

What Does It Take to Be a Top Automotive Brand and Dealer?

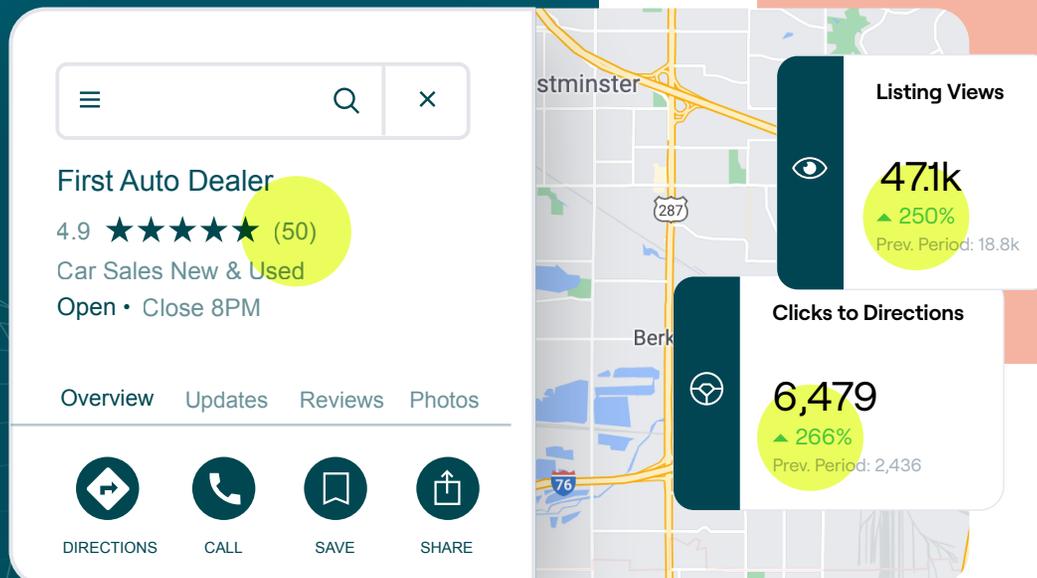
Each year, Reputation ranks hundreds of [auto dealerships](#) across the United States, Canada, and Europe using our proprietary Reputation Score. Here are the five things leaders continue to do exceptionally well:

1 Ask for reviews.

About 80% of automotive dealership customers say that reviews are important to their decision-making. But customers may not review your dealership unless you ask them. Review volume has a significant impact on locations' search rankings and Reputation Score. Reputation's research shows that having 50 or more reviews can boost your search rank by 50% and your click-through rates by 266%, compared to companies with no reviews.

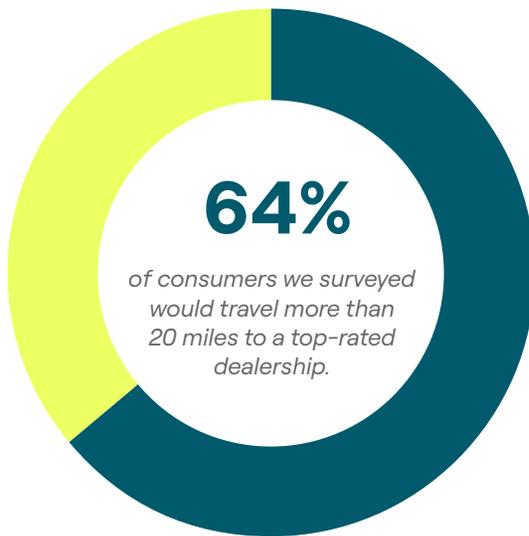
REPUTATION PRO TIP

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2 Accumulate positive reviews.

64% of consumers we surveyed would travel more than 20 miles to a top-rated dealership. Per Google, "High-quality, positive reviews from your customers can improve your business visibility and increase the likelihood that a shopper will visit your location." Accumulating positive reviews means learning from your reviews and improving sales and service.

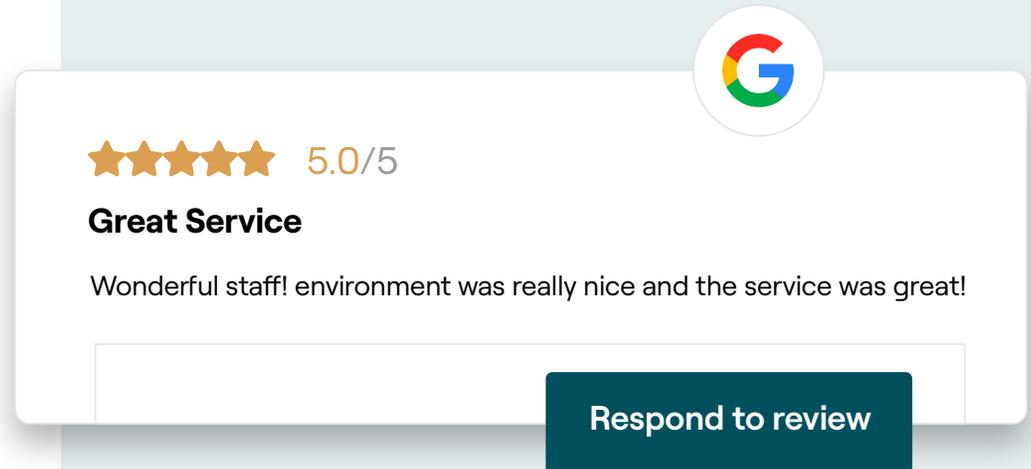


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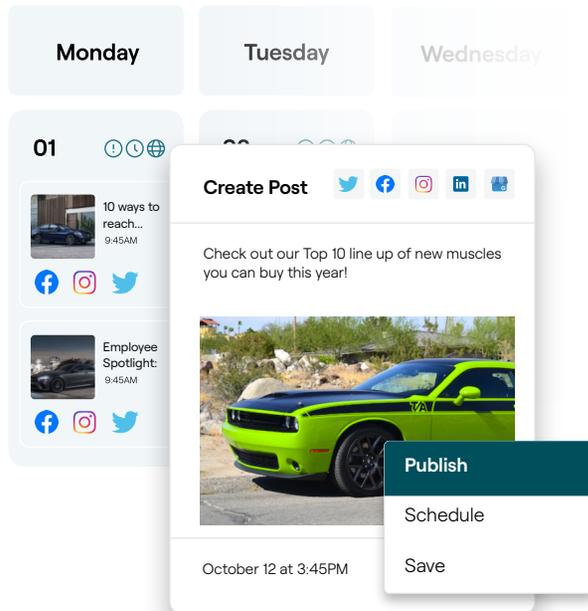
3 Be responsive.

Respond to reviews and customer queries. 41% of consumers expect a response within an hour when they message a dealership. Responding to reviews demonstrates a commitment to customer experience and helps influence conversations about a brand.



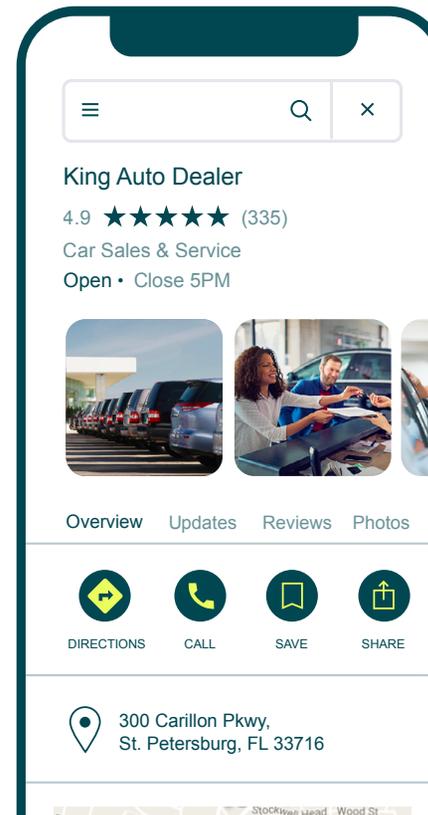
4 Be social.

Engaged users on social networks are more likely to convert to being customers. Keep your profiles on social sites such as Facebook up to date, and respond to customer comments on socials. Also, activate your brand ambassadors on social media: your own people, starting with the dealership's general manager, and your sales team. Teach them how to use social media to share content about your dealership and interact with customers more personally.



5 Lean into Google My Business listings.

Customers need to find you online to learn about you. Accurate listings on sites attract more customers. A GMB listing has more influence on a business's local visibility than any other factor. Capitalize on your ability to publish multiple GMB listings for sales, service, and parts.



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