



Google Search Changes

Impact On The Auto Industry
& How To Capitalize

Auto Search **Shifts Into A Higher Gear**

The automotive industry faces a significant shift as Google continues to update its **Search Generative Experience (SGE)**. These changes are transforming how search results are generated and displayed, making it crucial for auto manufacturers and dealerships to take action to maintain online visibility in an increasingly competitive market.

Dealerships and auto manufacturers must implement new strategies that embrace new and continuously evolving AI-driven search dynamics. Recognizing the role that online reputation management (ORM) platforms play in navigating the complexities of SGE is a first step.

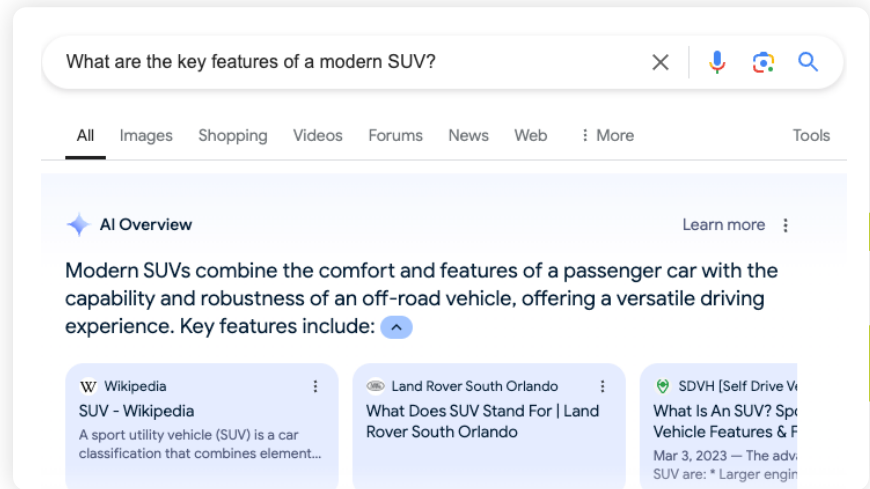
If you're already using a reputation platform to drive traffic and engage potential customers, continue leveraging those tools—you're in a strong position to adapt to these changes.

However, **if you haven't yet implemented a comprehensive ORM solution, now is the time to do so**—not just in response to Google's SGE updates but as a strategy for long-term organic growth in the automotive market.

Google SGE Impact on the Auto Industry

What is Google SGE?

[Google SGE](#) – recently rebranded as “AI Overviews” – synthesizes information from multiple sources into a single article, providing users with fast, comprehensive answers to queries without having to browse through multiple links.



SGE Poses New Challenges for Dealers and Manufacturers

SGE changes affect general searches, location-based queries in Google Maps, and Google Business Listings in a variety of ways. While SGE provides convenience for users, it poses new challenges for dealers and manufacturers—especially for those relying on general searches and local queries via Google Maps.

Key Challenges Include:

- Reduced search engine-driven traffic to websites.
- Decreased visibility of websites and content in search results.
- Greater competition for search rankings, favoring larger organizations with extensive digital footprints.
- Ads becoming less visible on search result pages, leading to increased cost-per-click (CPC) rates.
- Additional spending on SEO and SEM to offset declining organic traffic.
- An overall diminished ability to attract customers.

As AI increasingly influences how businesses are discovered and evaluated online, **auto dealers and manufacturers must make strategic adjustments to maintain prominence in search results.**

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Ways to Mitigate Risk and Capitalize on Opportunity

Google's SGE is shifting how search results are generated and displayed. To navigate this evolving landscape, businesses must prioritize comprehensive reputation management and implement proactive search strategies.

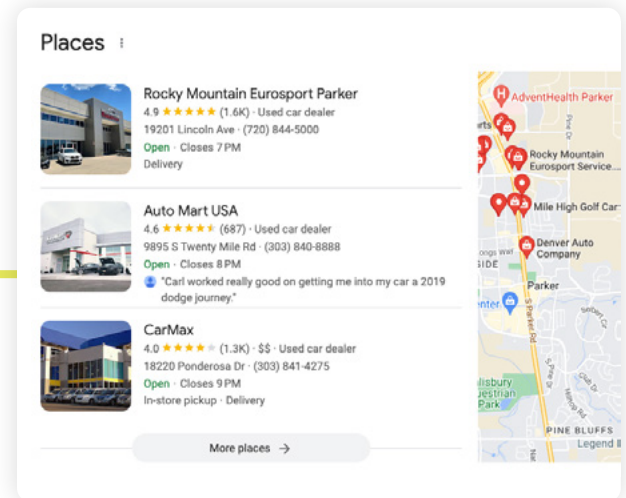
1 Keep Your Google Business Profile Complete, Accurate, and Up to Date.

Claiming and Optimizing your Listings

Claiming, optimizing, and continuously improving your Google Business Profile (GBP) can positively impact your rankings placement. Dealerships with fully optimized profiles stand a much better chance of gaining the widespread exposure Google's local 3-pack offers.

Understanding the Power of Google 3-Pack

The Google 3-Pack is a listing of the top three results for a local search. Even without typing in geographic keywords, Google automatically prioritizes results based on the user's location, making searches such as "auto dealerships" return results as if "near me" had been included. This helps users find businesses close to them without needing to specify their location.



Google 3-pack – the top three results shown after a local search for "auto dealerships near Parker, CO."

How to optimize for local searches:

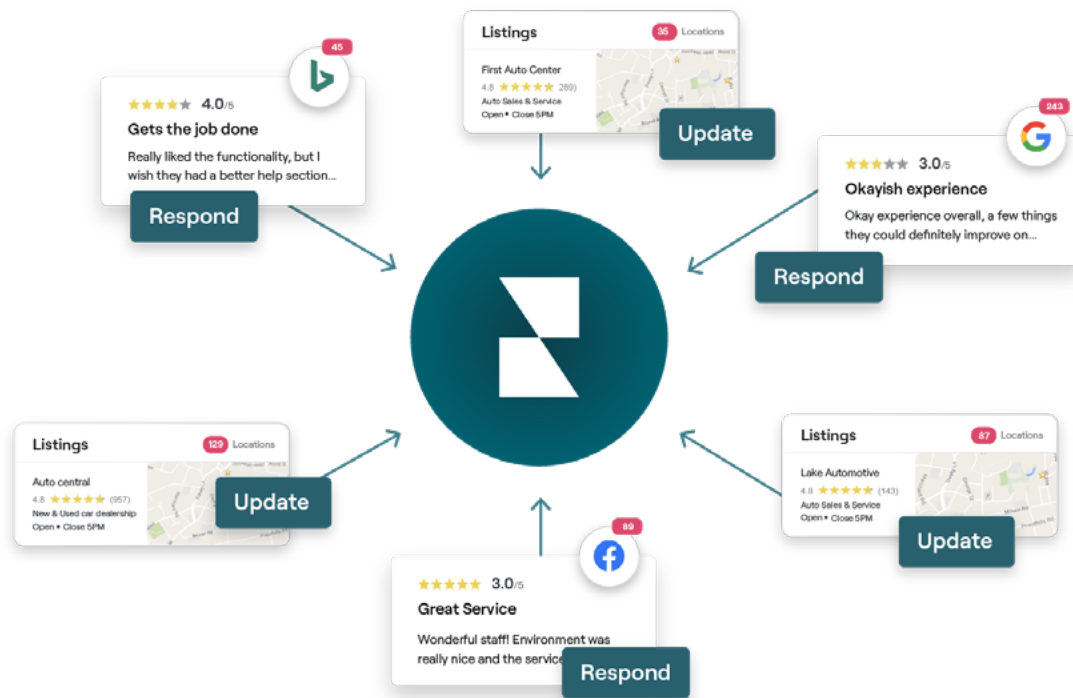
1. Ensure your GBPs include as much information as possible about the services you offer.
2. Include categories of offerings, hours of operation, and a concise but thorough description of the specific services provided.
3. Quickly and thoroughly answer questions posed by customers via the Overview tab.
4. Include videos and pictures of your location and a link to your website.
5. Use Google Posts to share updates, promotions, and events.
6. Regularly update your profile with fresh content to attract mobile users

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Actively Solicit and Manage Customer Reviews

Enhance Credibility with Detailed Reviews

Customer reviews build credibility and improve search rankings. Accumulate positive ratings/reviews on your GBP. Encourage customers to include detailed insights in them. AI will find and surface the most representative reviews in SGE results. And as AI evolves and allows users to pose more nuanced inquiries, businesses with detailed reviews that use keywords stand to gain.



Feature and Integrate Reviews for Visibility

Strategically feature these reviews on your website and integrate them into your content. Reviews provide potential customers – and Google – with confidence in your services and can increase your visibility in local search results.

In response to SGE's content preferences, **include reviews on your website in a structured format, such as a review schema markup**, explained in number seven below.

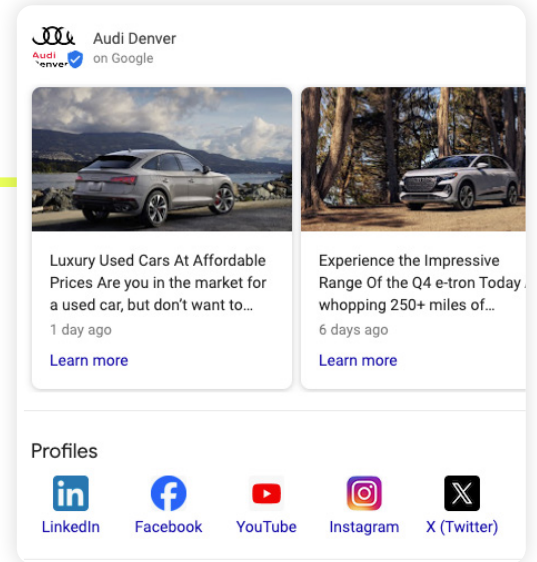
3 Renew Focus on Social Media

Amplify Credibility with Social Media

A robust social media strategy helps generate more verified content on third-party sites that Google can crawl and incorporate into its AI-generated results. Social media platforms serve as significant sources of user-generated content and act as authoritative signals that Google's algorithms use to assess credibility and relevance.

Integrate Social Media for Better Rankings

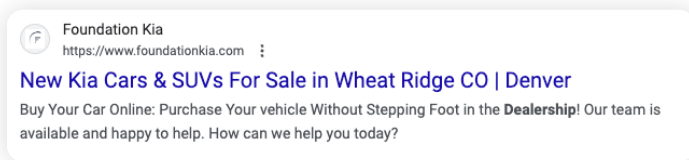
Google Business Profiles now permits the inclusion of social media links from TikTok, Facebook, X, LinkedIn, and Instagram. It also allows you to display social media posts directly within the profiles. By integrating these social media links and showcasing your posts on your GBP, you'll drive more interaction and visibility, which in turn will improve your rankings and boost your search performance.



4 Optimize Title and Description Tags on Your Website

Your Title Matters

[Title](#) and [description](#) tags are the customizable elements displayed in organic search results. They represent your primary opportunity to get the attention of those searching for the products and services you provide.



Here's How to Optimize It

Use approximately 55 characters in the title and 175 characters in the description to capture the searcher's attention and compel them to click the link to your website. Carefully select language that describes the content on the linked page and stands out against competitors' descriptions. Include keywords near the beginning of the tag to improve search rankings.

5 Optimize Content

Provide Authoritative, Helpful Content

Optimize your pages, sites and listings with high-quality, authoritative, timely content that answers the specific needs of your target audience. Whether someone is visiting your site or your site's information is being used by SGE as an authoritative source, accurate, helpful information is required. This includes fresh blog posts on relevant business topics and regularly-updated web content.

Aim to create content that gives readers valuable advice. Rather than promotional, product-focused articles discussing "5 reasons why you need a Toyota Rav4," write educational articles like, "Do I need a car or an SUV?" or "Are EVs right for me?" which Google will rate more valuable for readers.

Create Valuable, Localized Content for Better Rankings

Incorporate local keywords into your website content and metadata to improve the chances of appearing in both the Google 3-Pack and general SGE results. High-quality, localized content, like blog posts or service pages targeting specific areas can boost local search rankings and help your business stand out.

Incorporate long-tail keywords naturally into your content and ensure they flow seamlessly within the context. Long-tail keywords are typically three (or more) word phrases used by people searching for specific information. For example, "Best SUVs for a large family" is a long-tail keyword, while "Best SUVs" is a short, broad keyword.

Davey Auto Sales Blog



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Blog

Make sure your web pages are consistent with the content on your listings.

From the website carousel provided in SGE results, users may click to your site directly, or they might visit your listing first. Either way, consistency is key.

6 Optimize Your Website's Performance

Optimize technical aspects for strong online presence

Prioritize the technical aspects of your site to help maintain a strong online presence. Key components include optimizing site speed, ensuring mobile-friendliness, and maintaining secure connections. A fast, mobile-ready website improves the user experience and is favored by Google SGE.

Conduct regular audits for performance and compatibility

Regular audits can help identify and fix performance issues. Audits should check for broken links, duplicate content, and outdated information. Updating your site's architecture to make it more crawlable by search engine bots can help ensure that all content is indexed efficiently. This approach maintains compatibility with evolving search technologies, ensuring your site remains competitive.



7 Incorporate Structured Data and Schema Markup

Implementing structured data and [schema markup](#) will enhance visibility in AI-driven searches. Schema markup, which is a type of code that helps search engines understand the context of your content, reviews, and ratings, is typically written in JSON-LD, as recommended by Google. This structured approach enables search engines to pull and display relevant information more effectively.



8 Adapt Marketing Strategies

Regularly adjust your digital marketing strategies including content marketing, social media advertising and engagement, and other paid advertising opportunities to align with new search engine algorithms and changing consumer behaviors.

Exploring New Advertising Formats Within the SGE Framework May be Beneficial

This could include leveraging AI-driven ad placements or utilizing interactive content formats that engage users more effectively.

Leverage the Reputation Platform

Dealers and manufacturers that have adopted a reputation solution should stay the course. The tools found in a comprehensive ORM platform are already helping to future proof brands against changes to search.

If you've been keeping your GBP listings up to date and accurate, and actively driving review volumes and response rates, you have a strong head start.

For those that haven't implemented online reputation management best practices, now is the time.

Complete reputation platforms enable a holistic, proactive approach that maintains strong search visibility that helps them to continue to attract and retain customers while adapting to the evolving digital landscape.

The Reputation Solution for Automotive

Many auto companies use the Reputation solution to enhance their online presence, gather reviews, manage social media, increase customer engagement, and use feedback to create better customer relationships – all at scale. And today, they're using it to address the challenges associated with Google SGE.

The Reputation Platform Includes:

Reviews & Review Requesting

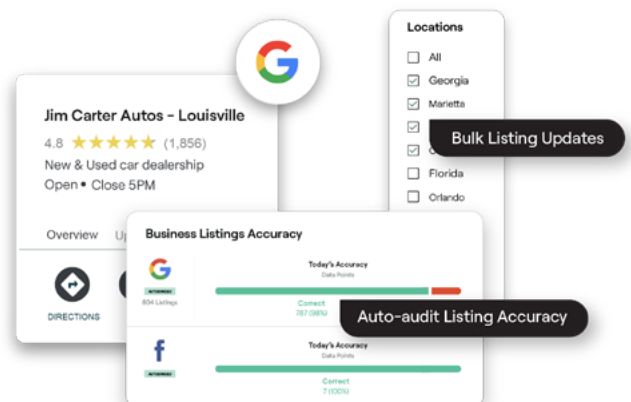
The Reputation platform gives your teams the ability to manage and showcase customer feedback from a single platform, across all locations.

- Generate, respond to, and engage with customer reviews
- Track review volume, quality, and real-time sentiment at the brand or location level
- Measure/report on key review metrics with customizable dashboards, automated reporting

Business Listings Management

Publish, monitor, and optimize your business listings across all the sites where consumers find you.

- Build complete, accurate profiles optimized to drive better local SEO
- Showcase the best of your business, straight from search
- Keep real-time tabs on clicks, conversions, and engagements from your listings



Social Suite

Publish, listen, respond, and gain a competitive advantage via a platform purpose-built for location-based businesses.

- Manage, localize, and customize content across all social channels from a single platform
- Track competitor mentions across digital channels; measure your performance against theirs
- Discover brand sentiment trends in real time



CASE STUDY

Kia stands prepared

After implementing the Reputation platform to enhance their reputation strategy, Car Manufacturer Kia increased review volumes by 750% in the UK, boosted ratings from 4.2 to 4.6 stars, increased car sales by 10%, and saw a 25% increase in market share.

Though changes to SGE were not an initial driver at the time, the company is optimally situated to ensure their lead generation efforts remain effective.

+750%

Review volume

4.6

Star rating

+10%

Increased car sales

+25%

Increased market share



Reputation

About Reputation

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.