

# Market - Measure - Optimize Checklist

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## Measure



### **GOOGLE ANALYTICS**

- ☆ Install Google Analytics on website or get added as user
- ☐ Create conversion goals
  - ☐ VDP views
  - ☐ Form submissions
  - ☐ Map/Hours page views
  - ☐ Print Directions
  - ☐ Print Vehicle from VDP
  - ☐ Setup event alerts
- ☐ Create automated email reports
- ☐ Google Analytics Reviews (face to face meetings with dealership)

### **REVIEWS**

- ☆ Current state of Google/Yelp reviews. How many? Average rating?
- ☆ Have they claimed their business listings; Google? Yelp?
- ☆ Is there a process in place to gather reviews?
- ☆ Is there a process in place to respond to reviews?
  
- ☐ Website review
  - SEO best practices
  - Sell the dealer? About page, home page, review page, etc.
  - Sell the people? Photos, bios, videos, etc.
- ☐ Video of the owners and dealership

### **EMAIL MARKETING**

- ☆ Is there a current email marketing strategy?
- ☆ If so, what is it? How often? Who is in the email list?

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## Market



### **SELL THE DEALERSHIP**

- ☆ Implement a review gathering tool with the goal of asking for reviews and encouraging positive reviews on Google & Yelp if there isn't one in place
- ☆ Update the dealership "About" page. Add video about dealer if possible
- ☐ Google My Business Page

- ☆ Verify accuracy of Name, Address, Phone and other information
  - ☐ Add videos
  - ☐ Add photos
  - ☐ Add links to all possible properties
- ☐ Yelp business page
  - ☐ Verify accuracy of Name, Address, Phone and other information
  - ☐ Add Photos
  - ☐ Add Dealer (business) description and history content
- ☐ Determine which properties come up when searching the dealer's name (Google Page One) and focus on polishing those

### **SELL THE PEOPLE**

- ☐ Bio pages on the dealer main website
  - ☐ One to three paragraphs of content
  - ☐ Photo
  - ☐ Bio Video
  - ☐ Walk around videos of vehicles
- ☐ Add employee (salespeople) names to review process if possible
- ☐ Identify salespeople candidates for personal website

### **SELL THE VEHICLES**

#### ***PHOTO QUALITY/QUANTITY***

- ☐ Good camera
- ☐ Back flash
- ☐ Fisheye (interior shots)
- ☐ Consistent shots per vehicle
- ☐ Window Stickers

#### ***SYNDICATION TO 3RD PARTY SITES***

- ☆ What 3rd party sites are being syndicating to?
- ☆ What is the cost per 3rd party site?
- ☐ What are the results?
  - ☐ Leads
  - ☐ Site traffic / Goal conversion

#### ***PRICING STRATEGIES / WHAT IS THE PRICING STRATEGY?***

- ☐ Was/Now pricing
- ☐ No pricing "call for price" on all vehicles
- ☐ Random - gut feeling pricing

#### ***EMAIL MARKETING***

- ☐ Is email marketing being done?
- ☐ Email collection process
  - ☐ Are emails being collected?
  - ☐ If they are, find out where/how

- ☐ Is there a .csv export file?
- ☐ If they aren't, workout the best process for them to do so
- ☐ Looking at current marketing results and find areas to improve
- ☐ YouTube channel
- ☐ Citations sites (yext)
- ☐ Yelp page
- ☐ Employment Page/Site to attract better salespeople