

7 Tricks For Better Google Results

Many dealers want to get better result with search engines like Google and Bing.

There are free and paid methods like ads. Below is a list things you can do to improve your search results and your website results!

1) More Photos!

Search engine like sites with lots of photos, we suggest a minimum of 12 per vehicle

2) Fresh Data

Changing your data, keeping it up to date is something the search engines notice. Fresher data is better!

3) Full Descriptions

The more relevant data on each page, the more search engines like it. You should be filling out the marketing section in a conversation tone, not a list of features.

4) External links

The more websites that point to your site the better (Unless they are paid to point to you, then it can be a negative). How can you get more external links?

4) External links: Testimonials

Give testimonials to other businesses and include your website in the testimonial. ShiftPoint offers this, and you can add yours now here:

<https://www.surveymonkey.com/r/X6MLH9B>

4) External links: Social Media

If you don't have them, create Facebook business page, Twitter and LinkedIn.

All Free!

4) External links: Videos

YouTube Videos. Create some Videos and post with links to your website

4) External links: Professional Tips

Write an article about something you know and try to get it posted on blogger's sites, with your website included as a link.

5) Business Page

Create free business pages, fill out completely and add images when it is an option.

Google

Bing

Yellow Pages

Linkedin

Yelp

Local.com

Manta

6) Get 5 star Reccomendations

Get 5 star recommendations for your business by sending links to satisfied customers. Here is an example for ShiftPoint:
Rate ShiftPoint on Google

Click here to create a link for your page:

7) Increase Traffic To Your Website

More traffic improves your Google/Bing results, as they look at that as a metric. You can increase your traffic with Paid advertising on Google/Bing Facebook etc. Here are some ways of using Google:

7) Increase Traffic: Paid Ads

Place ads using Google ad words here:
<https://adwords.google.com>.

You can buy placement for search words that you expect your customer might type into Google when looking for a local car dealer. You can pay based on clicks, or based on impressions:

7) Increase Traffic: Paid Ads

A powerful tool is to show ads to people that have already visited your site. Below is an example:

ShiftPoint is considering adding an option where we would place these ads for you. It would require a minimum monthly budget. If you might be interested in this please let us know.

