



Your Dealership is Losing Out on its Most Valuable Traffic Channel: Organic!

Alex Melen
Co-Founder, SmartSites

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About the Presenter

My background & areas of expertise

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Google's SGE | 2024 & Beyond

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Q&A

All of your questions answered



Alex Melen

Co-Founder, SmartSites

Alex



1991

1997



2009



2011



About SmartSites

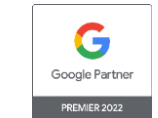
400+
FT Employees

12+ Years
In Business

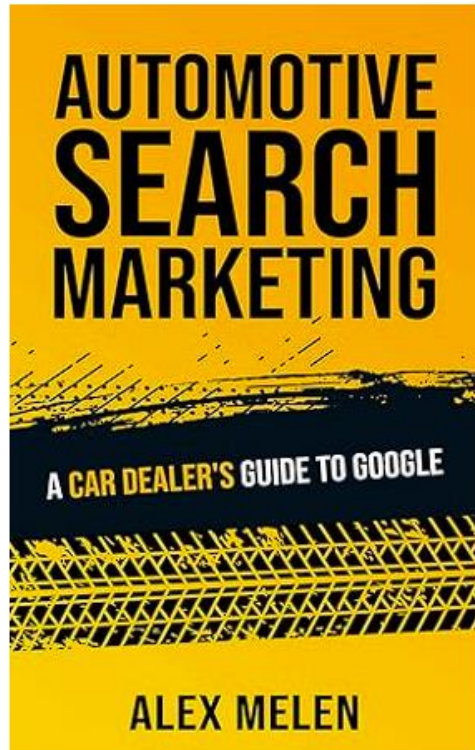
500+
5 Star Reviews

1,000+
SEO Clients

Google
Reviews ★★★★★



Automotive Search Marketing



Roll over image to zoom in

Automotive Search Marketing: Google Kindle Edition

by Alex Melen (Author) | Format: Kindle Edition

5.0 ★★★★★ 44 ratings

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A detailed account of the latest and greatest in online marketing to the next level.

- Learn what it takes to plan and implement a search marketing strategy
- Detailed description of Google ranking signals to help you improve your organic search results
- Learn advanced PPC implementations to revamp your Google AdWords account

✓ Read more

Print length



223 pages

Language



English

Sticky notes



On Kindle Scribe

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Alex Melen

😊 Co-Founder at SmartSites 🏆

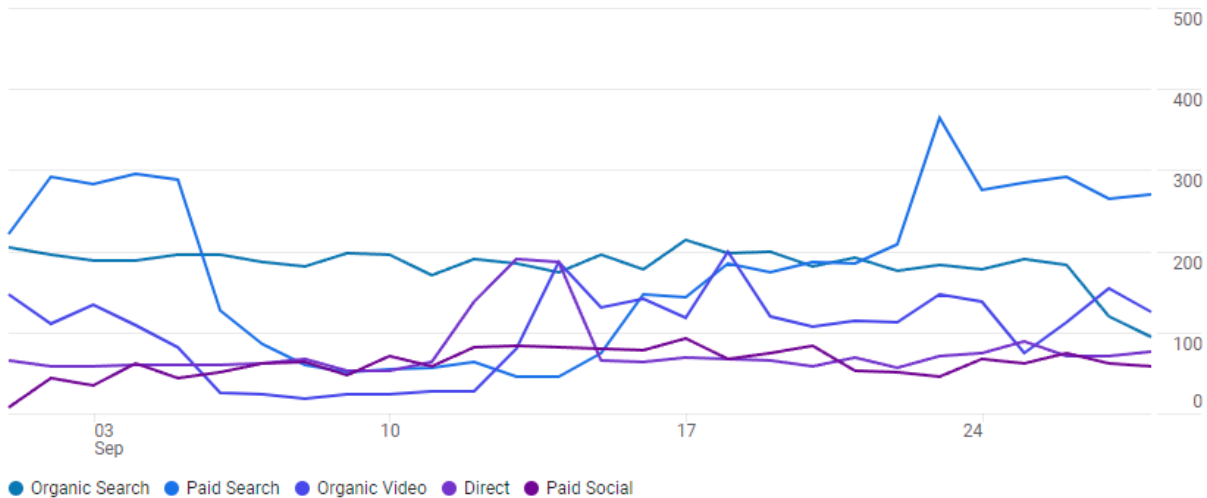
Award-Winning Entrepreneur 🗣️ Keynote ...



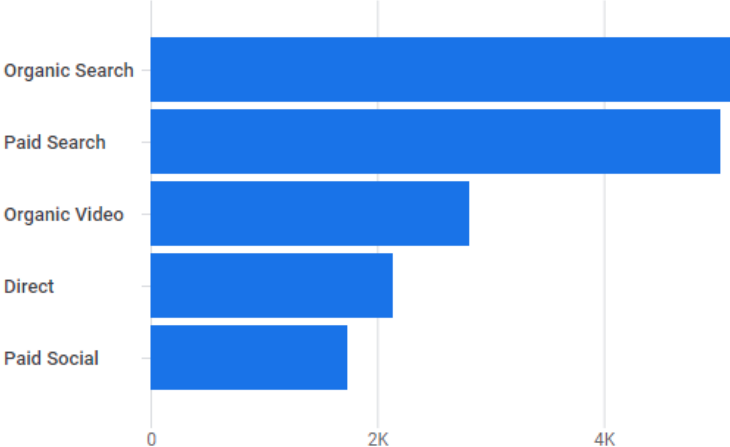
Organic Traffic as a Channel

Is organic a good traffic source for dealerships?

New users by First user default channel group over time



New users by First user default channel group

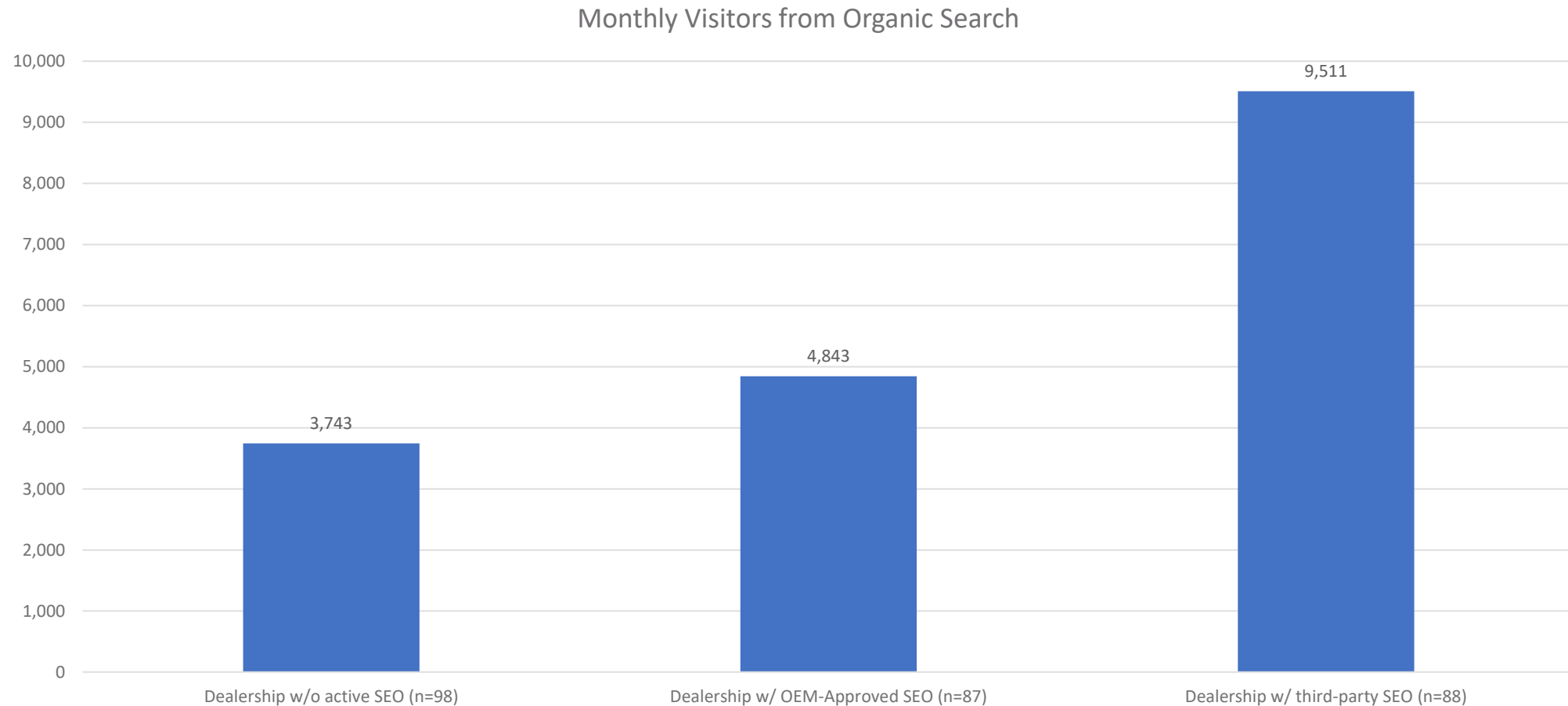


Search...

Rows per page: 10

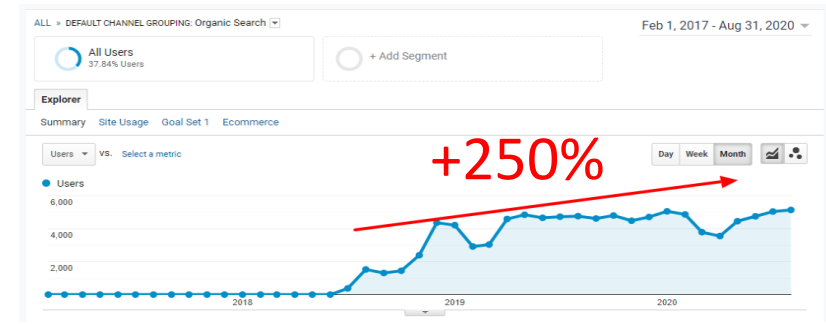
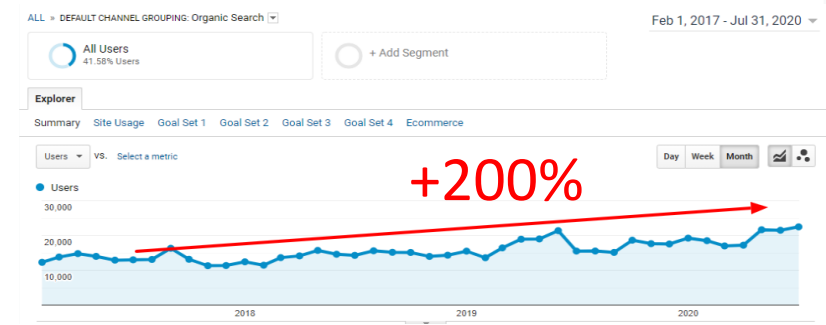
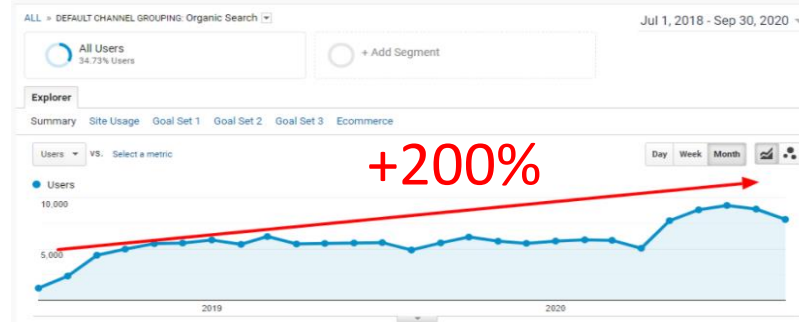
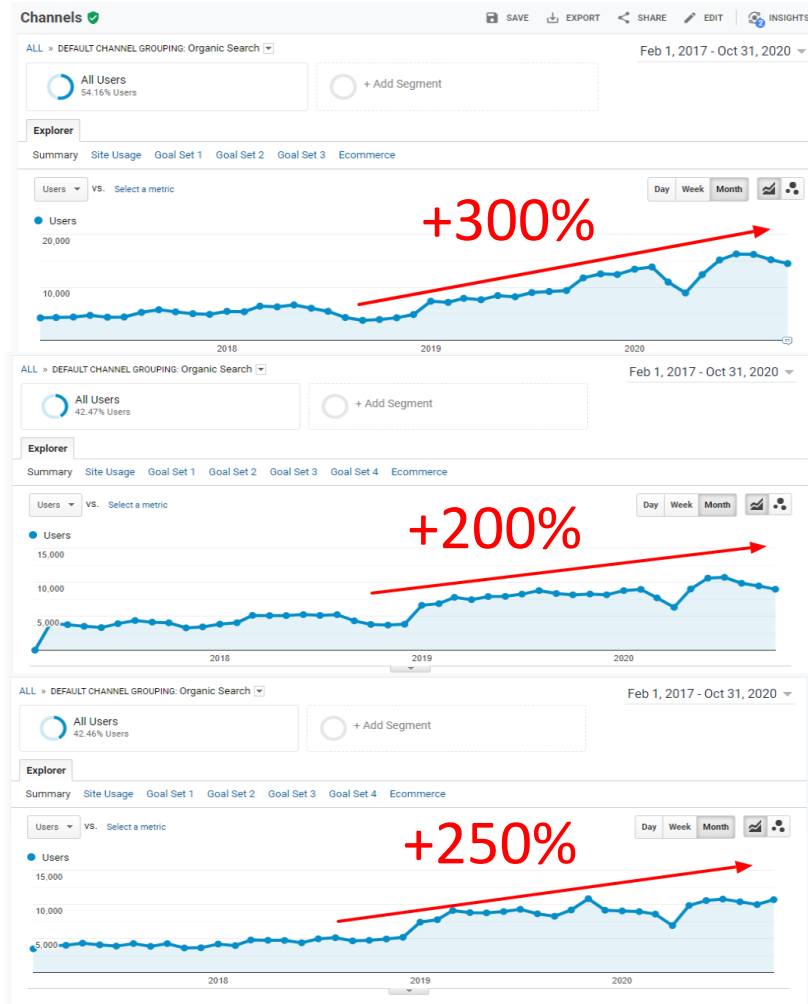
First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Tot
	17,422 100% of total	12,541 100% of total	57.92% Avg 0%	0.70 Avg 0%	0m 54s Avg 0%	306,930 100% of total	12,155.00 100% of total	
	➡ 5,130	5,049	➡ 80.02%	0.96	➡ 1m 30s	118,210	2,989.00	
	5,022	3,271	48.6%	0.62	0m 43s	75,317	1,312.00	
	2,808	245	7.94%	0.09	0m 01s	11,983	3.00	
	2,139	1,927	64.95%	0.84	1m 29s	64,903	5,269.00	
	1,734	1,478	70.58%	0.84	0m 12s	24,841	1,991.00	
	399	339	61.3%	0.82	1m 25s	8,887	355.00	

Average Organic Search Traffic



* Aggregate data analyzed from 448 dealership Google Analytics accounts. “w/o active SEO” were dealerships without noticeable signs of link building or content creation.

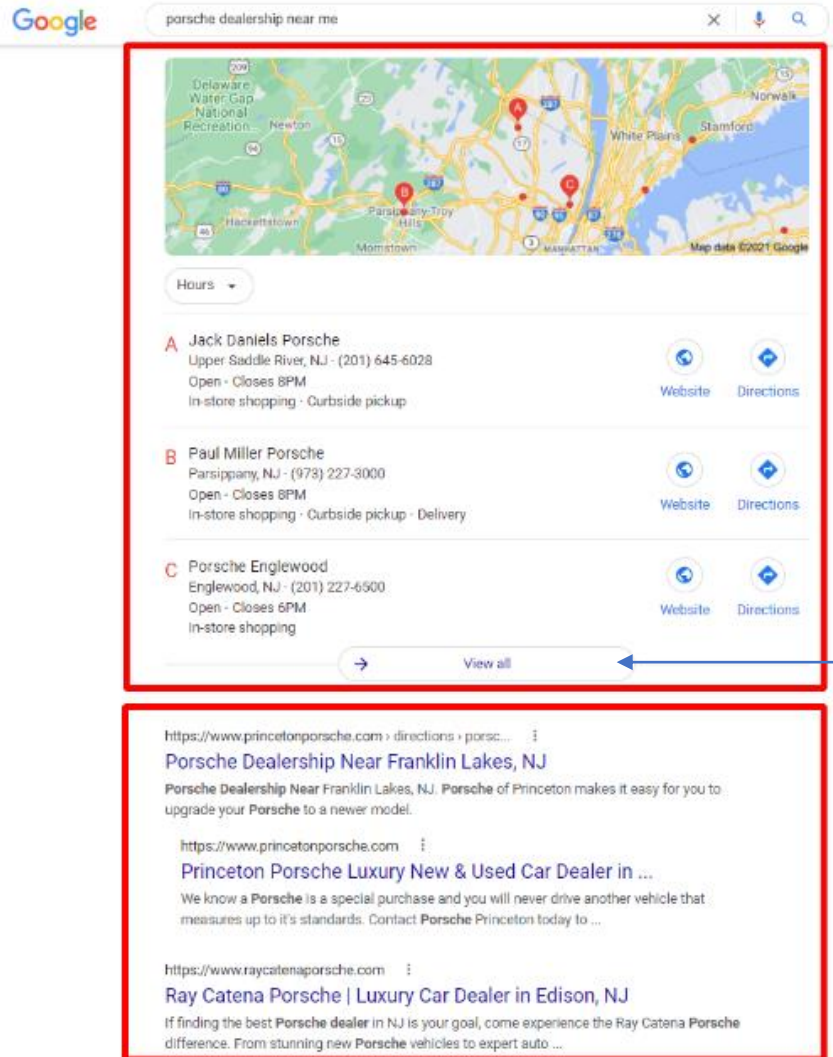
Effective SEO



Google Ranking Signals

A deep dive into Google's ranking factors

Understanding Search Results



Google Local Pack (Google Maps)

Google Local Finder

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

SEO's 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 interesting thing to have happened in SEO in years."

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Yandex is not Google. If you plan to read the full list of Yandex ranking factors, remember that Yandex is not Google. If you see a ranking factor listed by Yandex, that doesn't mean Google gives that signal that same amount of weight. In fact, Google may not use all of the 1,922 factors listed. In fact, many of the factors in this leak are deprecated or unused.

And as Taylor pointed out, 244 of the ranking factors were categorized as unused and 988 as deprecated, "meaning that 64% of the document is either not actively used or has been superseded – so it's more like ~690 potential ranking factors, and a lot of them contain thin descriptions."

Local Search Ranking Factors

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



Darren Shaw

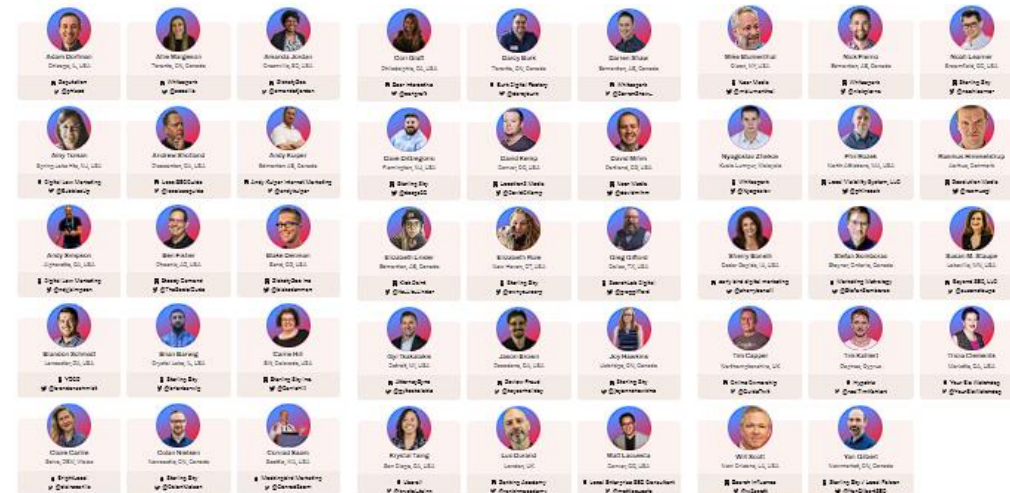
Last updated: March 24, 2023



Expert contributors

Stay on top of the latest in local search.

Below are the year's most amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers, bloggers, writers, strategists, researchers, writers, and speakers who have put their clients' ranking at the top of Google's local results.



Google Local Pack (Google Maps)

2023 LOCAL PACK/FINDER RANKING FACTORS

Rank	Factor	Score	
1	Primary GBP Category	193	
2	Keywords in GBP Business Title	181	
3	Proximity of Address to the Point of Search (Searcher-Business Distance)	176	
4	Physical Address in City of Search	170	
5	Removal of spam listings through spam fighting	143	
6	High Numerical Google Ratings (e.g. 4-5)	138	
7	Additional GBP Categories	134	
8	Quantity of Native Google Reviews (w/text)	128	
9	Verified GBP	117	
10	Proximity of Address to Centroid	114	
11	Keywords in GBP Landing Page Title	114	
12	Completeness of GBP	112	
13	Sustained Influx of Reviews Over Time (rather than bursts)	105	
14	Dedicated Page for Each Service	105	
15	Keywords in GBP Landing Page Headings (H1, H2, etc)	102	

16	Proper Placement of the Map Pin	101	
17	Geographic (City/Neighborhood) Keyword Relevance of Domain Content	101	
18	Internal Linking Across Entire Website	100	
19	Quantity of Inbound Links to Domain from Locally-Relevant Domains	100	
20	Recency of Reviews	99	
21	Quantity of Inbound Links to GBP Landing Page URL from Locally-Relevant Domains	98	
22	Consistency of Citations on Primary Search Engines (Google Maps, Bing Maps, Apple Maps)	98	
23	HTML NAP Matching GBP NAP	97	
24	Internal Links TO GBP Landing Page from Other Pages of Website	97	
25	Quality/Authority of Inbound Links to Domain	94	
26	Quality/Authority of Inbound Links to GBP Landing Page URL	94	
27	Quantity of Inbound Links to Landing Page URL from Industry-Relevant Domains	92	
28	Age of GBP	90	
29	Keywords in Anchor Text of Inbound Links to GBP Landing Page URL	89	
30	Volume of Searches for Business Name	89	
31	Topical (Product/Service) Keyword Relevance Across Entire Website	88	
32	Quantity of Inbound Links to Domain from Industry-Relevant Domains	87	
33	Volume of Quality Content on Service Pages	86	

Google Localized Organic Results

2023 LOCAL ORGANIC RANKING FACTORS

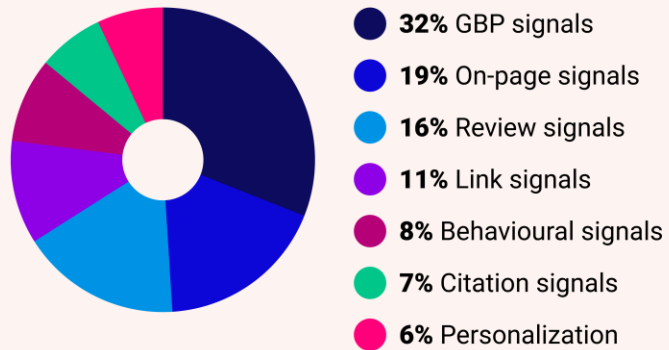
Rank	Factor	Score	
1	Dedicated Page for Each Service	163	
2	Internal Linking Across Entire Website	149	
3	Quality/Authority of Inbound Links to Domain	148	
4	Geographic (City/Neighborhood) Keyword Relevance of Domain Content	146	
5	Keywords in GBP Landing Page Title	140	
6	Quantity of Inbound Links to Domain from Locally-Relevant Domains	137	
7	Topical (Product/Service) Keyword Relevance Across Entire Website	135	
8	Volume of Quality Content on Service Pages	134	
9	Volume of Quality Content on Entire Website	132	
10	Keywords in Anchor Text of Inbound Links to Domain	128	
11	Diversity of Inbound Links to Domain	127	
12	Mobile-friendly/Responsive Website	125	
13	Quantity of Inbound Links to Domain from Industry-Relevant Domains	124	
14	Keywords in GBP Landing Page Headings (H1, H2, etc)	119	
15	Website's Degree of Focus on a Specific Niche	119	

16	Keywords in Titles Across Entire Website	117	
17	Keywords in Headings (H1, H2, etc) Across Entire Website	110	
18	Website Uses HTTPS by default	106	
19	Diversity of Anchor Text to Domain	106	
20	Physical Address in City of Search	105	
21	Quality/Authority of Inbound Links to GBP Landing Page URL	105	
22	Loadtime of Pages Across Entire Website	103	
23	Domain Authority of Website	102	
24	Keywords in Anchor Text of Inbound Links to GBP Landing Page URL	101	
25	Quantity of Inbound Links to Domain	101	
26	Sustained Influx of Links Over Time (rather than bursts)	101	
27	Internal Links TO GBP Landing Page from Other Pages of Website	98	
28	Quantity of Inbound Links to Landing Page URL from Industry-Relevant Domains	98	
29	Diversity of Inbound Links to GBP Landing Page URL	97	
30	Keywords in Domain Name	95	
31	Click-Through from Search Results for Relevant Search Terms / from Geographically Relevant Locations	95	
32	Sustained Output of Content Over Time (rather than bursts)	94	
33	Click-Through Rate from Search Results (General)	94	

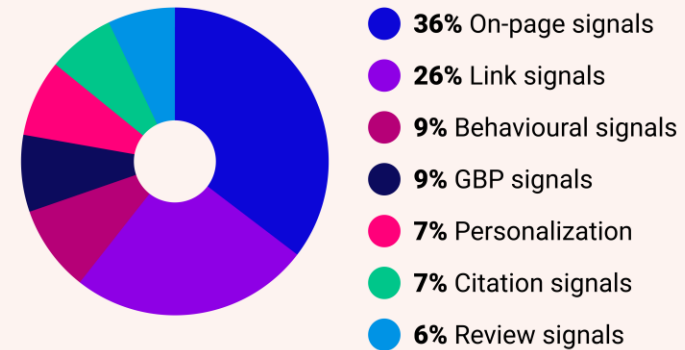
Ranking Signals

2023 LOCAL SEARCH RANKING FACTOR GROUPS

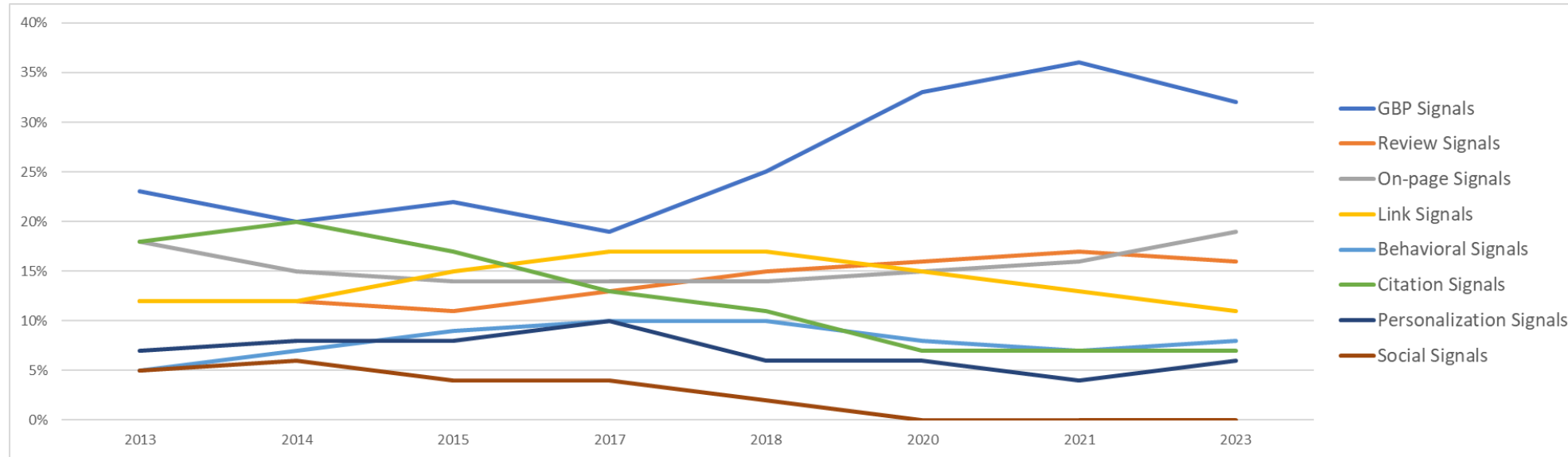
LOCAL PACK/FINDER RANKING FACTORS



LOCAL ORGANIC RANKING FACTORS

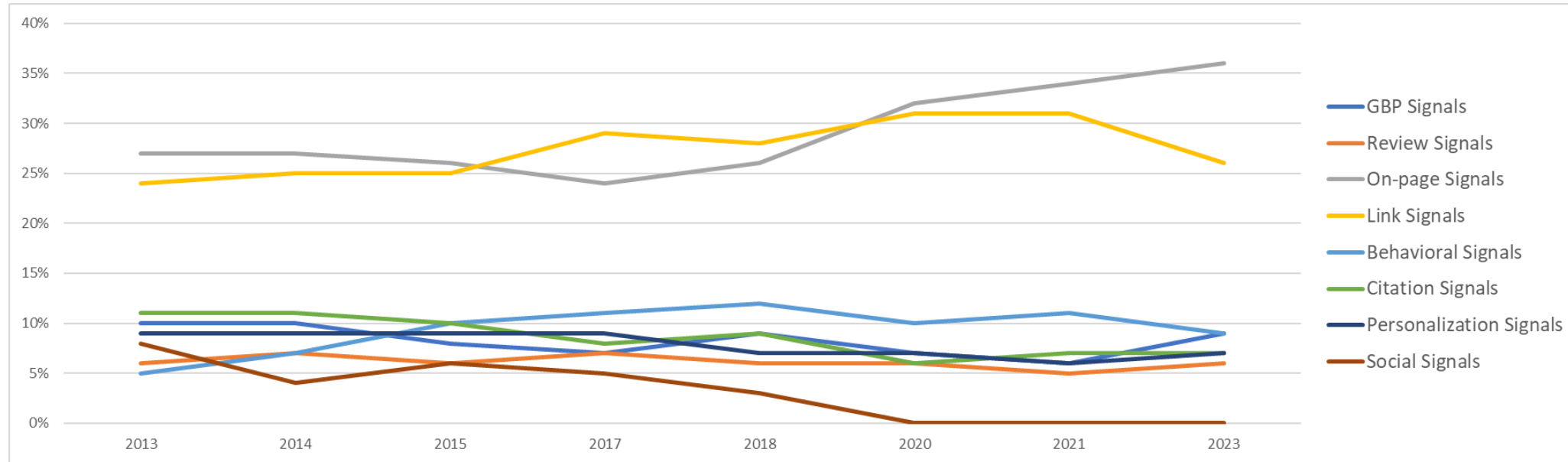


Local Pack (Maps) Ranking Factors 2013-2021



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

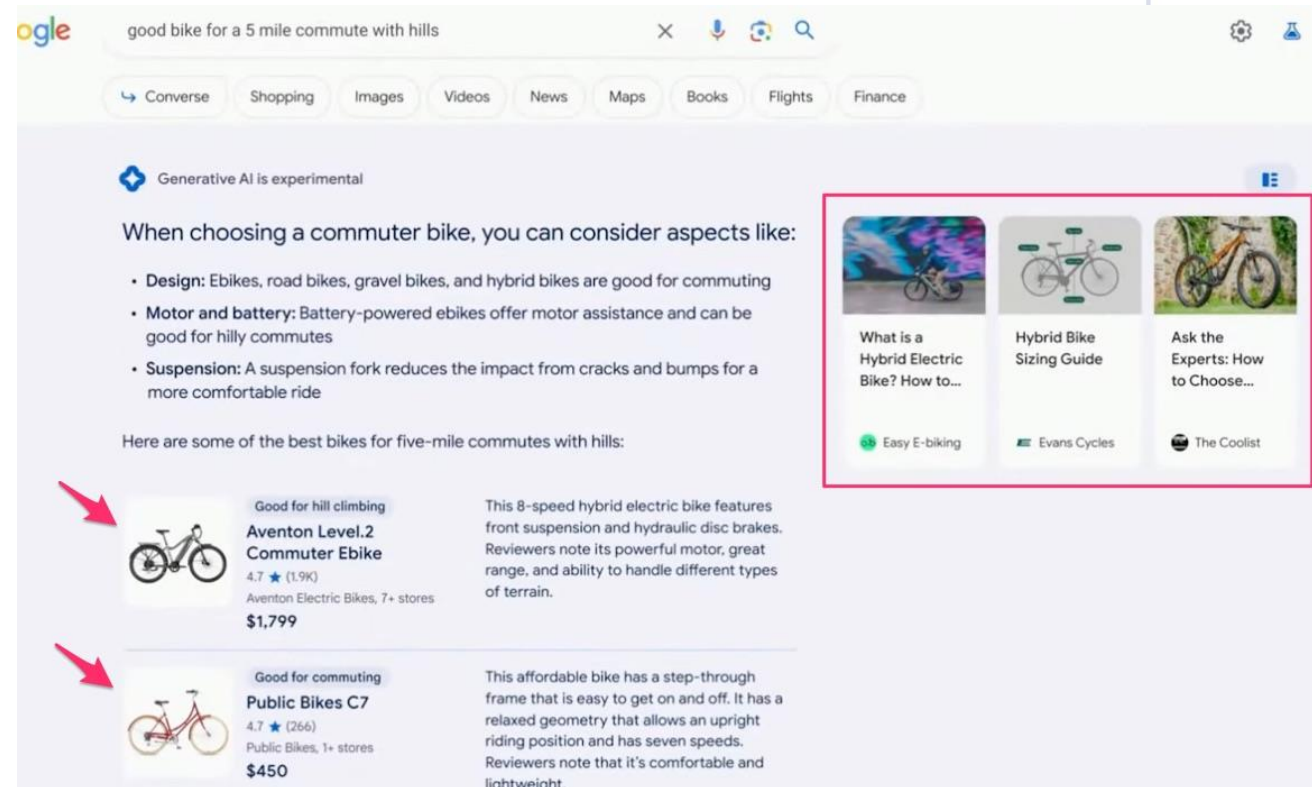
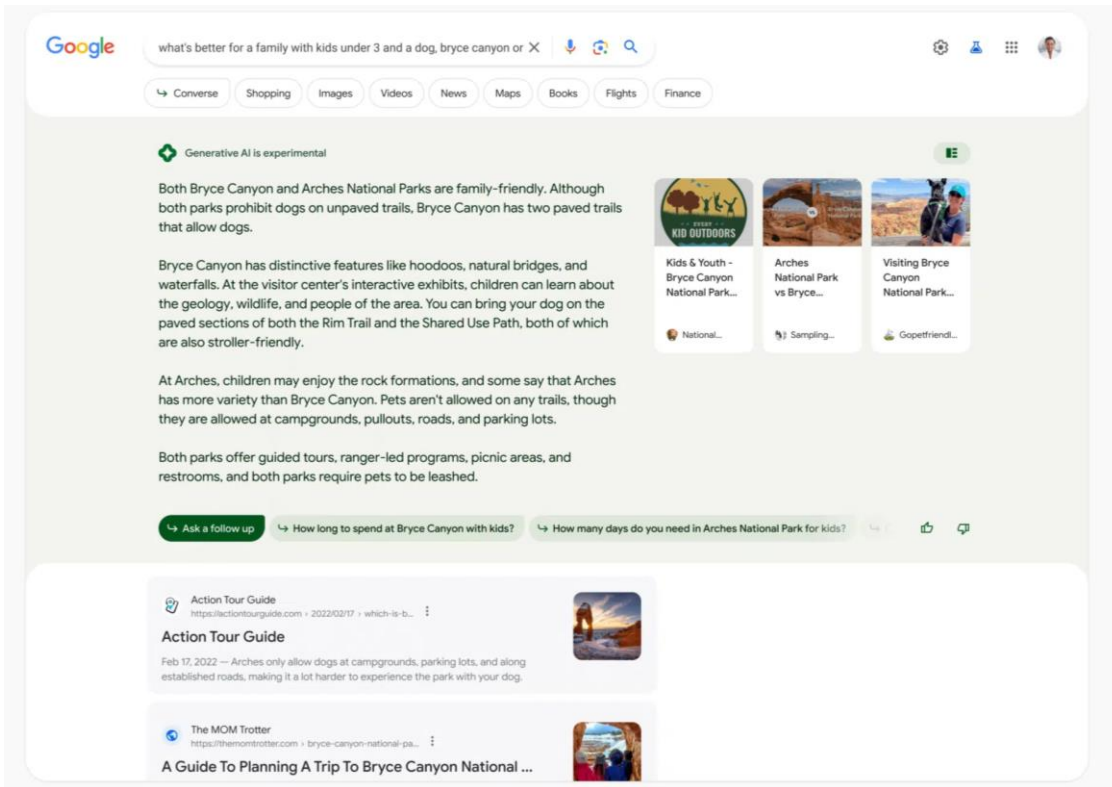


Local Organic	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	10%	10%	8%	7%	9%	7%	6%	9%
Review Signals	6%	7%	6%	7%	6%	6%	5%	6%
On-page Signals	27%	27%	26%	24%	26%	32%	34%	36%
Link Signals	24%	25%	25%	29%	28%	31%	31%	26%
Behavioral Signals	5%	7%	10%	11%	12%	10%	11%	9%
Citation Signals	11%	11%	10%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

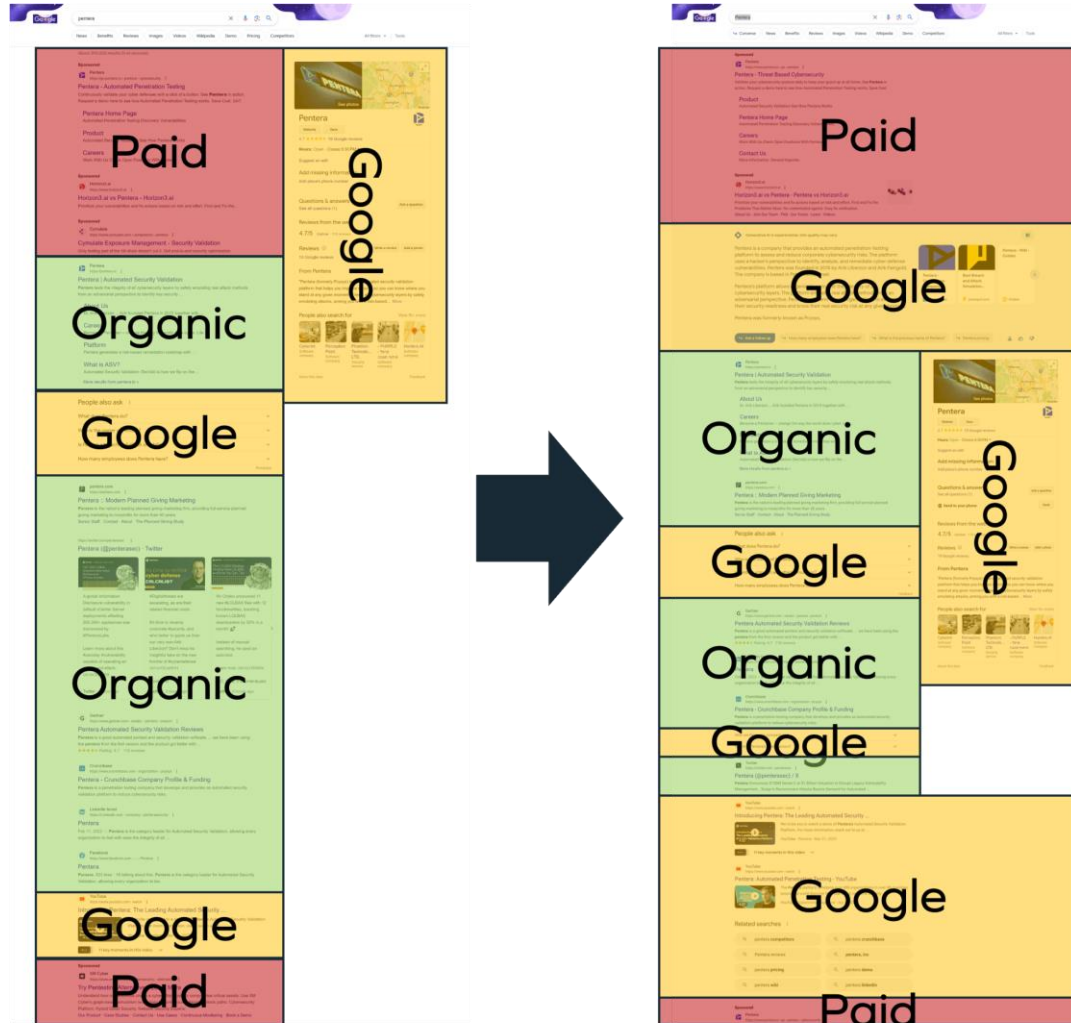
Google's SGE | 2024 & Beyond

Putting you on the road to success

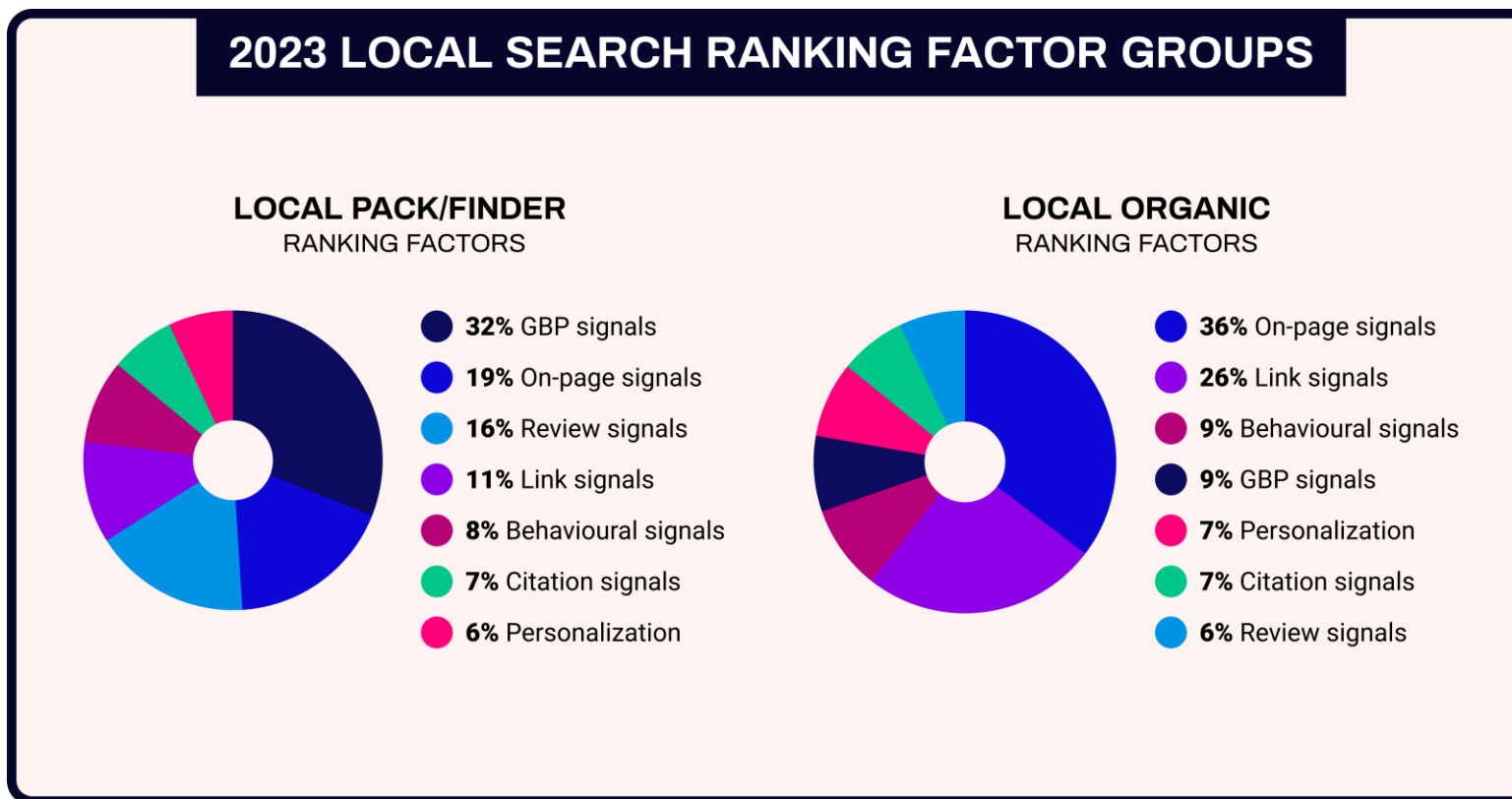
Google's Search Generative Experience



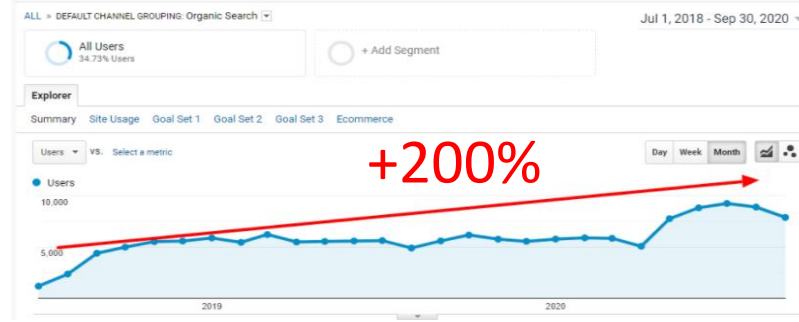
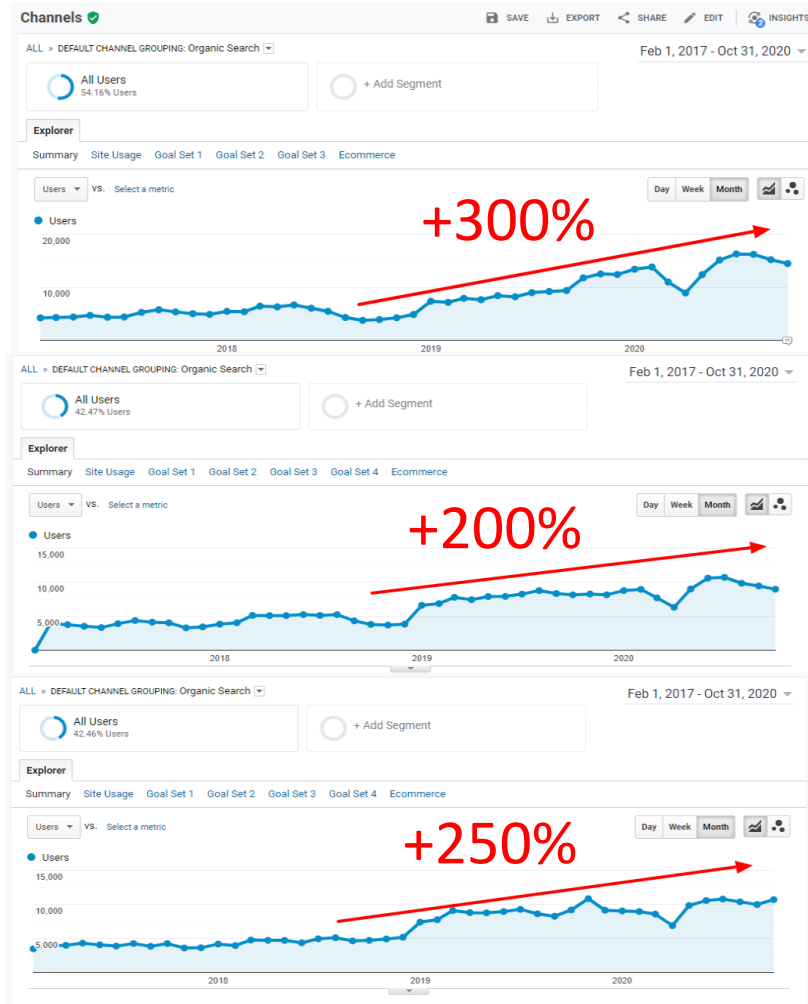
Google's Search Generative Experience



Current Ranking Signals will continue to be important...



Effective SEO



Questions?



Let's
Connect

LinkedIn



Alex Melen

😊 Co-Founder at SmartSites 🏆
Award-Winning Entrepreneur 🗣️ Keynote ...



THANK YOU



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