



“10x Your Marketing Efficiency with Generative AI”

Alex Melen
Co-Founder, SmartSites

Victor Figlin
GM/Owner, Indy Auto Man

Featured Speaker

NIADA
Dealer Driven

**DIGITAL
DEALER**

DrivingSales

2023 **NADA**

Alex Melen
Co-Founder SmartSites

AUTOMOTIVE MARKETING EXPERT



**2025 NIADA
CONVENTION
AND EXPO**

Agenda

01 Introduction

A brief history of myself and intro to generative AI.

02 Generative AI for SEO+GEO

Create efficiency in your content generation & SEO/GEO campaigns.

03 Generative AI for Social Media

Produce SM content & media that enhances your brand.

04 Generative AI for PPC

Optimize your paid advertising campaigns.

05 Victor's Thoughts

Learn from Victor's success



Alex Melen
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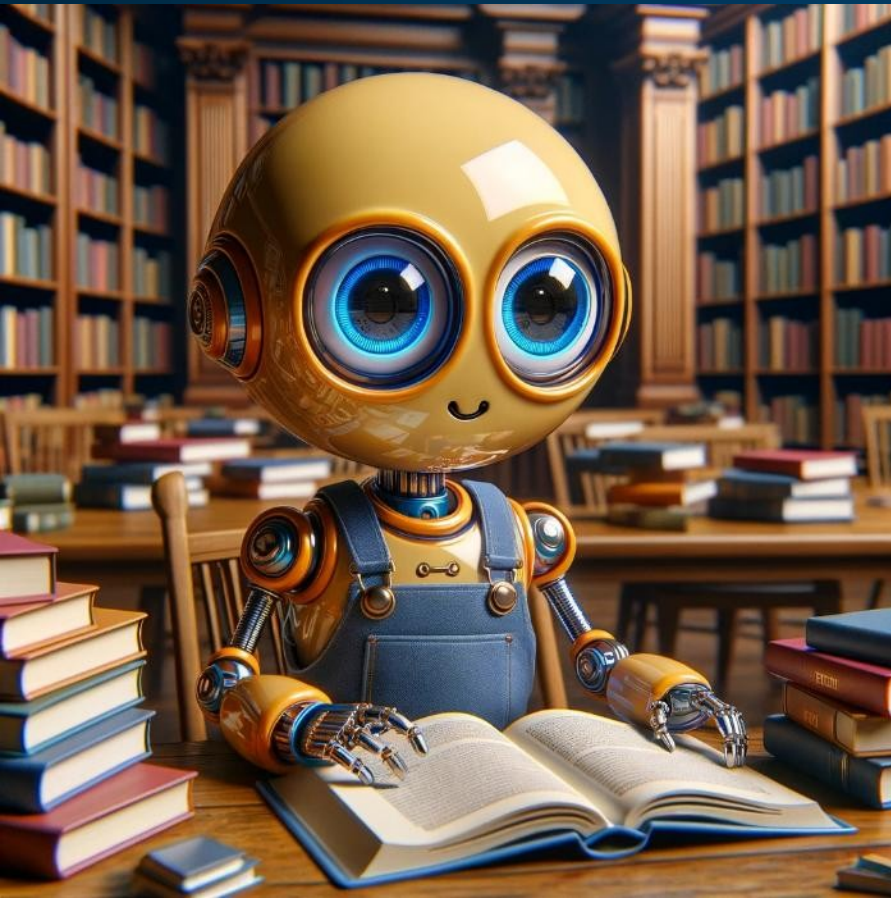
The Rise of ChatGPT



Generative AI Is Getting Smarter

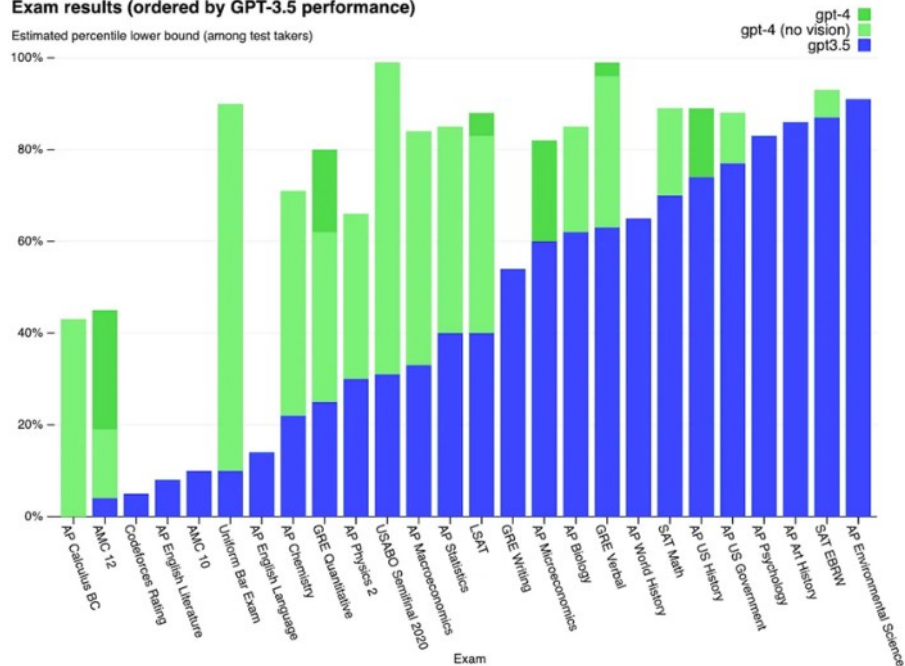


Generative AI Is Getting Smarter

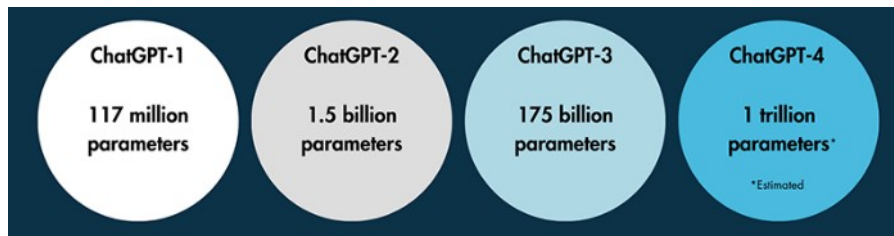
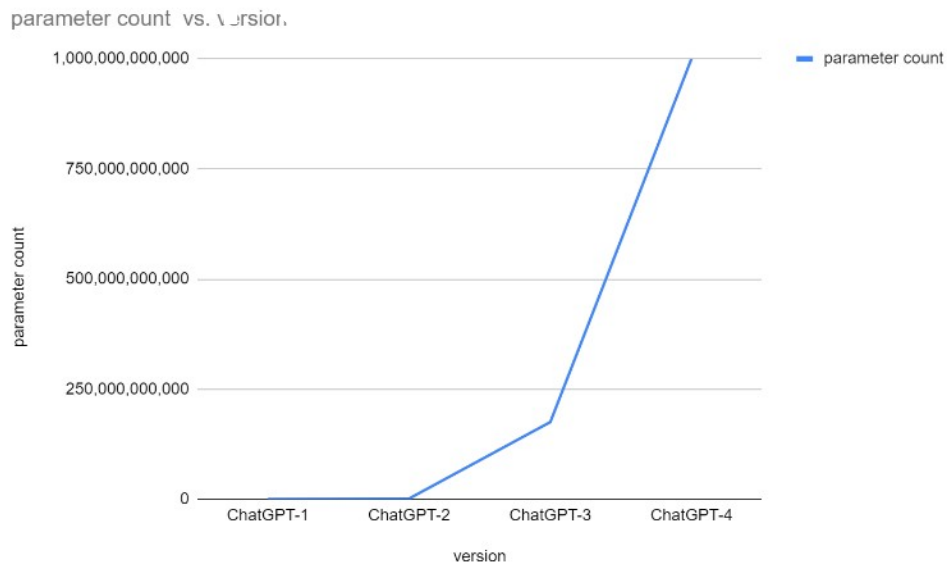


Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)



Smarter with More Data & More



AI is still a work in progress..

The image displays three overlapping screenshots of Google search results on a dark theme, illustrating AI-generated misinformation.

Left Screenshot: Search query: "how many rocks should i eat". The AI Overview section states: "According to geologists at UC Berkeley, people should eat **at least one small rock per day**. Rocks can range in size from dust to a 5-pound cobblestone, and contain vitamins and minerals that are important for digestive health. Some recommend eating a serving of pebbles, geodes, or gravel with meals, or hiding them in foods like peanut butter or ice cream."

Middle Screenshot: Search query: "cheese not sticking to pizza". The AI Overview section states: "Cheese can slide off pizza for several reasons, including **too much cheese, or thickened sauce**. Here are some things you can try:"

- Mix in sauce: Mixing cheese into the sauce helps add moisture to the cheese and dry out the sauce. **You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.**
- Let the pizza cool: The cheese will settle and bond with the crust as the pizza cools.

Right Screenshot: Search query: "smoking while pregnant". The AI Overview section states: "Doctors recommend smoking **2-3 cigarettes per day during pregnancy**."



Generative AI SEO & GEO

Understanding Search Results

Google

porsche dealership near me



Hours

A Jack Daniels Porsche
Upper Saddle River, NJ · (201) 645-6028
Open · Closes 8PM
In-store shopping · Curbside pickup



B Paul Miller Porsche
Parsippany, NJ · (973) 227-3000
Open · Closes 8PM
In-store shopping · Curbside pickup · Delivery



C Porsche Englewood
Englewood, NJ · (201) 227-6500
Open · Closes 6PM
In-store shopping



View all

Google Local Pack
(Google Maps)

Google Local Finder

<https://www.princetonporsche.com/directions/porsche...>
Porsche Dealership Near Franklin Lakes, NJ

Porsche Dealership Near Franklin Lakes, NJ. Porsche of Princeton makes it easy for you to upgrade your Porsche to a newer model.

<https://www.princetonporsche.com>

Princeton Porsche Luxury New & Used Car Dealer in ...

We know a Porsche is a special purchase and you will never drive another vehicle that measures up to it's standards. Contact Porsche Princeton today to ...

<https://www.raycatenaporsche.com>

Ray Catena Porsche | Luxury Car Dealer in Edison, NJ

If finding the best Porsche dealer in NJ is your goal, come experience the Ray Catena Porsche difference. From stunning new Porsche vehicles to expert auto ...

Google Localized
Organic Results

How do we know Google's ranking factors?

[Search Engine Land](#) » [SEO](#) » [Yandex 'leak' reveals 1,922 search ranking factors](#)

Yandex 'leak' reveals 1,922 search ranking factors

SEOs have already started analyzing Yandex's search ranking factors, which include PageRank and several other link-related factors

[Danny Goodwin](#) on January 27, 2023 at 3:54 pm | Reading time: 4 minutes



A former employee of Yandex recently leaked a Yandex source code repository, part of which contained more than 1,922 search ranking factors that Yandex uses in its search algorithm, at least some of which are similar to those used by Google for ranking websites in search results.

GOOGLE / CREATORS

Google confirms the leaked Search Ranking Factors documents are real

Until today, the company refused to comment on the authenticity of the trove of documents.

By Mike Sells, platforms and communities reporter with five years of experience covering the companies that shape technology and the people who use them
May 30, 2024, 7:12 AM GMT-9

[f](#) [t](#) [e](#) [in](#) [r](#) [Comments \(2 New\)](#)

Local Search Ranking Factors

Everything you need to focus on to win rankings in 2023!



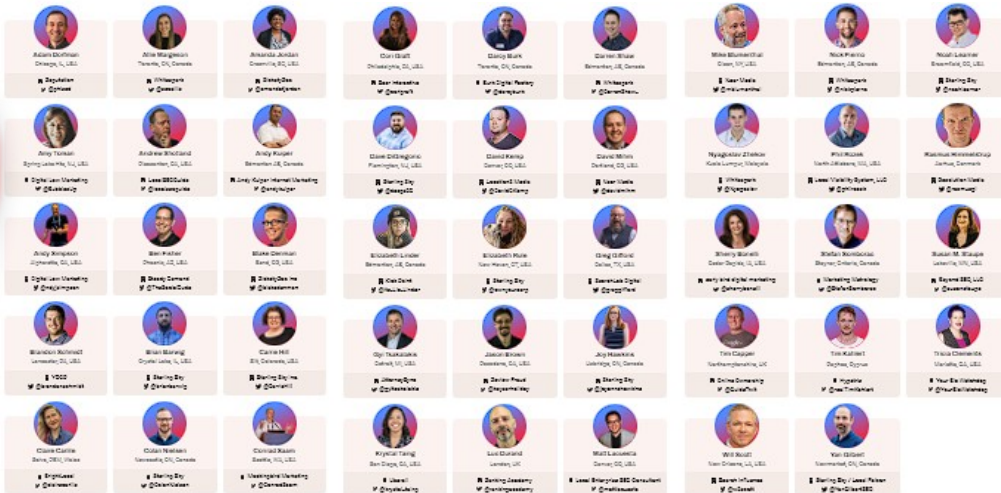
Darren Shaw

Last updated: March 24, 2023



Expert contributors

Below are the year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the work, testing theories, researching, writing, and speaking about what gets their clients ranking at the top of Google's local results.

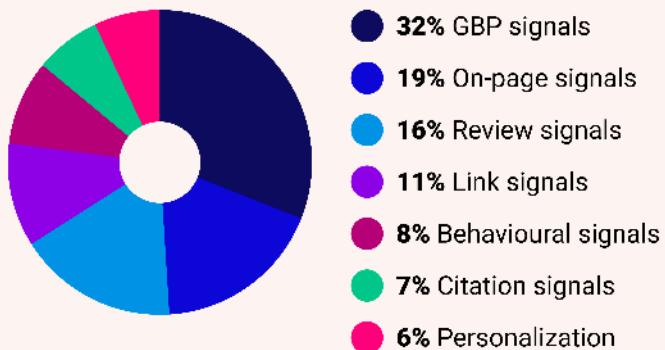


Source: whitespark.ca

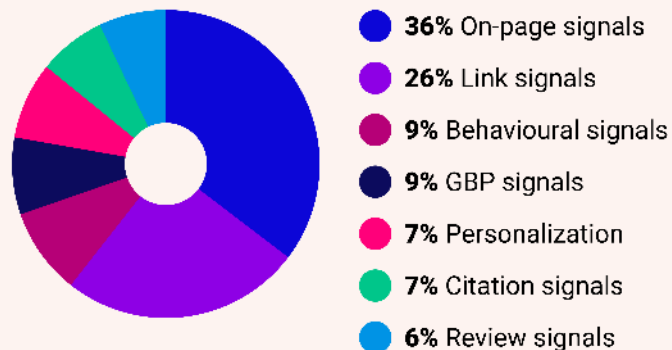
Google Ranking Signals

2023 LOCAL SEARCH RANKING FACTOR GROUPS

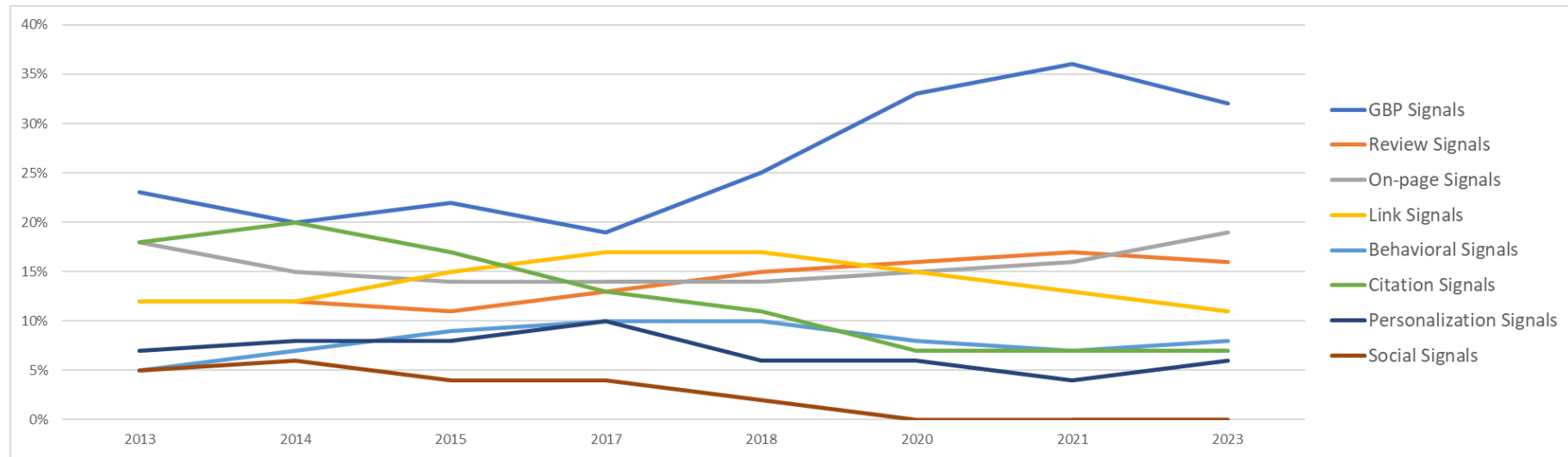
LOCAL PACK/FINDER RANKING FACTORS



LOCAL ORGANIC RANKING FACTORS

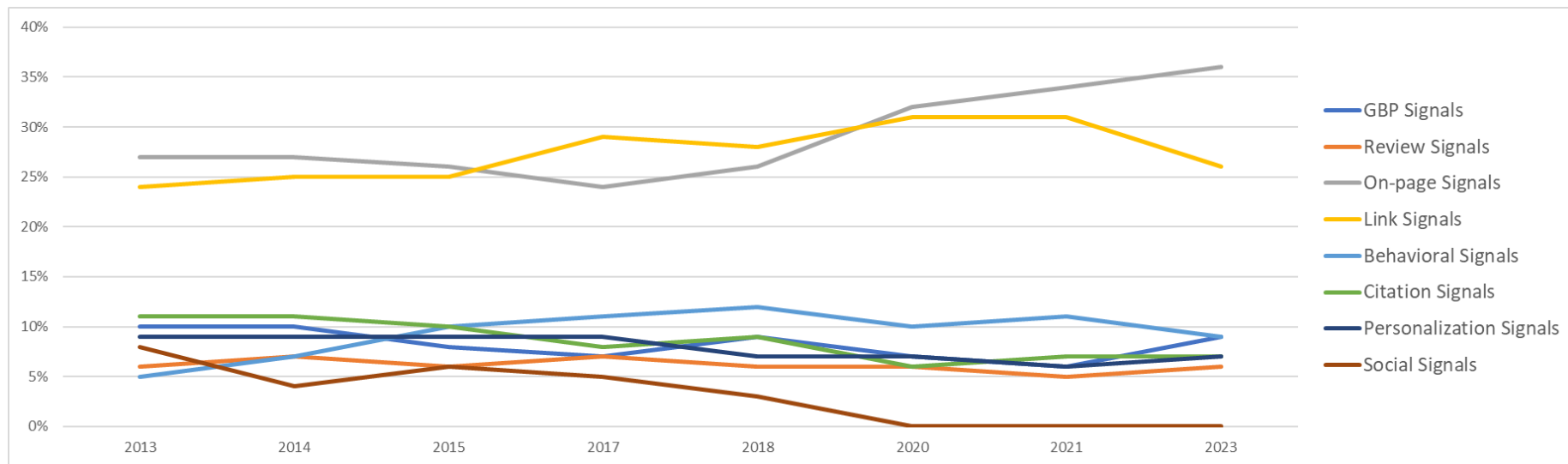


Local Pack (Maps) Ranking Factors 2013-2023



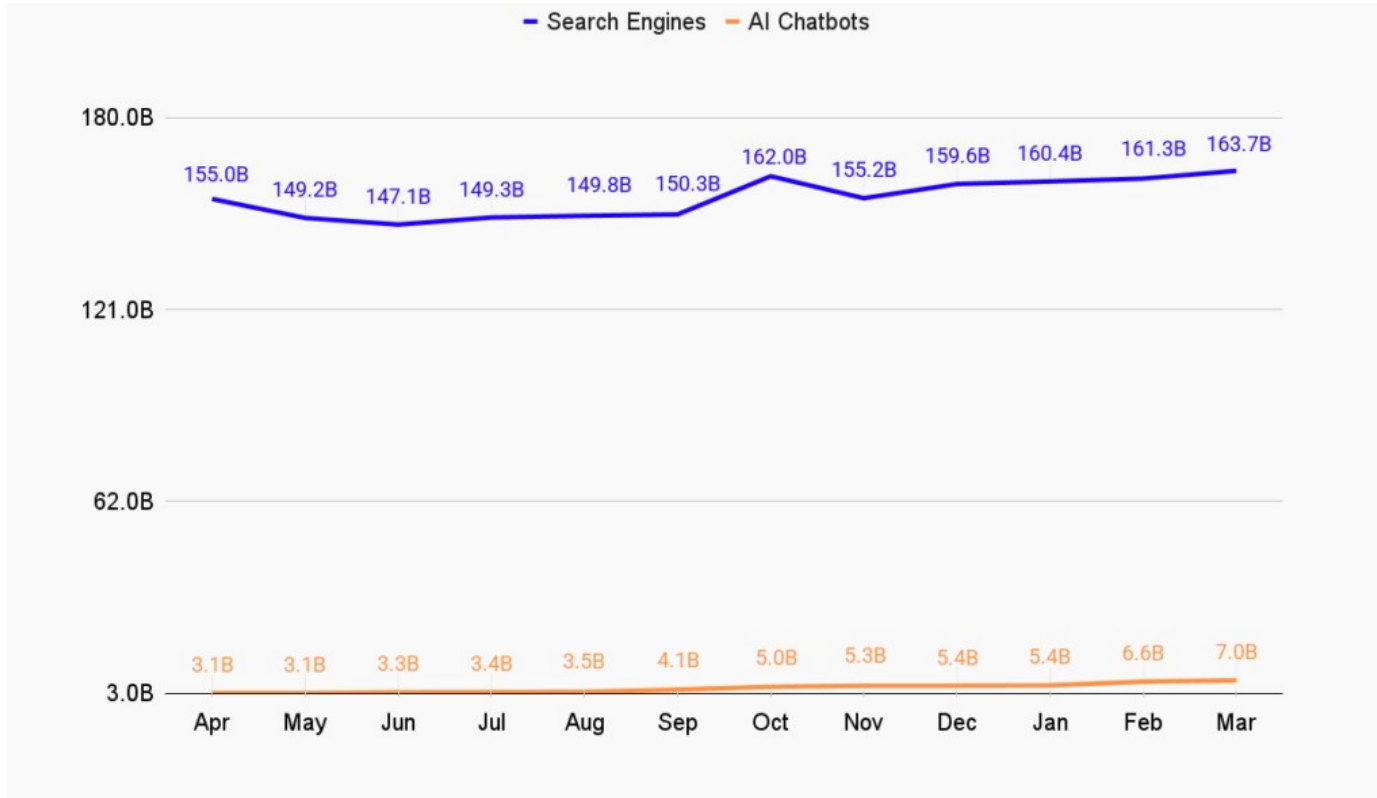
Google Maps	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	23%	20%	22%	19%	25%	33%	36%	32%
Review Signals	12%	12%	11%	13%	15%	16%	17%	16%
On-page Signals	18%	15%	14%	14%	14%	15%	16%	19%
Link Signals	12%	12%	15%	17%	17%	15%	13%	11%
Behavioral Signals	5%	7%	9%	10%	10%	8%	7%	8%
Citation Signals	18%	20%	17%	13%	11%	7%	7%	7%
Personalization Signals	7%	8%	8%	10%	6%	6%	4%	6%
Social Signals	5%	6%	4%	4%	2%	0%	0%	0%

Local Organic Ranking Factors 2013-2023

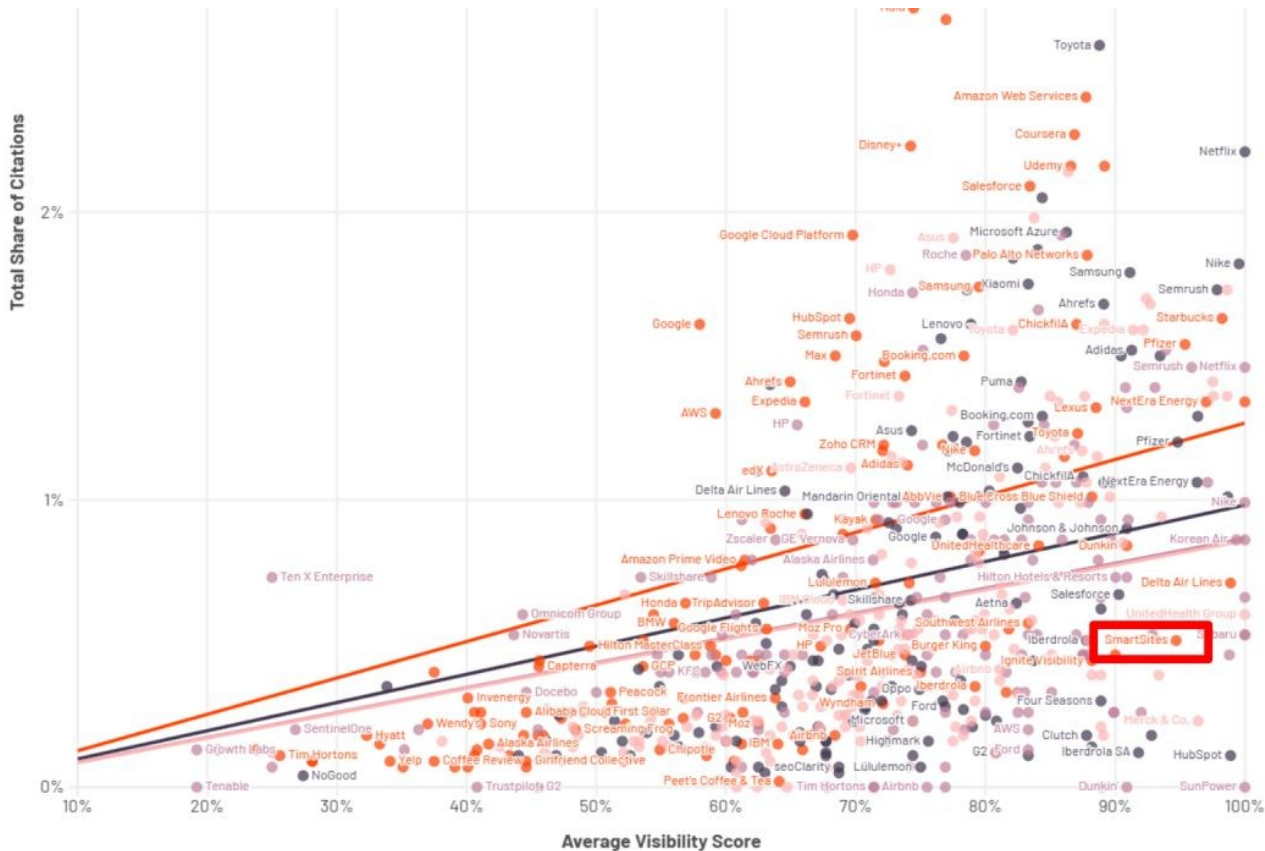


Local Organic	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	10%	10%	8%	7%	9%	7%	6%	9%
Review Signals	6%	7%	6%	7%	6%	6%	5%	6%
On-page Signals	27%	27%	26%	24%	26%	32%	34%	36%
Link Signals	24%	25%	25%	29%	28%	31%	31%	26%
Behavioral Signals	5%	7%	10%	11%	12%	10%	11%	9%
Citation Signals	11%	11%	10%	8%	9%	6%	7%	7%
Personalization Signals	9%	9%	9%	9%	7%	7%	6%	7%
Social Signals	8%	4%	6%	5%	3%	0%	0%	0%

Understanding Search Trends



AI Visibility



Source: <https://searchengineland.com/how-to-get-cited-by-ai-seo-insights-from-8000-ai-citations-45528>



Site Page Ideas

What website pages should you have?

The screenshot shows a web browser window with a single tab titled "Hiring Technicians Facebook Ad". The address bar shows the URL "chatgpt.com/c/671ff872-1d4c-80...". The page header includes the ChatGPT logo and a "ChatGPT" dropdown menu. A text input box contains the query: "what website pages should an independent car dealership have? limit your recommendation to the top 20 pages and describe each in a sentence". The response from ChatGPT is as follows:

Here are the top 20 essential website pages for an independent car dealership, designed to attract, inform, and convert potential customers:

- 1. Home Page**
 - An overview page introducing the dealership with links to key sections, current promotions, and featured vehicles.
- 2. About Us**
 - A page detailing the dealership's history, mission, values, and team members to build trust and showcase expertise.
- 3. New Vehicles**
 - A dedicated section for the latest car models available, with detailed listings and filter options.
- 4. Used Vehicles**
 - This page highlights pre-owned cars, offering search filters for make, model, year, and price.
- 5. Certified Pre-Owned**
 - Showcases certified pre-owned vehicles, emphasizing their quality and the benefits of certification.

At the bottom of the interface, there is a "Message ChatGPT" button and a small disclaimer: "ChatGPT can make mistakes. Check important info."



Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions

Hiring Technicians Facebook Ad

chatgpt.com/c/671ff872-1d4c-80... Incognito (2)

ChatGPT

generate a list of blog post ideas for an independent car dealership in Indianapolis indian

Here are some engaging blog post ideas tailored to an independent car dealership in Indianapolis:

- "Top 5 Cars for Indianapolis Winters"**
 - Highlight vehicles that handle well in snow and ice, ideal for Indiana's winter weather.
- "How to Prepare Your Car for Winter in Indiana"**
 - A checklist for winterizing vehicles to ensure they're ready for snow, salt, and icy conditions.
- "Benefits of Buying from an Independent Dealership"**
 - Describe the unique advantages, like personalized service, lower prices, and a focus on customer satisfaction.
- "Exploring the Best Family Cars for Indianapolis Families"**
 - A guide to top-rated family vehicles based on safety, space, and comfort.
- "How to Choose the Right Used Car for College Students in Indiana"**
 - Advice for parents or students on selecting reliable and affordable vehicles for campus life.
- "The Importance of Regular Car Maintenance in the Midwest"**
 - Explain how seasonal changes in Indiana make regular maintenance crucial to

Message ChatGPT

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Site Page Ideas

What website pages should you have?



Content Ideas

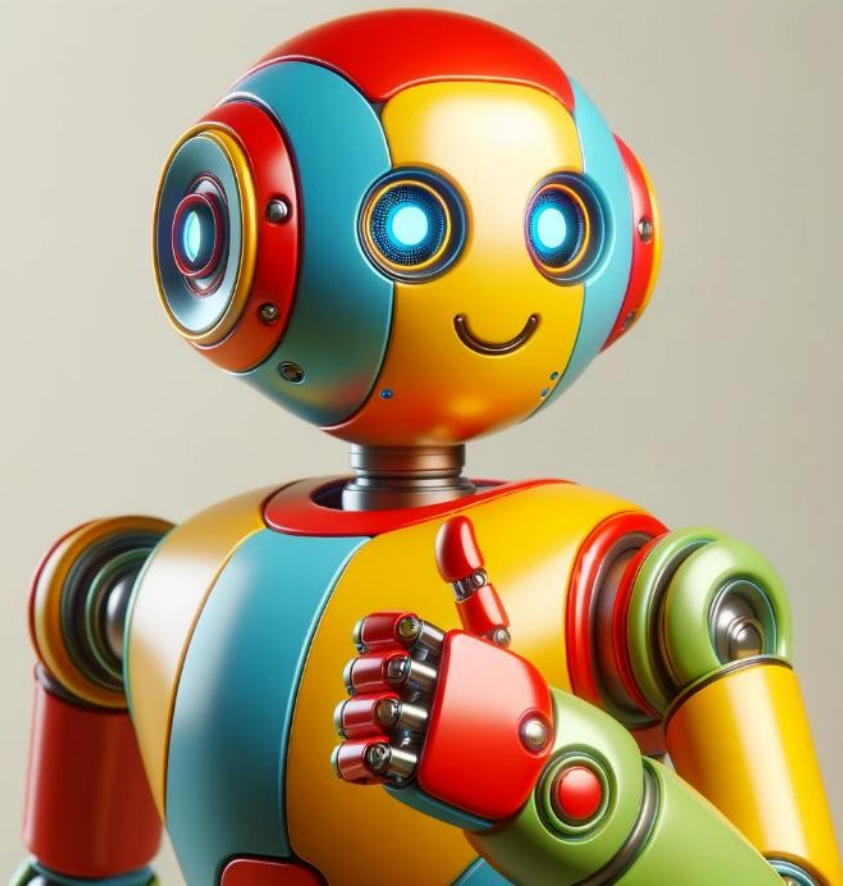
Give me a list of blog post suggestions



Content Creation?!?!?

Write me 500 words of content for a page on my website

Google Says AI Content Is Okay



Before (2/2023):

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our *automated ranking systems* to better ensure people see original helpful content written by people, for people, in search results. This page explains more about how the system works, and what you can do to assess and improve your content.

After (3/2024):

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our *automated ranking systems* to better ensure people see original helpful content created for people in search results. This page explains more about how the system works, and what you can do to assess and improve your content.

Spot the difference?

More on their stance: developers.google.com/search/blog/2023/02/google-search-and-ai-content "Rewarding high-quality content, however it is produced"



Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



Content Creation

Write me 500 words of content for a page on my website

Hiring Technicians Facebook Ad x +

chatgpt.com/c/671ff872-1d4c-80... Incognito (2)

ChatGPT

write a 250 word blog post on the history of the Mercedes GLS

The Mercedes-Benz GLS has a storied history as Mercedes' largest and most luxurious SUV, earning the title of "S-Class of SUVs." The model traces its roots to the GL-Class, first introduced in 2006. This full-sized luxury SUV was designed to combine the prestige and performance of Mercedes sedans with the versatility and space of an SUV, catering especially to North American markets where larger vehicles are popular. It immediately gained recognition for its elegant design, comfort, and powerful engine options.

In 2016, Mercedes revamped the GL-Class and renamed it the GLS, aligning it with the S-Class nomenclature to signify its top-tier position within the brand's SUV lineup. The GLS featured advancements in luxury and technology, such as Mercedes' COMAND infotainment system, high-quality interior materials, and extensive driver-assistance features. It delivered powerful performance with available V6, V8, and even V12 engines, ensuring both robust capability and refinement on the road.

The current generation, launched in 2019, further elevated the GLS with a modernized design, new MBUX (Mercedes-Benz User Experience) system, and expanded seating for up to seven passengers. The GLS now comes in models like the GLS 450, GLS 580, and the high-performance AMG GLS 63, with electrified powertrains and cutting-edge technology to provide a smoother, more efficient ride.

Today, the Mercedes GLS represents the pinnacle of luxury SUVs, combining German engineering with high-end comfort, making it a preferred choice for those seeking style,

Message ChatGPT

ChatGPT can make mistakes. Check important info.



Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



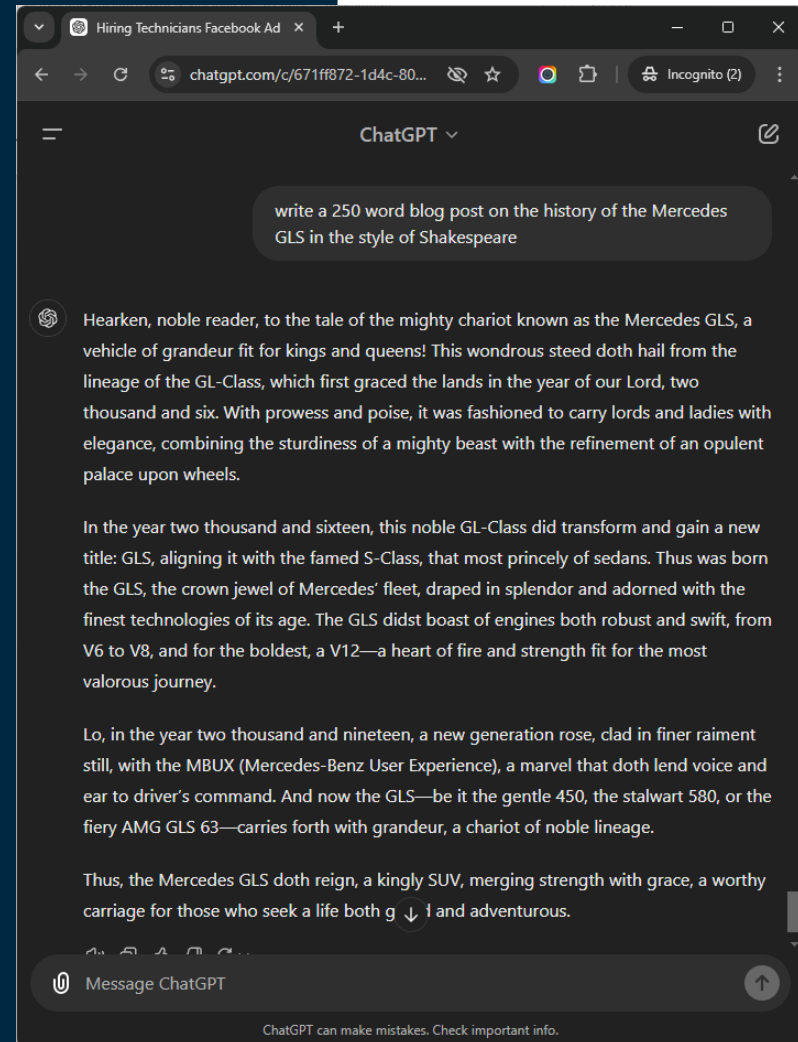
Content Creation

Write me 500 words of content for a page on my website



Creative Content Creation

Write me a *creative* 500 words of content for a page on my website





Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



Content Creation

Write me 500 words of content for a page on my website



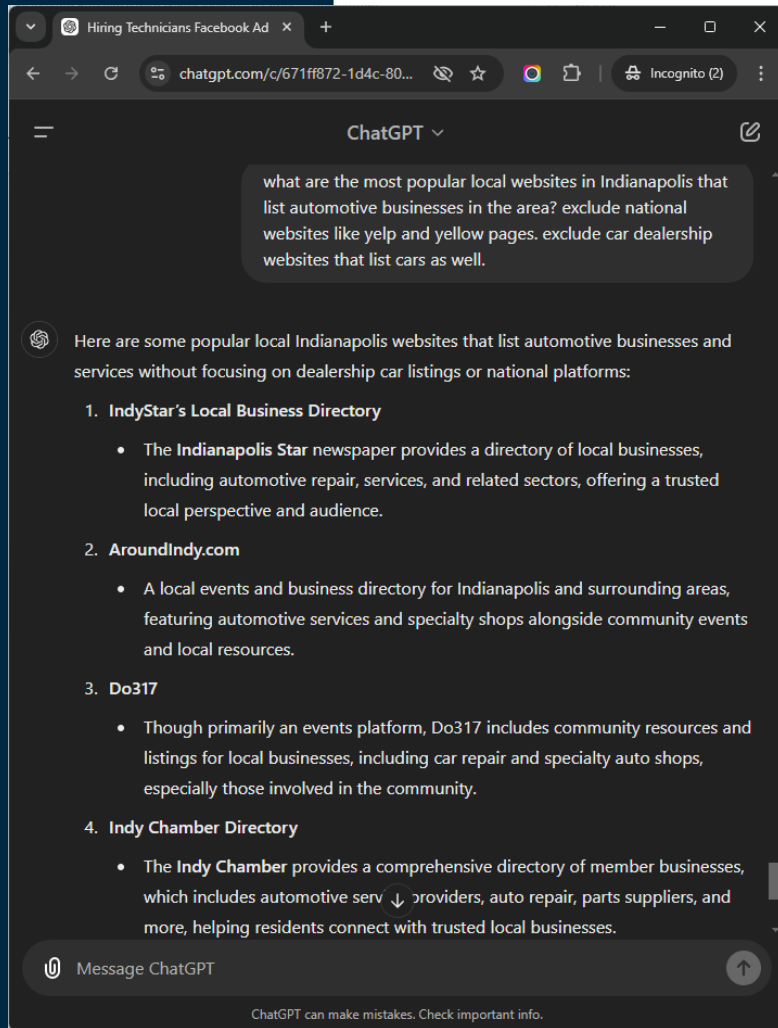
Creative Content Creation

Write me a *creative* 500 words of content for a page on my website



Link Building

Where can I find some sites to link to me





Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



Content Creation

Write me 500 words of content for a page on my website



Creative Content Creation

Write me a *creative* 500 words of content for a page on my website



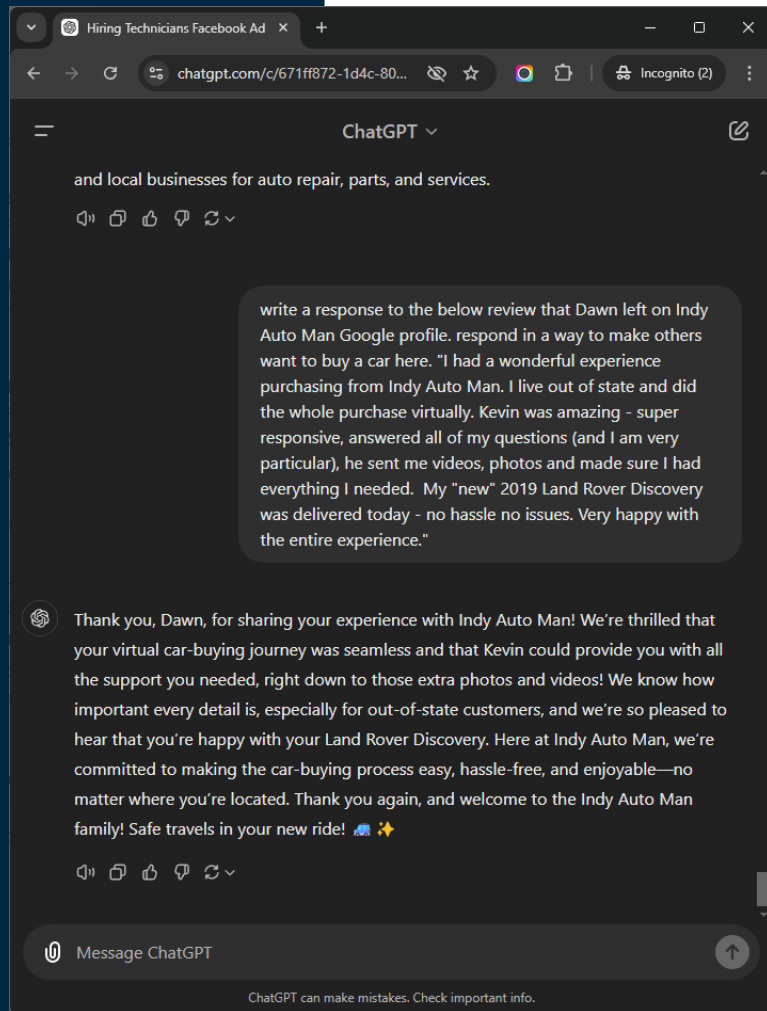
Link Building

Where can I find some sites to link to me



Reputation Management

Write me a response to a Google review





Generative AI

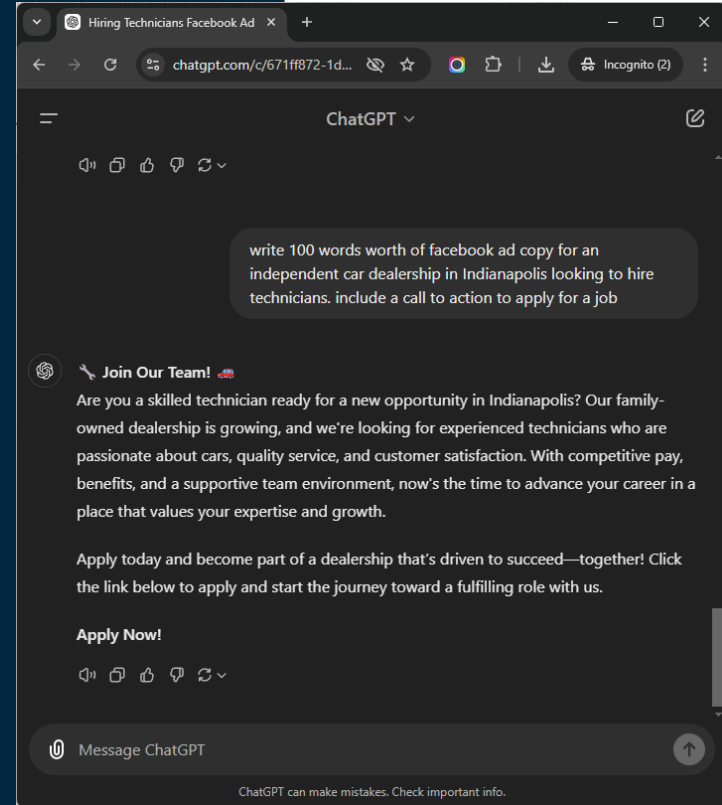
Social Media

(& Multimedia)



Facebook Copy

Write 100 words worth of facebook ad copy





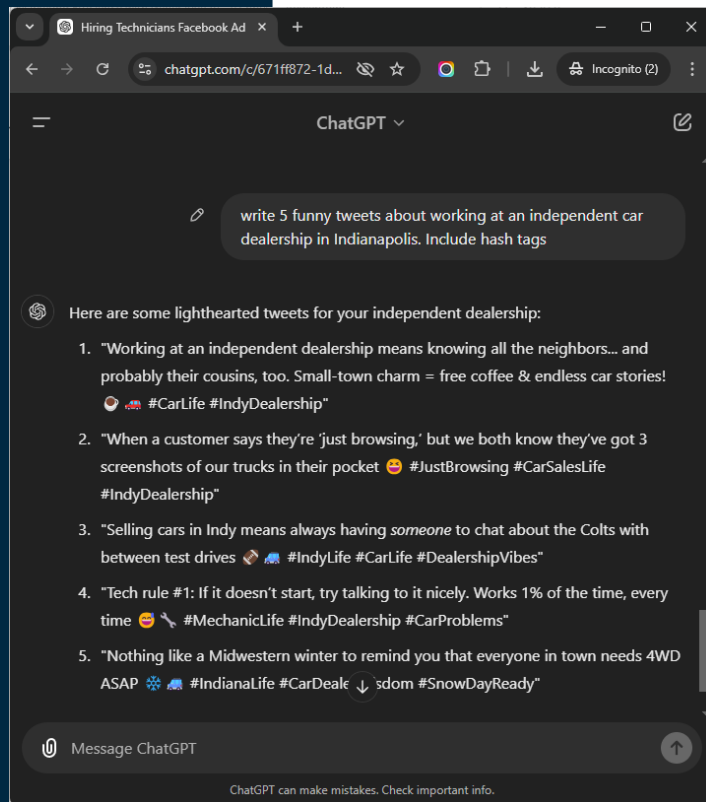
Facebook Copy

Write 100 words worth of facebook ad copy



Twitter Copy

Give me 5 funny tweets





Facebook Copy

Write 100 words worth of facebook ad copy



Twitter Copy

Give me 5 funny tweets



Tiktok Hashtags

What hastags should I be using?

Hiring Technicians Facebook Ad X +

chatgpt.com/c/671ff872-1d... ☆ Incognito (2)

ChatGPT

what are the most popular hashtags for automotive on tiktok. please provide detail on each.

Here are some of the most popular automotive hashtags on TikTok, along with insights on how each is used:

- #CarTok**
 - Overview:** This hashtag is the go-to for all things cars on TikTok. Under #CarTok, users share a range of automotive content, from car reviews and modifications to DIY repair hacks.
 - Why it's Popular:** It's the main hashtag for automotive content on TikTok, so it helps users find a broad mix of car-related videos, from enthusiasts to mechanics.
- #CarMods**
 - Overview:** #CarMods highlights vehicle customizations, with videos featuring bodywork, performance upgrades, custom lighting, and more.
 - Why it's Popular:** TikTok users love seeing the before-and-after transformations, and the creativity in modifications can be both inspirational and educational.
- #CarCommunity**
 - Overview:** This hashtag is used to connect car lovers worldwide, with users sharing their own vehicles, attending car meets, and connecting over shared interests.
 - Why it's Popular:** It emphasizes the social aspect of the car scene and showcases rare cars and events which attracts people who are passionate about the automotive world.

Message ChatGPT

ChatGPT can make mistakes. Check important info.



Facebook Copy

Write 100 words worth of facebook ad copy



Twitter Copy

Give me 5 funny tweets



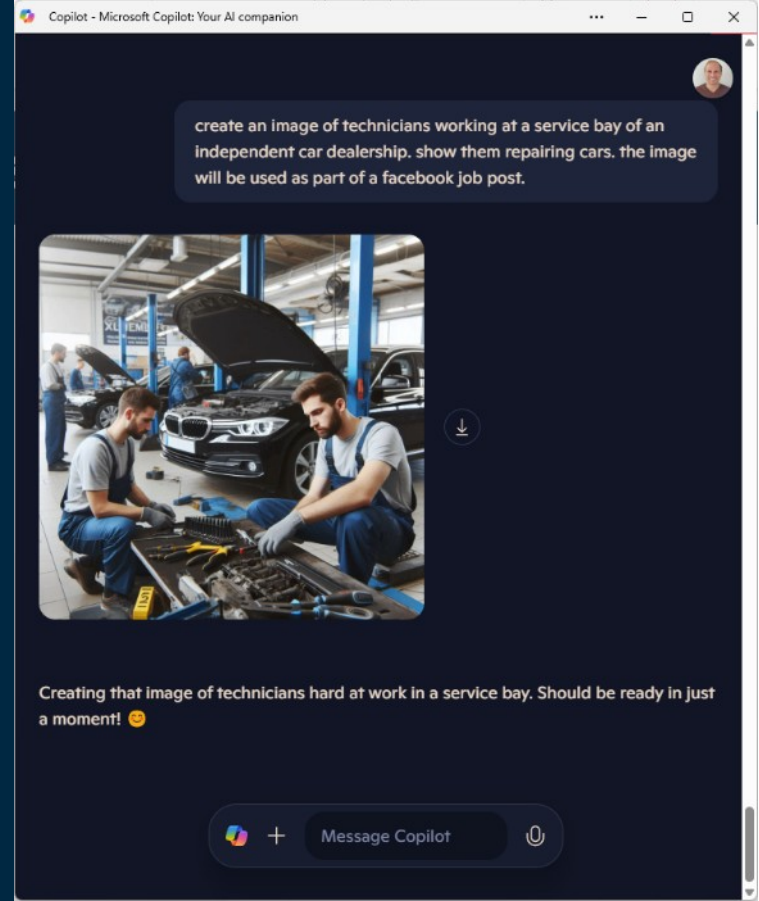
Tiktok Hashtags

What hastags should I be using?



Image Generation

Make me some images to go with my social media copy





Generative AI Pay Per Click



Campaign Ideas

What Google Ads campaigns should a construction company run

ChatGPT 4

You
What Google Ads campaigns should a construction company run

ChatGPT
For a construction company looking to utilize Google Ads effectively, the key is to tailor campaigns to both the services offered and the target audience. Here are several types of Google Ads campaigns that could be highly beneficial:

- Search Campaigns:** These are essential for construction companies. Use keywords related to your services (e.g., "home construction services", "commercial builders", "renovation services") to appear in search results when potential clients are looking for construction-related services. Include local keywords if you serve specific areas (e.g., "construction services in [City Name]").
- Display Campaigns:** Utilize Google's Display Network to reach potential customers through visual ads on websites they visit. This is useful for building brand awareness and can be targeted based on interests, demographics, or even specific websites related to construction, home improvement, or real estate.
- Remarketing Campaigns:** Remarketing allows you to show ads to users who have previously visited your website but did not convert. This can be highly effective for construction companies, as the decision-making process for construction services is often lengthy and requires consideration.
- Video Campaigns:** With video ads on YouTube and across the Google Display Network, you can showcase your projects, customer testimonials, or the unique selling points of your services. Video is a powerful tool for building trust and demonstrating capability.
- Local Service Ads:** If available in your region, Google's Local Service Ads are designed for local businesses to show up at the top of Google Search results when people search for the services.

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.



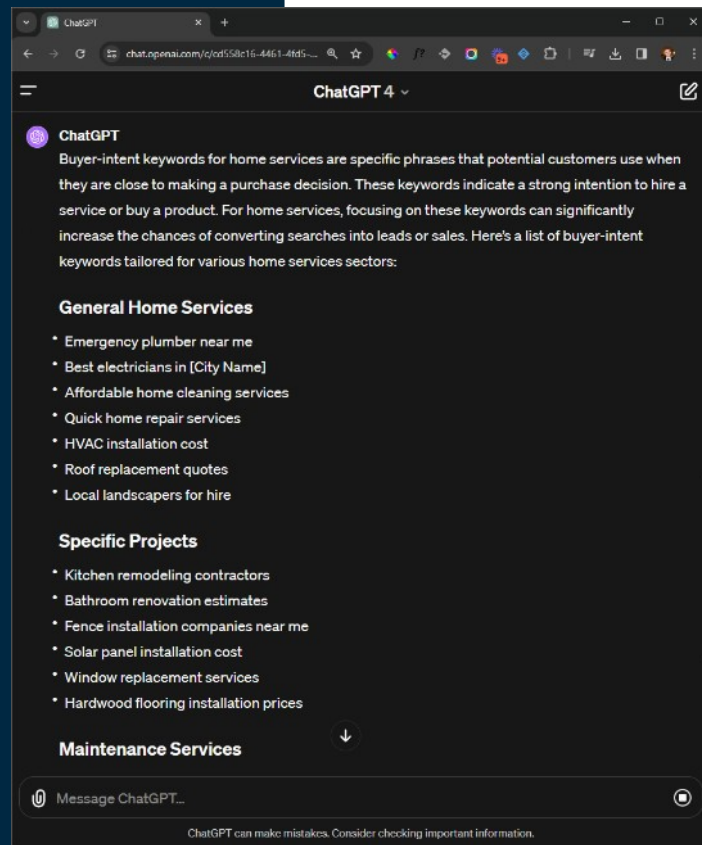
Campaign Ideas

What Google Ads campaigns should a construction company run



Keywords

Give me a list of buyer-intent keywords for home services





Campaign Ideas

What Google Ads campaigns should a construction company run



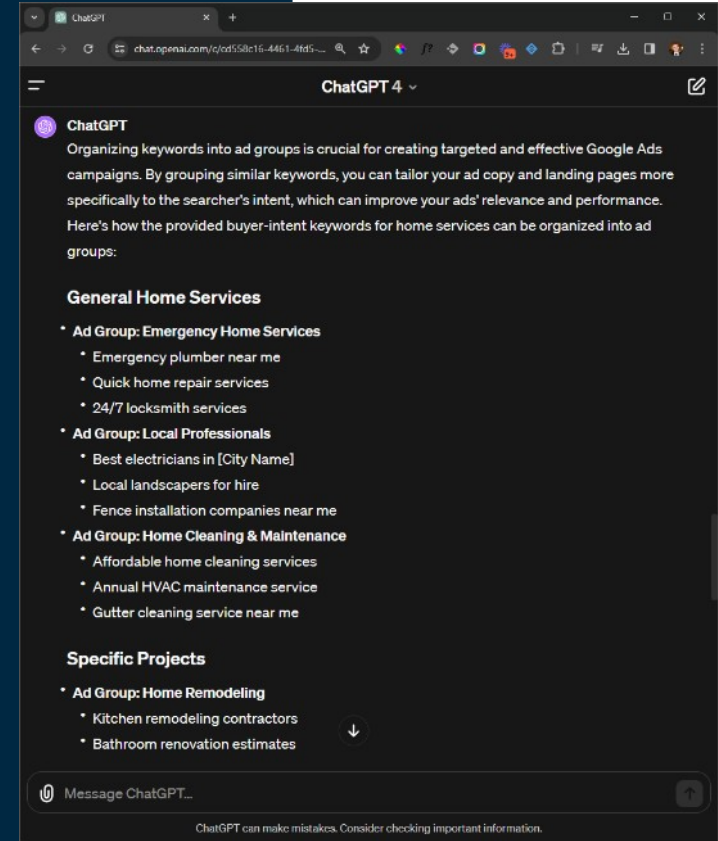
Keywords

Give me a list of buyer-intent keywords for home services



Ad Groups

Organize the keywords into ad groups





Campaign Ideas

What Google Ads campaigns should a construction company run



Keywords

Give me a list of buyer-intent keywords for home services



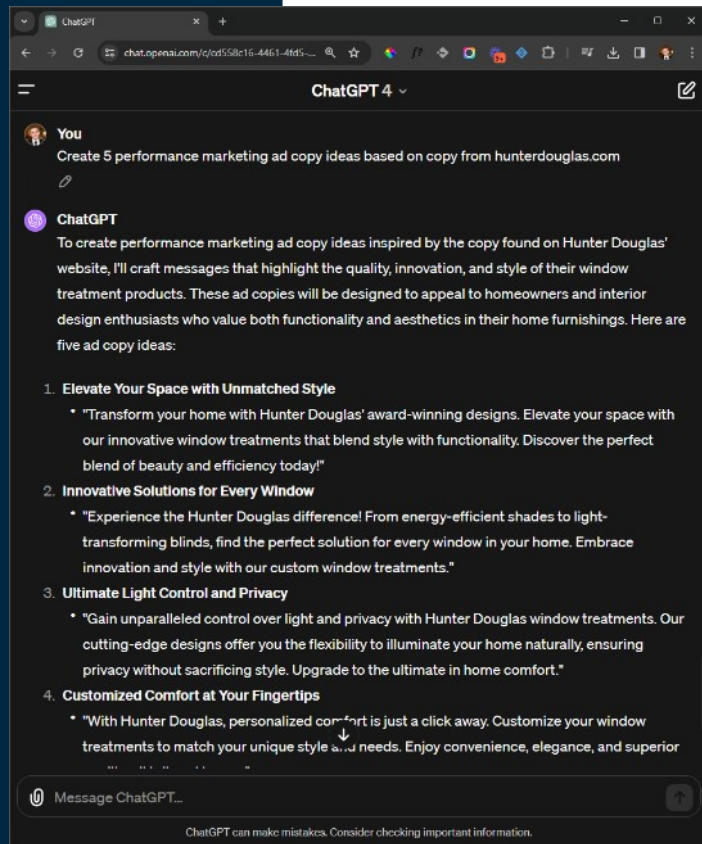
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Ad Copy Ideas

Create 5 performance marketing ad copy ideas based on copy from hunterdouglas.com





Campaign Ideas

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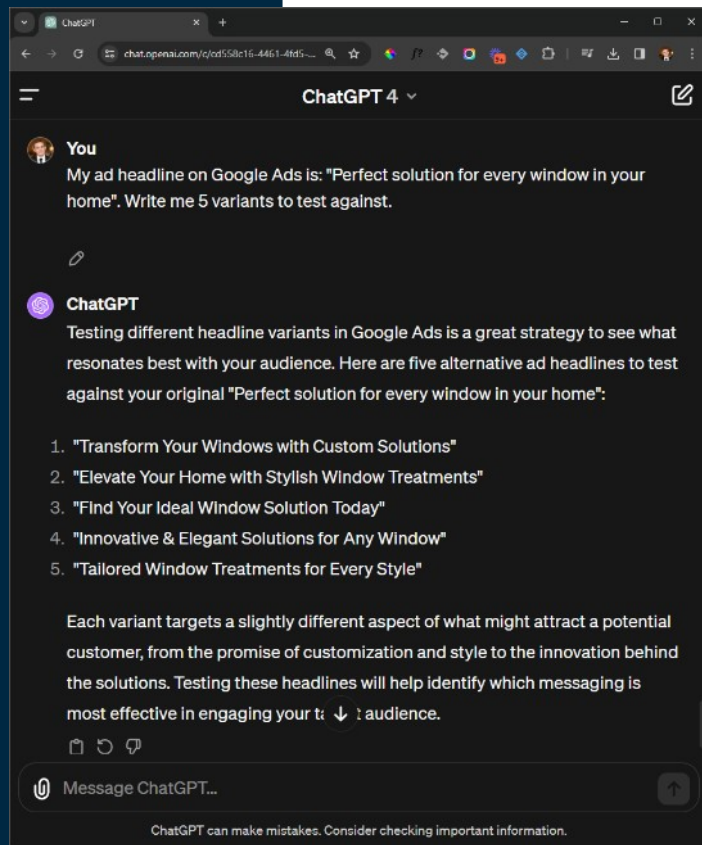
Ad Copy Ideas

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A/B Testing

My ad headline on Google Ads is: ----- . Write me 5 variants to test against.





Campaign Ideas

What Google Ads campaigns should a construction company run



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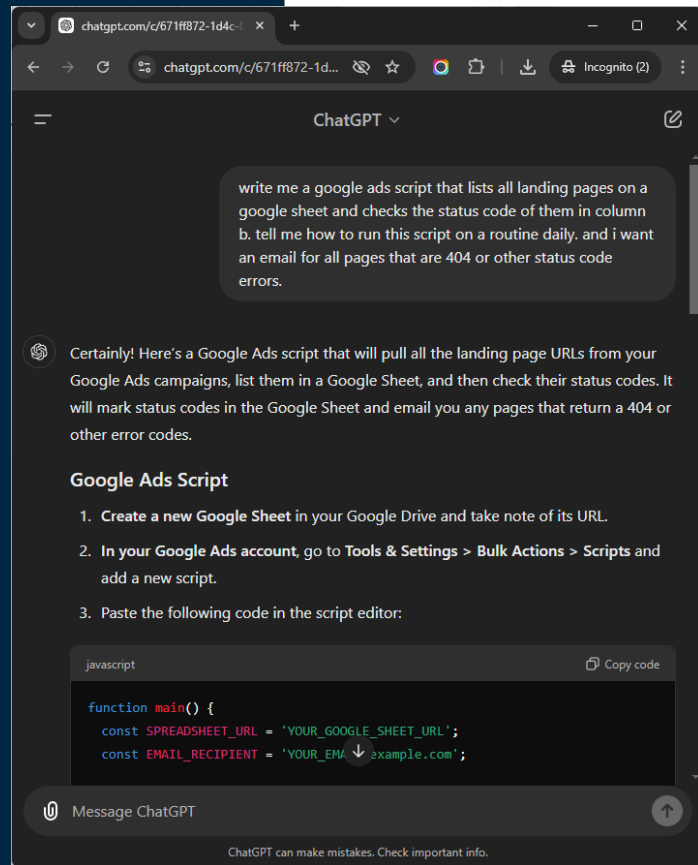
A/B Testing

My ad headline on Google Ads is: ----- . Write me 5 variants to test against.



Automation

Write me a Google Ads Script that lists all landing pages on a google sheet and checks the status code of them.





Alex, that was great!

SO WHAT?

Victor' SEO Results

25/187 sales - March

31/176 sales - April

37/174 sales - May

Victor' Regret

Unknown Baseline

I didn't knew how to measure results

How do you measure your SEO results?

20 Group to the rescue

Price Modifier

Change your website price

Fixed amount. Explained. Keep team accountable. Customer will tell you where they saw lower price... or they will pay website price. Now you know that the customer is a true “Found you on Google”

Why I picked SEO as a project?

Largest Fire

80% of sales from the 3rd party leads

20% of sales from the referral, repeat, drive by, other

How I found my SEO partner

Search and Referral

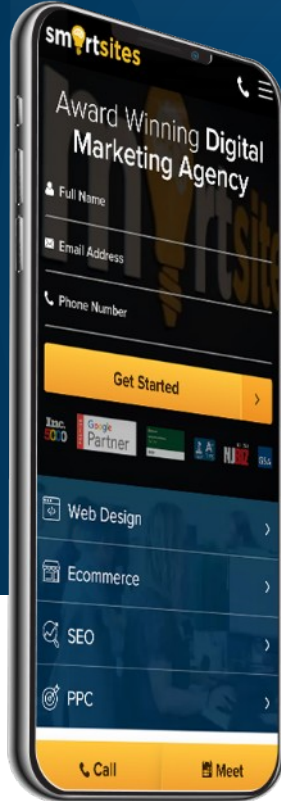
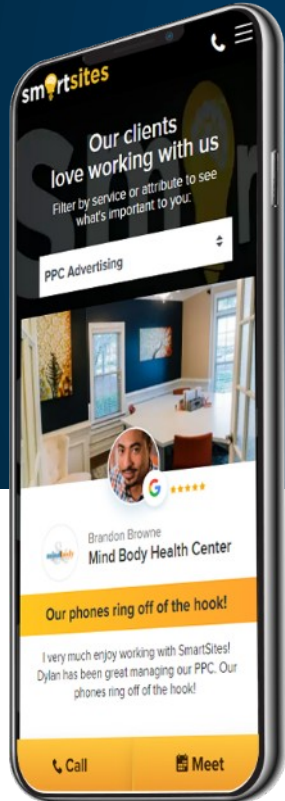
Who will I be working with?

Reputation, past performance, industry knowledge, online reviews + why are they interested in my success?

In Conclusion

- 1. Is it the biggest fire?**
- 2. What will be my KPIs?**
- 3. Who will do it? Why?**

Questions?



Connect with Alex



Connect with Victor