

Using Your Data to Increase  
Traffic and Conversions NOW!

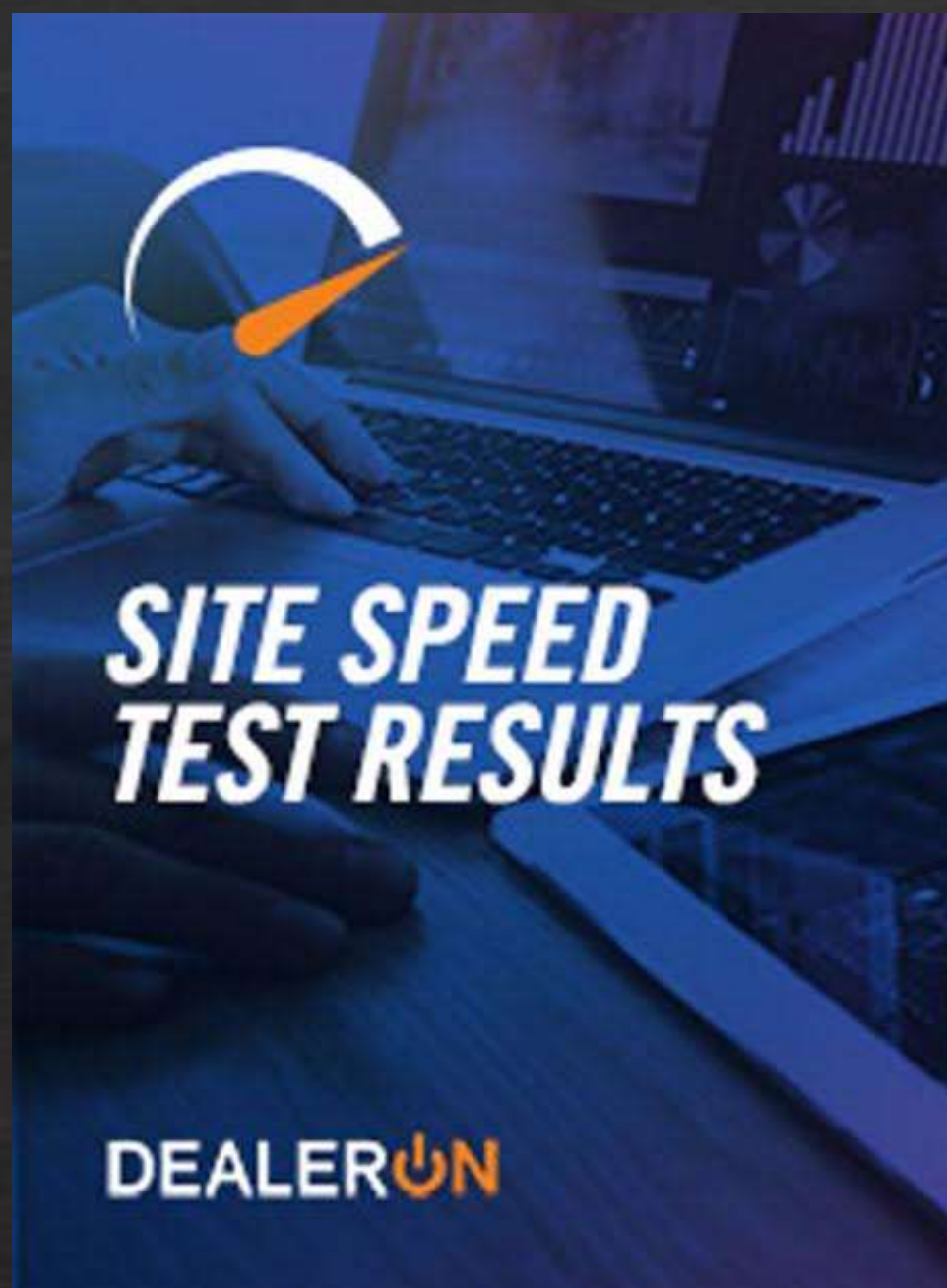


## About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2017
  - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%







## Losing traffic to a **slow** mobile site?

Get a **Mobile Site Speed Test** after the webinar!

**Customized** test includes:

- Page Load Time
- Average visitor loss
- Easy-to-read graphics



SHOW **NADA** 2018

**DEALERON**

**Booth 3493C**



**Pave the Path to Purchase:  
Turn Website Traffic into Sales**



**The Lego Master Builder's Guide to  
Local SEO for Car Dealers**

Say Hello To...



**Dave Spannhake**

Founder & CEO of Reunion Marketing

919.259.4614

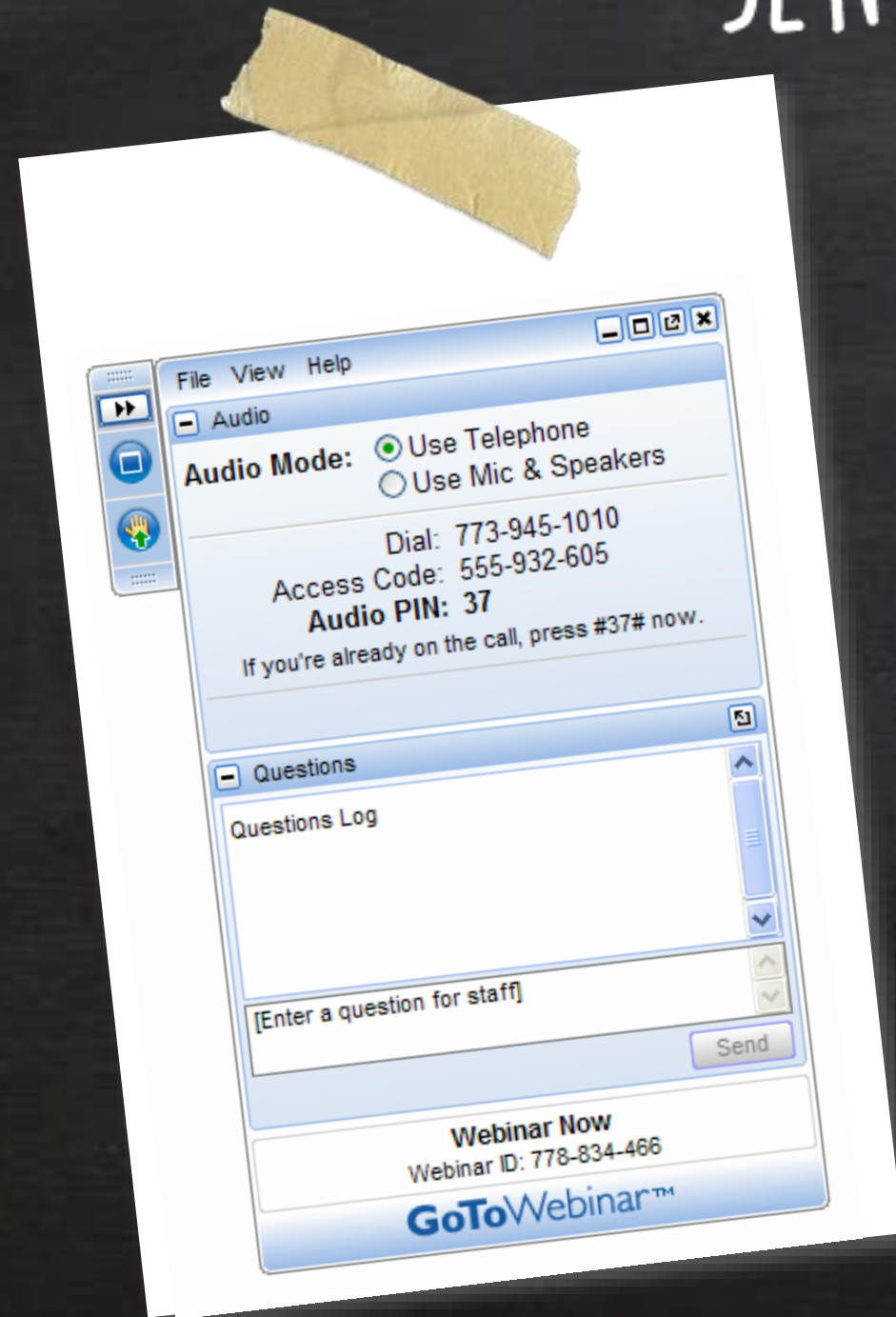
Dave@ReunionMarketing.com

@ReunionMktg





# SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on [DealerOn.com/webinar](http://DealerOn.com/webinar) as an On-Demand Webinar



# PRIZE ALERT



After the presentation, be the first to answer  
the giveaway question correctly to win this awesome prize!

## AFTER THE SHOW



After the webinar, please fill out our short survey  
and let us know what YOU thought of today's presentation!



Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

@ReunionMktg



Using Your Data to Increase  
Traffic and Conversions NOW!



## OBJECTIVES

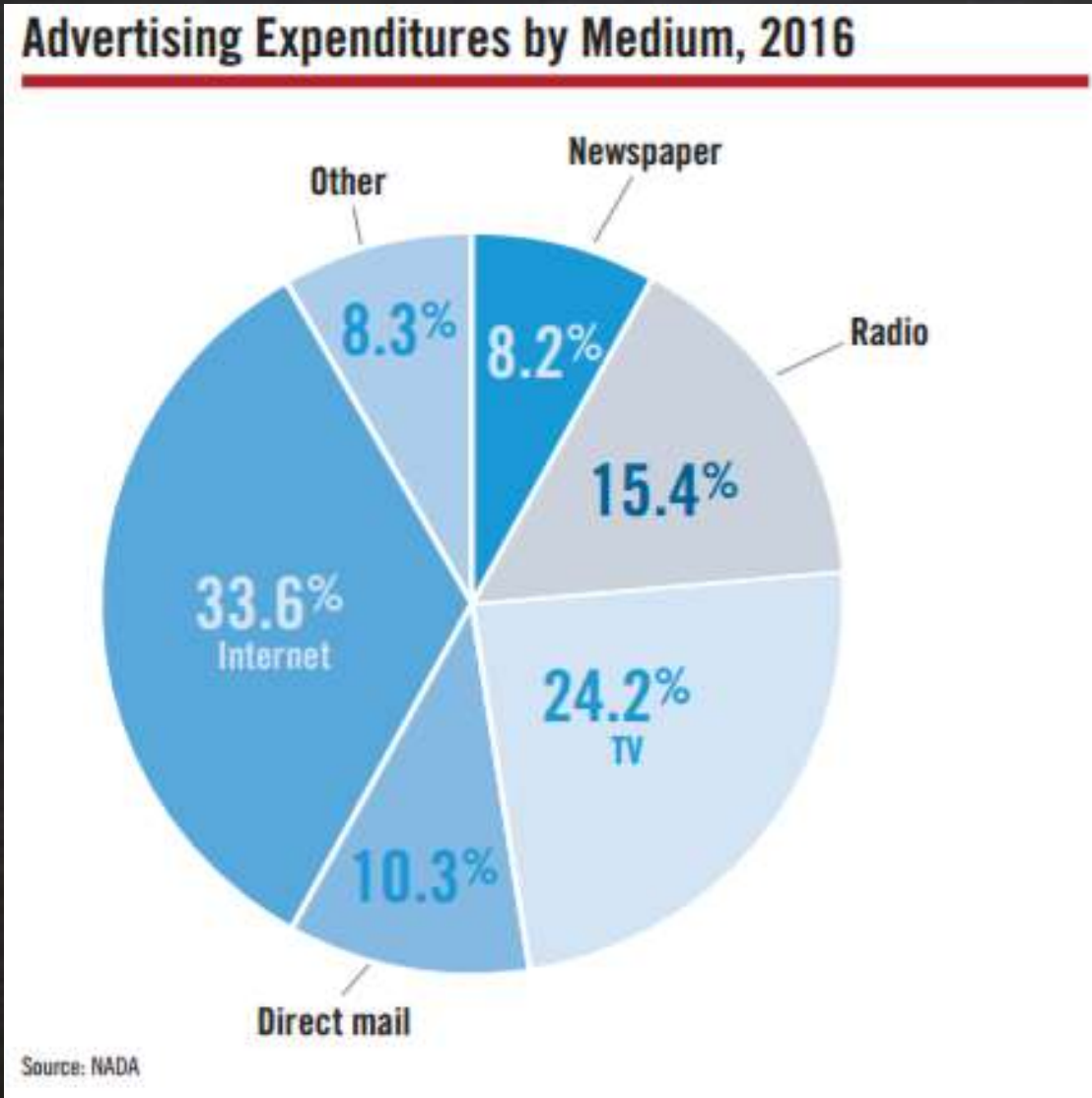
- \* Set up the Framework to Properly Measure Website Performance
- \* Pinpoint the Greatest Opportunities to Increase Traffic
- \* Pinpoint the Greatest Opportunities to Increase Conversion
- \* Giveaway
- \* Question & Answer Session





## Automotive Marketing Today

### A Snapshot of the Current Landscape



**Estimated Advertising Expenses per Dealership, 2016**

By media used	Average of all dealerships
Newspapers	\$48,199
Radio	\$90,519
Television	\$142,244
Direct mail	\$60,542
Internet	\$197,496
Other	\$48,786
<b>Total</b>	<b>\$587,787</b>
<b>Total advertising as % of total sales</b>	<b>1.0%</b>

Source: NADA



That's \$630 For Every Vehicle Sold!





# Traditional versus Digital

## Auto Industry Still Lumps Marketing into These Buckets



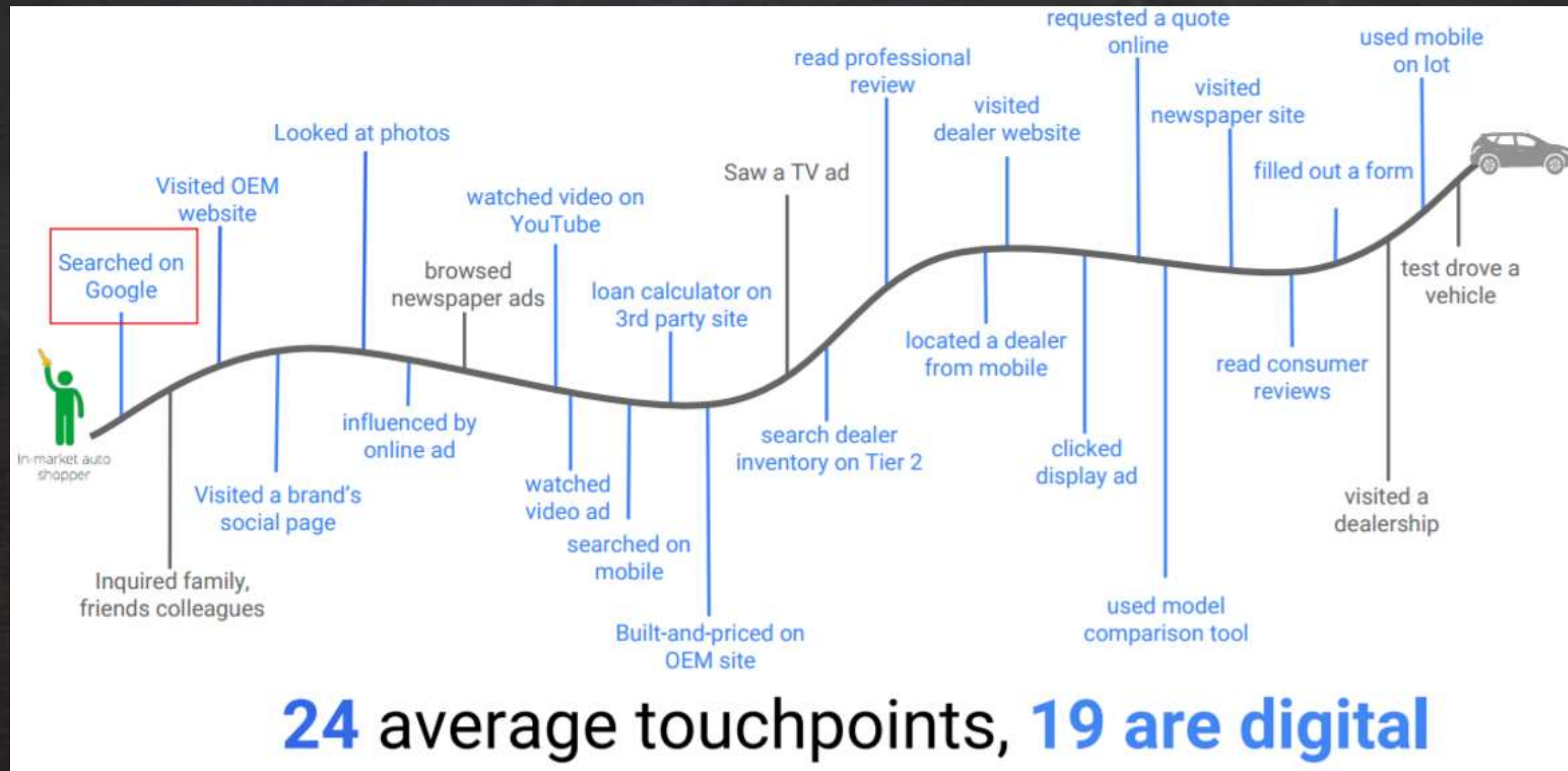


Think Differently.  
Every Channel Has a Unique Purpose.



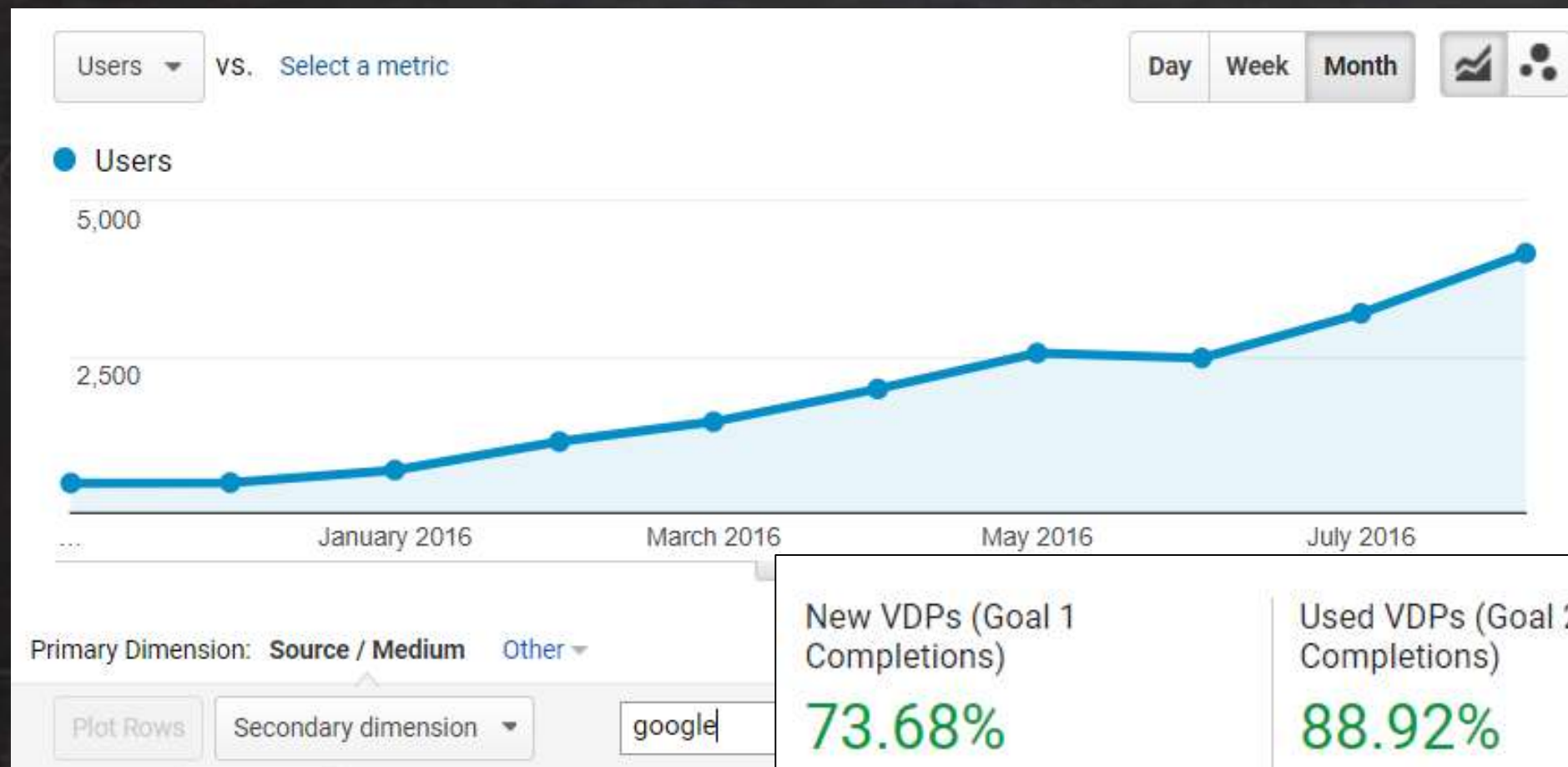


## The Majority of Buyers Ultimately End up on the Dealer Site





## The Question to Ask to Increase Sales: TRAFFIC or CONVERSION?



New VDPs (Goal 1 Completions)

73.68%

2,633 vs 1,516



Used VDPs (Goal 2 Completions)

88.92%

1,602 vs 848



Website Form Submission (Goal 4 Completions)

109.52%

88 vs 42



Mobile Calls (Goal 5 Completions)

76.81%

122 vs 69



# POLL QUESTION





## Google Analytics

Are You Measuring Just Clicks (Traffic) or How Users are Shopping (Conversion)?

Goal	↓	Id	Goal Type	Past 7 day conversions
CPO VDPs		Goal ID 3 / Goal Set 1	Destination	1212
Mobile Calls		Goal ID 5 / Goal Set 1	Event	210
New VDPs		Goal ID 1 / Goal Set 1	Destination	2760
Schedule Service Pageviews		Goal ID 6 / Goal Set 2	Destination	1159
TradePending Lead		Goal ID 7 / Goal Set 2	Destination	75
Used VDPs		Goal ID 2 / Goal Set 1	Destination	3385
Website Form Submission		Goal ID 4 / Goal Set 1	Destination	253





# Proper GA Set Up Pinpoints Your Greatest Opportunities

## For Both Traffic & Conversion Strategies

Queries

Google Search: Top 1,000 daily Landing Pages.

Campaigns

Goal Funnel

Hour of Day

AdWords Campaigns

AdWords Search Queries

Top Events

Site Speed Page Timings

All Traffic

Location

Devices

Exit Pages

Landing Pages

# Let's Start with Increasing Traffic

## What and How People are Shopping is Known Today...



I want to buy what you have at your store to sell me.



Google Search

I'm Feeling Lucky

**Be found where demand exists.**





# POLL QUESTION





## Your Market's Search Demand

### Do You Know What Your Shoppers Want?



Search term	Clicks	Impressions	CTR	Avg. position
toyota of amarillo	12	31	38.71%	1.00
toyota suv	9	31	29.03%	1.00
used honda pilot amarillo tx	3	31	9.68%	1.00
camry 2018	6	30	20.00%	1.50
toyota 4runner for sale	4	30	13.33%	1.03
2018 toyota sequoia	7	29	24.14%	1.00
used toyota tacoma	8	29	27.59%	1.00
2017 toyota camry	4	28	14.29%	1.71
lubbock toyota	1	28	3.57%	1.82



## Your Market's Search Demand

### Do You Know What Your Shoppers Want?





Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ? ↑
	1,216 % of Total: 85.69% (1,419)	4,686 % of Total: 63.75% (7,351)	24.43% Avg for View: 19.30% (26.55%)	3.8 Avg for View: 3.3 (13.72%)
1. asheboro honda shop	3 (0.25%)	59 (1.26%)	5.08%	1.0
2. honda dealers in nc	0 (0.00%)	48 (1.02%)	0.00%	1.0
3. honda nc	2 (0.16%)	32 (0.68%)	6.25%	1.0
4. honda shop asheboro	0 (0.00%)	45 (0.96%)	0.00%	1.0
5. honda shop asheboro nc	1 (0.08%)	14 (0.30%)	7.14%	1.0
6. honda dealerships in nc	5 (0.41%)	63 (1.34%)	7.94%	1.0
7. honda dealerships near me	1 (0.08%)	21 (0.45%)	4.76%	1.1
8. honda dealership	14 (1.15%)	165 (3.52%)	8.48%	1.3
9. honda	19 (1.56%)	449 (9.58%)	4.23%	2.0





## Content Marketing is More than Just an Old Buzzword

### You Won't Show up in Searches if You Aren't Marrying Intent


Sales (844) 283-9492 7505 Century Avenue  
Service (608) 579-3093 Middleton, WI 53562

GET DIRECTIONS SCHEDULE SERVICE

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[Zimbrick VW](#) / [New Volkswagen Models](#) / [New Volkswagen Passat](#)

### 2018 Volkswagen Passat for Sale in Middleton, WI



Family-friendly and full of fun, the 2018 Volkswagen Passat offers a carload of amenities. Wrapped in a sleek, sporty exterior, this year's Passat comes with a standard 2.0L turbocharged engine for plenty of get-up-and-go. Not to mention, available paddle shifters give you control over how you use that power. VW's available Car-Net® infotainment suite makes sure drivers are in the know and keeps passengers connected. Find your own Passat in Middleton, Wisconsin, when you browse our inventory.

#### Why the 2018 Passat?

- Apple CarPlay/Android Auto compatible
- Available Front Assist
- More than 3 ft. rear leg room

★★★★★ 5 (2 Reviews) - Edmunds.com

[Research 2017 Passat >](#)

#### Refine Search

Inventory Search

Stock or VIN

Special Offers Only

Year

2018 (22)

2017 (8)

Price Range

\$20,001 - \$25,000 (3)

\$25,001 - \$30,000 (8)


\$30,001 - \$35,000 (14)

#### Available Inventory

(1 - 18 of 25 Vehicles)

Sort by: Year: High to Low

Show: 10





**2018 Volkswagen Passat 2.0T S**  
[View Vehicle Details](#)

Body Style: Sedan  
Model Code: A331P6  
Engine: 4 Cyl - 2.0 L  
Drive Type: FWD  
Transmission: Automatic  
Ext. Color: Tourmaline Blue Metallic  
Int. Color: Titan Black  
MPG #: 25 City / 36 Hwy \*  
VIN #: 1YWA7A37JC015756  
Stock #: VWS146

MSRP: \$24,640  
Zimbrick Price: \$21,213  
YOU SAVE: \$3,397

GET EPRICE

GET PRE-APPROVED

New Vehicles Used Vehicles Express Store Specials Research Finance Parts & Service Contact Us

Sales: (407) 901-9050 Service: (407) 901-9051 Parts: (407) 901-9051


Schedule Service Here

Sales: Sun-Sun • Service: Sun-Sun • Parts: Sun-Sun

Select Language

You Are Here: [Home](#) > [Headquarter Mazda Oil Change in Clermont, Florida](#)

### Headquarter Mazda Oil Change in Clermont, Florida



#### Dealership Info

**Phone Numbers:**

Main: (407) 905-9999  
Sales: (407) 901-9050  
Service: (407) 901-9051  
Parts: (407) 901-9051

**Sales Hours:**

Mon - Sat: 9:00 AM - 9:00 PM  
Sun: 11:00 AM - 7:00 PM

**Service Hours:**

Mon - Fri: 8:00 AM - 6:00 PM  
Sat: 8:00 AM - 4:00 PM  
Sun: Closed

**Parts Hours:**

Mon - Fri: 9:00 AM - 6:00 PM  
Sat: 8:00 AM - 4:00 PM  
Sun: Closed

[New Mazda Inventory](#) [New Mazda Specials](#) [Browse Used Inventory](#)

Think of oil as the stuff that lets all the moving parts of your car get along with one another. If oil levels are low or the quality of the oil is bad, your vehicle's parts will be damaged by increased friction. This results in components wearing down faster and eventually, costly repairs.



#### Keep Things Running Smooth | Get Your Oil Changed at Headquarter Mazda

Why is getting my car's oil changed important?

Because your engine consists of many different moving parts, you need quality oil to lubricate those parts and keep things running smoothly. The dirtier the oil, the more wear is placed on your vehicle's components. Low quality oil eventually leads to engine damage. Keeping up with regular oil changes always has a healthy amount of lubrication to keep it functioning properly.

[Text Us](#)

Sales: 28-09 Broadway, Fair Lawn, NJ 07410  
Service: 16-01 McBride Avenue, Fair Lawn, NJ 07410


SALES: (888) 432-4952  
SERVICE: (888) 436-0496  
PARTS: (888) 412-8005

Schedule Service Select Language

[f](#) [g+](#) [t](#)

[Home](#) [New Inventory Search](#) [Pre-Owned Inventory Search](#) [Shopping Tools](#) [Service Your Vehicle](#) [About Our Dealership](#) [Group Site](#)

### Used Kia Sportage for Sale in Fair Lawn, NJ



#### Used Kia Sportage

No crossover lives up to its name like the Kia Sportage. Agile handling and excellent fuel economy come standard in this lively compact SUV. And with a feature-loaded cabin that's just as friendly to passengers as it is to the driver, the Sportage is as game for the daily commute as it is for the spontaneous adventure. Come try out the crossover that Autotrader named a "Must Test Drive Vehicle" in Fair Lawn, New Jersey.

#### Why the Sportage?

- 2017 Cars.com "Best New Compact SUV"\*
- 2017 KBB.com "Best Buy"\*\*\*
- 2017 Autotrader "Must Test Drive Vehicle"\*\*\*\*

\* For more information, visit <http://www.kia-media.com/us/en/media/pressreleases/12161/2017-sportage-named-best-new-compact-suv-by-cars.com>. \*\* For more information, visit <http://www.kia-media.com/us/en/media/pressreleases/11889>

#### Explore Available Inventory

Show Only

59 Vehicles matching: All Listings

Page 1 of 4 [Next >](#)

**Keyword**


Search Inventory

**Condition**

- All Conditions
- Pre-Owned (59)
- Certified (17)

**Year**

- All Years
- 2017 (3)
- 2016 (12)
- 2015 (28)




**2016 Kia Sportage LX SUV**

Engine: 2.4L I-4 cyl  
Transmission: 6-Speed Automatic  
Mileage: 12,715 miles  
MPG Range: 21/28  
Exterior Color: Clear White  
Interior Color: Black  
Stock #: P54648

Dealership Price: **\$15,633**

[Confirm Availability](#)

[Watch Video](#)



**2015 Kia Sportage LX SUV**



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@ElianaRaggio  
@ReunionMktg



## How do you Show Up in Search?

### Your “Right to Win” SERPs

Google 2018 audi q3 for sale paramus

About 3,830,000 results (0.56 seconds)

**Your 2018 Audi Q3 Is For Sale | Find Your Ideal New Car Now**  
[www.jackdanielsparamusaudi.com/Audi-For-Sale/2018-Q3](https://www.jackdanielsparamusaudi.com/Audi-For-Sale/2018-Q3) (888) 474-0276  
Find Your New 2018 Audi Q3 For Sale And Test Drive It Today At Audi Paramus.  
Open Now · One Owner Cars Available · Family Owned and Operated · Serving You Since 1972  
123 Route 4 West, Paramus, NJ · Open today · 9:00 AM – 9:00 PM

**Browse New Audi Q3 Models | At Paul Miller Audi | paulmilleraudi.com**  
[www.paulmilleraudi.com/New-Audi/Q3](http://www.paulmilleraudi.com/New-Audi/Q3)  
Looking To Buy Or Lease? View New Audi Q3's and Ask About Our Monthly Specials  
Up To 28 MPG Highway · 3 Trim Options · 4 door · Multiple Colors  
Styles: SUVs, Sedans, Wagons, Coupes  
Lease Specials · Showroom · Featured Inventory · Hours & Directions

**Audi Q3 2018 - Lease Special | \$359 Per Month - 36/m Lease**  
[www.mendhamaudi.com/Authorized/Audi\\_Dealer](http://www.mendhamaudi.com/Authorized/Audi_Dealer)  
Exceptional Performance & 5-Star Customer Service. Award-Winning Audi Dealership  
Over 300 Cars in stock · \$0 Down on Select Models · Lease & Finance Offers · Sales & Service Specials  
Schedule A Service · New Inventory · Parts Request Form · Used Inventory

**2018 Audi Q3 | Priced to move at \$35595 | vwmanhattan.com**  
[www.vwmanhattan.com/2018/Q3](http://www.vwmanhattan.com/2018/Q3)  
With only 5 left in stock it won't last long. Call today and save!  
Get Pre Approved · Hours & Directions · New VW Inventory · Contact Us

**New 2018 Audi Q3 SUV For Sale Paramus NJ | Price Technology ...**  
<https://www.jackdanielsparamusaudi.com/new-audi-q3-paramus-nj.htm>  
Take on anything the road throws at you in the all-new 2018 Audi Q3. This adaptable compact crossover couples available quattro® all-wheel drive with available MMI® navigation to turn in luxurious yet unchained performance. And with a panoramic sunroof that helps you soak up the full driving experience, the Q3 begs to ...

**Audi Q3 in Paramus, NJ | Jack Daniels Audi of Paramus**  
<https://www.jackdanielsparamusaudi.com/models/audi-q3-paramus.htm>  
Learn More About Buying a 2018 Audi Q3 in Paramus. Visit Jack Daniels Audi of Paramus for a great deal on a new 2018 Audi Q3. Our sales team is ready to show you all of the features that you will find in the Audi Q3 and take you for a test drive in the Paramus Area. At our Audi dealership you will find competitive prices, ...

**New 2018 Audi Q3 For Sale in Paramus, NJ | NY 119413**  
<https://www.jackdanielsparamusaudi.com/New Audi/2018 Audi Q3>  
Shop the new Audi Q3 2.0T Premium for sale in Paramus, NJ, just a short drive from Jersey City & NYC. Find pricing, safety & technology features, MPG & more here at Jack Daniels Audi of Paramus.

**Audi Q3 for Sale in Paramus, NJ 07652 - Autotrader**  
<https://www.autotrader.com/cars-for-sale/Audi/Q3/Paramus+NJ-07652>  
\$43,720. MSRP \$43,720. Gray. 2018 Audi Q3 Premium Plus 28/20 Highway/City MPG. 73 miles from 07652; Audi Warrington, a Sloane Automotive Dealership; 1-800-539-5057 ...

### New 2018 Audi Q3 SUV For Sale Paramus NJ | Price Technology ...

<https://www.jackdanielsparamusaudi.com/new-audi-q3-paramus-nj.htm>

Take on anything the road throws at you in the all-new 2018 Audi Q3. This adaptable compact crossover couples available quattro® all-wheel drive with available MMI® navigation to turn in luxurious yet unchained performance. And with a panoramic sunroof that helps you soak up the full driving experience, the Q3 begs to ...

### Audi Q3 in Paramus, NJ | Jack Daniels Audi of Paramus

<https://www.jackdanielsparamusaudi.com/models/audi-q3-paramus.htm>

Learn More About Buying a 2018 Audi Q3 in Paramus. Visit Jack Daniels Audi of Paramus for a great deal on a new 2018 Audi Q3. Our sales team is ready to show you all of the features that you will find in the Audi Q3 and take you for a test drive in the Paramus Area. At our Audi dealership you will find competitive prices, ...

### New 2018 Audi Q3 For Sale in Paramus, NJ | NY 119413

<https://www.jackdanielsparamusaudi.com/New Audi/2018 Audi Q3>

Shop the new Audi Q3 2.0T Premium for sale in Paramus, NJ, just a short drive from Jersey City & NYC. Find pricing, safety & technology features, MPG & more here at Jack Daniels Audi of Paramus.



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@ElianaRaggio  
@ReunionMktg



Google 2018 nissan altima madison wi

All Images News Shopping Videos More Settings Tools

About 291,000 results (0.47 seconds)


**Get a 2018 Nissan Altima | New Dealership In Madison**  
 (Ad) [www.rosennissanmadison.com/Nissan\\_Offers/Call\\_Today](http://www.rosennissanmadison.com/Nissan_Offers/Call_Today) (608) 276-0335  
 Find Your New Nissan Altima Here. Call Today for Your Nissan Options!  
 ASE Certified Technicians · OEM Parts and Accessories · Nissan Service Loaners · Grand Opening  
 Models: Altima, Frontier, Juke, LEAF, Maxima, Murano, Pathfinder, Rogue, Sentra, Titan

**Pre-Owned Vehicles**  
 Great Prices on All Used Inventory.  
 Wide Variety of Makes & Models.

**Vehicle Service Center**  
 See Our Automotive Experts Today.  
 We are the Nissan Specialists.

**Explore the 2018 Nissan Altima | Official Dealer Locator**  
 (Ad) [www.choose Nissan.com/Altima](http://www.choose Nissan.com/Altima)  
 ★★★★★ Rating for choose Nissan.com: 4.4 - 146 reviews  
 Build, Price & Locate A Dealer in Your Area. Find Your 2018 Nissan® Now!  
 Rearview Monitor · Blind Spot Warning · Remote Engine Start · Intelligent Safety Shield  
 Models: 2.5, 2.5 S, 2.5 SR, SR Midnight Edition, 2.5 SV, 2.5 SL, 3.5 SR, 3.5 SL

**2018 Nissan Altima For Sale In Madison WI | Sun Prairie | Price**  
<https://www.zimbricknissan.com> · New Nissan Models ▾  
 The 2018 Nissan Altima gives you the options you need to personalize your drives. Looking for fuel efficiency? The base engine reaches up to 38 highway mpg. Seeking ample power instead? Opt for the available 270-horsepower V6 engine. Do you prioritize convenience? Utilize the Bluetooth® connectivity and Siri® Eyes ...



Hours ▾

**A Zimbrick Nissan**  
 Zimbrick  
 Madison, WI · (608) 663-1122  
 Open · Closes 6PM

**B Rosen Nissan of Madison**  
 Madison, WI · (608) 276-0335  
 Open · Closes 8PM


**New 2018 Nissan Altima For Sale Madison WI | N180009**  
<https://www.zimbricknissan.com> · New Vehicles · 2018 · Nissan · Altima · 2.5 S ▾  
 See the new 2018 Nissan Altima 2.5 S for sale at Zimbrick Nissan near Sun Prairie, DeForest & Middleton WI. Price, review and safety. N180009.

**New 2018 Nissan Altima For Sale Madison WI | N180020**  
<https://www.zimbricknissan.com> · New Vehicles · 2018 · Nissan · Altima · 2.5 SR ▾  
 See the new 2018 Nissan Altima 2.5 SR for sale at Zimbrick Nissan near Sun Prairie, DeForest & Middleton WI. Price, review and safety. N180020.

**2018 Nissan Altima For Sale in Madison, WI - CarGurus**  
<https://www.cargurus.com> · Used Cars · Nissan Altima · 2018 ▾  
 Listings 1 - 15 of 715 · Save \$5566 on a 2018 Nissan Altima. Search over 76200 listings to find the best Madison, WI deals. CarGurus analyzes over 6 million cars daily.

**New 2018 Nissan Altima For Sale | Madison WI**  
[www.rosennissanmadison.com/.../Nissan/2018-Nissan-Altima-d95073540a0e0a6b40d...](http://www.rosennissanmadison.com/.../Nissan/2018-Nissan-Altima-d95073540a0e0a6b40d...) ▾  
 New 2018 Nissan Altima, from Rosen Nissan of Madison in Madison, WI 53713. Call (608) 276 0335 for more information.

**2018 Nissan Altima For Sale In Madison WI | Sun Prairie | Price**  
<https://www.zimbricknissan.com> · New Nissan Models ▾  
 The 2018 Nissan Altima gives you the options you need to personalize your drives. Looking for fuel efficiency? The base engine reaches up to 38 highway mpg. Seeking ample power instead? Opt for the available 270-horsepower V6 engine. Do you prioritize convenience? Utilize the Bluetooth® connectivity and Siri® Eyes ...



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 Madison, WI · (608) 663-1122  
 Open · Closes 6PM

**B Rosen Nissan of Madison**  
 Madison, WI · (608) 276-0335  
 Open · Closes 8PM

**New 2018 Nissan Altima For Sale Madison WI | N180009**  
<https://www.zimbricknissan.com> · New Vehicles · 2018 · Nissan · Altima · 2.5 S ▾  
 See the new 2018 Nissan Altima 2.5 S for sale at Zimbrick Nissan near Sun Prairie, DeForest & Middleton WI. Price, review and safety. N180009.

**New 2018 Nissan Altima For Sale Madison WI | N180020**  
<https://www.zimbricknissan.com> · New Vehicles · 2018 · Nissan · Altima · 2.5 SR ▾  
 See the new 2018 Nissan Altima 2.5 SR for sale at Zimbrick Nissan near Sun Prairie, DeForest & Middleton WI. Price, review and safety. N180020.





## How do you Show Up in Search?

### Your “Right to Win” SERPs

#### Honda Dealership Asheboro NC | Greensboro | High Point

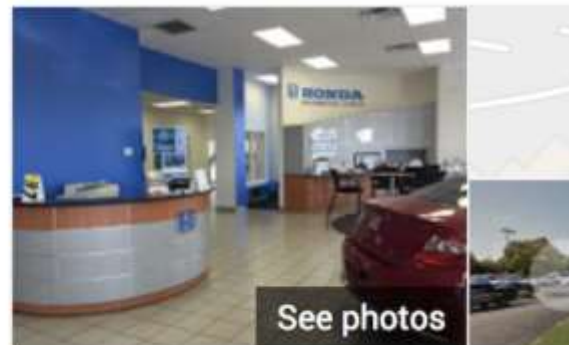
<https://www.asheborohonda.com/>

Asheboro Honda reaches out to local communities—such as Asheboro, Greensboro, and High Point—as a proud and active member of the Randolph County Chamber of Commerce, the United Way of Randolph County, and an A+ Accredited Member of the Better Business Bureau. Through these organizations, we're able ...

#### Used Honda Cars SUVs For Sale | Asheboro Honda | High Point NC

<https://www.asheborohonda.com/searchused.aspx>

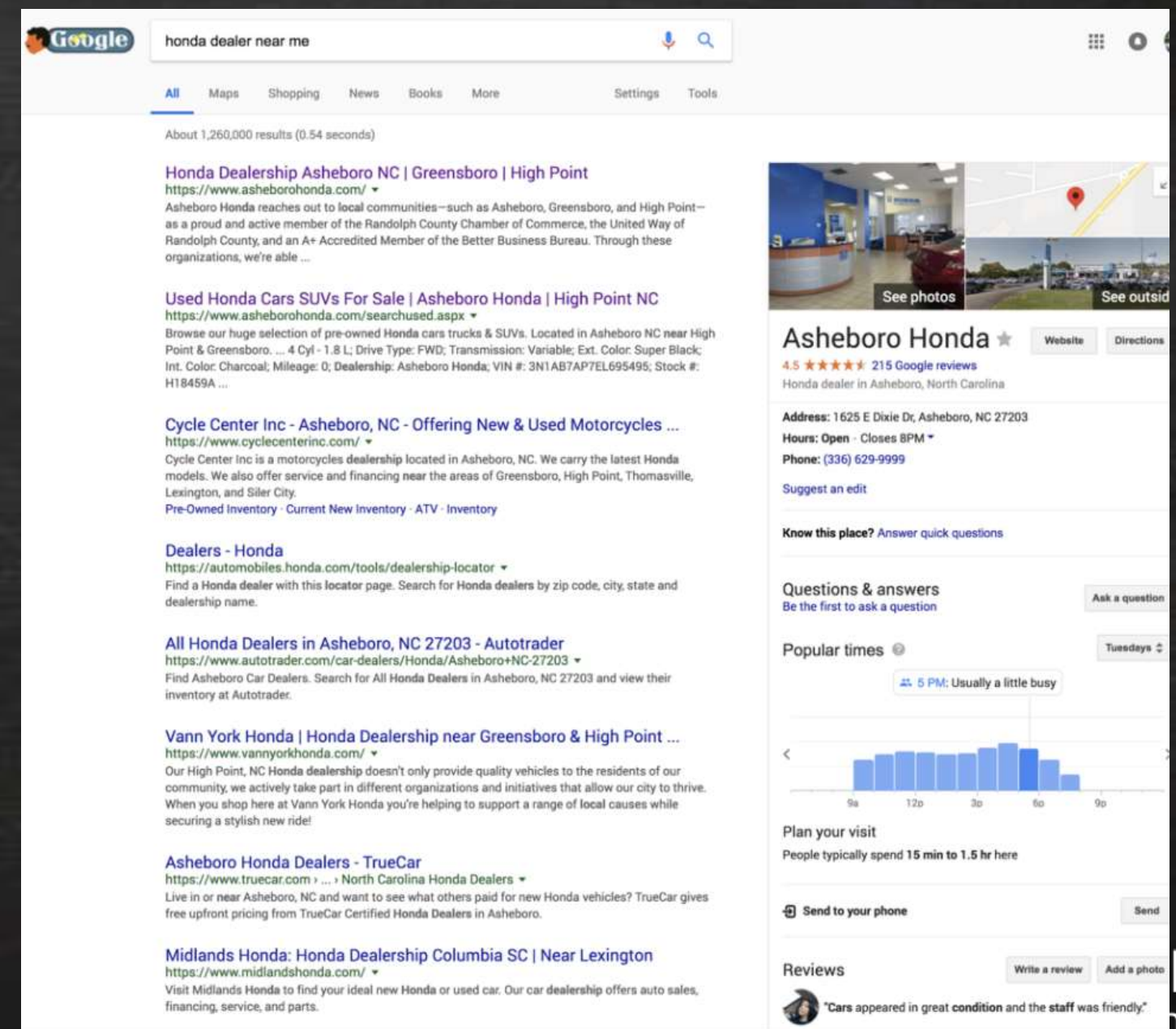
Browse our huge selection of pre-owned Honda cars trucks & SUVs. Located in Asheboro NC near High Point & Greensboro. ... 4 Cyl - 1.8 L; Drive Type: FWD; Transmission: Variable; Ext. Color: Super Black; Int. Color: Charcoal; Mileage: 0; Dealership: Asheboro Honda; VIN #: 3N1AB7AP7EL695495; Stock #: H18459A ...



#### Asheboro Honda ★

4.5 ★★★★★ 215 Google reviews

Honda dealer in Asheboro, North Carolina



Google search results for "honda dealer near me". The search bar shows "honda dealer near me" and the results are filtered by "All". The first result is "Honda Dealership Asheboro NC | Greensboro | High Point" with a link to <https://www.asheborohonda.com/>. The description mentions the dealership's involvement in local communities and its accreditation. The second result is "Used Honda Cars SUVs For Sale | Asheboro Honda | High Point NC" with a link to <https://www.asheborohonda.com/searchused.aspx>. The description mentions a large selection of pre-owned vehicles. The third result is "Cycle Center Inc - Asheboro, NC - Offering New & Used Motorcycles ...". The fourth result is "Dealers - Honda" with a link to <https://automobiles.honda.com/tools/dealership-locator>. The fifth result is "All Honda Dealers in Asheboro, NC 27203 - Autotrader" with a link to <https://www.autotrader.com/car-dealers/Honda/Asheboro+NC-27203>. The sixth result is "Vann York Honda | Honda Dealership near Greensboro & High Point ...". The seventh result is "Asheboro Honda Dealers - TrueCar" with a link to <https://www.truecar.com>. The eighth result is "Midlands Honda: Honda Dealership Columbia SC | Near Lexington" with a link to <https://www.midlandshonda.com/>. On the right, a Google Maps listing for "Asheboro Honda" is shown with a 4.5-star rating, 215 Google reviews, and contact information: Address: 1625 E Dixie Dr, Asheboro, NC 27203; Hours: Open - Closes 8PM; Phone: (336) 629-9999. A bar chart shows popular times, with a peak at 5 PM. The listing also includes a "Plan your visit" section and a "Reviews" section.



@DealerOn  
@ElianaRaggio  
@ReunionMktg

N



## How do you Show Up in Search?

### Not All SERPs are Created Equal

Google Search Results for "ford f150"

About 24,600,000 results (0.71 seconds)

**Ford.com | The 2018 Ford® F-150 | Built Ford Tough**  
[www.ford.com/2018/Ford\\_F-150](https://www.ford.com/2018/Ford_F-150) • Increased Performance & Efficiency. The Highly Capable F-150 Works for You. LCD Productivity Screen • Military-Grade Aluminum • Roll Stability Control™ • IIHS Top Safety Pick Models: XL, XLT, Lariat, Raptor, King Ranch, Platinum, Limited

**Build & Price a F-150**  
Configure Your Own Ford® F-150 at The Official Ford Site Today!

**Ford F-150 Models**  
Compare Various Models. Browse Photos, Detailed Info, and Specs.

**Request a Quote**  
Get Specs, Price, Pics, Options and More. Get a Quote from Your Dealer.

**Incentives & Offers**  
View Offers and Incentives on The Tough, Reliable Ford F-150.

**2018 Ford F-150 Offers | Precision Ford Lillington, NC**  
[www.precisionfordonline.com/Sales/Event/F-150](http://www.precisionfordonline.com/Sales/Event/F-150) • Get A Great Deal On Your New Ford F-150. Shop Online Or Visit Us Today! Huge Selection - Dealership You Can Trust - Special Financing - Accommodating Staff 9 945 N Main St, Lillington, NC - Open today - 7:30 AM - 7:00 PM •

**Ford F-Series F-150 | Real Pricing On Actual Cars | TrueCar.com**  
[www.truecar.com/Ford/F-Series-F-150](http://www.truecar.com/Ford/F-Series-F-150) • ★★★★★ Rating for truecar.com: 4.5 - 2,066 reviews See What Others Paid Before You Buy Or Lease From TrueCar Certified Dealers.

**2018 Ford® F-150 Truck | America's Best Full-Size Pickup | Ford.com**  
<https://www.ford.com/trucks/f150/> • Learn about the 2018 Ford® F-150 with best-in-class towing, payload & torque. Check out the 3.5L EcoBoost & new 3.0L Power Stroke Turbo Diesel coming soon!

**2018 F-150**  
Learn about the 2018 Ford® F-150 with best-in-class towing ...

**Models & Specs**  
The F-150 XL offers a new, more efficient 3.3L TiVCT V6 and ...

**The Lariat**  
The 2018 Ford® F-150 LARIAT offers a 2.7L EcoBoost® V6 ...

**Pricing & Incentives**  
View pricing options for the 2018 Ford® F-150 Truck. Explore ...

**Raptor**  
The High-Output 3.5L V6 EcoBoost® engine with off-road FOX ...

**XLT**  
With an electronic 6-speed transmission with tow/haul ...

**2018 Ford F-150**  
Pickup truck

5/5 Car and Driver 4.9/5 Cars.com

**MSRP:** From \$27,610  
**Towing capacity:** 5,000 to 8,000 lbs  
**MPG:** Up to 20 city / 26 highway  
**Curb weight:** 4,069 to 5,265 lbs  
**Dimensions:** 209-251" L x 80-86" W x 75-79" H

**Body styles**

Regular Cab	From \$27,610
Super Cab	From \$31,695
SuperCrew Cab	From \$34,150

**People also search for**

2018 Ford F-250 2018 Ford Expedition 2018 Ford F-350 2018 Ford Focus 2018 Ford Mustang

**Ford F-Series - Wikipedia**  
[https://en.wikipedia.org/wiki/Ford\\_F-Series](https://en.wikipedia.org/wiki/Ford_F-Series) • Jump to **F-150 Nite** - Sold from 1991 to 1992 on the Ford F-150 XLT Lariat, the Nite special edition was an monochromatic option package, featuring black paint and trim with a multicolor accent stripe. For 1991, it was exclusive to the regular-cab F-150; for 1992, it was available on all bodystyles of the F-150 and ...

**Production:** 1948–present **Class:** Full-size pickup truck  
**Also called:** Ford Lobo (Mexico, 1992–present)

**Ford F-150 - Car and Driver**  
<https://www.caranddriver.com/ford/ford-f-150> • ★★★★★ Rating: 5 - 1 review Beloved for its legendary capabilities, the F-150 is the truck we deem worthy of our 10Best award for 2018. ... 2018 Ford F-150 5.0L V-8 4x4 SuperCrew ... Take the 2018 Ford F-150 Platinum tested here. Zero to 60 mph: 5.9 sec Power: 395 hp @ 5750 rpm Curb weight: 5284 lb Length: 231.9 in

**Used Ford F-150 For Sale - CarGurus**  
<https://www.cargurus.com/Used-Cars> • Listings 1 - 15 of 1996 - First Ford F-150 listings in your area. 2014 Ford F-150 Platinum SuperCrew 4WD ... 2017 Ford F-150 Lariat SuperCrew 4WD.

**Ford F-150 Reviews: Research New & Used Models | Motor Trend**  
[www.motortrend.com/cars/ford/f-150/](http://www.motortrend.com/cars/ford/f-150/) • Read Motor Trend's Ford F-150 review to get the latest information on models, prices, specs, MPG, fuel economy and photos. Conveniently compare local dealer pricing on Ford F-150s. Beloved for its legendary capabilities, the F-150 is the truck we deem worthy of our 10Best award for 2018. ... 2018 Ford F-150 5.0L V-8 4x4 SuperCrew ... Take the 2018 Ford F-150 Platinum tested here. Zero to 60 mph: 5.9 sec Power: 395 hp @ 5750 rpm Curb weight: 5284 lb Length: 231.9 in

### 2018 Ford® F-150 Truck | America's Best Full-Size Pickup | Ford.com

<https://www.ford.com/trucks/f150/> ▼

Learn about the 2018 Ford® F-150 with best-in-class towing, payload & torque. Check out the 3.5L EcoBoost & new 3.0L Power Stroke Turbo Diesel coming soon!

#### 2018 F-150

Learn about the 2018 Ford® F-150 with best-in-class towing ...

#### Models & Specs

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#### The Lariat

The 2018 Ford® F-150 LARIAT offers a 2.7L EcoBoost® V6 ...

[More results from ford.com »](#)

#### Pricing & Incentives

View pricing options for the 2018 Ford® F-150 Truck. Explore ...

#### Raptor

The High-Output 3.5L V6 EcoBoost® engine with off-road FOX ...

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With an electronic 6-speed transmission with tow/haul ...

### Ford F-Series - Wikipedia

[https://en.wikipedia.org/wiki/Ford\\_F-Series](https://en.wikipedia.org/wiki/Ford_F-Series) ▼

Jump to **F-150 Nite** - Sold from 1991 to 1992 on the Ford F-150 XLT Lariat, the Nite special edition was an monochromatic option package, featuring black paint and trim with a multicolor accent stripe. For 1991, it was exclusive to the regular-cab F-150; for 1992, it was available on all bodystyles of the F-150 and ...

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### Ford F-150 - Car and Driver

<https://www.caranddriver.com/ford/ford-f-150> ▼

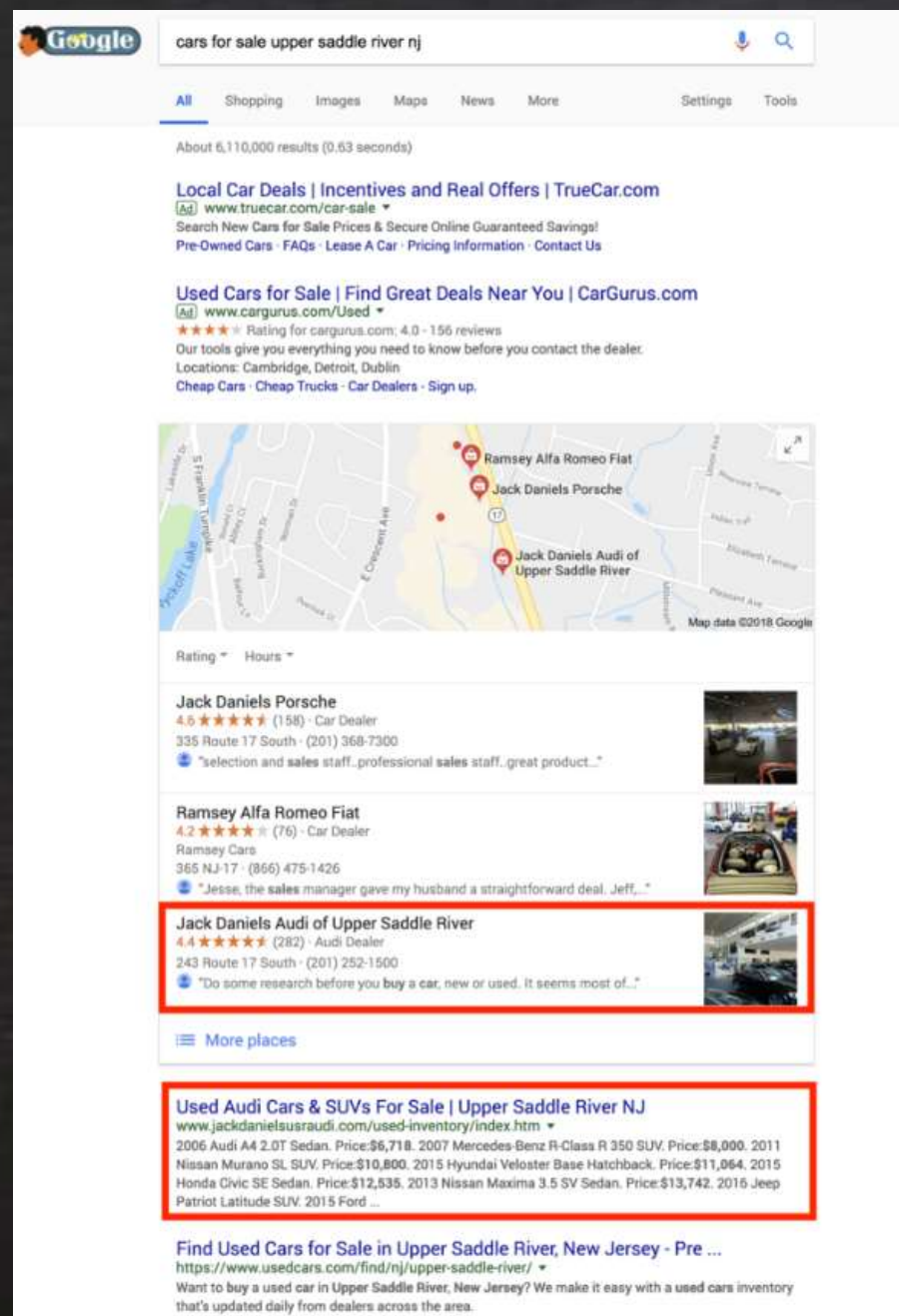


@DealerOn  
 @ElianaRaggio  
 @ReunionMktg



## How do you Show Up in Search?

### Not All SERPs are Created Equal




### Jack Daniels Audi of Upper Saddle River

4.4 ★★★★★ (282) · Audi Dealer

243 Route 17 South · (201) 252-1500

"Do some research before you buy a car, new or used. It seems most of..."



[More places](#)

### Used Audi Cars & SUVs For Sale | Upper Saddle River NJ

[www.jackdanielsusraudi.com/used-inventory/index.htm](http://www.jackdanielsusraudi.com/used-inventory/index.htm)


2006 Audi A4 2.0T Sedan. Price:\$6,718. 2007 Mercedes-Benz R-Class R 350 SUV. Price:\$8,000. 2011 Nissan Murano SL SUV. Price:\$10,800. 2015 Hyundai Veloster Base Hatchback. Price:\$11,064. 2015 Honda Civic SE Sedan. Price:\$12,535. 2013 Nissan Maxima 3.5 SV Sedan. Price:\$13,742. 2016 Jeep Patriot Latitude SUV. 2015 Ford ...

cars for sale upper saddle river nj



## Keywords Tracking isn't Dead

### Just Be Sure You are Prioritizing Based on "Winnability" & Intent

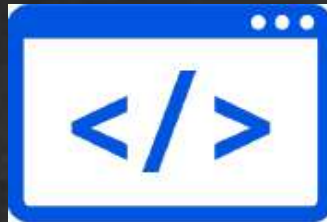
Keyword <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup>	You   	Reagor Dykes Auto Group   	McGavock Nissan   	Bobby Doby Motors   
toyota Amarillo	Amarillo, Texas, United States	#1 --	#40 --	#17 --	#23 --
toyota service Amarillo	Amarillo, Texas, United States	#1 --	#42 --	#41 --	#34 --
toyota dealership near me	Amarillo, Texas, United States	#1 --	#51+ --	#51+ --	#51+ --
toyota lease deals Amarillo	Amarillo, Texas, United States	#1 --	#17 --	#51+ --	#51+ --
2018 toyota 4Runner for sale Amarillo	Amarillo, Texas, United States	#1 --	#14 --	#51+ --	#24 --
toyota dealership Amarillo	Amarillo, Texas, United States	#1 --	#15 --	#29 --	#14 --
2018 toyota RAV4 for sale Amarillo	Amarillo, Texas, United States	#1 --	#23 --	#12 --	#51+ --
Street Toyota Branded	Amarillo, Texas, United States	#1 --	#51+ --	#51+ --	#51+ --
toyota dealer Amarillo	Amarillo, Texas, United States	#1 --	#25 --	#31 --	#11 --
toyota dealer near me	Amarillo, Texas, United States	#1  2	#51+ --	#51+ --	#9  42+





## Technical SEO

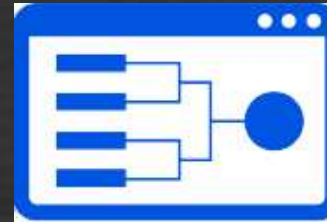
### Build Your Site Using Best Practices



META-TAGS



QUALITY CONTENT



STRUCTURED DATA



PAGESPEED



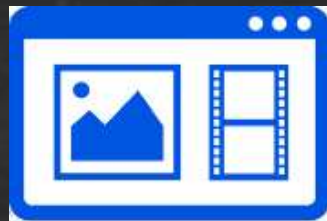
NO DUPLICATE CONTENT



MOBILE FRIENDLY



LINK BUILDING



PHOTOS | ALT TEXT



DIRECTORY OPTIMIZATION



URL STRUCTURE





Clicks are Just Clicks if The User Isn't Shopping.  
Do You Have a Plan For Your Website?





# POLL QUESTION





## Starting with the Homepage

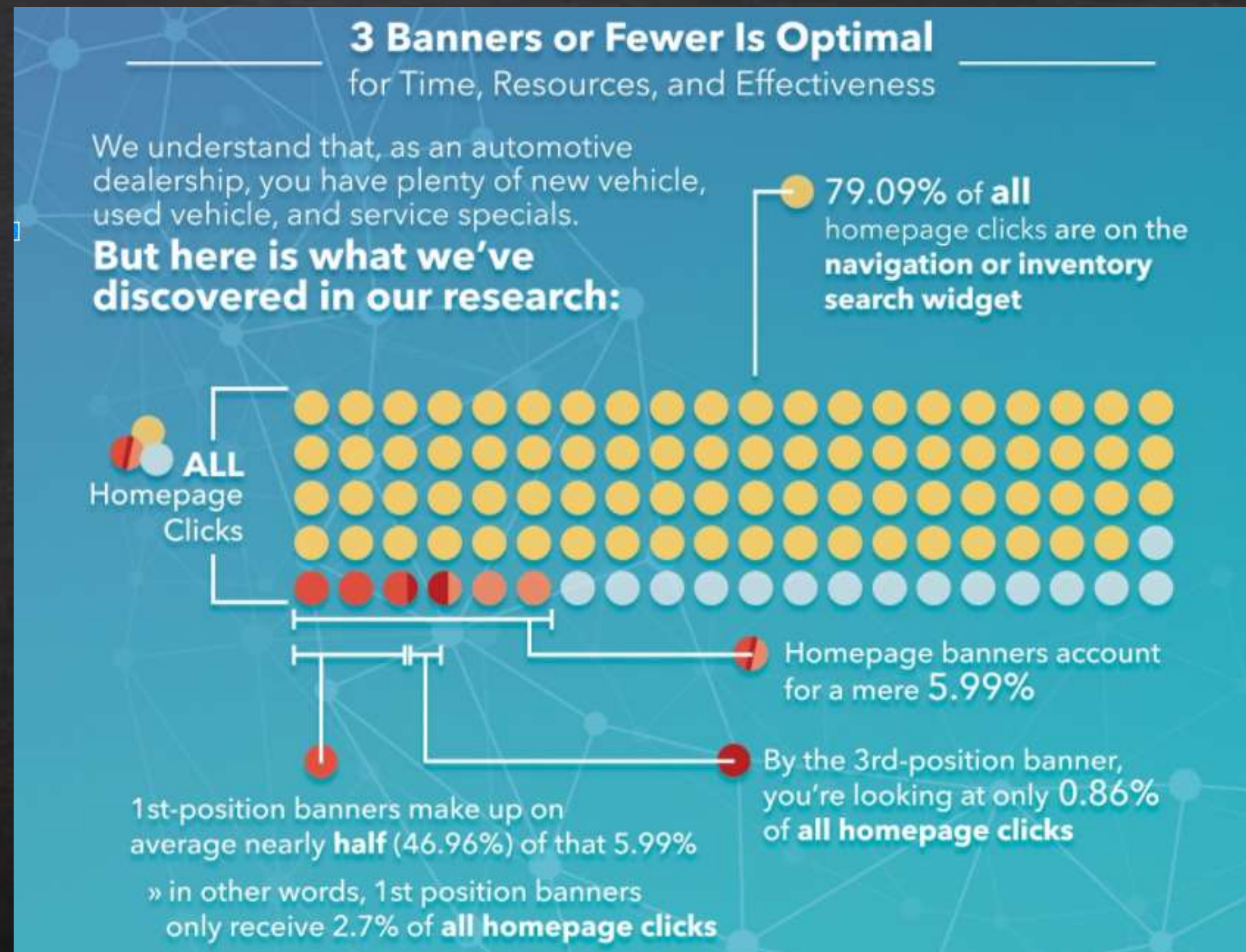
### The Purpose and the Behavior

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	<b>10,792</b> % of Total: 12.28% (87,885)	<b>5,351</b> % of Total: 11.55% (46,330)	<b>00:00:23</b> Avg for View: 00:00:41 (-45.00%)	<b>5,129</b> % of Total: 27.61% (18,577)	<b>9.12%</b> Avg for View: 28.55% (-68.05%)	<b>15.00%</b> Avg for View: 21.14% (-29.03%)
1. / 	<b>10,792</b> (100.00%)	<b>5,351</b> (100.00%)	00:00:23	<b>5,129</b> (100.00%)	9.12%	15.00%



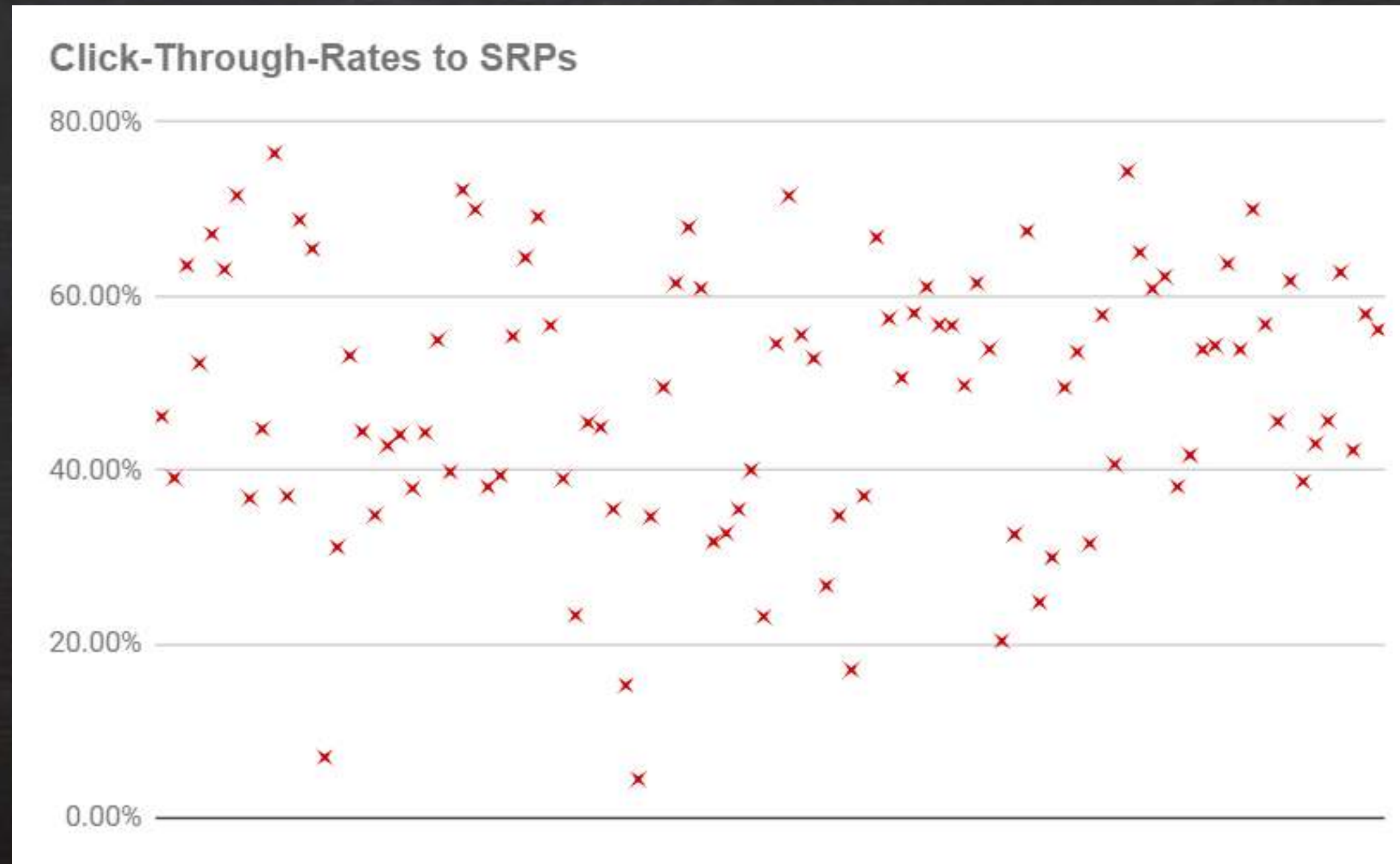


## (Not Sitting Around and Waiting on Homepage Banners to Load)





## How Efficient Are You in Making it Easy to Shop?





## Remember One Very Important Rule on Your Site Every Extra Click Means a Percentage of Your Traffic Leaves

Page ?	Exits ?	↓ Pageviews ?	% Exit ?
	11,837 % of Total: 100.00% (11,837)	40,885 % of Total: 100.00% (40,885)	28.95% Avg for View: 28.95% (0.00%)
1. /	2,116 (17.88%)	7,110 (17.39%)	29.76%
2. <a href="http://blog.asheborohonda.com/news/dashboard-icons-what-they-mean-vs-what-you-think-they-mean/">blog.asheborohonda.com/news/dashboard-icons-what-they-mean-vs-what-you-think-they-mean/</a>	1,349 (11.40%)	1,491 (3.65%)	90.48%
3. <a href="http://blog.asheborohonda.com/news/honda-odyssey-vs-pilot-which-family-car-is-better-for-you/">blog.asheborohonda.com/news/honda-odyssey-vs-pilot-which-family-car-is-better-for-you/</a>	897 (7.58%)	941 (2.30%)	95.32%
4. /searchused.aspx	340 (2.87%)	2,937 (7.18%)	11.58%
5. <a href="http://blog.asheborohonda.com/news/bad-weather-is-snow-problem-for-the-honda-cr-v/">blog.asheborohonda.com/news/bad-weather-is-snow-problem-for-the-honda-cr-v/</a>	338 (2.86%)	371 (0.91%)	91.11%
6. /service-parts-specials.aspx	132 (1.12%)	310 (0.76%)	42.58%
7. /searchnew.aspx	129 (1.09%)	1,670 (4.08%)	7.72%
8. /contactus.aspx	114 (0.96%)	221 (0.54%)	51.58%
9. /new-Asheboro-2017-Honda-Accord+Sedan-Touring-1HGCR3F97HA003589	109 (0.92%)	181 (0.44%)	60.22%
10. /new-Asheboro-2017-Honda-Pilot-EX+L-5FNYP5H85HB045599	105 (0.89%)	150 (0.37%)	70.00%



## Some Easy Wins on the Homepage

1. Is there an inventory search widget installed?
2. Is the navigation clean and easy to use?
3. Are buttons leading to SRPs & Schedule Service above the fold?
4. Are there too many pop-ups installed?
5. Is it easy to find the phone number and the dealership's directions in the header?
6. Play as a User - across all devices!

157 Vehicles Available

☒ New ☐ Used

-- Any Year -- ▼

Honda ▼

-- Any Model -- ▼

-- Any Body Style -- ▼

-- Any Price -- ▼

SEARCH





## Where Are Most of Your Sales Leads Coming From?

### SRPS & VDPs!

61% of email leads happen on SRPs & VDPs

27% of phone calls happen on SRPs & VDPs

- With approximately 2/3 of all phone calls being service related, this is a HUGE percentage!





### Some Easy Wins on Your SRPs & VDPs

1. How easy is it to click through to a VDP?
2. Do the search filters make sense and prioritized based on user behavior?
3. Mobile click-to-calls on every vehicle!
4. Don't overdo the form submissions, 2 or 3 is all you need and want
5. How well are your merchandising and marketing each vehicle?
6. Compare your inventory counts to your local competitors
7. Shop your own site - across all devices!

MSRP: **\$17,570**  
HQ Value Price: **\$16,178**  
Hyundai Offer: **-\$2,500**

Final Price: **\$13,678**

Affiliate Offer: **-\$1,000**  
Down Payment Match Offer: **-\$500**  
Military Offer: **-\$500**  
College Grad Offer: **-\$400**

Conditional Final Price: **\$11,278**

[Get ePrice](#)

Est. Finance: **\$200/mo\***

Est. Lease: **\$266/mo\*\***

Payment Info 





## Vendors Across Auto are Sitting on Billions of Datasets

### Do You Know How Your Dealership Compares to Benchmarks? Do They?

- Used SRP to VDP Click-Through-Rate
  - 23.15%
- New SRP to VDP Click-Through-Rate
  - 23.82%
- Users seeing a New VDP
  - 17.92%
- Users seeing a Used VDP
  - 19.24%

- Paid Search Conversion Compared with Organic Search Conversion
  - -1.71%
- Mobile Conversion Compared to Desktop Conversion
  - -1.16%
- Mobile (including Tablet) Sessions
  - 51.00%





## SUGGESTED RESOURCES

- \* [www.slideshare.net/DaveSpannhake/](http://www.slideshare.net/DaveSpannhake/)
- \* [www.reunionmarketing.com/blog/](http://www.reunionmarketing.com/blog/)
- \* LinkedIn - Automotive Digital Marketing group
- \* SearchEngineLand
- \* MOZ - sign up for their newsletter





## ACTION ITEMS

- \* Go through the Goals (and Events) in your Google Analytics and confirm you have enough shopping behavior measurement to understand your buyers
- \* Do some “Right to Win” searches and see how you show up and make sure they are going to pages relevant to those searches (use Bright Local)
- \* Identify your CTR to your primary purpose pages like SRPs and VDPs and measure your engagement and lead conversion. Begin measuring this and begin comparing to the industry.





## Q&A: ASK OUR EXPERT





# PRIZE ALERT



Be the first to answer the giveaway question correctly  
to win this awesome prize!



@DealerOn  
@ElianaRaggio  
@ReunionMktg



## Today's Expert



**Dave Spannhake**

Founder & CEO of Reunion Marketing

919.259.4614

Dave@ReunionMarketing.com

@ReunionMktg





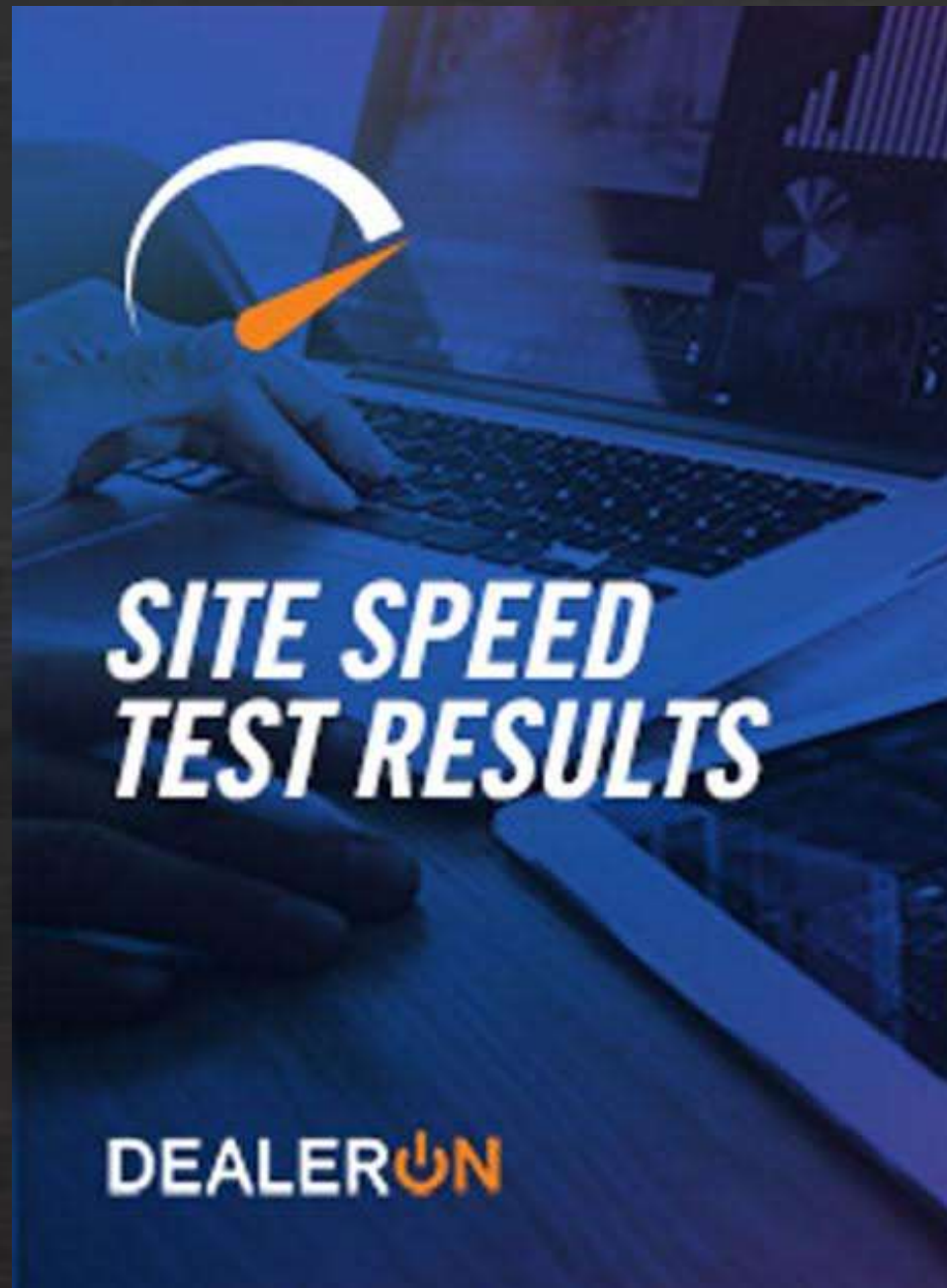
## AFTER THE SHOW



After the webinar, please fill out our short survey  
and let us know what YOU thought of today's presentation!







## Losing traffic to a **slow** mobile site?

Get a **Mobile Site Speed Test** after the webinar!

**Customized** test includes:

- Page Load Time
- Average visitor loss
- Easy-to-read graphics



SHOW **NADA**2018

**DEALERON**

**Booth 3493C**



**Pave the Path to Purchase:  
Turn Website Traffic into Sales**



**The Lego Master Builder's Guide to  
Local SEO for Car Dealers**



CHECK OUT OUR NEXT WEBINAR

Thursday, Mar. 15 12pm EST / 9am PST

Turn Data to Dollars - Using Data &  
AdWords to Sell Cars



Will Perry

President of Ascendant Media Group

