

Google Business Profile Optimization

You focus on selling cars while Reputation optimizes your Google presence. Let us turn Google into an aggressive tool to generate leads.

Challenge

Google's influence makes maintaining a quality Google Business Profile (GBP) paramount. However, many dealerships either don't have the time or resources to do the job or only use half measures which leaves money on the table.

Solution

Maximize your return from Google with expert partners! Reputation's Google Business Profile Optimization program does all the work to unlock traffic and leads you didn't know you were missing; all while you focus on selling cars.

Results

In GM's pilot program, dealers using GBP Optimization saw a 21% increase in Google impressions. Additionally, over the next 12 months enrolled dealers saw the below results.

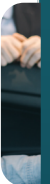
	Enrolled Dealers
Clicks to views	+27%
Clicks to directions	+54%
Clicks to calls	+36%
Clicks to websites	+6%

Car Central

4.9 ★★★★★ (335)

Auto Dealership

Open • Close 5PM



Our clients' fully-optimized Google presence sees:

10X More traffic than their corporate website

Did you know?

- 70% of people are more likely to visit locations with complete profiles
- 50% of people are more likely to make a purchase after seeing a completed profile

Benefits

- Increase efficiency and get more time, and resources to focus on selling cars
- Elevate visibility and engagement on Google and get more clicks and calls
- Improve customer experience with easier access to customer feedback

Get a Demo →

Everything you need to stand out and attract customers

	Gold \$679	Silver \$579
Description	Optimize and manage up to four listings - Main, Service, Parts, Collision, etc	Optimize and manage one main listing
Inventory Feed - Utilize multiple sources to complete all Google required fields and cleanse, standardize and format inventory feed to maximize dealer inventory visibility on Cars for Sale and in Search	✓	✓
Google Account Manager - A dedicated subject-matter expert trained in your brand's voice	✓	✓
GBP Updates - Accept or reject suggested changes from Google users and trusted partners within 24 hours; changes include items such as business hours, business description and attributes	✓	✓
Custom Posts - Posts are created and published at least once a week and more frequently for special projects like sales and events	✓	✓
Google Photos - Add and maintain quality photos; flag low quality or unrelated consumer photos for review	✓	✓
Q&A Response - Questions and answers are proactively seeded; customer questions are answered within 24 hours while unrelated inquiries are flagged for dealer review	✓	✓
Products - Ten to 15 vehicles for sale are manually added to the GBP monthly	✓	✓
Social Media Links - Maintain updated links to other social media platforms from GBP	✓	✓
FAQs - Questions are proactively seeded and answered	✓	✓
Keyword Strategy - Client customer specific keywords are added to attributes, categories and services	✓	✓
Daily Audits - Ensures data accuracy including that Google pages are live and not marked as duplicates, disabled, or suspended	✓	✓
Monthly Calls - Meetings to discuss strategy and understand how customers find and act on Google Business Profile	✓	✓
Google Agency Support - Access to the Premium Agency Google Support team via the assigned Google Account Manager	✓	✓
Google Optimization Support Portal - Submit requests to initiate immediate action	✓	✓
Call Tracking Number - Partner with GM's call tracking vendor to provision and ensure the correct call tracking number(s) are displayed accordingly	Up to four Call Tracking Numbers provisioned by Marchex	One Call Tracking Number provisioned by Marchex