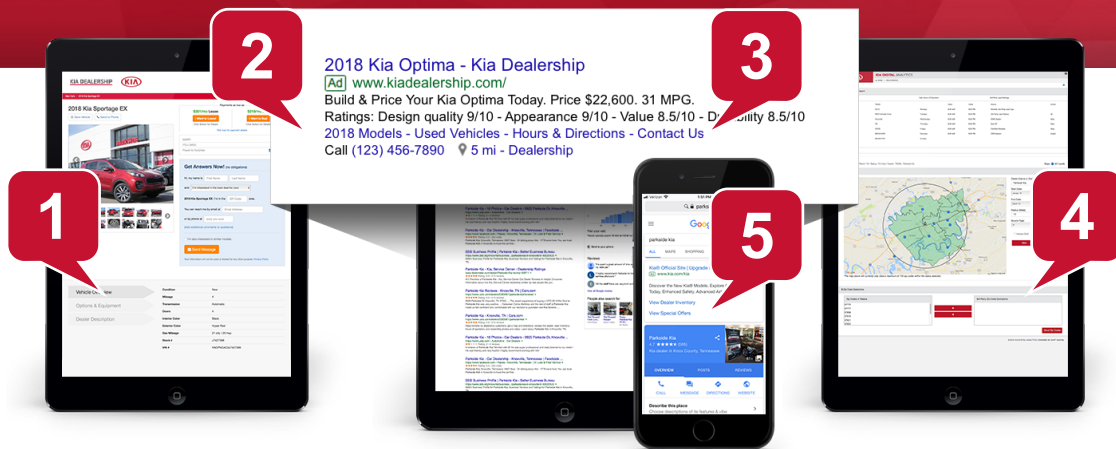


Best Practice Series: Paid Search Optimization

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 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 Kia Optima offers, link the ad to your Kia Optima inventory or an Optima offers page
- 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

2 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 conversions.

- 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 Ad Extensions

Ad extensions provide additional information and let consumers take action directly from the search results. Make sure to enable these ad extensions at the campaign level:

- Sitelink Extensions – take people to specific pages on your site: New Inventory, Hours, Schedule Service, etc.
- Callout Extensions – highlight unique inventory product features like "31 MPG max mileage"
- Location Extensions – make it easier for consumers to find your location by including your address, directions or the distance to your dealership
- Click-to-Call – show your phone number so consumers can click to call your dealership directly from the ad

4 Campaign Targeting

Target your paid ads with a list of prioritized zip codes rather than a simple radius.

- Use sales data to target the zip codes where you sell most of your cars
- View ad performance by location to evaluate what is working and where
- Exclude zip codes that don't perform well to optimize spend

5 Mobile Optimization

Use mobile specific best practices to improve performance and ensure that there is a dedicated mobile budget.

- Use expanded text ads which provide more space for your ad text
- Write effective mobile ads that have compelling headlines, strong call-to-actions and descriptive text
- Rotate multiple ad variations and AdWords will automatically start showing the better performing ads by default
- Use the best ad extensions for mobile which include Sitelink, Location and Call Extensions

Quick Tips:

- Create custom landing pages for search traffic so there is consistent messaging which can reduce bounce rates
- Adjust budgets and bid amounts on your paid ads to align with your current inventory
- Align paid ads with Tier 1 and Tier 2 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