



MASTERING GOOGLE MY BUSINESS FOR DEALERS AND BUSINESS OWNERS

A 10-Point Checklist to Help You Gain Competitive Advantage



Developing a strong online presence is an essential part of growing your business in today's rapidly changing digital marketplace. Sure, you have a great website and Facebook page, **but is that enough for modern car shoppers?** It's time you get a leg up on the competition by utilizing all of the digital resources available to you.

In this guide, we're focusing on Google My Business (GMB), a suite of free, user-friendly tools that can help your dealership maximize its digital profile. Our automotive marketing experts are sharing their top insider tips to help you utilize GMB to its full potential. Make your way through our 10-point checklist and get ready to outrank your competition!

- Make sure all of your most pertinent information is accurate.** Your hours, address, phone number, photos, categories, service options, and email addresses need to be up-to-date. Be sure to also add special holidays and changes to Health & Safety practices.
- Leave no GMB category untouched.** Google doesn't make recommendations for fun. If GMB is prompting you to complete a section or make modifications, there is a good reason behind it. Trust the prompts whenever it makes sense for your business - your Google ranking likely depends on it.

Customers are twice as likely to interact with businesses with more information. Complete all recommended steps to get discovered by more customers on Search and Maps.



*In today's digital age, customers expect to find a website and social media presence. They may be looking for reviews so they can learn what other people are saying about your company and whether it is a good place to do business. For local businesses, **87% of consumers read online reviews** - a growth of 6% from 2019 to 2020.*

- Create multiple listings for each department.** You can rank for the various departments of your business, and assign different categories and service offerings to each one. Create a listing for your sales centre, service centre, parts department, body shop, and even your customer lounge and shuttle bay.
- Enlist friends and family to help build out your FAQ.** This is a tricky, yet effective, section to put effort into. Have your friends ask softball “why buy” focused questions, and then log in as the business owner to answer them.
- Yes - reviews and ratings matter.** Reviews and ratings play a role in how well you rank on Google. Don't be afraid to ask for reviews from happy customers, and consider using your tech stack to send auto-reminders asking for an honest review.
- Speaking of reviews... a few more tips.** Our experts recommend responding to your reviews, good or bad, and reporting any suspicious reviews to Google. Asking your happy customers to include keywords in their reviews is a great way to further boost your rankings, such as including the name of the vehicle they purchased. You can also drop plenty of value into your responses. Be creative!



- Take advantage of GMB's product and inventory features.** You can post vehicles to your GMB feed as "products" and update them as often as you need. This is essentially a free inventory feed where you can feature your new and used inventory. You can capture leads and bookings right from these product feeds - make Google work for you!
- Posting to GMB regularly can help your rankings.** Posting to GMB is another underutilized tool that can keep your profile relevant, current, and serves to build brand trust. Share your landing pages, blog posts, links to exciting new inventory, and updates about your dealership. Don't forget to use keywords when possible.
- Add exterior and interior photos.** Potential customers want to see what your dealership looks like, inside and out. Including professional, inviting photos of your business, products, and team members is an essential part of building a strong GMB profile.
- Be consistent.** There are three elements for rankings: **proximity, relevance, and prominence.** You can't do much about proximity, but by frequently updating your GMB profile with accurate information, photos, product listings, posts, and responding to reviews, Google will flag your dealership as an active and trustworthy business.

**Curious about
how your GMB
profile is
performing?**

[Contact us for a FREE
Google audit and
consultation.](#)



It's Time to Elevate Your Google My Business Profile

Google My Business is a valuable tool for dealers and business owners, but maximizing this resource requires more than simply setting up your profile and forgetting about it. GMB will work hard for you if you put in the effort, and following our pro-tip checklist is an ideal place to start.

If you need help creating, updating, or managing your dealership's Google My Business profile, our marketing team is here for you. Don't hesitate to contact us here at FlexDealer for a FREE GMB audit and consultation.

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