

# Local SEO Drives More Shoppers



Google My Business Listing Optimization, GMB Insight Reporting & Online Listing Citation Management

Improve your local competitive edge! Stand out more, increase listing site engagement and increase your search results. Connect with and convert more local car shoppers via organic search, Google My Business (GMB) and online listing citation optimization.

## Dealer Benefits



Grow phone calls, appointments & website visits



Improve local SEO tracking for fast & easy evaluation



Automate online listing citation management



### GMB Management

- Listing optimization
- CTA button tracking with UTM links (website, products & services, appointments)
- Manage categories
- Manage product content



### Insight Reporting

- Search insights (queries & search type)
- Phone call volume
- Website visits
- Directions requests
- Popular times insights
- Photo view insights



### Citation Management

- Consistent NAP (name, address, phone) record management for:
- Search citations
  - Social network citations
  - Map network citations
  - 30+ Additional networks

