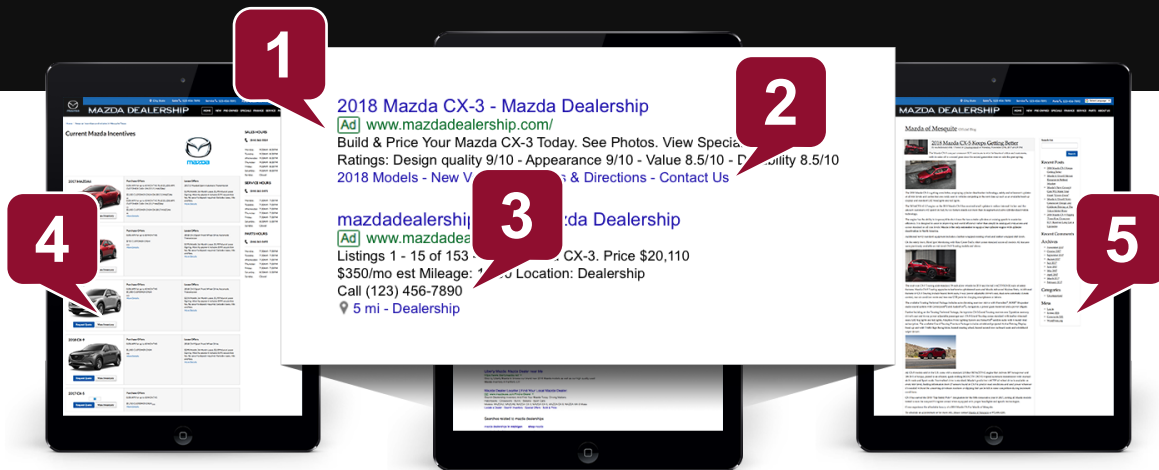


# BEST PRACTICE SERIES: PAID SEARCH OPTIMIZATION

Search engine traffic is highly targeted. Your dealership's presence in paid and organic search results provides your business visibility, branding, website traffic and insight into customer behavior. Below are some best practices to use when optimizing your dealership's search engine presence.



## 1 EFFECTIVE AD CONSTRUCTION

Paid Search Ads can be customized to match specific keyword searches. Tailoring your ad headline and ad copy to align with specific keywords will increase click activity and conversion.

- Build vehicle-line-specific ads that match specific keyword searches
- Include the most important information in the ad headline – dealership name, phone number, retail offer or payment, etc.
- Serve ads with retail messaging for searches with intent keywords like 'offers' or 'payment'

## 3 CALL EXTENSIONS

Include phone numbers in your ads. When your call extensions show, users can tap or click a button to call you directly from a mobile device.

- Call extensions allow customers to easily contact your dealership while on-the-go
- Configure your ads to only show call extensions when your dealership can take calls
- There is no cost to include call extensions in your ads

## 5 CONTENT MARKETING

Improve your website's organic search ranking by having a strategy to regularly develop content for your dealerships.

- Aim for a minimum of 400 words of relevant copy on your homepage
- Consider a blog or news section with local content (local events, upcoming model launches, or local charity and fundraising activities, etc.)
- Locally optimize all postings with city/state info, title tags, and meta descriptions

## 2 SITELINK EXTENSIONS

Sitelink ad extensions are free and show the user links to specific pages of your websites under your ad text.

- Sitelink extensions allow users to skip directly to pages with content relevant to their interests
- Make sitelinks relevant to each ad – new/used inventory, hours directions, service, finance, etc.
- Monitor your sitelink click activity to gauge which pages generate the most interest

## 4 EFFECTIVE AD LINKING

Don't link paid search ads to your homepage. Customize your ads to deep link users into relevant website pages.

- Link ads to relevant pages based on the keyword search. If a user is looking for Mazda6 offers, link the ad to your Mazda6 inventory or a special offers page with Mazda6 offers
- Consider developing special landing pages as a specific destination for your paid search traffic
- Relevant content linking will improve your Google Quality Score, increasing your chances of securing a top position for your ads

## QUICK TIPS:

- Target your paid ads with a prioritized list of markets within your Business Center, rather than a simple radius
- Adjust budgets and bid amounts on your paid ads to align with your current inventory
- Align paid ads with Tier 1 and Tier 3 messaging by focusing the majority of spend on lower funnel terms
- Use negative keywords to avoid spending money on irrelevant and unwanted search terms
- Work with your advertising provider to optimize mobile ad placement