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# How To Optimize Google My Business Profile For Car Dealership Business?

# What is **Google My Business**?

Google My Business will help you create your Business profile on Google and assist you in managing it. From Local SEO to Ranking on Google - you can do it all from your GMB account.

It also lets customers upload photos and reviews, which helps attract potential clients, increase visibility, and generate revenue. In this PDF guide, learn how to optimize Google My Business for your car dealership business most simply and effectively.

## **Why Have Google My Business Profile For Your **Your Car Dealership Business?****

Nowadays, customers turn to online searches to find the best car dealers in the market. By having your GMB profile, you get a free pass without any cost, which helps your business show up in Google searches when customers search for car dealers.

It works as a marketing tool for growing your online presence, helping you attract more visitors online and offline.





## Advantages Of Google My Business **For Car**

### **Dealers**

- ★ GMB increases visibility in local search results.
- ★ GMB facilitates direct engagement with potential buyers.
- ★ GMB shows customer feedback and enhances credibility.
- ★ GMB ensures up-to-date business details are easily accessible.
- ★ GMB provides analytics to track customer interactions and behavior.
- ★ It improves SEO by linking your business to Google Maps and local searches.
- ★ It gives you an edge over competitors who may not have optimized their Google My Business profiles

# Setting Up A Google My Business Listing For

## Your Car Dealership Business

- Select "Manage Now" from your Google My Business homepage.
- Login/ sign in to your account.
- Add your car dealership's name. If it's listed, choose it from the dropdown menu. Otherwise, click "Add your business."
- Add information about your business like address, service hours, etc.
- Finish the process by verifying your business.





## Quick Check -

## Best GMB Category for

## Car Dealerships

How To Choose The Right Category For Your Dealership?

Choosing the right category helps Google understand what services your business offers so they can push your profile in suitable searches. You can choose any category from the following options:



- ✓ Car accessories store
- ✓ Car alarm supplier
- ✓ Car battery store
- ✓ Car dealer
- ✓ Car detailing service
- ✓ Car factory
- ✓ Car finance and loan company
- ✓ Car inspection station
- ✓ Car leasing service
- ✓ Car manufacturer
- ✓ Car racing track
- ✓ Car rental agency
- ✓ Recreational vehicle rental agency
- ✓ Car repair and maintenance service
- ✓ Car security system installer
- ✓ Car sharing location
- ✓ Car stereo store
- ✓ Car wash
- ✓ Race car dealer
- ✓ Racing car parts store
- ✓ Self-service car wash
- ✓ Smart Car dealer
- ✓ Used car dealer
- ✓ Electric motor vehicle dealer
- ✓ Motor vehicle dealer
- ✓ Powersports vehicle dealer

**Next Step - Verify your business**



## How To Verify Your Car Dealership On Google My Business?

Verifying your car dealership on Google is easy, as Google offers multiple ways to do so. You can choose any one of the options below to verify your dealership.

- Verify via phone
- Verify via email
- Verify via postcard

# How To Optimize Your Car Dealership

## Business On Google My Business



### Update Contact Information

Your car dealership's name, address, appointment link, and phone number should be accurate on your GMB listing, and you should update it with the new one in case of any changes. Also, remember to update the service hours during the holidays to keep customers informed.



### Link Your Business Website

Adding a business website gives a better view of your values, services, and other information about your business. Make sure you directly link your website with your GMB profile as a CTA so customers can directly reach your website by clicking on it.



### Upload High-Quality Photos And Videos

You should add your dealership photos, marketing campaigns, and any photo that resembles your business. For videos, you can upload anything from the following options to tell customers what they should expect after visiting your office.

Tour of the showroom.

Highlight inventory and tools.

Show employees.

Your dealership's backstory



### Share Special Offers With Google Posts

Upload offers and promotions of sales during any festivals or anniversaries of the dealership to attract more customers.



### Include Relevant Keywords In The Business Description

While adding what your business is all about, include keywords like "car dealership" in between the words to increase SEO. This will result in a higher chance of appearing in search results when customers look for similar services.



### Showcase Inventory With Car For Sales

Use the Cars for Sale inventory tool to increase your GMB profile reach. This tool automatically updates your inventory every 24 hours so customers can find the best deals your business offers. For extra reach, add keywords to your inventory listings.



## Add Menu Links And UTM Tags

Add a "Menu" link that will be your second CTA to show your products and services directly. For UTM tags, when promoting your dealership, always use them on your social posts via Google Business Profile to track your efforts separately from organic clicks.

You can add "?utm\_source=google&utm\_medium=organic&utm\_campaign=gbp" to your website URL to monitor traffic effectively.



## Answer Customer Questions

Utilize the Q&A feature by answering some of the common queries about customers, such as price, range of services, and so on. Put yourself in the customer's shoes, thinking that they might be eager to know, and answer those questions to keep them updated.

# How To Make **Your Car Dealership Business**

## Visible With Google Listings?

### ★ Regularly Update Inventory On Profile

Keep your inventory up-to-date with new and sold-out items to keep customers informed. Update it with relevant keywords as well, so that when customers search for that item, your dealership's chances of coming up in the search results increase.

### ★ Make Your Profile Mobile-Friendly

Make your website and profile mobile-friendly so that customers can easily access and navigate your dealership's information from not only their laptops but also their phones. This enhances the user experience, increases engagement, attracts more customers, and gives you an advantage over competitors.

### ★ Collect And Respond To Customer Reviews

Respond to all the reviews politely to show customers that you value their feedback and encourage them to give feedback on your business. If the review is positive, thank them for their appreciative words. If the review is negative, address their concern politely to show you value them.

### ★ Create New Google Posts

By posting regularly, you:

Improve customer experience with timely updates.

Promote sales, specials, events, and dealership news.

Engage customers with videos and photos.

Experiment with diverse content to find what works best.





## How To Improve Google Ratings For Your Dealership Business?

Improving the Google ratings for your dealership business will help with better credibility, more customers, and an increased business reputation. Here's how you can encourage your customers to give Google reviews for your business.

- ★ Politely request feedback from satisfied customers in person or via a follow-up email.
- ★ Implement a review request process during vehicle delivery or service completion.
- ★ Express appreciation for their time and feedback.
- ★ Consider offering a small incentive for leaving a review, if appropriate and within Google's guidelines.
- ★ Display QR codes linking directly to your Google My Business review page in dealership areas.
- ★ Train staff to mention the importance of reviews and encourage satisfied customers to share their experiences.

# Let Us Help You Grow Your Dealership

## business

**Buy Google reviews** for your dealership business from the most authentic Google reviews service provider, **Buyreviewz**. By utilizing our Google review service, you'll get Google reviews that are 100% authentic, non-drop and from your location to build your credibility and increase your online presence. Moreover, the reviews we provide help you attract more customers both online and offline.

Ready to take your car dealership business to new heights?

For More Tips To grow Your Car DealerShip Business, Check Out Our Trending Blogs:

- ★ [How To Make Your Business Stand Out With Google Reviews?](#)
- ★ [How To Boost Your Overall Google Reviews In The Correct Way?](#)
- ★ [How To Add Keywords To Your Google My Business Profile To Rank Higher?](#)
- ★ [12 Strategies To Boost Google Reviews](#)



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