

WEBSITE COMPETITIVE COMPARISON

This competitive analysis between [Your Dealership] and its two top competitors: [Competitive Dealer 1] & [Competitive Dealer 2] is designed to give you an overview of how your website compares in areas that are keys to a successful digital marketing strategy. Included in this report is a review of your special offers and website content as well as the speed and mobile-friendliness of your site. In addition, we’ve included information on technical items as they relate to search engine optimization (SEO) as well as key organic search performance metrics. Finally, you’ll see a comparison of your local search and social media presence.

SPECIAL OFFERS:

Prominently displaying special offers for your inventory and fixed operations is a key component to converting website visitors into leads and ultimately, sales. It’s vital to have a variety of specials as well including lease, finance, and discount offers in addition to special incentives you may have available for college graduates, military, and returning customers. You’ll also want to ensure your specials look good on any device.

	Your Dealership	Dealership 2	Dealership 3
New Car Specials			
Available	Yes	Yes	Yes
Current	Yes	Yes	Yes
Used Car Specials			
Available	Yes	Yes	Yes
Current	Yes	Yes	Yes
Service & Parts Specials			
Available	Yes	Yes	Yes
Current	Yes	Yes	Yes
Other Special Incentives			
Available	Some	No	Some
Current	Yes	N/A	N/A
Are Specials Mobile-Friendly?	Yes	Yes	Some

Notes:

All 3 dealerships had current special offers on new and used vehicles and for service and parts. [Your Dealership] was the only dealer that showcased other specials like the available conquest offers. However, none of the dealerships mentioned the college graduate and loyalty incentives. In addition, [Dealer 2] had issues with how its specials displayed on mobile devices.

✓ Passed Checks: 8/9

WEBSITE CONTENT:

No matter where your customers are in the car-buying process, you need to deliver the information and answers they're looking for in an engaging way. Having a good understanding of who your customers are and what they're looking for are key ingredients to a great content marketing strategy. In this review, we've done an analysis of key department pages to see whether or not they're available on your website and if they've been customized.

	Your Dealership	Dealership 2	Dealership 3
Homepage SEO			
Available	Yes	Yes	Yes
Custom	No	No	No
New Car Model Information			
Available	Some	Some	Some
Custom	No	Yes	No
About Us Page			
Available	Yes	Yes	Yes
Custom	Yes	Yes	Yes
Certified Pre-Owned Program			
Available	Yes	Yes	Yes
Custom	No	No	No
Service Department Page			
Available	Yes	Yes	No
Custom	No	No	N/A
Parts Department Page			
Available	Yes	Yes	No
Custom	No	No	No
Finance Department Page			
Available	Yes	Yes	Yes
Custom	No	No	No

Notes:

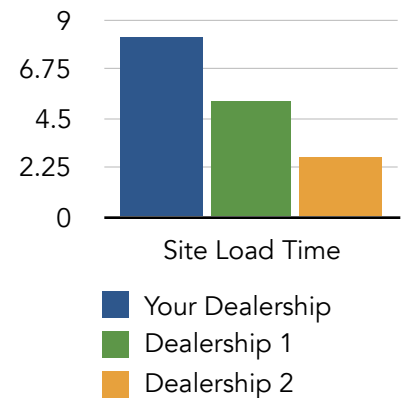
[Your Dealership], [Dealer 2] and [Dealer 3] all had key pages for its various departments. However, only a few of these key pages were customized specifically to the dealership. The majority of these content pages are duplicated content across all [brand] sites nationally.

√ Passed Checks: 6/14

SPEED & MOBILE-FRIENDLINESS:

Google has indicated that the speed of your website and webpages is one of the signals used by its algorithm to rank your website content. In addition, the speed of your website is important to the user experience for your customers. Websites and pages with longer load times tend to go hand in hand with higher bounce rates (website visitors leaving your site immediately after viewing 1 page). Google also favors websites that are smartphone-friendly and penalizes websites that make browsing on a mobile device difficult.

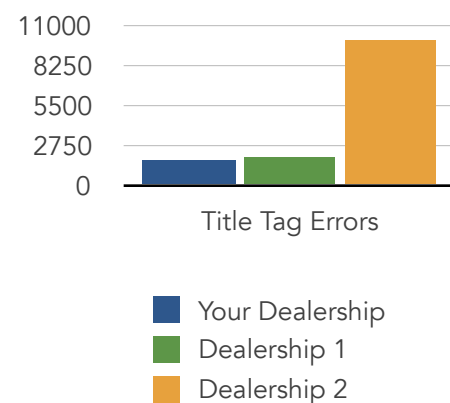
	Your Dealership	Dealership 2	Dealership 3
Average Site Load Time	8.185	5.27	2.658
Page Speed Insights Score			
Desktop (Out of 100)	42	27	56
Mobile (Out of 100)	40	40	61
Mobile-Friendly Test	✓	X	X



TECHNICAL SEARCH ENGINE OPTIMIZATION (SEO):

In addition to great content, you also want to ensure your website has a strong foundation to give it a chance to rank for relevant keywords and phrases. Optimizing your on-page content with good title tags, meta descriptions, and other tags help search engines (and your potential customers) know what your website pages are about. Search engines will also “crawl” your site for red flags like broken links, content duplicated from other websites, and fishy looking pages. Ultimately, these “crawl errors” indicate your website may not be as relevant to searchers as sites with a more solid architecture.

	Your Dealership	Dealership 2	Dealership 3
Schema Markup	No	No	No
Title Tags			
Missing	10	19	276
Duplicate	1,683	1,920	9,789
Over 65 Characters	77	97	1



	Your Dealership	Dealership 2	Dealership 3
Meta Descriptions			
Missing	10	103	280
Duplicate	1,683	1,748	8,999
Over 156 Characters	53	149	56
H1 Tags			
Missing	10	19	286
More Than 1 on a Page	1,702	4,900	9,175
Duplicate	1,720	4,900	9,202
Broken Links On Homepage	10	0	0
Images Missing Alt Text	458	722	258
4xx Errors	9	559	7
Total Crawl/Site Errors	7,425	15,136	38,329

Notes:

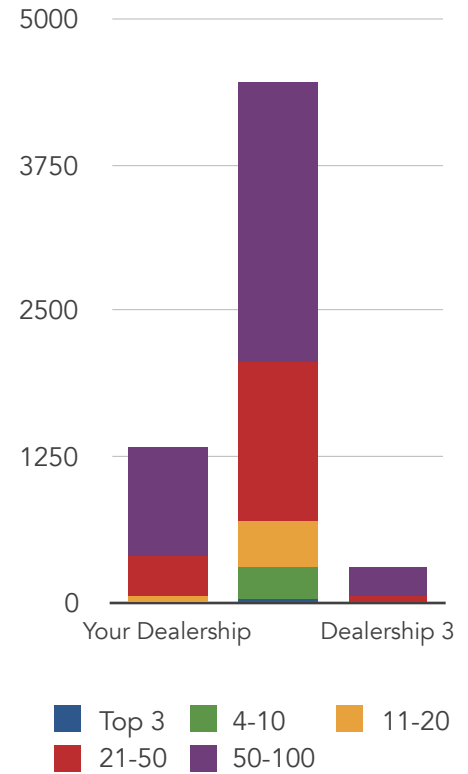
[Your Dealership] website was the most technically sound of the 3 websites. However, there were 10 broken links just on the homepage alone. In addition, the site is missing schema markup and there were many missing, duplicate, and improperly constructed title tags, meta descriptions, H1's, and images.

√ Overall Crawl Errors: 7,425

ORGANIC SEARCH PERFORMANCE:

Organic website traffic is traffic that has come from search engines like Google, Yahoo!, and Bing. Visitors from organic searches tend to be the most likely website visitors to convert into leads and phone calls to your dealership. By optimizing your website for keywords and phrases car buyers use, you can increase your likelihood of bringing relevant traffic to your website. Another key performance metric to keep tabs on is how many trustworthy websites (or domains) link back to your site. More quality backlinks help boost the authority of your website, which ultimately helps signal to search engines that your site is relevant to searchers.

	Your Dealership	Dealership 2	Dealership 3
Domain Rating	41	41	32
Backlink Profile			
Backlinks	180	23,816	6
Referring Domains	41	125	4
Organic Keywords	1,300	4,500	318
Keywords in Top 3 Positions	6	35	1
Keywords in Pos. 4-10	10	278	2
Keywords in Pos. 11-20	49	391	6
Keywords in Pos. 21-50	340	1,365	59
Keywords in Pos. 51-100	939	2,395	250
Ranking for [Brand & City]	1	N/A	N/A
Organic Traffic Value	\$1,700	\$37,200	\$758



TOP 10 ORGANIC KEYWORDS (SORTED BY TRAFFIC PERCENTAGE)

Your Dealership	Dealership 2	Dealership 3
Keyword 1	Keyword 1	Keyword 1
Keyword 2	Keyword 2	Keyword 2
Keyword 3	Keyword 3	Keyword 3
Keyword 4	Keyword 4	Keyword 4
Keyword 5	Keyword 5	Keyword 5
Keyword 6	Keyword 6	Keyword 6
Keyword 7	Keyword 7	Keyword 7
Keyword 8	Keyword 8	Keyword 8
Keyword 9	Keyword 9	Keyword 9
Keyword 10	Keyword 10	Keyword 10

LOCAL SEARCH SIGNALS

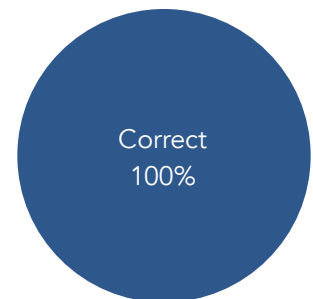
The majority of car dealerships serve a local audience which means you need to utilize local search tactics to better position your dealership to local customers. While there are a number of factors that contribute to the success of your local search strategy, optimizing your Google My Business page, having a good amount of positive reviews, ensuring your business information (name address and phone number) is consistent across local listing sites, and utilizing social media are important pieces of the puzzle. By having a solid local presence, you'll greatly increase your chances of bringing in local car shoppers to your site.

	Your Dealership	Dealership 2	Dealership 3
Google My Business Page			
Claimed	✓	✓	✓
Star Rating (Out of 5)	2.7	4.8	4.0
Number of Reviews	21	334	4
Uses Local Phone Number	✓	X	✓
Phone # Matches Website	X	X	X
Categories Selected	X	✓	X
Description Optimized	X	X	X
Custom Photos	✓	✓	✓
Operating Hours	✓	✓	✓
Local Listings			
Accurate Sites	45	44	9
Inaccurate Sites	N/A	N/A	0
Not Found	N/A	1	36
Error Rate	0	2%	83%

Notes:

[Your Dealership] had its listing information correct across all major aggregators and [Dealership 2] was close behind. [Dealership 3] only had citations on 9 sites. However, [Dealership 2] and [Dealership 3] had a higher review rating. It is recommended that the phone # on your local listings would match your website. Also, we'd recommend categorizing your GMB as a [Brand] Dealer rather than "car

Local Listing Accuracy



SOCIAL MEDIA

	Your Dealership	Dealership 2	Dealership 3
Social Media Profiles Claimed			
Facebook	✓	✓	✓
Twitter	✓	✓	✗
Instagram	✓	✗	✗
Google+	✓	✓	✗
YouTube	✓	✓	✓
Followers			
Facebook	57	5,718	109
Twitter	3	935	500
Instagram	192	N/A	N/A
Google+	6	124	N/A
YouTube	2	20	0
Total Followers	260	6,797	609

Notes:

[Dealership 2] is the dealership with the biggest presence on social media with almost 7,000 followers across its channels. However, the dealership seems mostly focused on Facebook. We'd recommend growing your audience in hopes of getting good engagement as they tend to correlate with better search engine results.

✓ **Total Followers: 260**

GLOSSARY

4XX Error

A 4XX error (client error) is a class of status codes for situations in which the user is receiving an error while trying to access a website or webpage. For example, a 404 error message means a webpage is not found which could be the result of a broken link or incorrectly typing in a URL.

Average Site Load Time

The amount of time it takes for your website to load is an important factor in search engine rankings and the overall success of your website. Pages that take longer than 5 seconds to load can lose up to 50% of users. Faster webpages result in more conversions and better traffic than slower loading pages/websites.

Backlink

For search engines that crawl the web, links are the streets between pages. Using sophisticated link analysis, the engines can discover how pages are related to each other and in what ways. Search engines treat links as votes for the popularity and importance of websites. Trustworthy sites tend to have more backlinks than spammy sites.

Broken Link

A broken link or dead link is a link on a webpage that no longer works.

Crawl Error

A crawl error or site error indicates an issue with your website or page on your website. These crawl errors can be anything from broken links to missing pages, to missing title tags, meta descriptions that are the improper length, or content that seems duplicate to another page on your site.

Domain Rating

Domain Rating is a measurement developed by the popular SEO tool Ahrefs to show the strength of a website's overall backlink profile. Domain Rating is measured on a logarithmic scale from 1-100, with a higher score being the strongest. A higher Domain Rating often correlates with Google's rankings, meaning you have a higher chance of outranking other websites.

Duplicate Content

Duplicate content is content that appears on the internet in more than one place, which makes it difficult for search engines to decide which version is more relevant to searchers. Duplicate content can lead to diluted link equity and a poor search experience.

Google My Business

Google My Business is Google’s citation source for your business’s name, address, website address, and other key information. Optimizing your Google My Business page as well as other well-established and well-indexed citation sources will help you rank higher in search engine algorithms.

H1 Tag

An H1 is an HTML element that reflects the main heading of a given webpage. It should be unique to your webpage and include keywords that explain the information you have on that particular page of your site.

HTML to Text Ratio

Your text to code ratio is the percentage of a web page that is text content vs. coding. It is a best practice to have a good amount of regular text vs. HTML code as this indicates to search engines that your website and web pages are built for people and not just search engines. Typically, a good text to HTML ratio is anywhere from 25-70%.

Image Alt Text

An alt tag describes what is in an image on a webpage. The alt tag is used by search engines to understand what is in an image and to improve the accessibility of your website.

Internal Link

Internal links are hyperlinks that point from one page to another within your website. These links help users navigate a website, establish the hierarchy of information for your website, and spread link juice (ranking power) around your website. Building an SEO-friendly architecture with internal links not only helps create a “flow” through your website, but it also helps search engines understand the structure of your website.

Keyword Ranking/Position

In order to get relevant visitors to your website, you’ll want to appear high or “rank” for keywords and phrases car shoppers are using. By researching what keywords searchers are using and finding common terms, you can figure out how you might want to optimize your website content to try and bring in more searchers. The higher your ranking or position for a given keyword or phrase, the more likely a searcher is to visit your website rather than a website ranked further down in search results.

Local Listings/Citations

A local business listing is an online profile that contains your business name, address, phone number, and other details. There are thousands of websites and directories on which local business owners are allowed to create free business listings. Some you may already have heard about include Google+ Local, Yelp, Bing Places, Internet Yellow Pages, and Yahoo! Local. The purpose of creating local listings is to make your business visible on the Internet. Each new listing you create increases your chances of being found by customers.

Meta Description

A meta description is an HTML attribute that provides a concise summary of a webpage. They commonly appear underneath the blue clickable links in search engine results pages (SERPS). They can be any length, but search engines typically truncate meta descriptions longer than 160 characters. You'll want to customize your meta descriptions for your website to "advertise" the content on your webpages to searchers to help increase your chances of earning their click.

Mobile-Friendly Test

Having a mobile-friendly website is a critical part of your online presence. A fast, mobile friendly site indicates a higher quality website experience. Google's mobile friendly test allows you to see a score from 0/100 on how mobile-friendly your website is.

Organic Keyword

An organic keyword is a keyword used to attract free traffic through search engine optimization (SEO). Organic keywords contrast with pay-per-click (PPC) keywords, which are bid on through paid search marketing campaigns.

Organic Traffic Value

This number estimates how valuable the keywords your site ranks are in organic search results. This amount is estimated by reviewing which keywords your website ranks for, the position your website holds for those keywords, and what the average cost per click (CPC) would be if you purchased those keywords on Google AdWords

Page Speed Insights Score



Page Speed Insights is a Google tool used to measure the performance of a page for mobile devices and desktop devices. This PageSpeed Score ranges from 0 to 100 points with a score of 85 or higher indicating your page is performing well.

Referring Domain

A referring domain is a website that points at your site. A greater number of quality referring domains will increase the authority of your domain and indicate your website is a favorable, trustworthy website.

Schema Markup

Schema structured data is a specific vocabulary of tags (or microdata) you can add to the HTML of your website to improve the way your webpage is represented in search engine results. Schema is recognized by Google, Bing, Yahoo! and other search engines. There are some indications that search results with more extensive rich snippets (like those created using schema) produce a better click through rate.

Title Tag

A title tag is an HTML element that specifies the title of a website. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content. Google typically displays the first 50-60 characters of a title tag and you'll want to customize your title tags so search engines and potential customers alike understand what your webpage is about.