

## Managed Google

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.

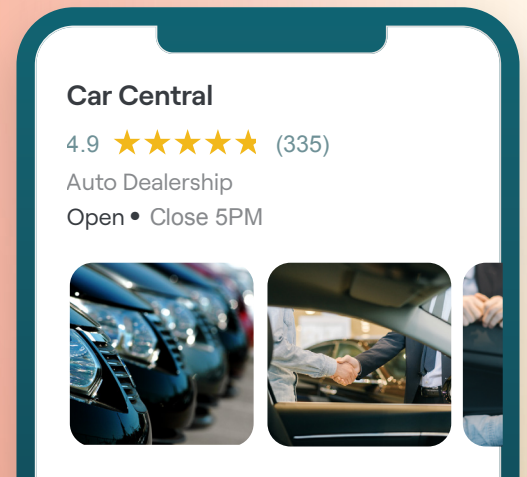
### Solution

Maximize your return from Google with expert partners! Reputation's Managed Google 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 a major American automotive OEM's pilot program, dealers using Managed Google **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%



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

**Optimize your Google Business Profile and augment your review volume** with the below features. For \$1,159 a month Reputation will manage four listings such as main, service, parts, collision, etc. Any additional listing is \$150 a month.

Description	
<b>Google Account Manager</b> – A dedicated subject-matter expert trained in your brand’s voice	✓
<b>GBP Updates</b> – 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	✓
<b>Custom Posts</b> – Posts are created and published at least once a week and more frequently for special projects like sales and events	✓
<b>Google Photos</b> – Add and maintain quality photos; flag low quality or unrelated consumer photos for review	✓
<b>Q&amp;A Response</b> – Questions and answers are proactively seeded; customer questions are answered within 24 hours while unrelated inquiries are flagged for dealer review	✓
<b>Profile Products</b> – Ten to 15 vehicles for sale are manually added to GBP bi-annually	✓
<b>FAQs</b> – Questions are proactively seeded and answered	✓
<b>Keyword Strategy</b> – Dealer specific keywords are added to attributes, categories and services to improve SEO	✓
<b>Daily Audits</b> – Ensures data accuracy including that Google pages are live and not marked as duplicates, disabled, or suspended	✓
<b>Monthly Calls</b> – Meetings to discuss strategy and understand how customers find and act on client GBPs	✓
<b>Google Agency Support</b> – Access to the Premium Agency Google Support team via the assigned Google Account Manager	✓
<b>Google Optimization Support Portal</b> – Submit requests to initiate immediate action and solve issues	✓
<b>Review Booster</b> – Convert completed and customer approved surveys sent via email or SMS into Google reviews posted to GBP to increase review volume	✓