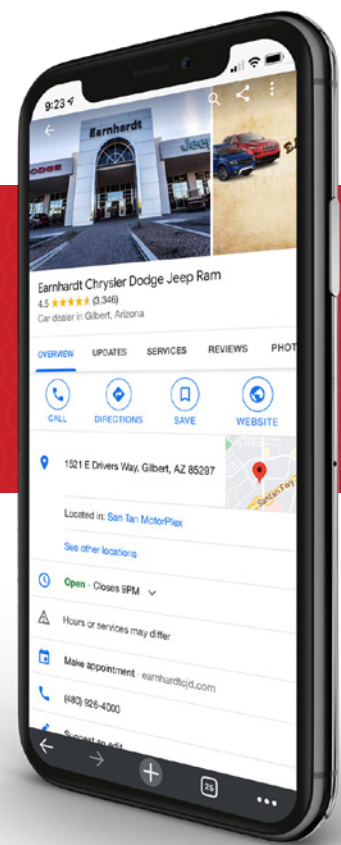


Google My Business Management

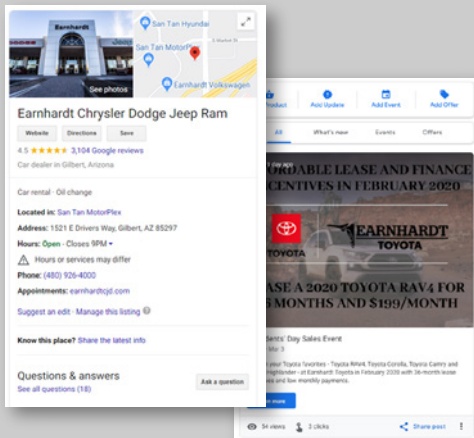


In June of 2019, the scales of the internet tipped. One year ago marked the first time since Google's inception that **more than 50% of Google searches did not result in a click-through to a website.**

What does this mean for your car dealership?

Your Google My Business listing is a place where your customers can view your operating hours, call your dealership, ask a question, schedule service, get directions, see pictures of your store, read reviews, and more.

If you're only focused on optimizing your website for conversion, you're missing out on an increasing number of opportunities. Gain an edge in your market by out-optimizing your competition with GMB Management from DealerFire through front-end setup and ongoing optimization.



When things change for the dealership, the first thought is often to update the website. But since the emergence of Google My Business, dealerships essentially have multiple mini-websites that need to be updated right with them.

Often, dealers don't have the time or knowledge to do this correctly. That's why DealerFire is now offering a full GMB Management product – to get dealers up and running with the proper, optimized listings – and to make sure someone is regularly maintaining it to every new internal dealership update and external Google best practice.

- Creating GMB posts throughout the month for updates, events, offers, products
- Adding New Photos
- Setting up Unique Service and Parts GMB Listings
- Adding relevant products to product sections of each listing
- Adding all primary and secondary categories to all listings
- Monitoring listed hours and updating holiday hours
- Adding UTM tagging to GMB for website click-throughs
- Ensure no outdated information remains present
- Ensure all questions have relevant answers from the dealership

\$599 per month