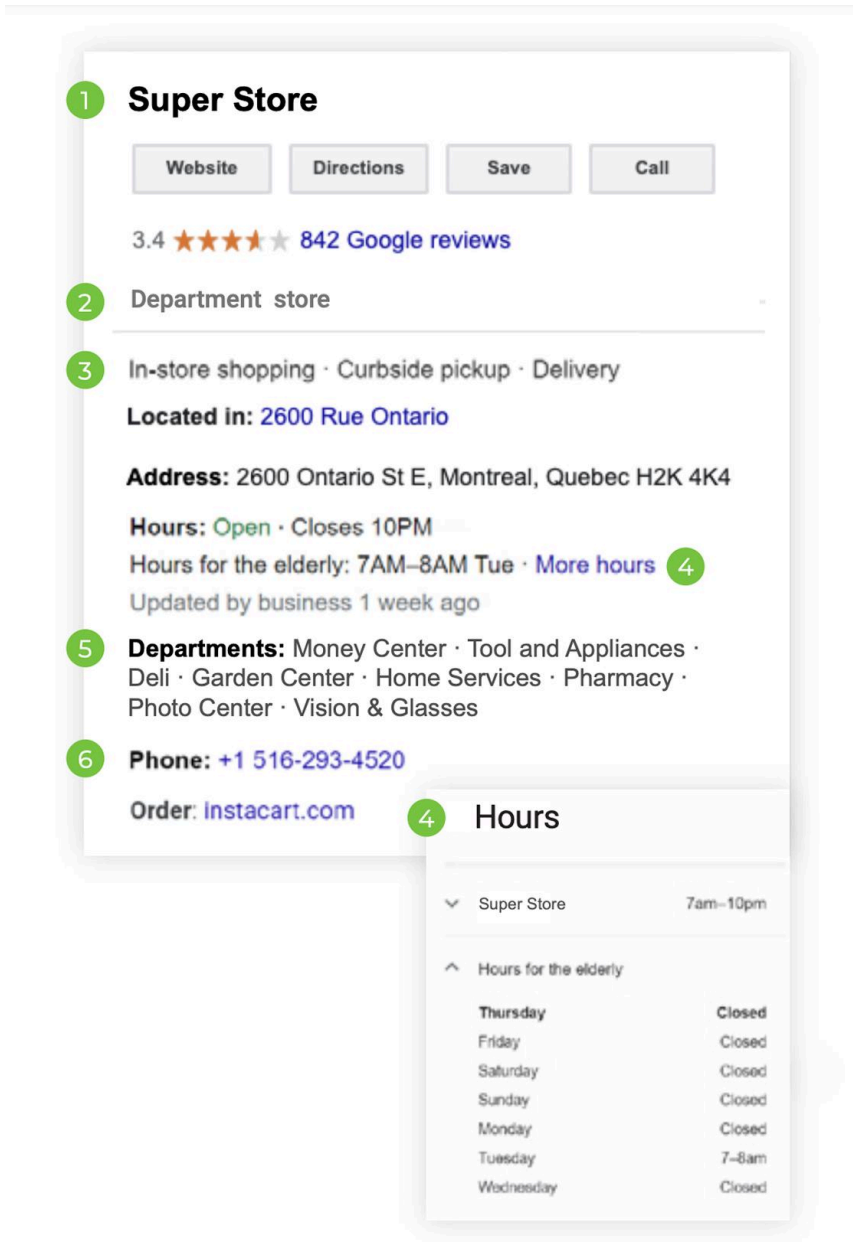


Auto Dealerships.

Ensuring your Google Business Profiles¹ are accurate and optimized is extremely important. Managing a dealership presents its own unique challenges! You want clients to not only find your dealership, but also discover your business and all products you have to offer. To help guide you, we've rounded up some of our best Google Business Profile practices for you!



7 | QUESTIONS & ANSWERS

Give potential customers accurate answers that adhere to your brand guidelines by publishing your **own branded FAQ**. We suggest having at least five.

8 | PHOTO OPTIMIZATION

You can upload and optimize your photos through our easy-to-use in-platform tool. We recommend uploading a **new photo once per week**.

1 | BUSINESS TITLE

Should reflect your **real-world name on your storefront**, website, and stationary. It is against Google's guidelines to include additions such as City Name, Curbside Pickup, etc. These details can be added in other appropriate sections.

2 | CATEGORIES

Select your primary category to be what's **most relevant to the products you offer**. This can be Car Dealership, Car Repair, Auto Service Centre, etc.

3 | ATTRIBUTES

If offered, **"Delivery"** and **"Curbside Pick Up"** should be mentioned in the listing. Other important attribute categories include: Health & Safety, In-Store Shopping, In-Store Pickup.

4 | ADDITIONAL HOURS

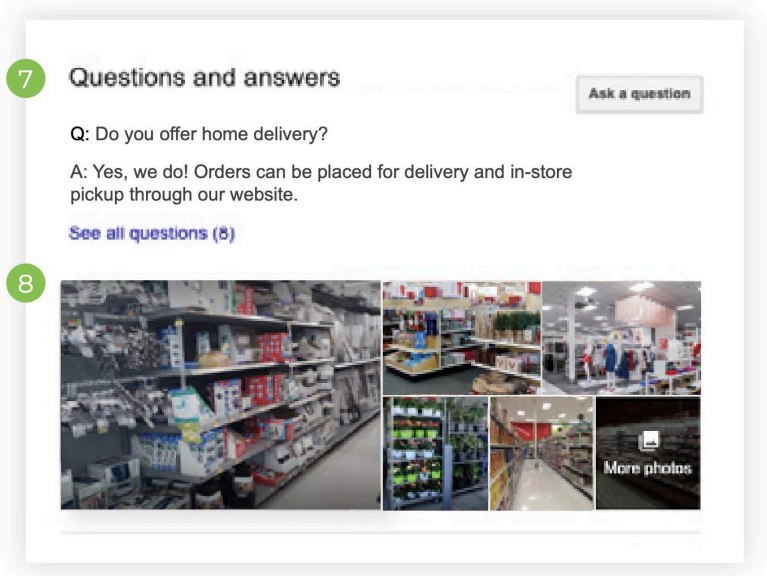
In addition to your opening hours, you can also add hours for the times where you offer **specific services**, such as senior and curbside pickup hours

5 | DEPARTMENTS

List each location's various departments so customers can get a better understanding of the services you offer. Each department can have their **own Google listing, breakdown of categories** and their own operating hours. Ex. Auto Dealer, Auto Repair Shop, and Carwash.

6 | ONLINE ORDERING

Let customers place pick-up or delivery orders directly in your Google listing by **adding a link to your order page**.



9 | REVIEWS

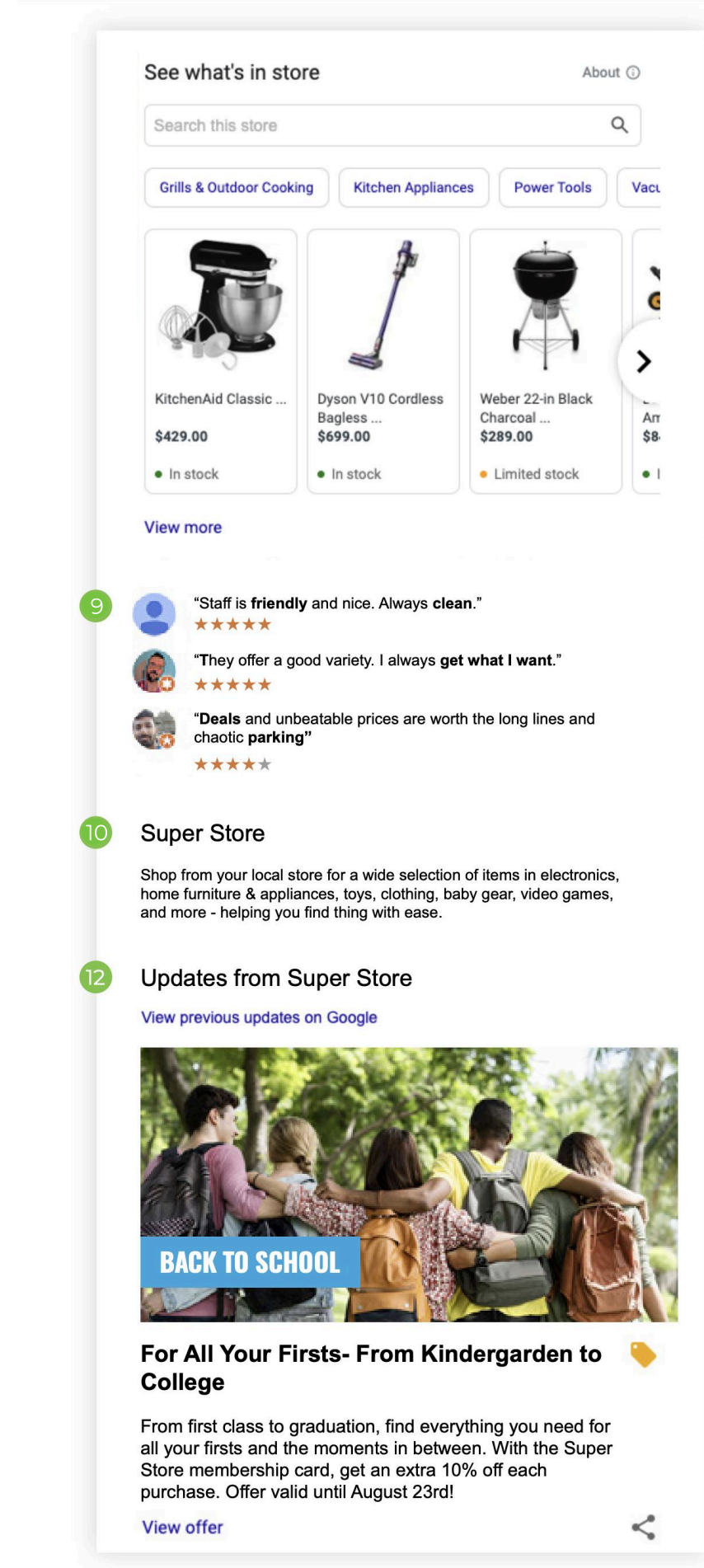
Continuous and recent reviews signal to Google your business is busy and active. **Building more reviews** and **responding** to reviews will help your business **rank higher!**

10 | DESCRIPTION

Ensure to **add information** on products that you offer and keywords you want to show up for. We recommend **customizing** per location or neighborhood.

11 | POSTS

Communicate directly with your clients, promote sales, special events and offers you currently have.



¹ Previously known as Google My Business

Have questions? Reach out to your RenderSEO Account Manager who will be happy to guide you to the perfect solution or visit our website to learn more about our other local solutions at www.renderseo.com.