

Increase your leads with these website & search marketing optimizations

*Presented Exclusively at NIADA
6/21/2023*

Agenda

01 Website Optimizations

Diagnose your website performance

02 SEO (Search Engine Optimization)

Google's ranking signals for 2023 & Beyond

03 Paid Search

Optimize your Google Ads Campaigns

04 Measuring Results

Track results, analyze, and optimize

05 The Future of Search

Google's Generative Search Experience



Alex Melen

Co-Founder, SmartSites



Featured Speaker



Alex Melen
Co-Founder SmartSites

AUTOMOTIVE MARKETING EXPERT



About SmartSites

400+

FT Employees

12 Years

In Business

1,000+

Clients

500+

5 Star Reviews





Website Optimizations

UI vs UX



UI

= User Interface

Color

Illustration

Photography

Typography

Icons

Graphics

UX

= User Experience

Usability testing

Psychology

Interaction design

Content strategy

Wire frames

Accessibility

Prototypes

Information Architecture

Understanding the problem

User research

PageSpeed Insights & Core Web Vitals

Report from Jun 8, 2023, 6:01:01PM

<https://www.paragonhonda.com/>

Analyze



Mobile



Desktop



Discover what your real users are experiencing

This URL

Origin



Core Web Vitals Assessment: **Failed** ⓘ

Expand view

■ Largest Contentful Paint (LCP)

3.6 s

● First Input Delay (FID)

26 ms

▲ Cumulative Layout Shift (CLS)

0.39

OTHER NOTABLE METRICS

● First Contentful Paint (FCP)

1.4 s

■ Interaction to Next Paint (INP) ⓘ

263 ms

● Time to First Byte (TTFB) ⓘ

0.5 s

📅 Latest 28-day collection period

📱 Various mobile devices

👥 Many samples ([Chrome UX Report](#))

🕒 Full visit durations

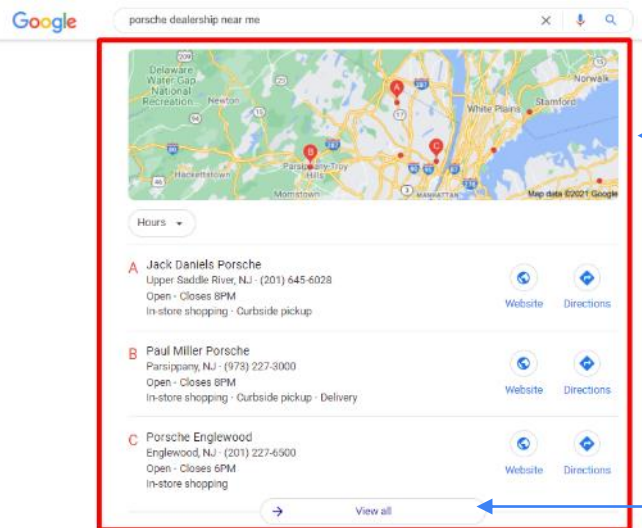
🌐 Various network connections

🔄 All Chrome versions

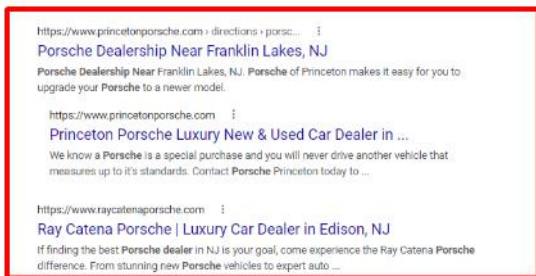


SEO (Search Engine Optimization)

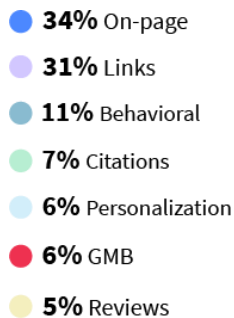
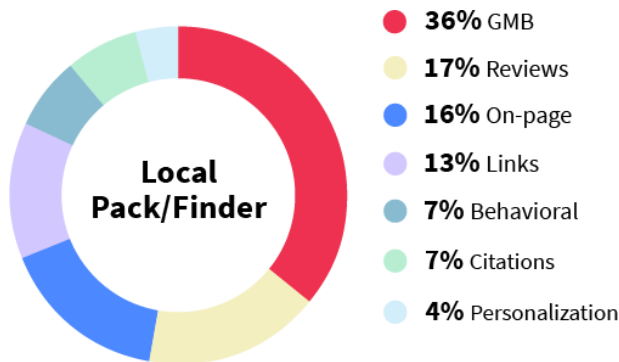
Understanding Organic Search Results



Google Local Pack (Google Maps)



Google Localized Organic Results



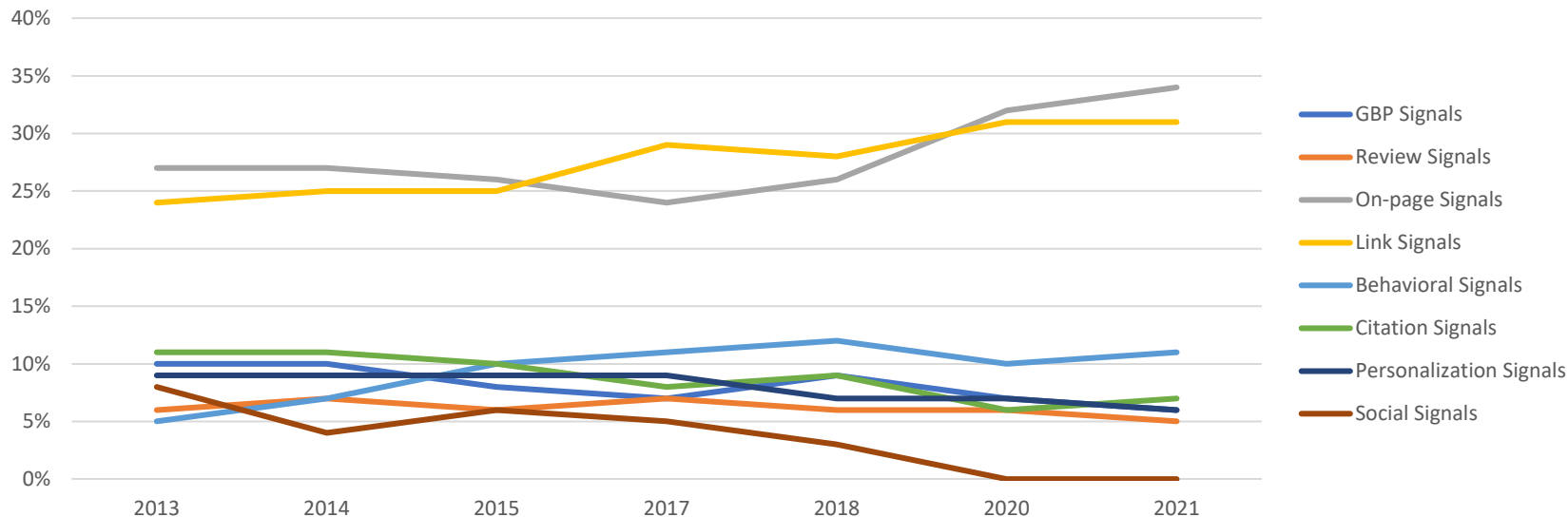
Google Ranking Signals

- 34% On-page
- 31% Links
- 11% Behavioral
- 7% Citations
- 6% Personalization
- 6% GMB
- 5% Reviews



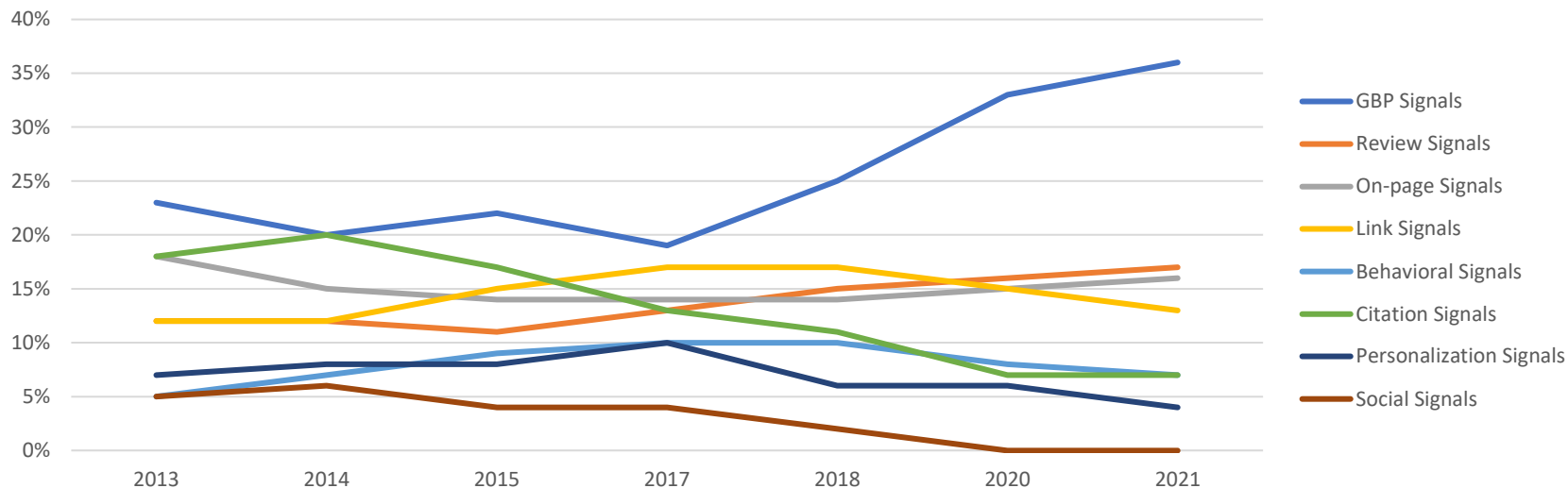
- 36% GMB
- 17% Reviews
- 16% On-page
- 13% Links
- 7% Behavioral
- 7% Citations
- 4% Personalization

Local Organic Ranking Factors 2013-2021



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

Local Pack (Maps) Ranking Factors 2013-2021



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

SEO Check List

Local Pack

1. Google Business Profile (36%)

2. Reviews (17%)

3. On-page (16%)

4. Links (13%)

5. =Behavioral (7%)

5. =Citations (7%)

7. Personalization (4%)

Local Organic

1. On-page (34%)

2. Links (31%)

3. Behavioral (11%)

4. Citations (7%)

5. =Personalization (6%)

5. =GBP (6%)

7. Reviews (5%)



Paid Search

Lowest Hanging Fruit of PPC Success

01 Value Based Bidding

Utilize Machine Learning to improve results

02 Enhance Your Presence

Optimize how you're ads are shown on the internet

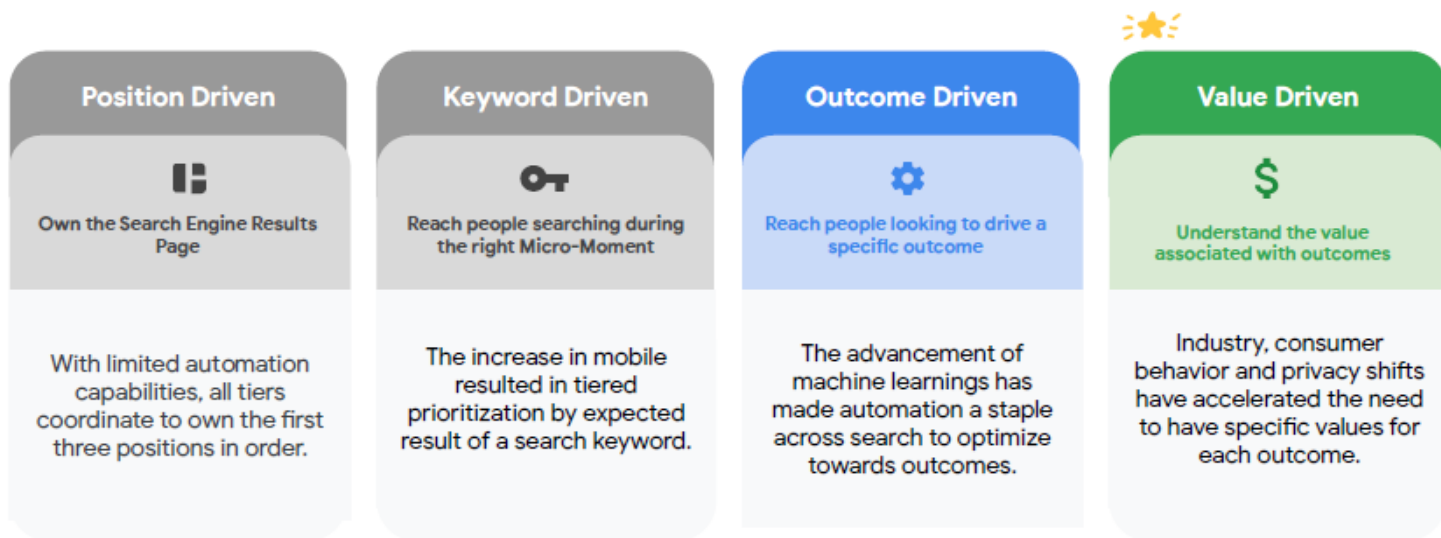
03 Custom Audiences

Push the boundaries of online targeting

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	extension type Status Click
+ 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

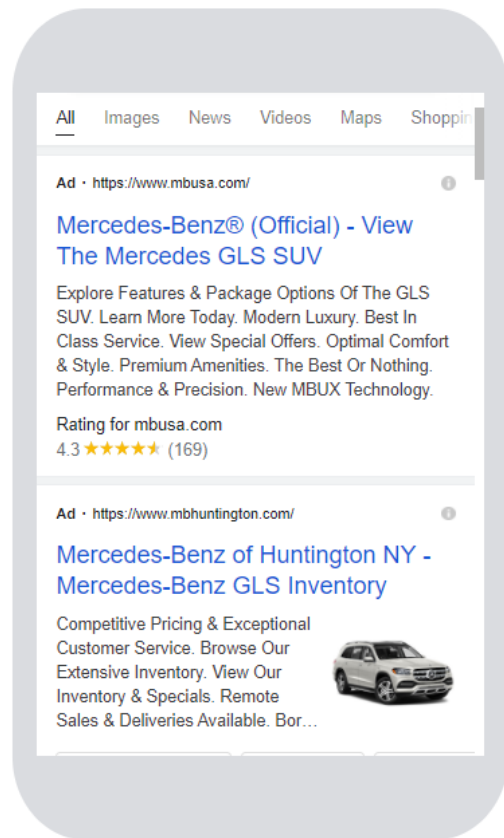
When your image extension appears on the Google search results page, potential customers see:

- 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](#).



Custom Audiences

Standard

Innovative



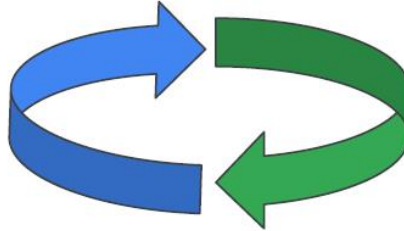
Affinity

Auto Enthusiasts
Auto Performance &
Luxury Enthusiasts
SUV Enthusiasts
Sedan Enthusiasts
Luxury Shoppers
Business Professionals
Golf Enthusiasts
more....



In-Market

Luxury Vehicles
SUV
Sedans
Cadillac
BMW
Lexus
Audi
Lincoln
more



Custom Affinity: Audience Profile

Age 30-44
Top 10% income level
Luxury Traveler
Golf Enthusiasts
High End Fashion &
Accessories Shopper
Aware of Top Investor Trends
more....



Custom Intent: Model Intenders

Luxury SUV
XT5 Sport Edition
BMW X5
Audi Q7
Acura MDX
Lincoln MKX
Mercedes Benz GLE
more....

Pre-Built



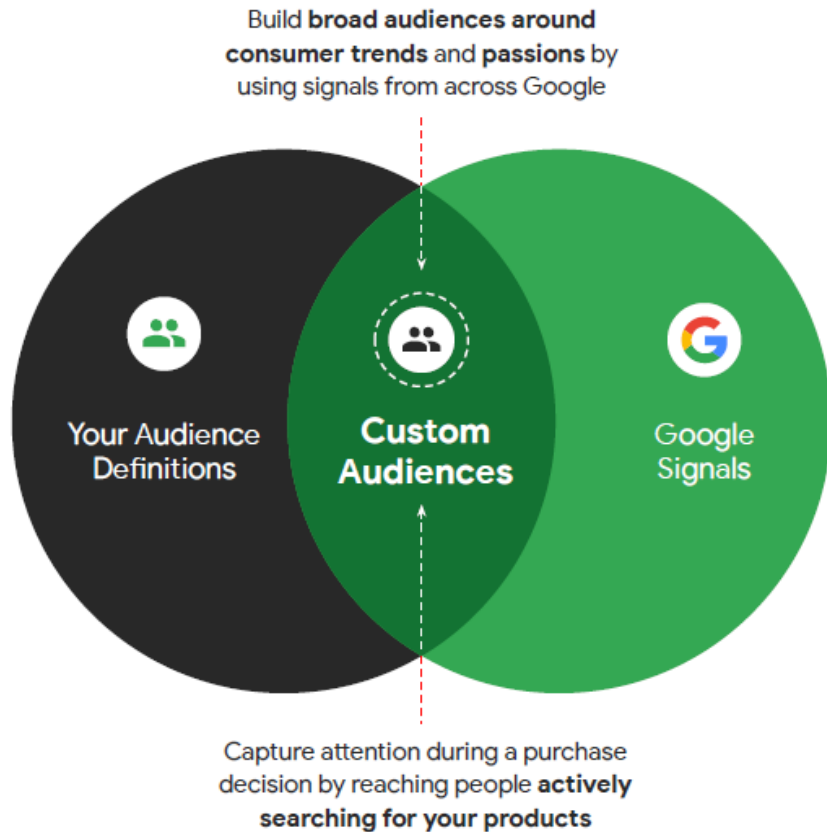
Customizable

Custom Audiences

Proprietary + Confidential

Custom Audiences

Offers the opportunity to move beyond Google's standard audience definitions and provides the tools to control how you define your audience



Custom Audiences

Custom audience segment

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Segment name

Comps

Include people with following interests or behaviors ?

☐ People with any of these interests or purchase intentions ?

☒ People who searched for any of these terms on Google ?

Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

Habberstad BMW ✕

Habberstad BMW of Bay Shore ✕

BMW of Freeport ✕

Rallye BMW ✕

BMW of Oyster Bay ✕

BMW Habberstad ✕

BMW of Bay Shore ✕

BMW reeport ✕

BMW Oyster Bay ✕

Free Port BMW ✕

Oester Bay BMW ✕

Bay Shore BMW ✕

Add Google search terms

Expand segment by also including:

[People who browse types of websites](#)

[People who use types of apps](#)

Segment insights
United States, English, All types

Weekly impressions
100M – 500M

Gender
60% male

Age
23% 25 - 34

Parental status
60% non-parents

Custom Audiences

Audience:

- Current / Past Customers who might be due for new vehicle
- Service Customers
- All recent site visitors
 - Users who have valued their trade-in
- Google's Similar Audiences

Impact: Higher CTR and CVR than non-audience traffic

Rationale:

- Re-engage with visitors who've previously interacted with your business
- Connect with service customers who may be willing to sell their vehicle
- Scale: Expand easily to users who behave similarly to your customers

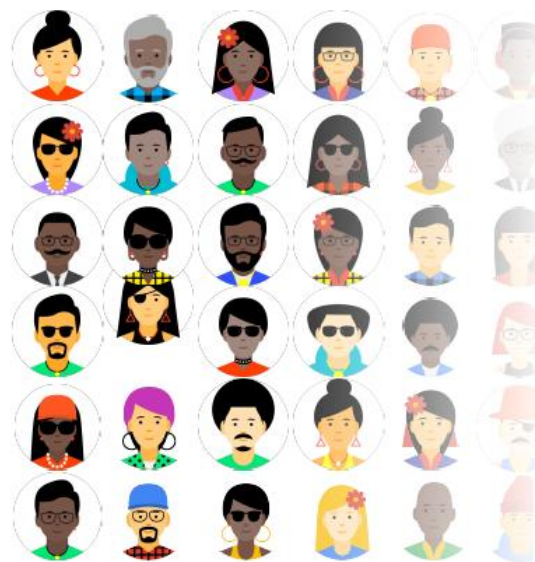
1P Data

Customers who
purchased 3-5 years ago;
all site visitors



Google Audiences

Find Similar Customers





Measuring Results

Measuring Results

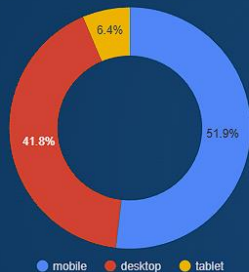


Site Traffic Overview

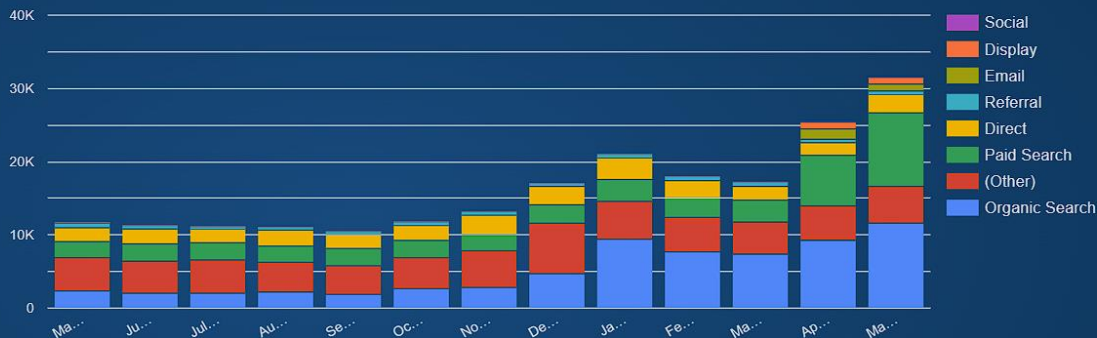
May 1, 2023 - May 31, 2023

Users
31.3K

Visits
36.4K



YTD Monthly Users by Channel



By Source

	Source / Medium	Visits ▾	Goals	CVR
1.	google / organic	12,685	5,290	41.70%
2.	google / cpc	10,344	15,368	148.57%
3.	Drivonic-MarketBuilder / Cross-network	5,020	2,810	55.98%
4.	(direct) / (none)	3,161	1,913	60.52%
5.	lotlinx / cpc	1,329	1,405	105.72%
		1 - 62 / 62	< >	

By Landing Page

	Landing Page	Visits ▾	Goals	CVR
1.	/	14,943	5,834	39.04%
2.	/promotions/new/index.htm	6,589	13,196	200.27%
3.	/new-inventory/index.htm	2,095	2,479	118.33%
4.	/service/options.htm	1,124	50	4.45%
5.	?gad=1	847	580	68.48%
		1 - 500 / 2155	< >	



The Future of Search

Google's Generative Search Results

 what's better for a family with kids under 3 and a dog, bryce canyon or X   

Converse Shopping Images Videos News Maps Books Flights Finance

 Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.



Kids & Youth - Bryce Canyon National Park...

National...



Arches National Park vs Bryce...

Sampling...



Visiting Bryce Canyon National Park...

Gopetfriendl...

Ask a follow up

How long to spend at Bryce Canyon with kids?

How many days do you need in Arches National Park for kids?







 Action Tour Guide
<https://actiontourguide.com> · 2022/02/17 · which-is-b...
Action Tour Guide
Feb 17, 2022 — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.


 The MOM Trotter
<https://themomtrotter.com> · bryce-canyon-national-pa...
A Guide To Planning A Trip To Bryce Canyon National ...


Key Takeaways



01 Website UI/UX

Optimize your website experience to convert more leads

02 SEO (Search Engine Optimization)

Focus on Google's ranking signals to improve organic visibility

03 Paid Search

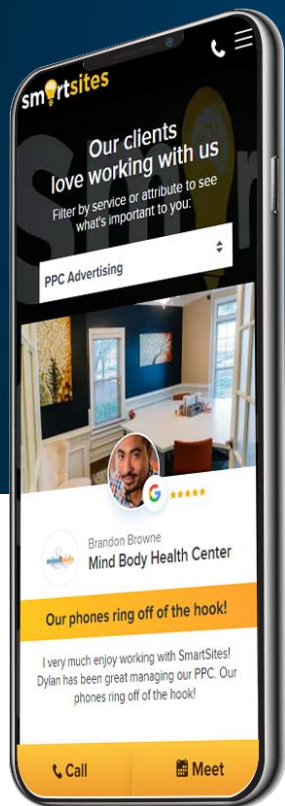
Optimize your presence, target advanced audiences & implement AI to drive more leads

04 Measuring Results

Track everything. Analyze and Optimize regularly

05 The Future of Search

Get ready for significant changes in Google and how consumers find information



Thank You!



Connect with Alex