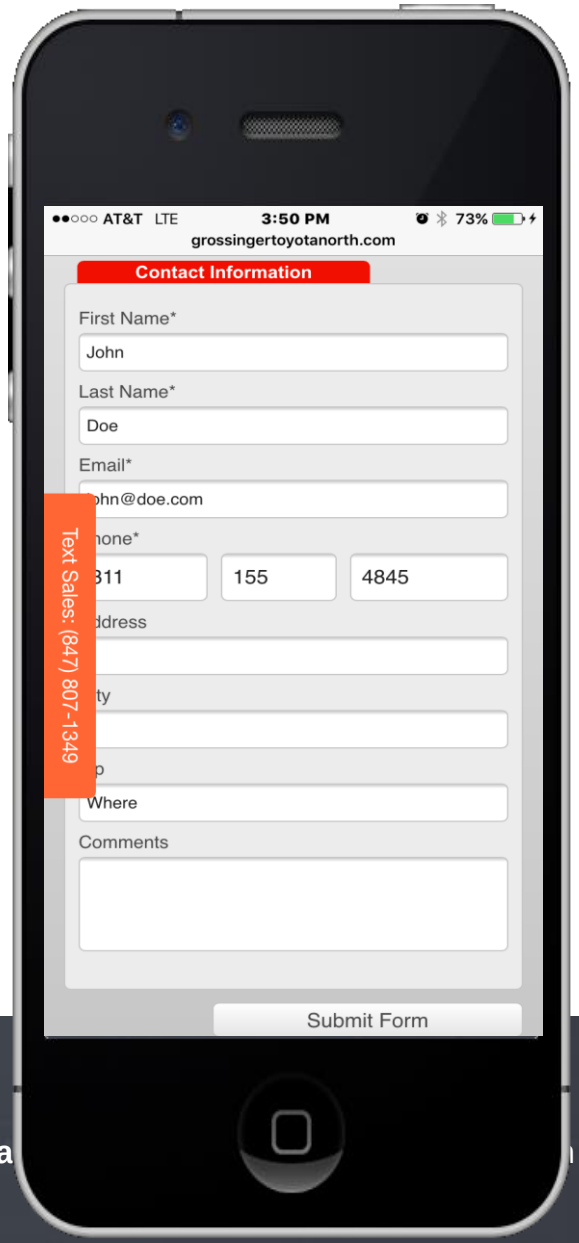

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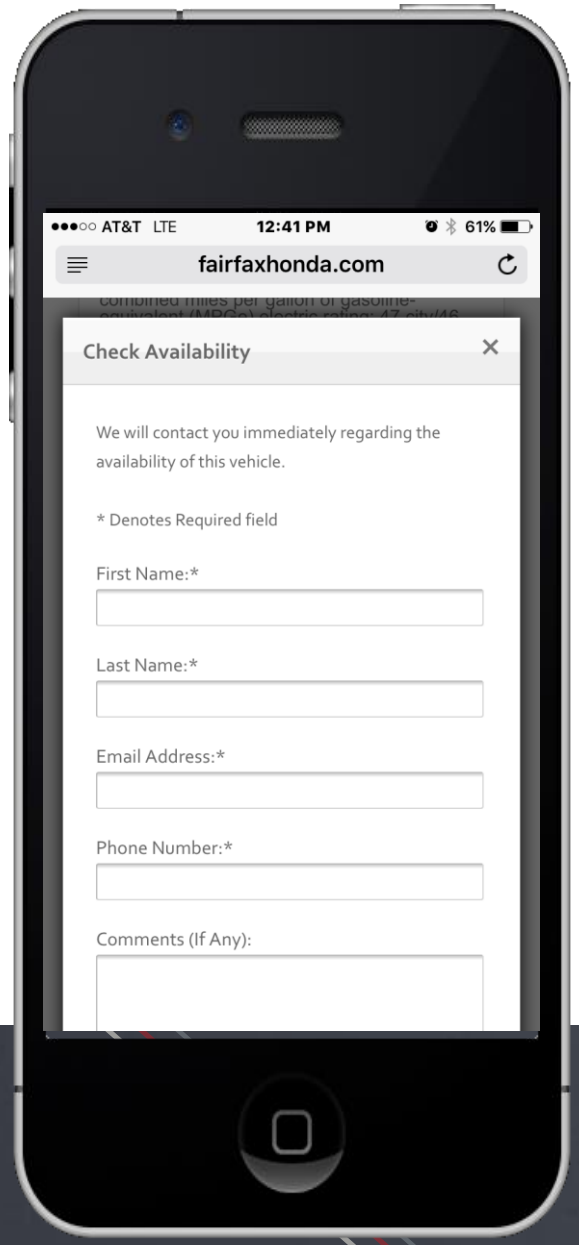
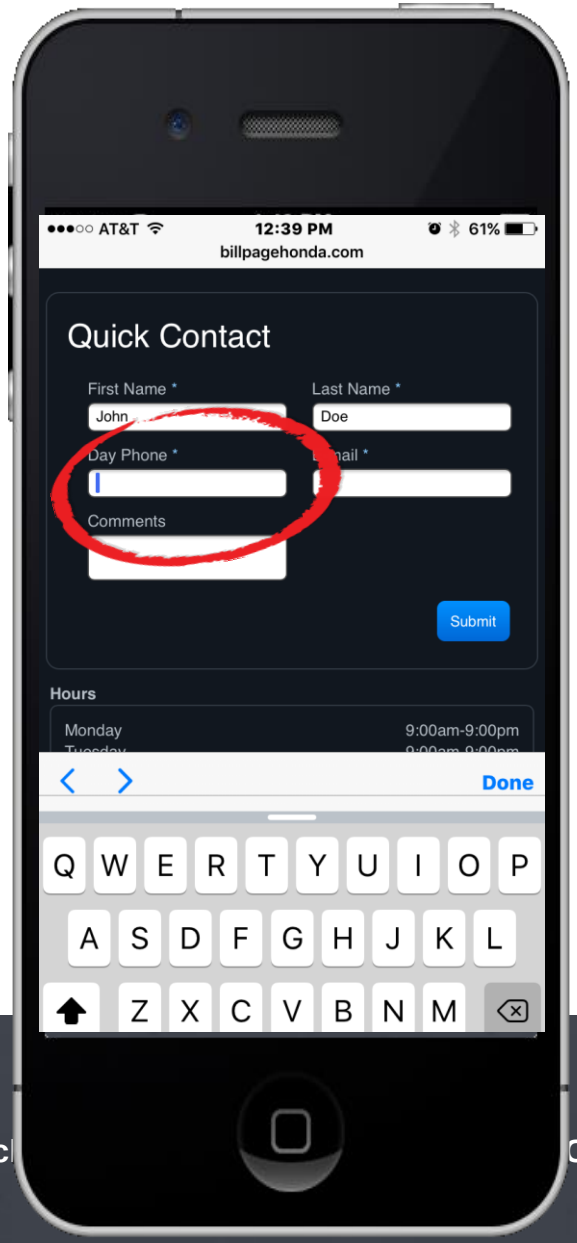
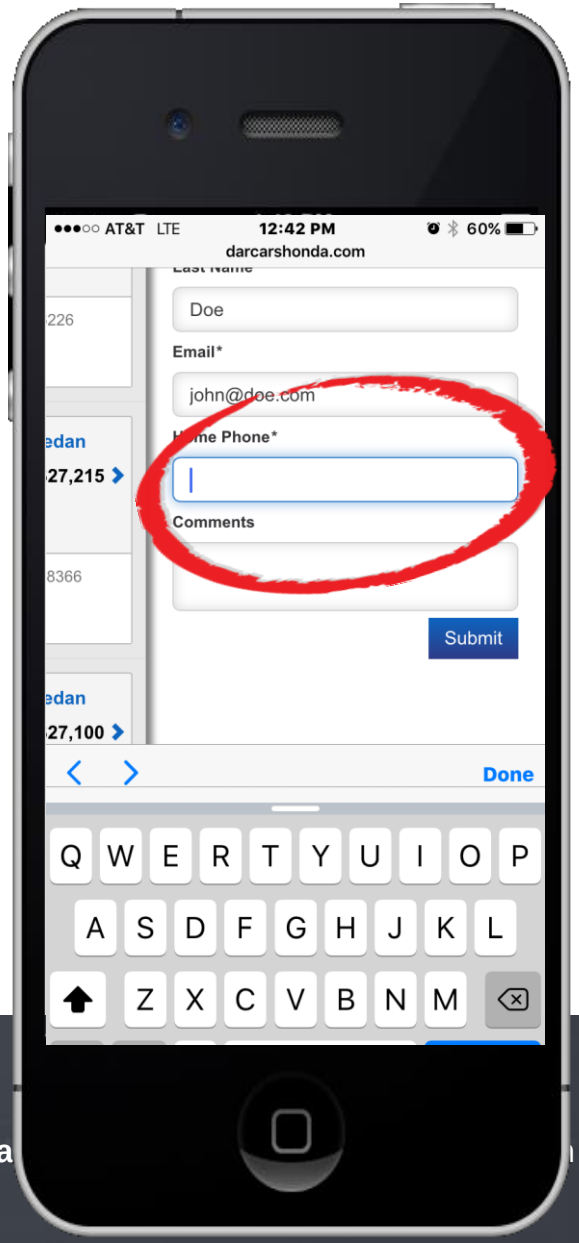
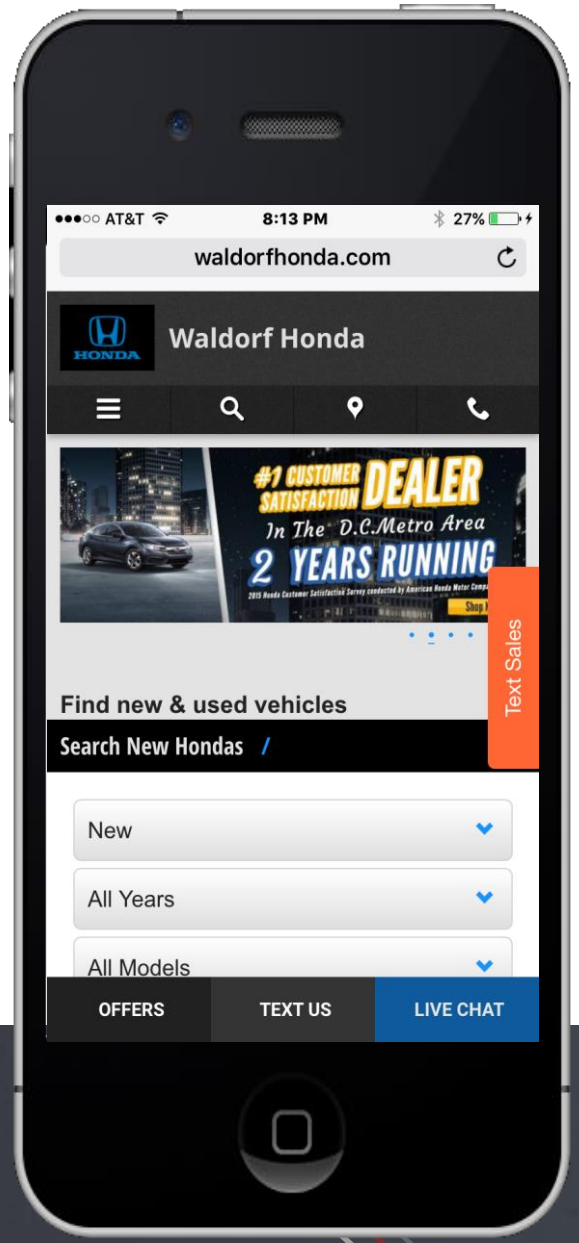
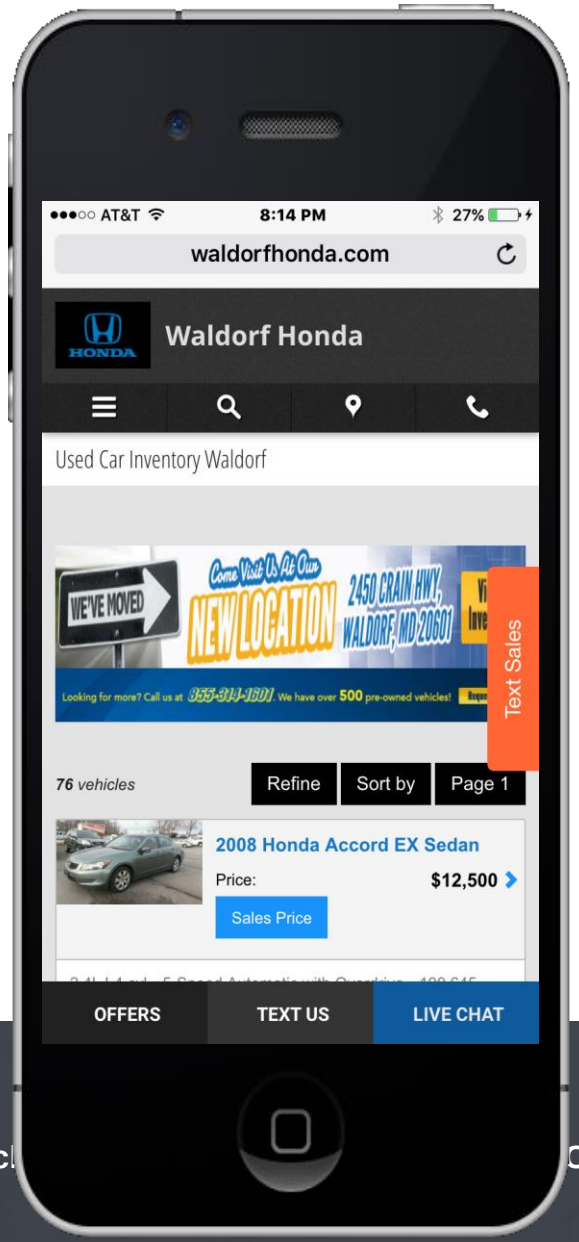


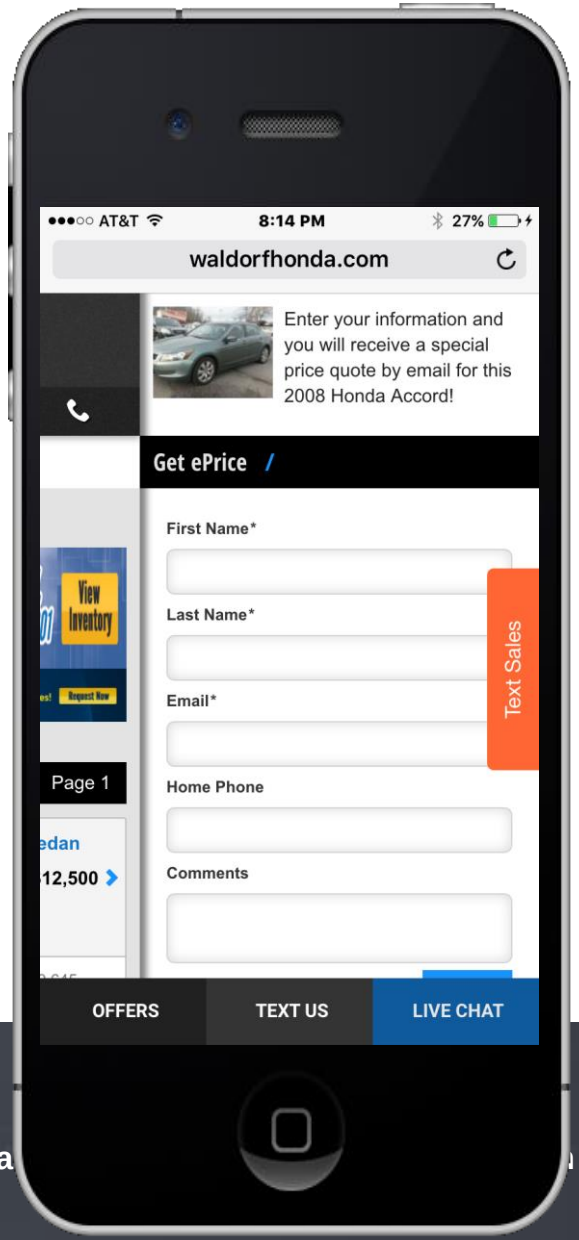




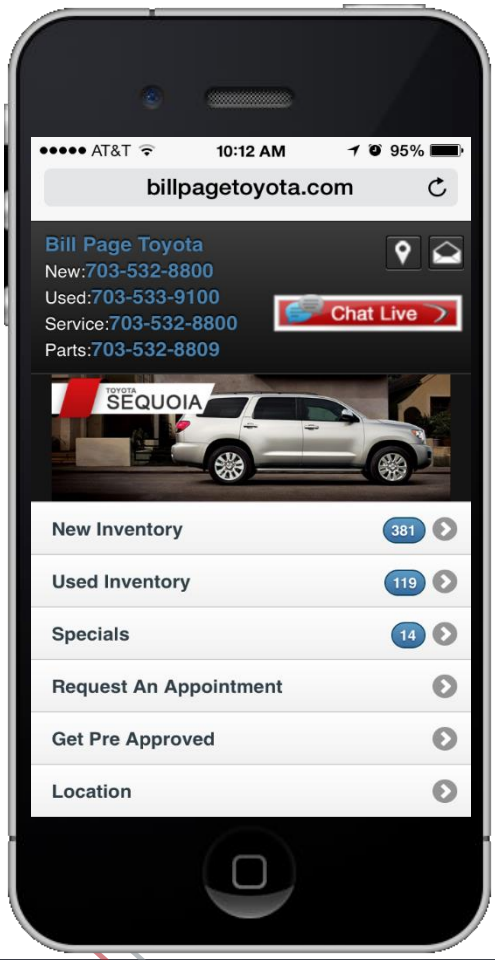
Information Overload

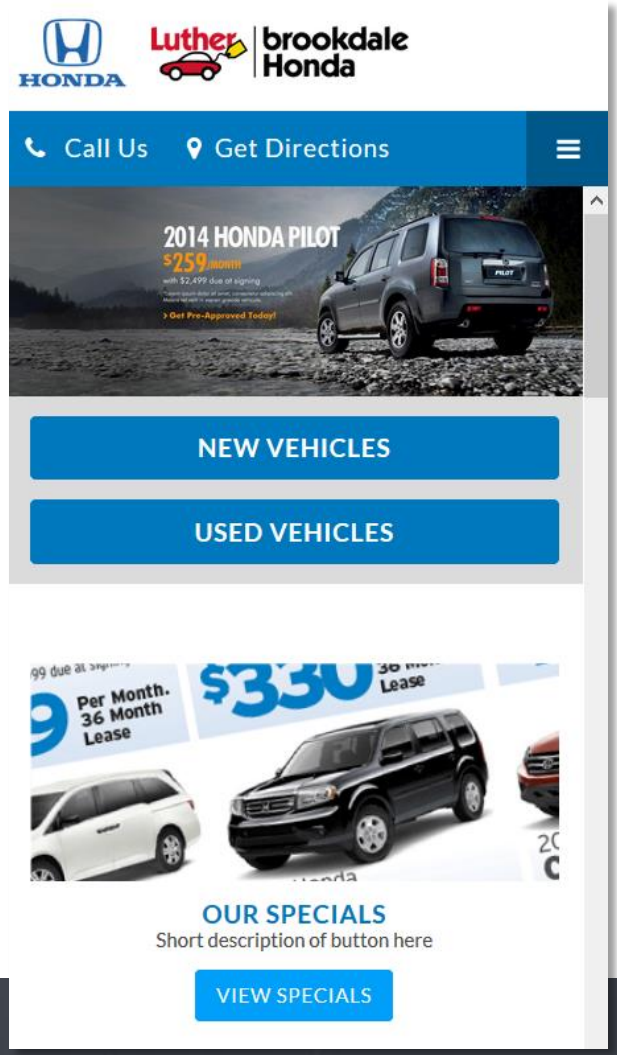


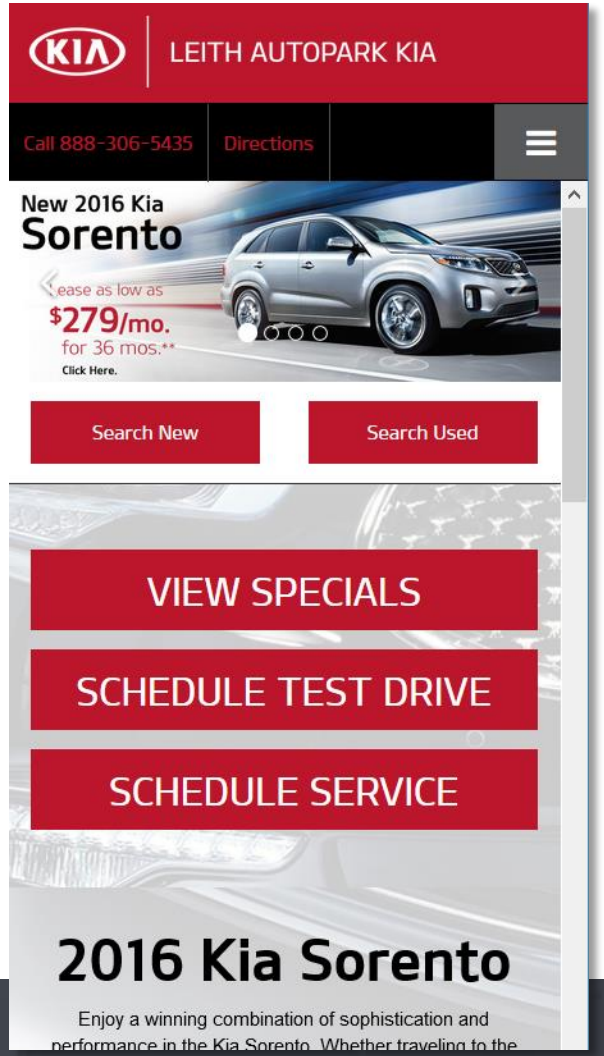




Design for Conversion







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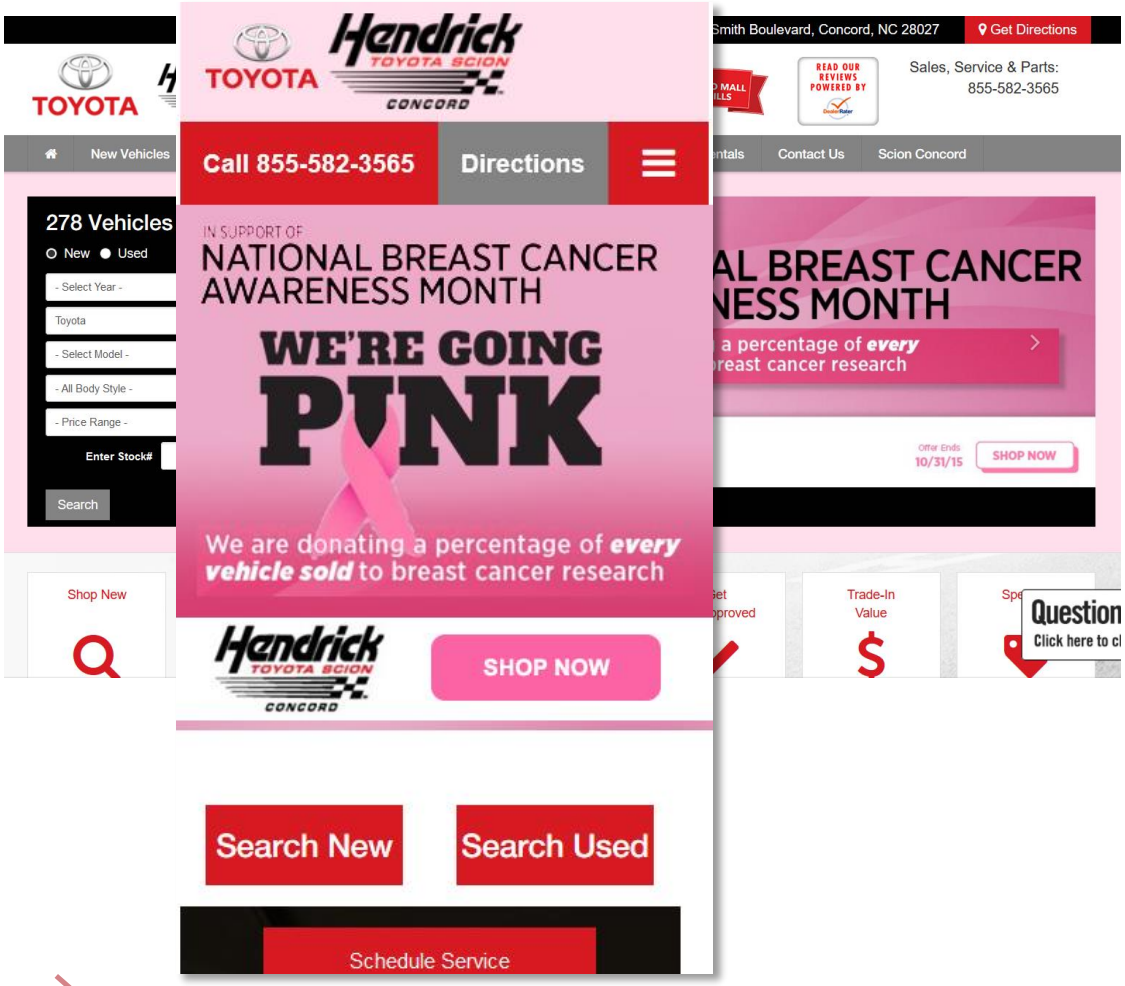
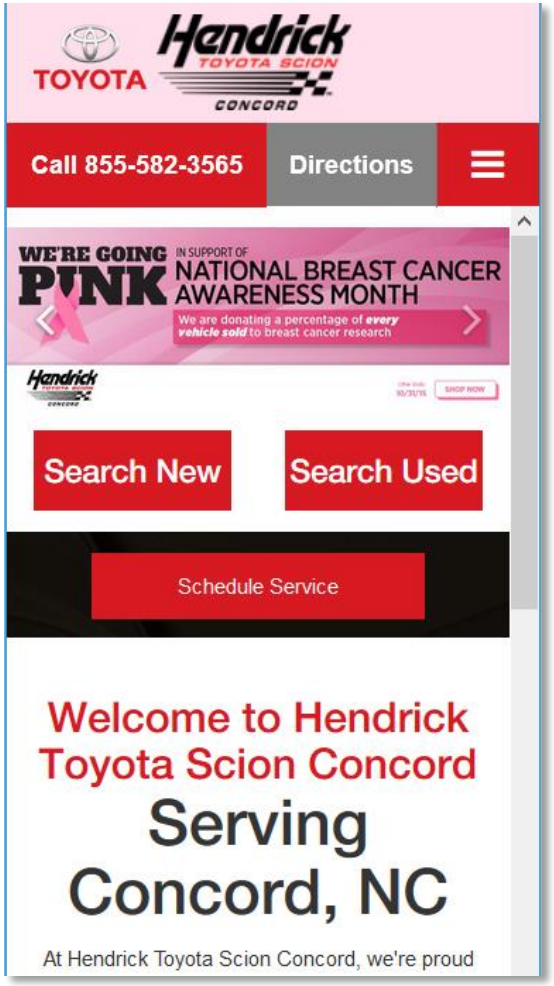
Mobile Sites Should be EASY





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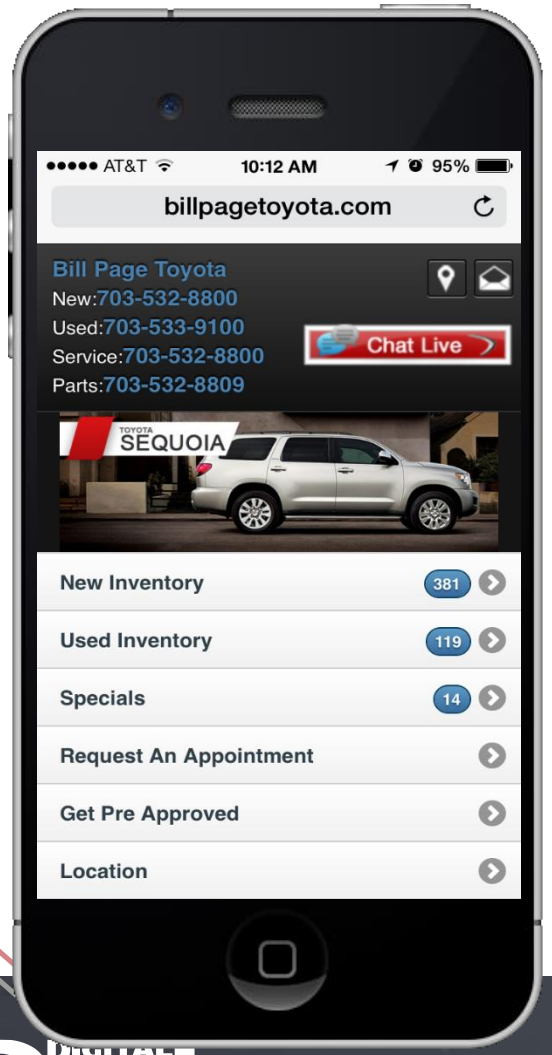
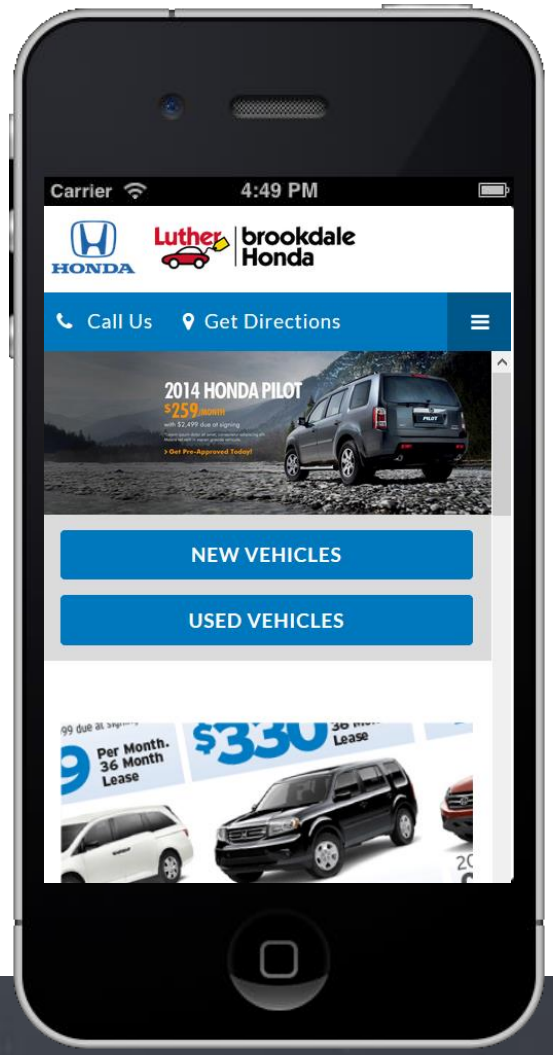
Case Study Responsive vs. Multi-URL: Organic Traffic



+103%

Organic Search



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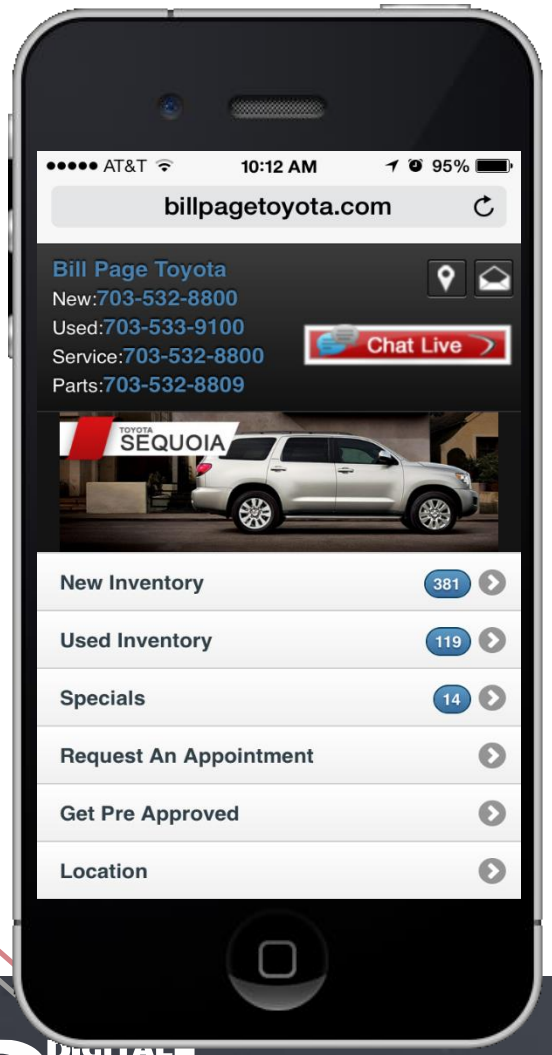
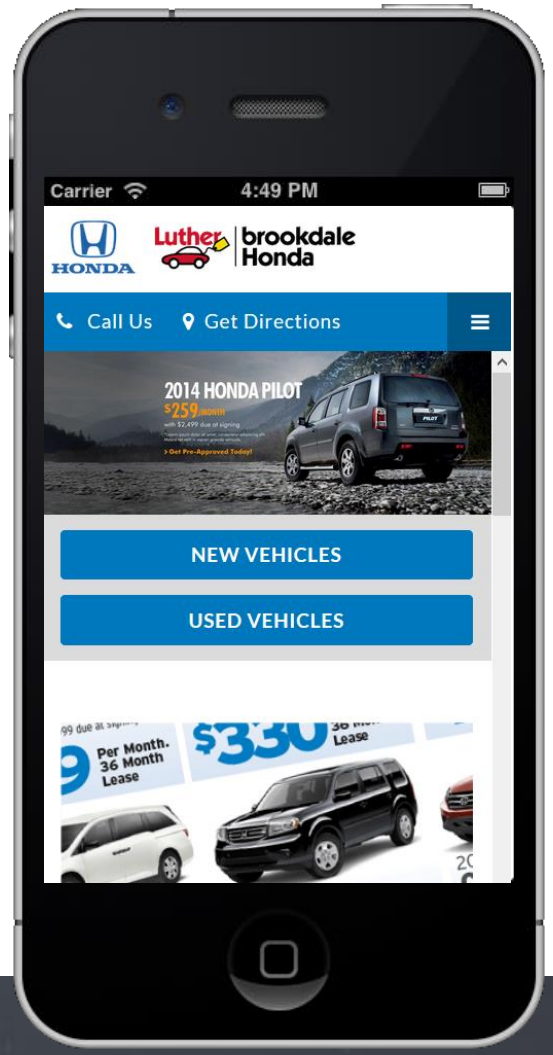
Case Study Responsive vs. Multi-URL: Bounce Rate



-40%

Bounce Rate



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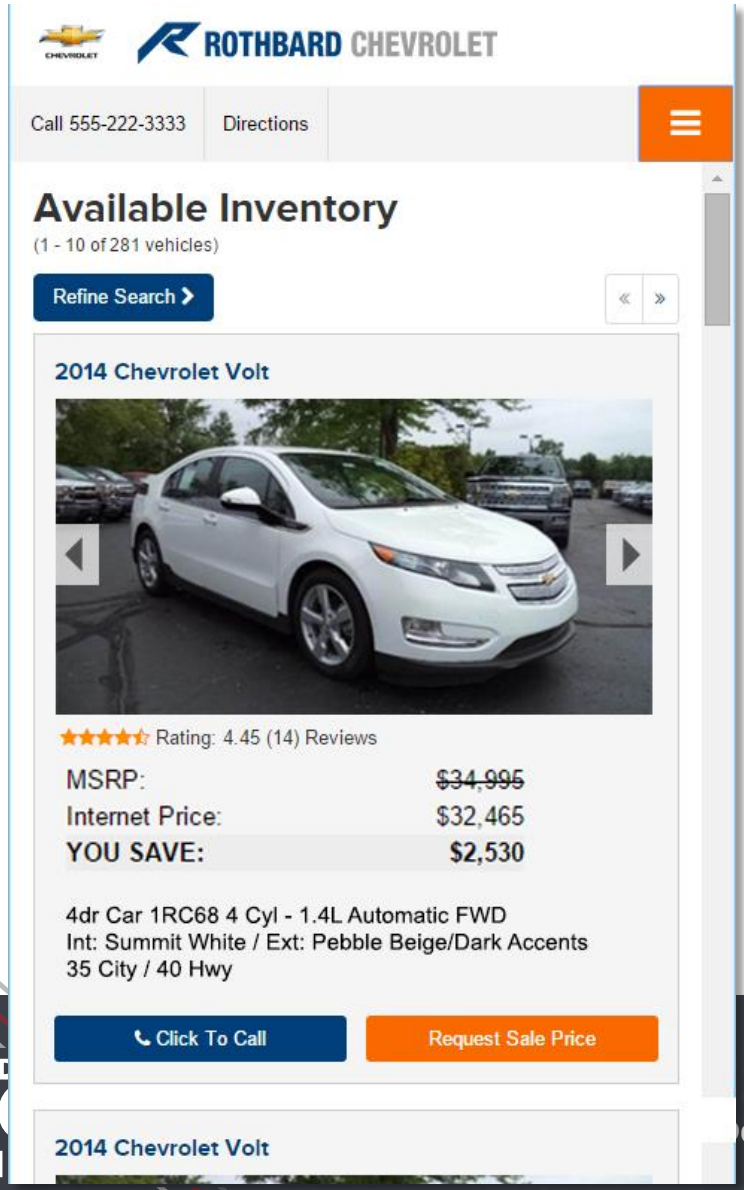
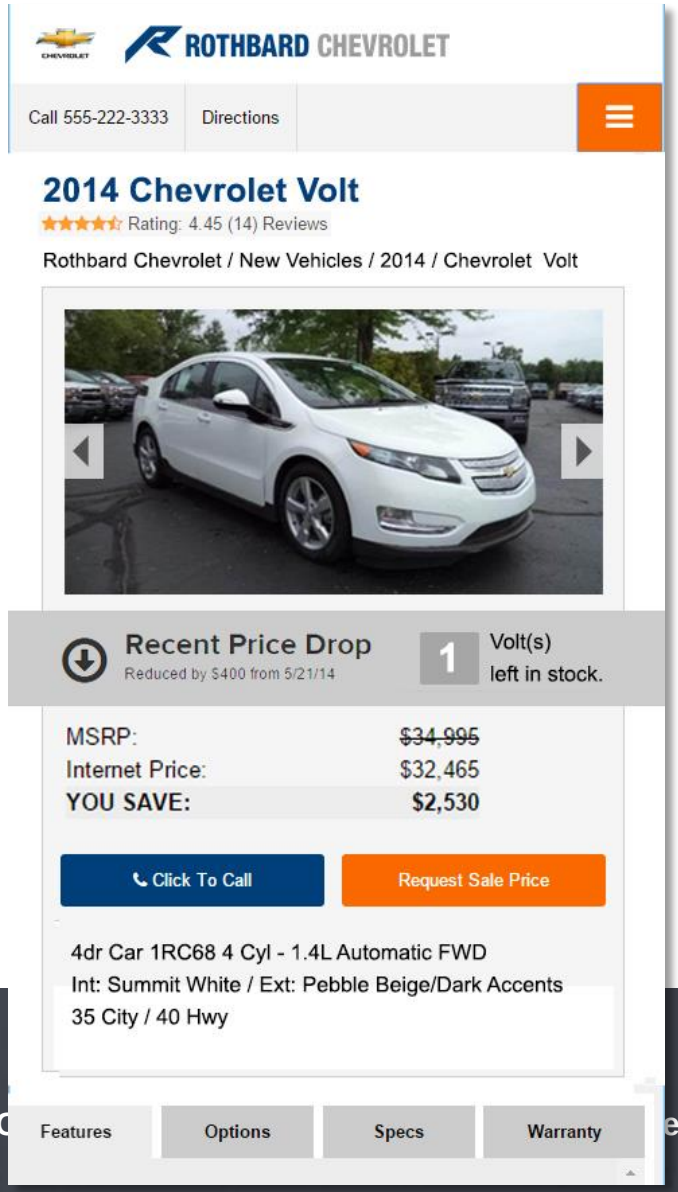
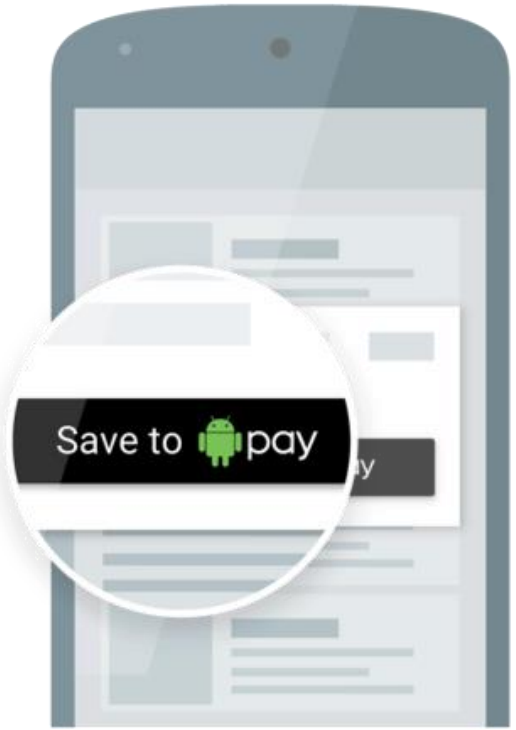
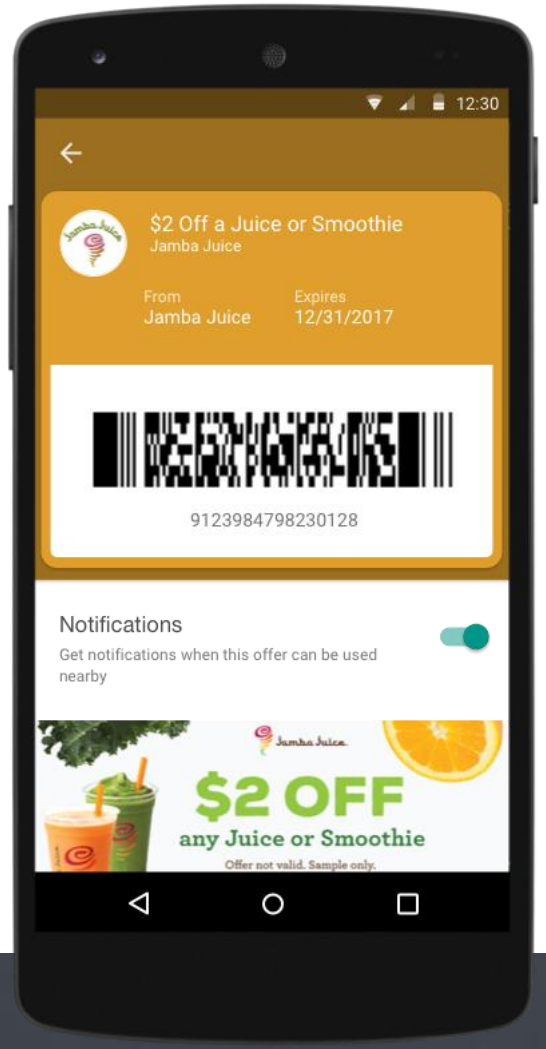
Optimized Inventory Search & Vehicle Details Pages

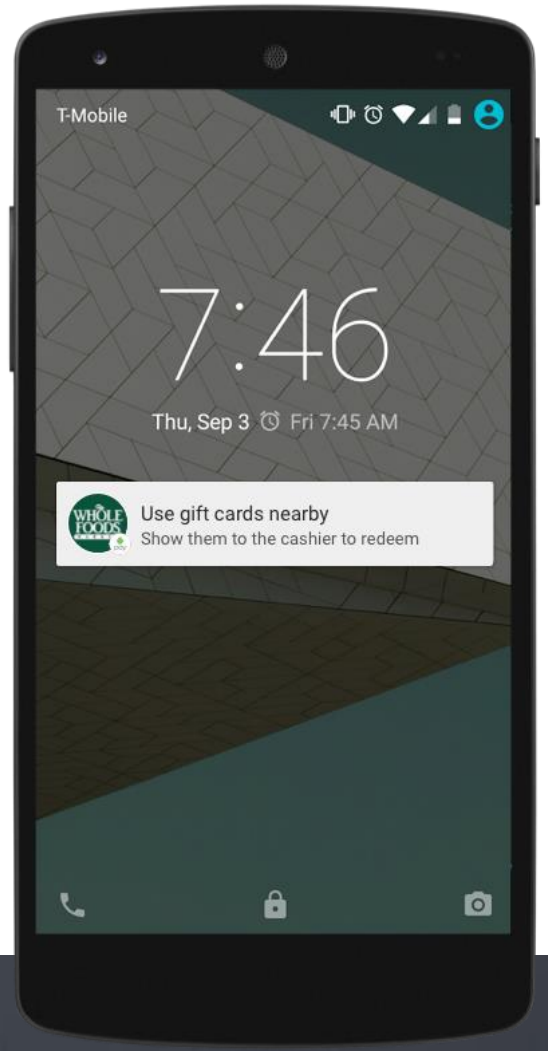




Service Coupons & Loyalty Cards (EASY)







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Mobile Google Adwords

Best Practices

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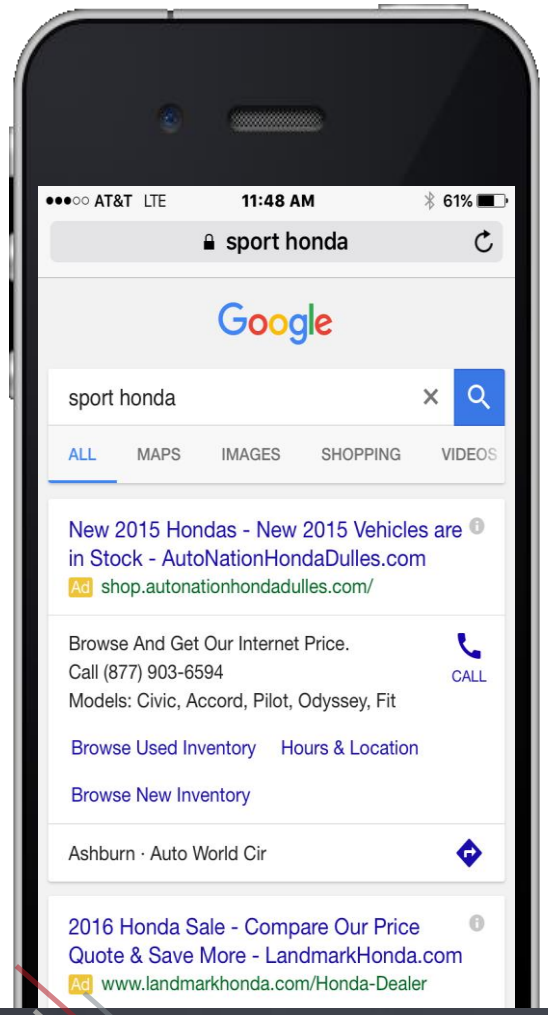
Mobile SERP's Heavily Favor Paid Search



- August 2015 – 3 Mobile Local Ads
- IProspect Reports 40% Decline in Organic CTR
- Dealers May Be After 3 Local Ads for Their Own Branded Term

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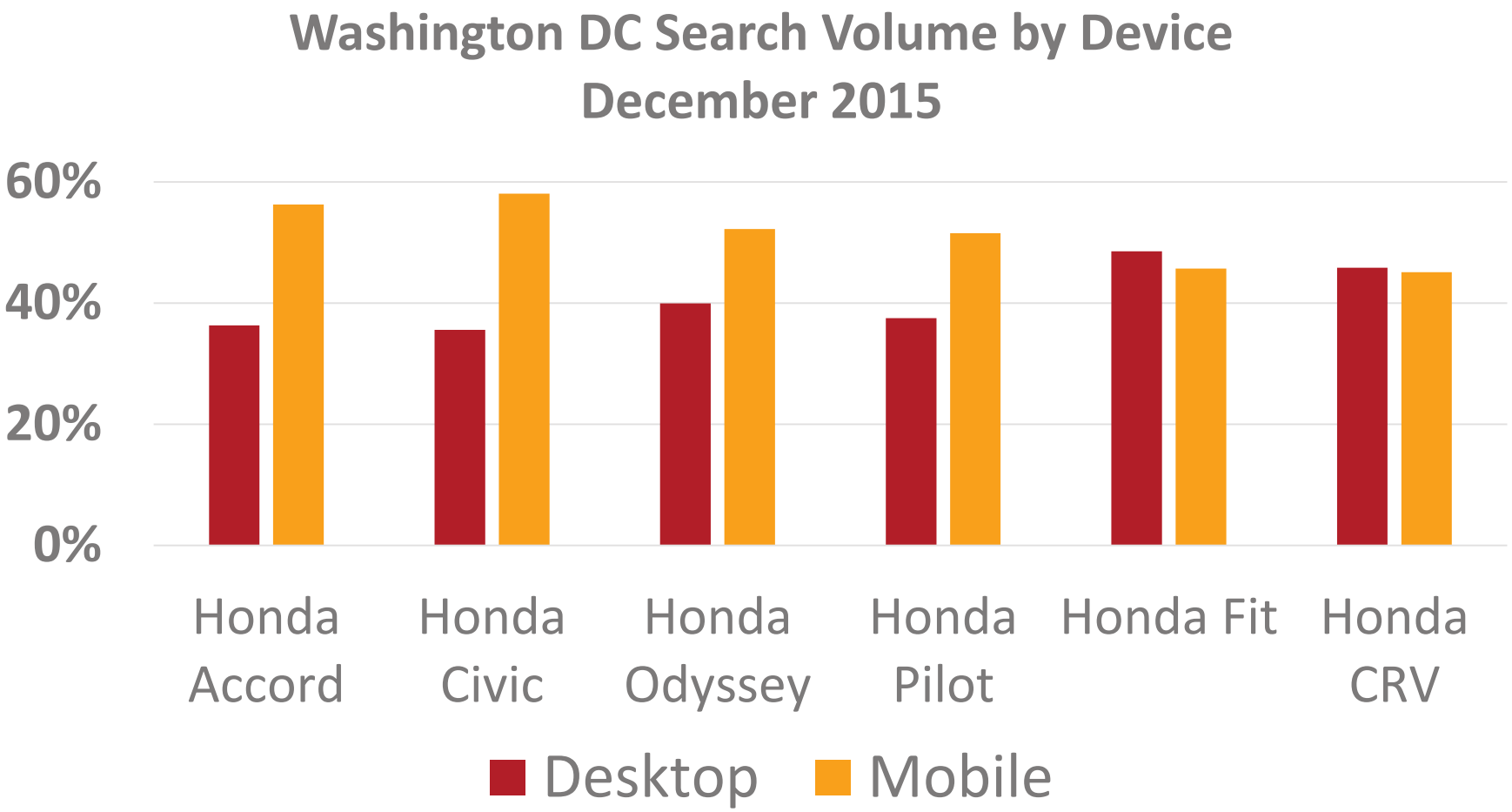
DC Area Honda Dealers Mobile Study



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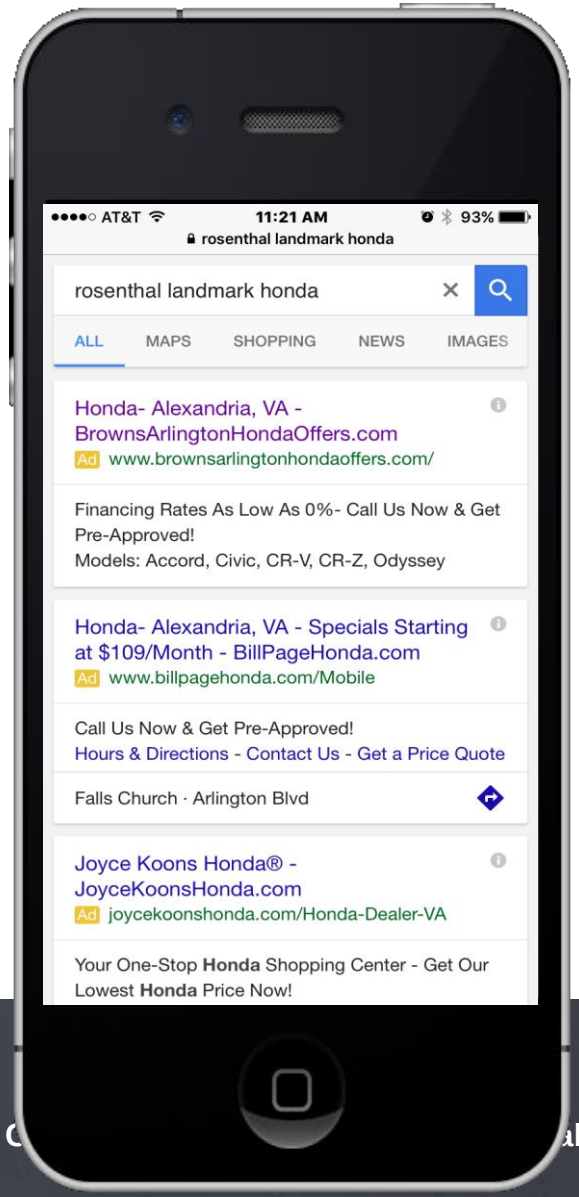
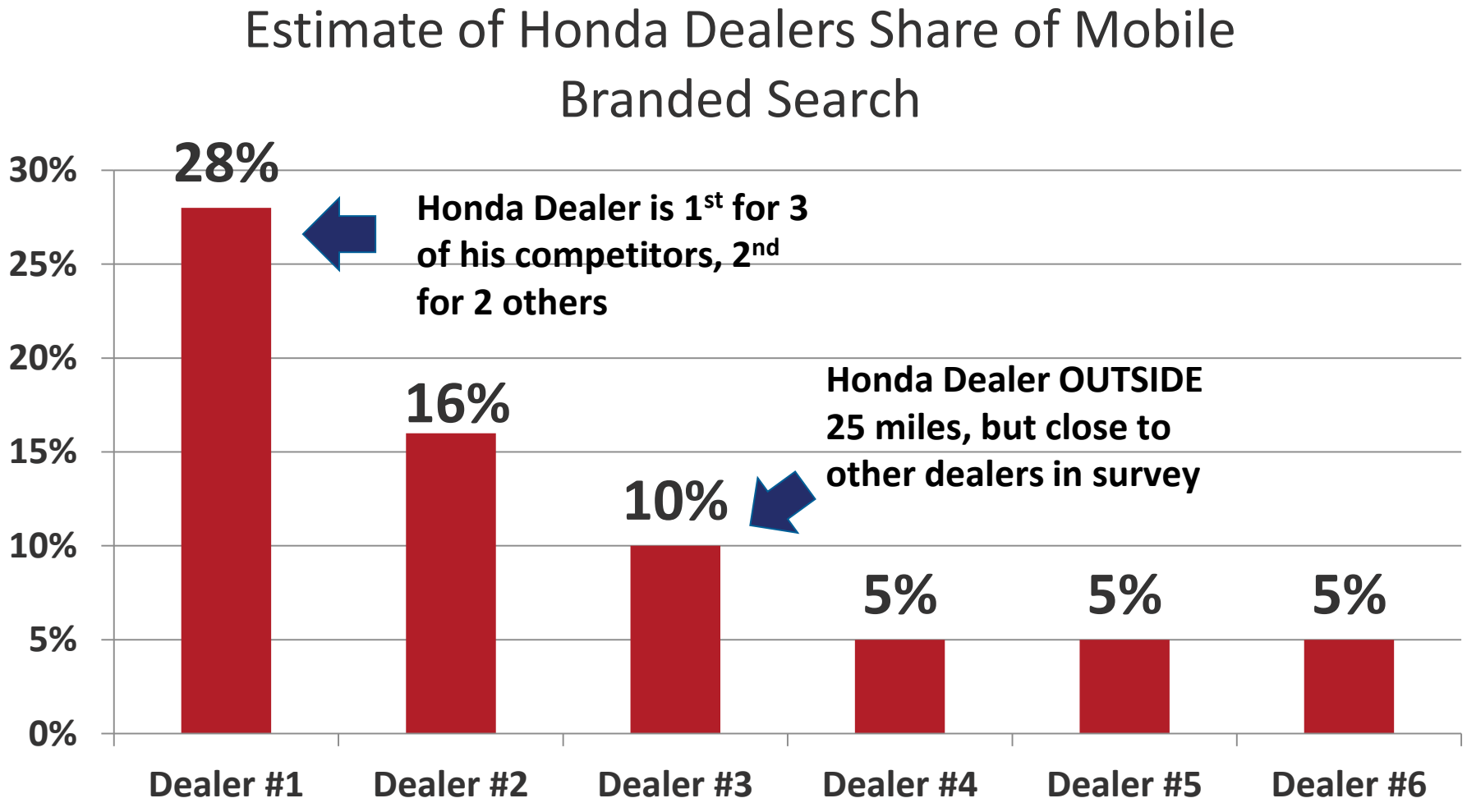
DC Area Honda Dealers Mobile Research Study

- 15 Dealers within 25 Miles
- Only 3 Dealers Bought Their Brand & Showed 1st
- 2 Dealers Bought Brand, but were 2nd
- For 3 Dealers, NO ONE was buying their name
- One dealer "out of market" (about 30 miles away) was first for 2 dealers near them

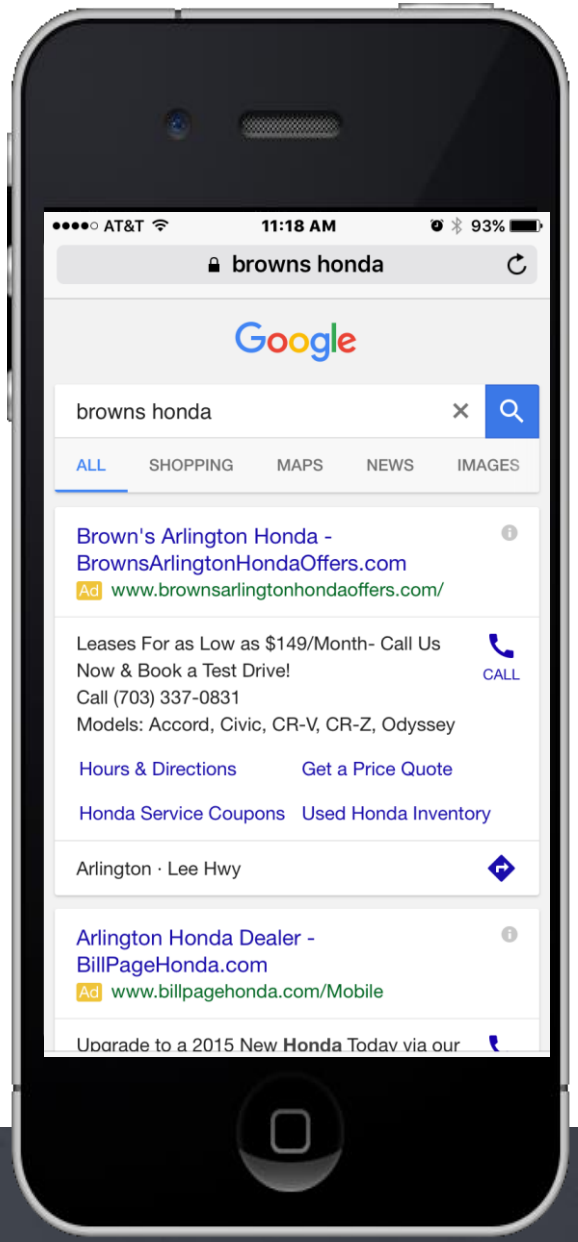


DC Area Honda Dealers Mobile Study



Adword Mobile MUST

- You **MUST** buy your own name
- Calls/Leads are ~$15
- Less than 15% Organic Cannibalization
- YOUR COMPETITORS WILL!
- You Must be #1



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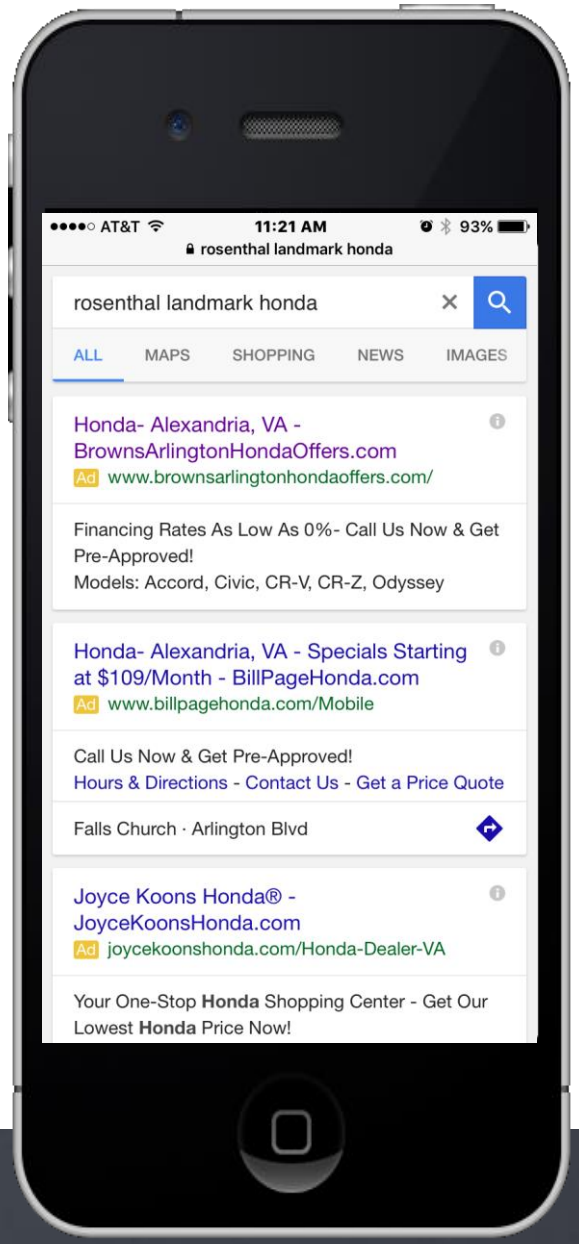
Adword Mobile Dirty Secret

- Buying Your Competitors is worth it
- Conversion is almost as good as buying your own brand (as long as its same OEM)
- Almost all incremental CPA is in CPC (based on Quality Score)
- Calls/Leads are ~$65-$95
- MOST Consumers don't know/care that it's a different store



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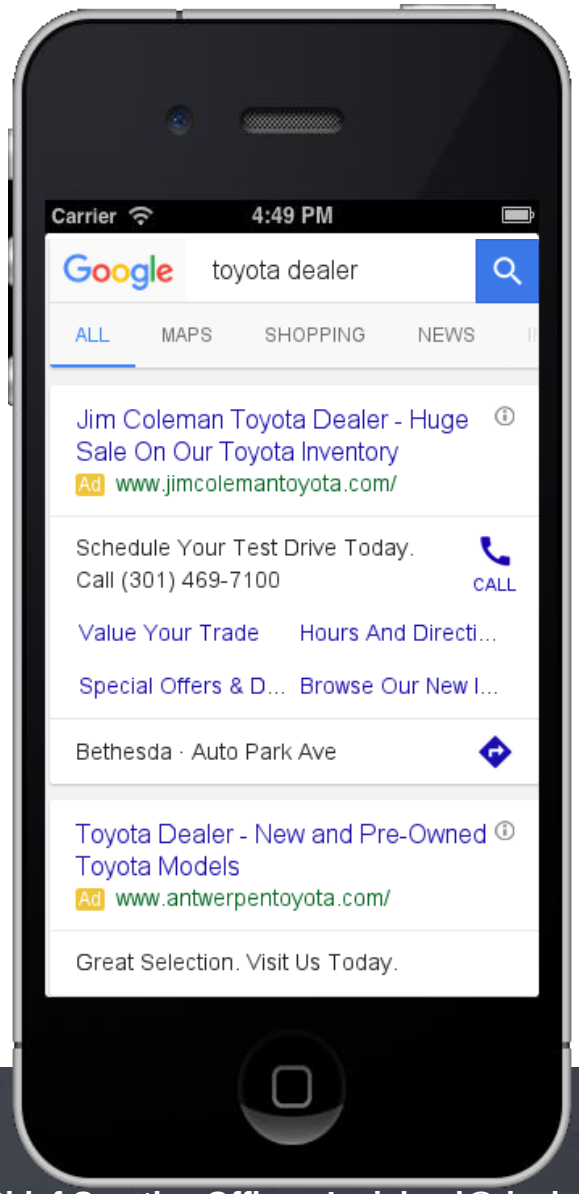
Mobile Ad Best Practices

- Call Extensions
- Site Links
- Location Extensions
- Strong Call To Action
- Compelling Offer



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Conquesting the Mobile Consumer

Mobile searches from dealership lots **increased 46%** in the last year.

-Half of all car shoppers with mobile devices use their smartphones while at the dealership

-Top action people perform with their phones while on the lot, is confirming that they are getting a good price on a vehicle

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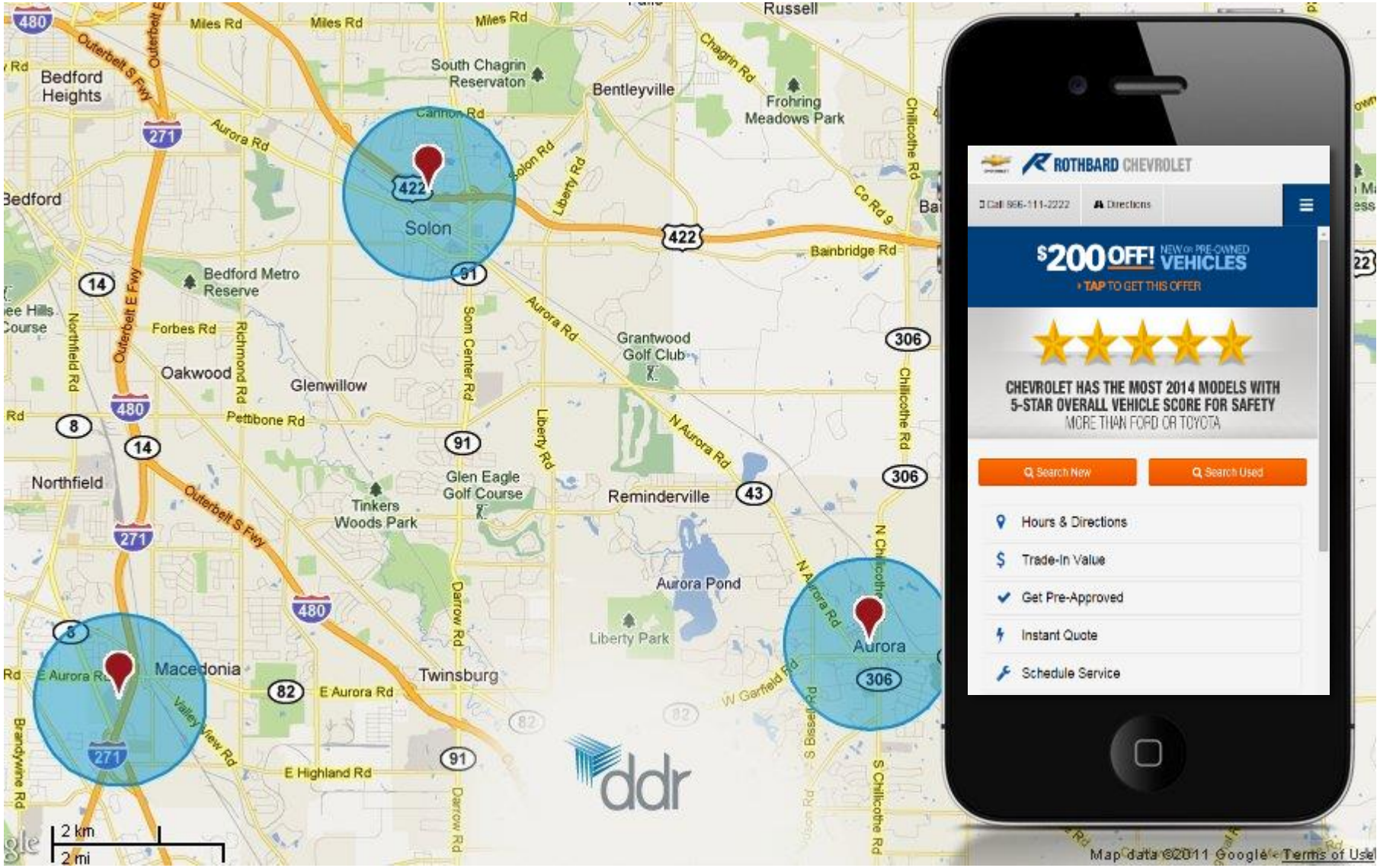
Geo-Fencing


Bedford Heights
Miles Rd
South Chagrin Reservaton
Bentleyville
Frohring Meadows Park
Russell
Chagrin Rd
Chillicothe Rd
Aurora Rd
Solon
Solon Rd
Liberty Rd
Bainbridge Rd
Bedford
Bedford Metro Reserve
Forbes Rd
Oakwood
Glenwillow
Pettibone Rd
Grantwood Golf Club
N Aurora Rd
Northfield
Outerbelt S Fwy
Tinkers Woods Park
Glen Eagle Golf Course
Reminderville
Aurora Pond
Liberty Park
Aurora
Macedonia
Twinsburg
E Aurora Rd
E Highland Rd
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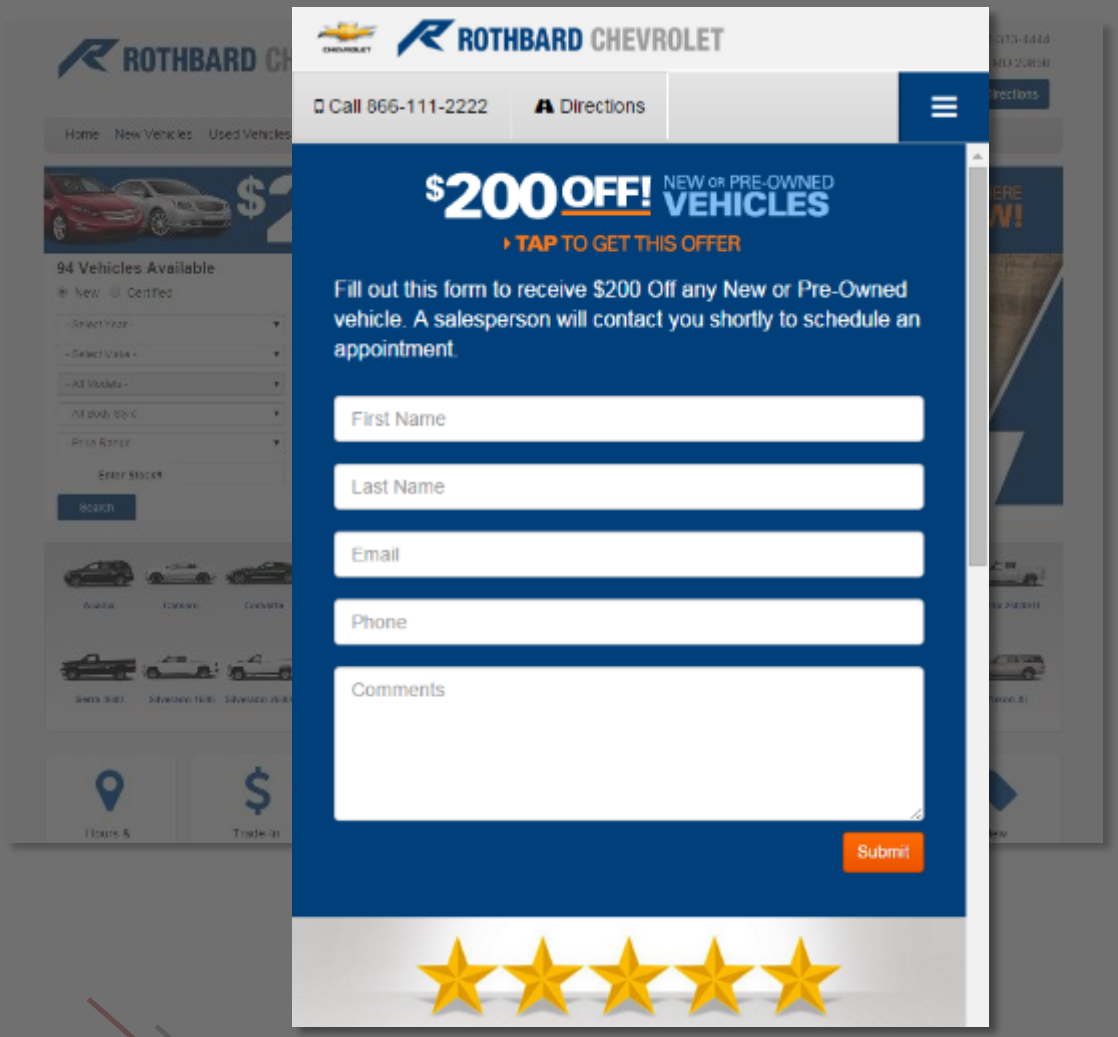
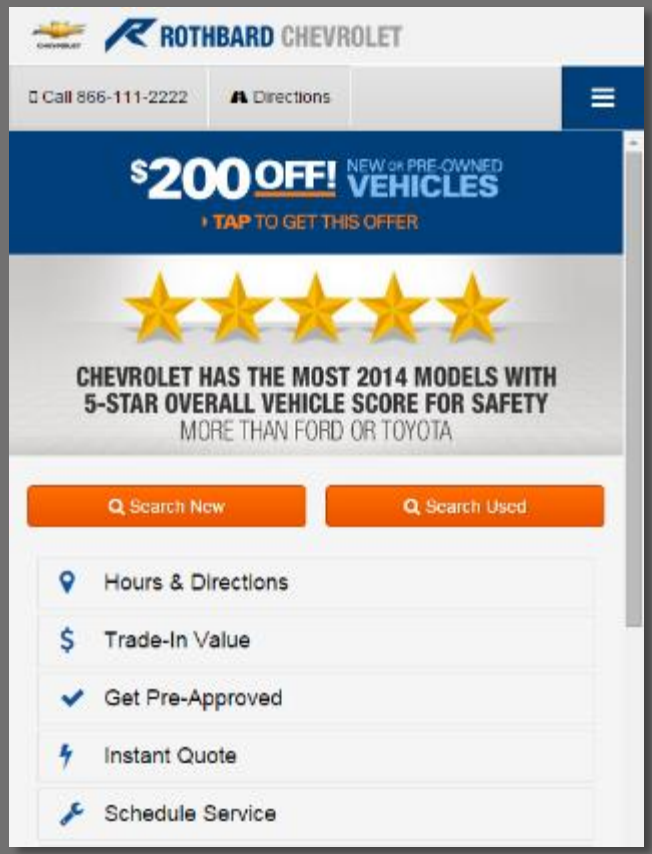
Targeted Mobile Offers





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