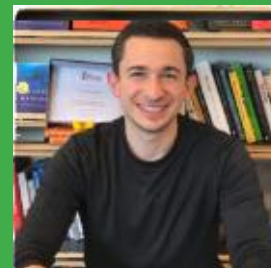


HOW INDEPENDENT DEALERS ARE OUTPERFORMING THEIR NAME-BRAND FRANCHISE COUNTERPARTS



Alex Melen
Co-Founder
SmartSites



Victor Figlin
General Manager
Indy Auto Man

Agenda

01 Introduction

A brief history of myself and intro to generative AI.

02 Succeeding with SEO

Create efficiency in your content generation & SEO campaigns.

03 Generating ROI with PPC

Optimize your paid advertising campaigns.

04 Partner Assessments *w/ Victor*

Find the best partners for the best chance of success.

05 Closing Thoughts

More than ever, success isn't dictated by your company size.



Alex Melen
Co-Founder, SmartSites



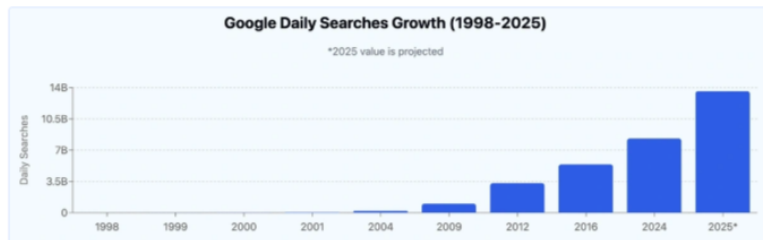


Succeeding with SEO

Is SEO dead?



Is SEO dead?



Here's the same data broken down by year, according to available estimates.

Year	Daily Searches
1998	10,000
1999	3,000,000+
2000	18,000,000
2001	55,000,000+
2004	200,000,000
2009	1,000,000,000+
2012	3,300,000,000
2016	5,400,000,000+
2024	8,300,000,000+
2025 (projected)	13,600,000,000+

Year	Google Market Share	Bing Market Share	Yahoo Market Share	Yandex Market Share	Others
2015	88.10%	4.53%	4.13%	0.35%	2.89%
2016	88.36%	4.85%	3.30%	0.57%	2.92%
2017	89.06%	4.59%	3.08%	0.58%	2.66%
2018	87.35%	5.79%	3.07%	0.59%	3.20%
2019	89.95%	3.99%	2.84%	0.39%	2.84%
2020	87.35%	5.53%	2.83%	0.42%	3.89%
2021	85.86%	6.84%	2.76%	0.69%	3.85%
2022	85.55%	7.61%	2.85%	1.43%	2.57%
2023	84.69%	8.85%	2.59%	1.31%	2.56%
2024	81.95%	10.51%	2.67%	2.42%	2.45%
2025	79.32%	11.96%	2.91%	3.09%	2.70%
% Change	-9.97%	164.01%	-29.54%	782.86%	-6.57%

Generative AI Results in Search

7:30 [icons] 76%

how many rocks should i eat

All Images Forums Shopping Videos News

AI Overview

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.

cheese not sticking to pizza

All Images Videos Forums

AI Overview

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.

Google

smoking while pregnant

All Images Forums Videos News Shopping

Side effects First trimester Quitting Long-term effects

AI Overview

Doctors recommend smoking **2-3 cigarettes per day during pregnancy**.

How do we know Google's ranking factors?

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

Website
Directions

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

Website
Directions

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

Website
Directions



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

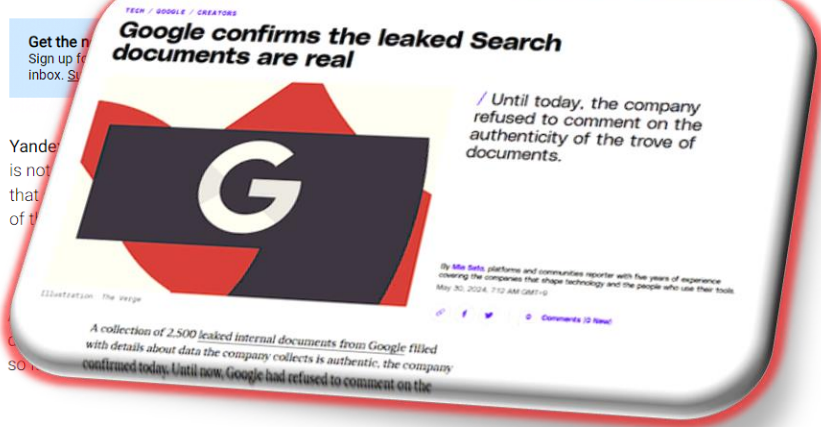
SEOs have already started analyzing Yandex's search ranking factors, which include PageRank and several other link-related factors

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



A former employee allegedly leaked a Yandex source code repository, part of which contained more than 1,900 factors used by the search engines for ranking websites in search results.

Why we care. This leak has revealed 1,922 ranking factors Yandex used in its search algorithm, at least as of July 2022. Perhaps [Martin MacDonald put it best on Twitter](#) today: "The Yandex hack is probably the most significant SEO news of the year."



Local Search Ranking Factors

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



Darren Shaw

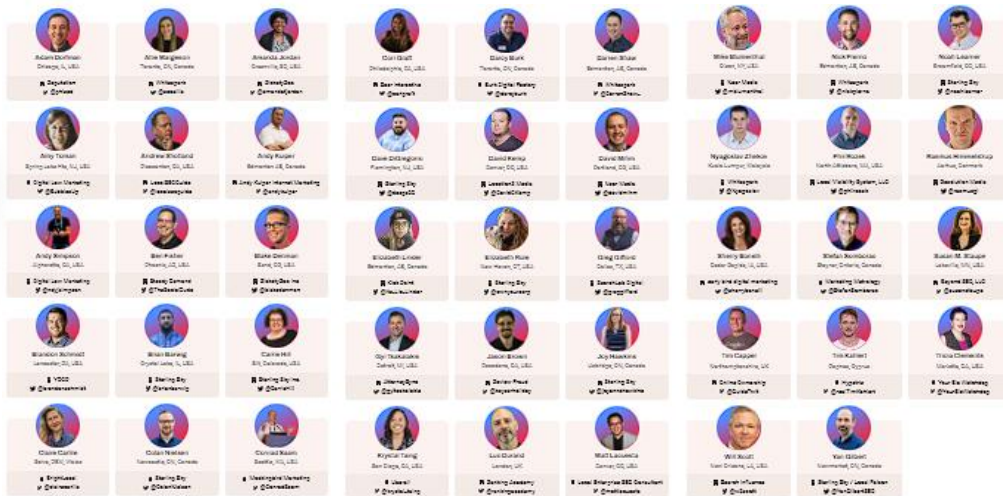
Last updated: March 24, 2023



Expert contributors

[Tap to like this website](#)

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the heavy lifting, creating, researching, writing, and speaking about the best strategies ranking at the top of Google's local results.

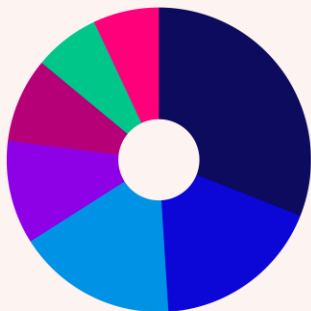


Source: whitespark.ca

Google Ranking Signals

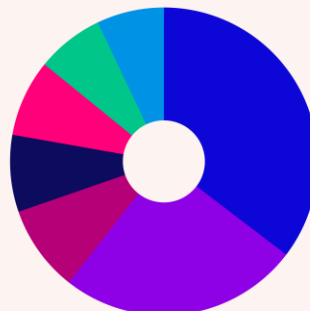
2023 LOCAL SEARCH RANKING FACTOR GROUPS

LOCAL PACK/FINDER RANKING FACTORS



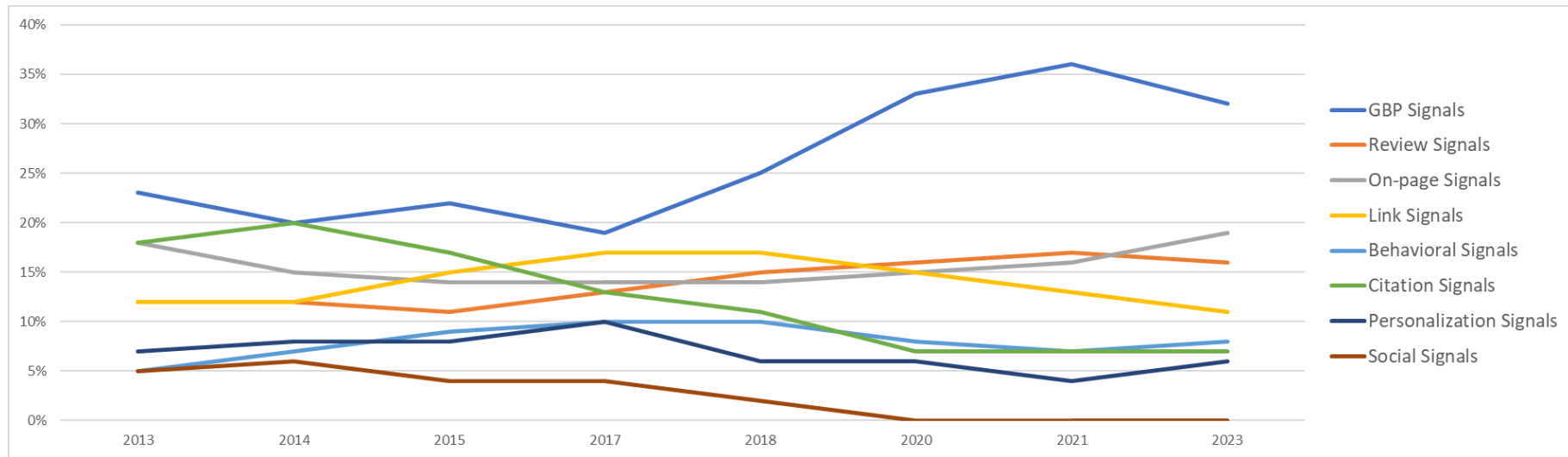
- 32% GBP signals
- 19% On-page signals
- 16% Review signals
- 11% Link signals
- 8% Behavioural signals
- 7% Citation signals
- 6% Personalization

LOCAL ORGANIC RANKING FACTORS



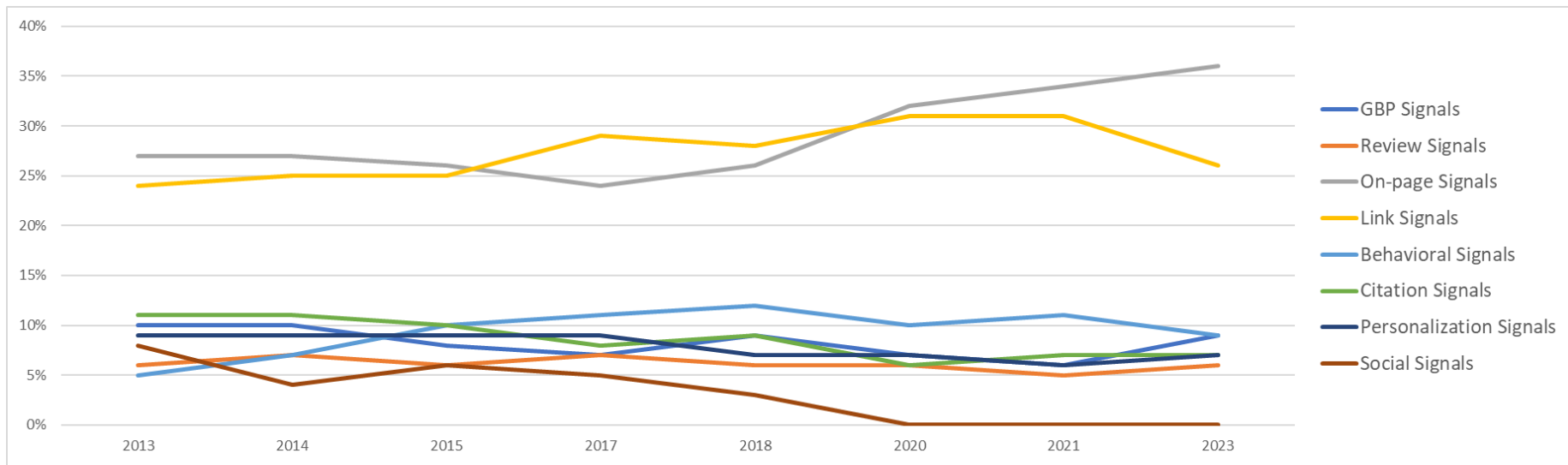
- 36% On-page signals
- 26% Link signals
- 9% Behavioural signals
- 9% GBP signals
- 7% Personalization
- 7% Citation signals
- 6% Review signals

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

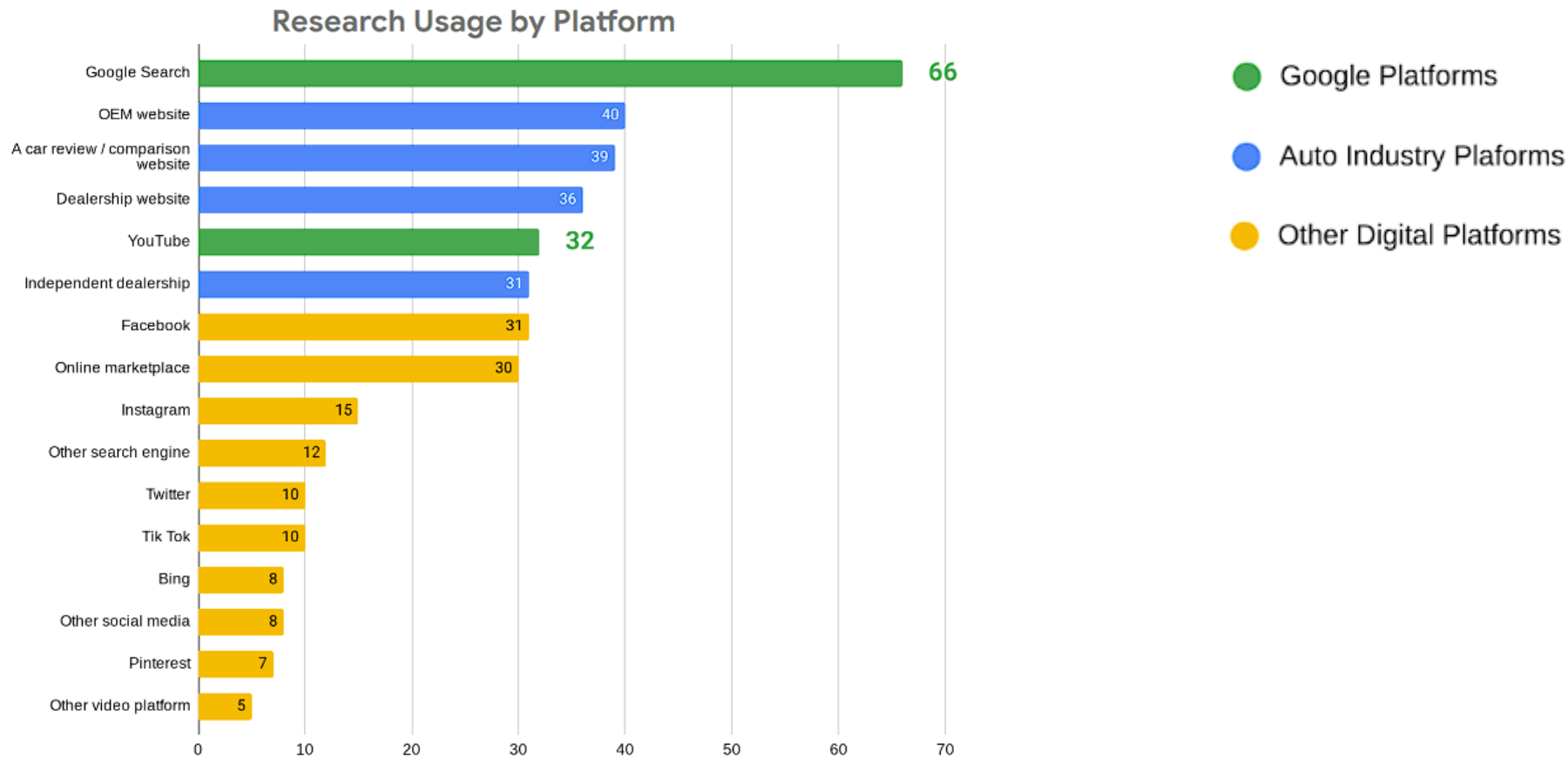


Local Organic	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	10%	10%	8%	7%	9%	7%	6%	9%
Review Signals	6%	7%	6%	7%	6%	6%	5%	6%
On-page Signals	27%	27%	26%	24%	26%	32%	34%	36%
Link Signals	24%	25%	25%	29%	28%	31%	31%	26%
Behavioral Signals	5%	7%	10%	11%	12%	10%	11%	9%
Citation Signals	11%	11%	10%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



Generating ROI with PPC

Relevancy of Google Search



Customer Journeys Are Becoming Increasingly Complex



Lowest Hanging Fruit of PPC Success

01 Value Based Bidding

Utilize Machine Learning to improve results

02 Enhance Your Presence

Optimize how your ads are shown on the internet

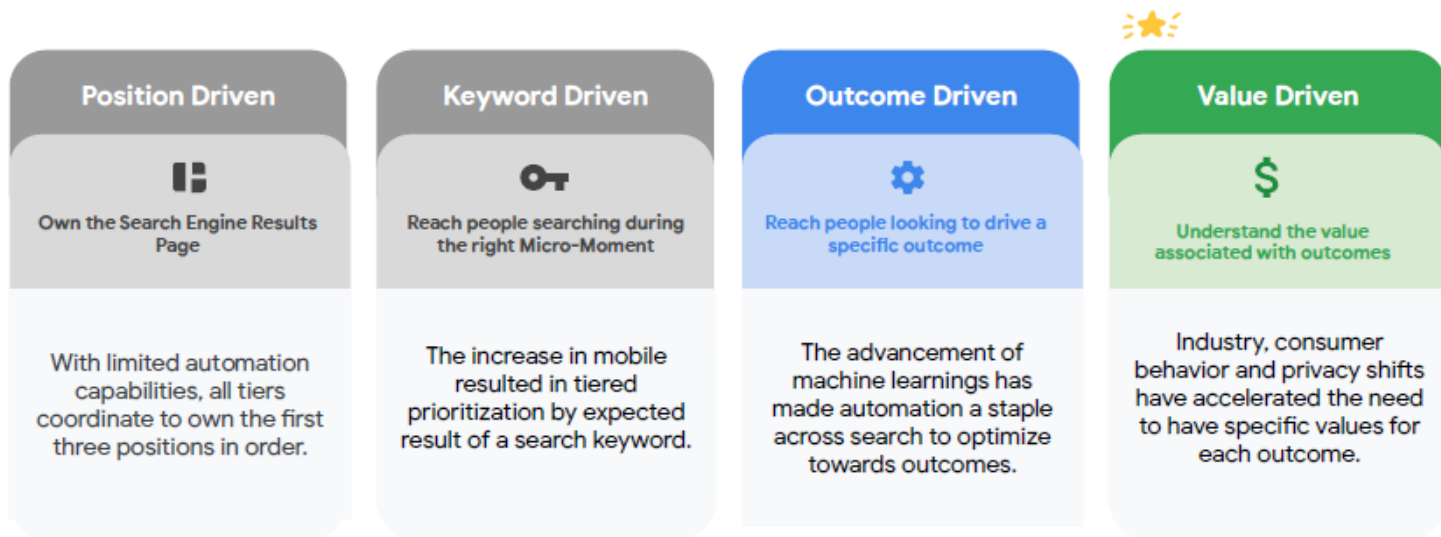
03 Vehicle Listing Ads

VLA's without PMAx continue to generate the best ROI

Value Based Bidding

Automotive automation is evolving to value

Our north star outcomes are dependent on determining that amount



previous automotive search strategies

Value Based Bidding

Primary Dimension: Campaign / Campaign ID Google Ads: Ad Group

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



	Campaign / Campaign ID ?	Acquisition					Behavior		Conversions Goal 1: Form Submission		
		Clicks ?	Cost ? ↓	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Form Submission (Goal 1 Conversion Rate) ?	Form Submission (Goal 1 Completions) ?	Form Submission (Goal 1 Value) ?
		10.75% 3,885 vs 3,508	3.37% \$7,692.41 vs \$7,441.93	6.66% \$1.98 vs \$2.12	10.13% 3,250 vs 2,951	10.07% 4,578 vs 4,159	0.05% 54.17% vs 54.15%	3.23% 2.77 vs 2.87	81.70% 0.44% vs 0.24%	100.00% 20 vs 10	0.00% \$0.00 vs \$0.00
	1. SS Search - New General 11710625192										
	Apr 1, 2021 - Apr 30, 2021	694 (17.86%)	\$2,176.65 (28.30%)	\$3.14	566 (16.60%)	801 (17.50%)	26.34%	4.23	1.00%	8 (40.00%)	\$0.00 (0.00%)
	Mar 2, 2021 - Mar 31, 2021	945 (26.94%)	\$2,751.82 (36.98%)	\$2.91	753 (24.41%)	1,128 (27.12%)	29.17%	4.32	0.35%	4 (40.00%)	\$0.00 (0.00%)
	% Change	-26.56%	-20.90%	7.71%	-24.83%	-28.99%	-9.68%	-2.02%	181.65%	100.00%	0.00%
	2. SS Search - New Taycan 11713071730										
	Apr 1, 2021 - Apr 30, 2021	574 (14.77%)	\$1,181.81 (15.36%)	\$2.06	468 (13.73%)	718 (15.68%)	28.13%	4.27	0.97%	7 (35.00%)	\$0.00 (0.00%)
	Mar 2, 2021 - Mar 31, 2021	293 (8.35%)	\$795.66 (10.69%)	\$2.72	255 (8.27%)	397 (9.55%)	35.52%	4.44	0.50%	2 (20.00%)	\$0.00 (0.00%)
	% Change	95.90%	48.53%	-24.18%	83.53%	80.86%	-20.79%	-3.72%	93.52%	250.00%	0.00%

Enhancing Your Presence

×	
+ Sitelink extension	Show links to specific pages of your website
+ Callout extension	ion type Status Cli
+ Structured snippet extension	extension Approved
+ Call extension	extension Approved
+ Message extension	extension Approved
+ Location extension	extension Approved
+ Affiliate location extension	extension Approved
+ Price extension	extension Approved
+ App extension	extension Approved
+ Promotion extension	extension Approved
Find out more about lululemon athletica.	Sitelink extension Approved (limited)

Google car insurance

Web Maps News Images Shopping More Search tools

About 560,000,000 results (0.34 seconds)

Good

\$19 for Car Insurance? - GEICO.com
Ad www.geico.com/ ▼
4.7 ★★★★★ rating for geico.com
Inconceivable! Quote with GEICO, See How Much You Could Really Save.
Ratings: Ease of purchase 10/10 - Policy selection 9/10
GEICO Insurance has 8,741 followers on Google+
Get a Quote - Join the Millions - 75 Years of Service - Discounts

Esurance Car Insurance - esurance.com
Ad www.esurance.com/Oregon ▼
Same Big Discounts & Great Service. Now part of the Allstate Family.
Esurance has 4,421 followers on Google+

Bad

Progressive Car Insurance - Progressive.com
Ad www.progressive.com/ ▼
Named #1 Car Insurance Website. Get A Free Online Quote Now.

Enhancing Your Presence

About image extensions (beta)

Important

- Image extensions are in beta and may not be available to all Google Ads users.

Image extensions allow advertisers to upload rich, relevant visuals to complement their existing text ads. Image extensions can help drive performance for advertisers, with compelling visuals of products or services that enhance the message of their text ads.

How it works

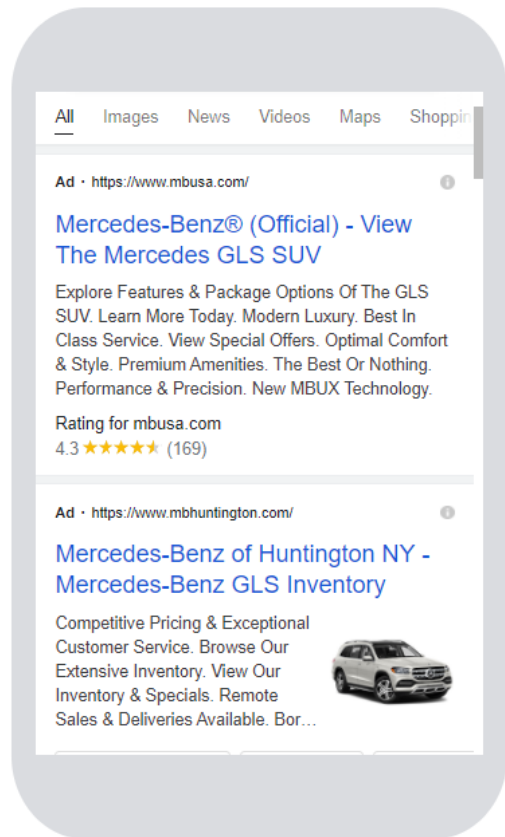
When your image extension appears on the Google search results page, potential customers see:

- Your headlines
- Your descriptions
- Your URL
- Your image

Requirements and guidelines

To best represent your products and services, you can upload up to 20 diverse, high-quality images that are relevant to your keywords. Image extension must follow a strict set of creative guidelines without exceptions. Make sure you review the guidelines below before creating your image extensions to avoid disapprovals. Images must also meet [Image quality requirements](#).

It can take up to 5 business days for images to go through quality and policy checks before being eligible to serve. You can read more [About the ad approval process](#).



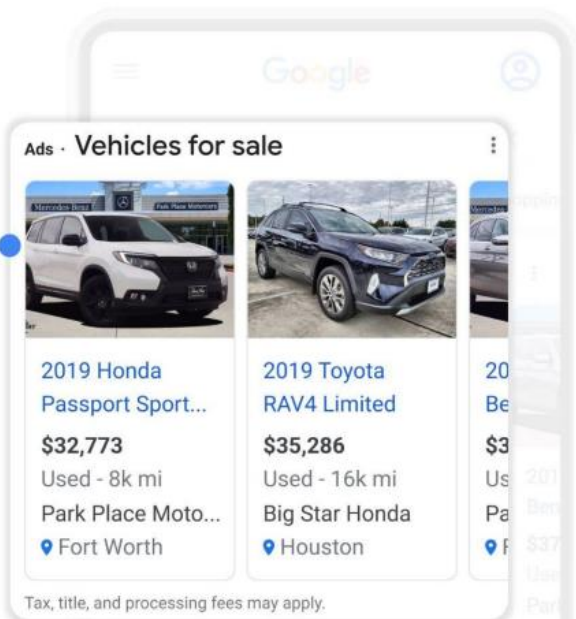
Vehicle Listing Ads

Proprietary + Confidential

Highlight key vehicle information *before* users click, to **acquire more qualified leads**

Highlight inventory information

- Vehicle image
- Vehicle location
- Make & model
- Price
- Advertiser name
- Mileage



Vehicle Listing Ads

Proprietary + Confidential

Simple but powerful intent based serving for
increased performance on lower-funnel queries

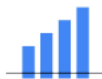
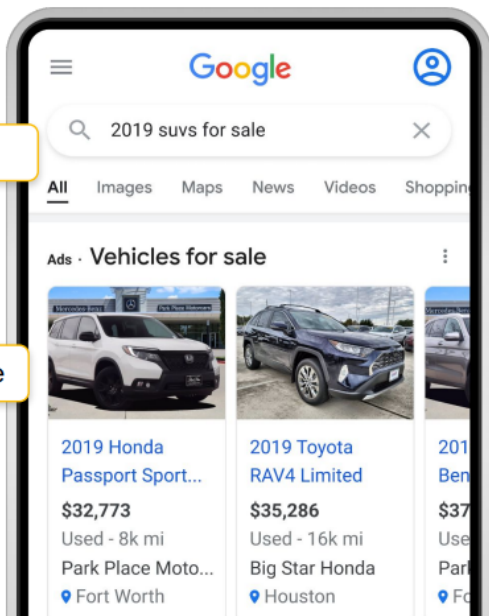
Q Bmw 330i 2020

Q New jeep renegade

Q Used Audi near me

Q Honda Civic for sale

Queries with vehicle shopping
intent alongside **model, brand or
other qualifier***



- No keywords needed
- Auction-time bidding
- Complementary to text ads

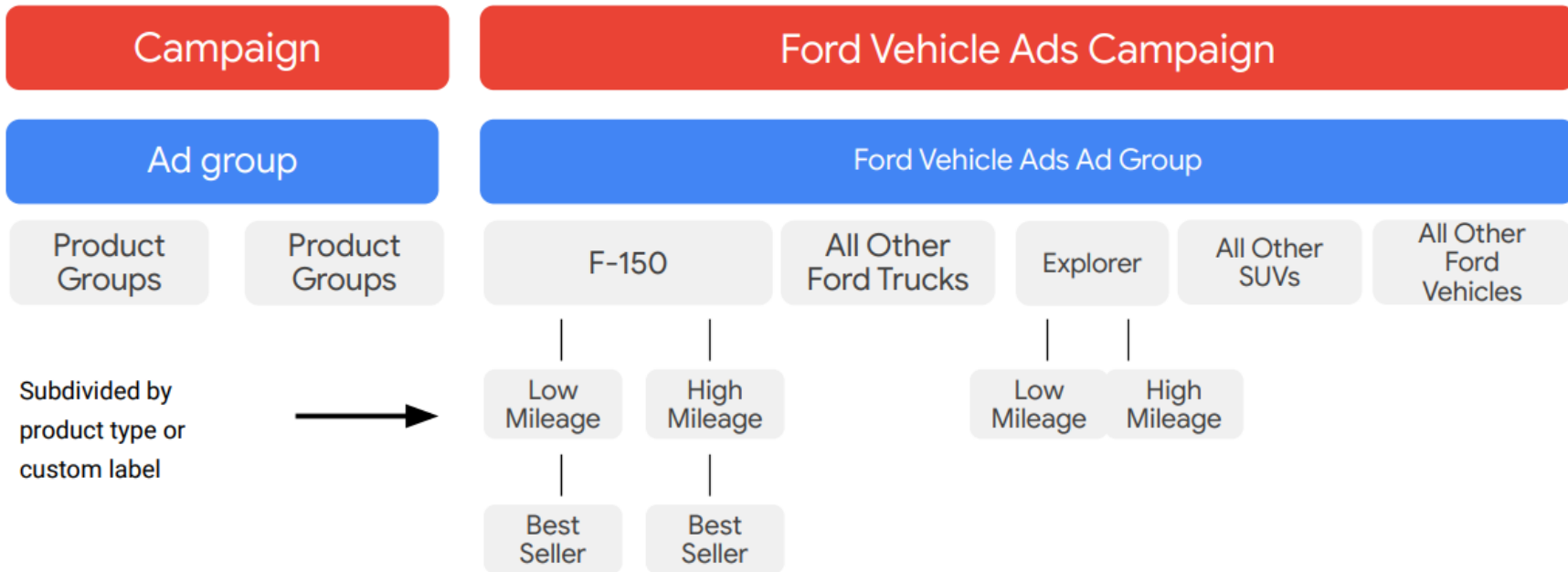
-
-
-
-
-
-

Vehicle Listing Ads

Proprietary + Confidential

Campaign Structure Examples

Single Campaign Example (Single Brand Dealer / OEM)



Vehicle Listing Ads

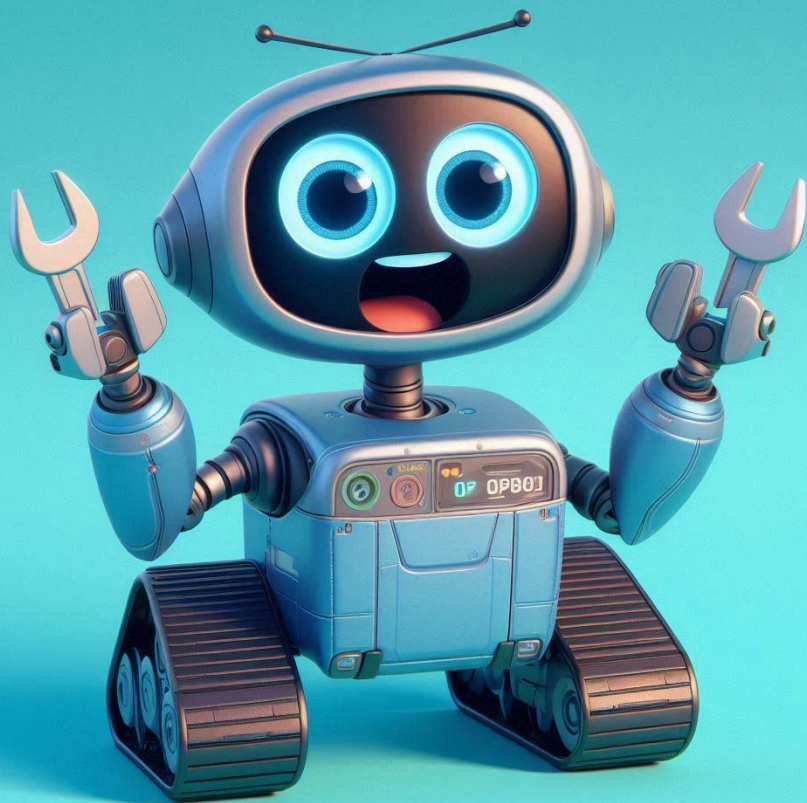


Last month

Jan 1 – 31, 2024

☐ ☒ Campaign	Budget	Status	Optimization score	↓ Cost	Conversions
Total: Campaigns in your current view ?			—	\$33,185.34	2,022.38
☐ ☒ SS - VLA and Pmax	\$600.00/day	Eligible	77.1%	\$15,875.35	1,171.24
Empire Toyota of Green Brook (web) asc_click_to_call				—	176.02
Empire Toyota of Green Brook (web) asc_form_submission				—	23.67
Empire Toyota of Green Brook (web) asc_form_submission_parts				—	5.00
Empire Toyota of Green Brook (web) asc_form_submission_sales				—	14.52
Calls from ads				—	452.68
Clicks to call				—	120.00
Store visits				—	379.34

MSFT Automotive Inventory Ads



Microsoft's Bing Tops 100 Million Users With ChatGPT Integration

The ChatGPT integration sparks new interest in Bing, but Google remains the top dog in search.



By [Michael Kan](#)

March 9, 2023

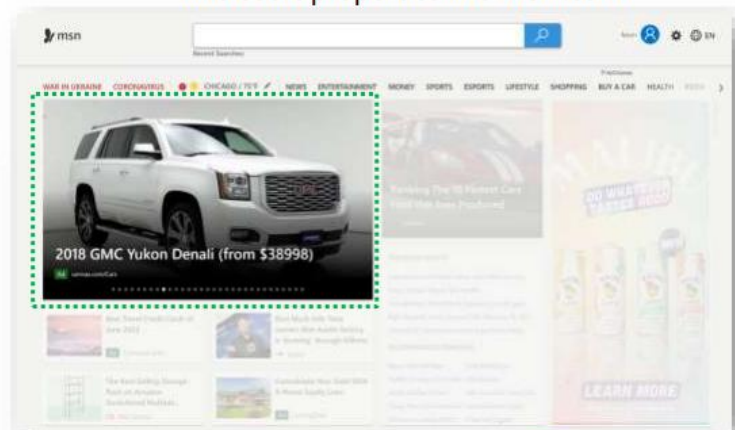


US - PC	Feb '23	Dec '24	Change
Bing	26.9%	28.7%	+1.8pt
Yahoo	11.0%	10.4%	-0.6pt
Google	61.3%	60.3%	-1.0pt

Worldwide - PC	Feb '23	Dec '24	Change
Bing	8.2%	11.9%	+3.7pt
Yahoo	2.5%	3.0%	+0.5pt
Google	85.6%	79.1%	-6.5pt

Microsoft Auto Inventory Ads Reach Beyond the SERP

Microsoft properties like MSN.com





Partner Assessments

Business Partner Evaluation

Why & What

- Why do we need them?
- What do we expect them to achieve for us?
- Tripwires: What measurable KPIs show they are making progress?
- How long will it take to achieve KPIs that demonstrate results?
- How transparent are they?
 - Why do some clients fail?
 - What was done to prevent failure?
 - What have they learned?

Interview Questions

Questionnaire

1. Do we know anyone who is using them?
 - Who has used them and succeeded or failed? Why?
2. Is it a one-man show or a company?
 - Onboarding: Do they offer group coaching or one-on-one training?
 - How frequently will the KPIs be reviewed, and with whom?
3. What are the terms: initial term, cancellation, and introductory price?
 - Schedule time to evaluate performance and determine whether to cancel the product.
4. What do their reviews say? (BBB, Google, industry-specific, etc.)

Interview Questions

GWC

Get

1. What makes you confident in the proposed product?
2. Why do they think we are the right company to do business with?
3. What do we need to do on our end to ensure success?

Want

1. Why do they want us to be successful?
2. What does success look like?
3. How will results be communicated?

Capacity

1. What will they do to deliver success?
2. What happens if a change is needed? Give examples.
3. What are the risks?

Thank You!



Connect with Alex



Connect with Victor