



Reputation Management – FAQ Guide

April 2025



Reputation Management – FAQ Guide

- Reputation Management refers to the services and activities that work together to influence your dealership's online brand above and beyond your Tier 3 dealer website. This includes things like your Google Listing and Reviews as well as your social media presence on Facebook, Instagram, etc.
- Optimizing these properties can have the greatest impact on your online presence, amplify the impact of digital advertising and SEO activities, and ultimately drive in-store traffic.

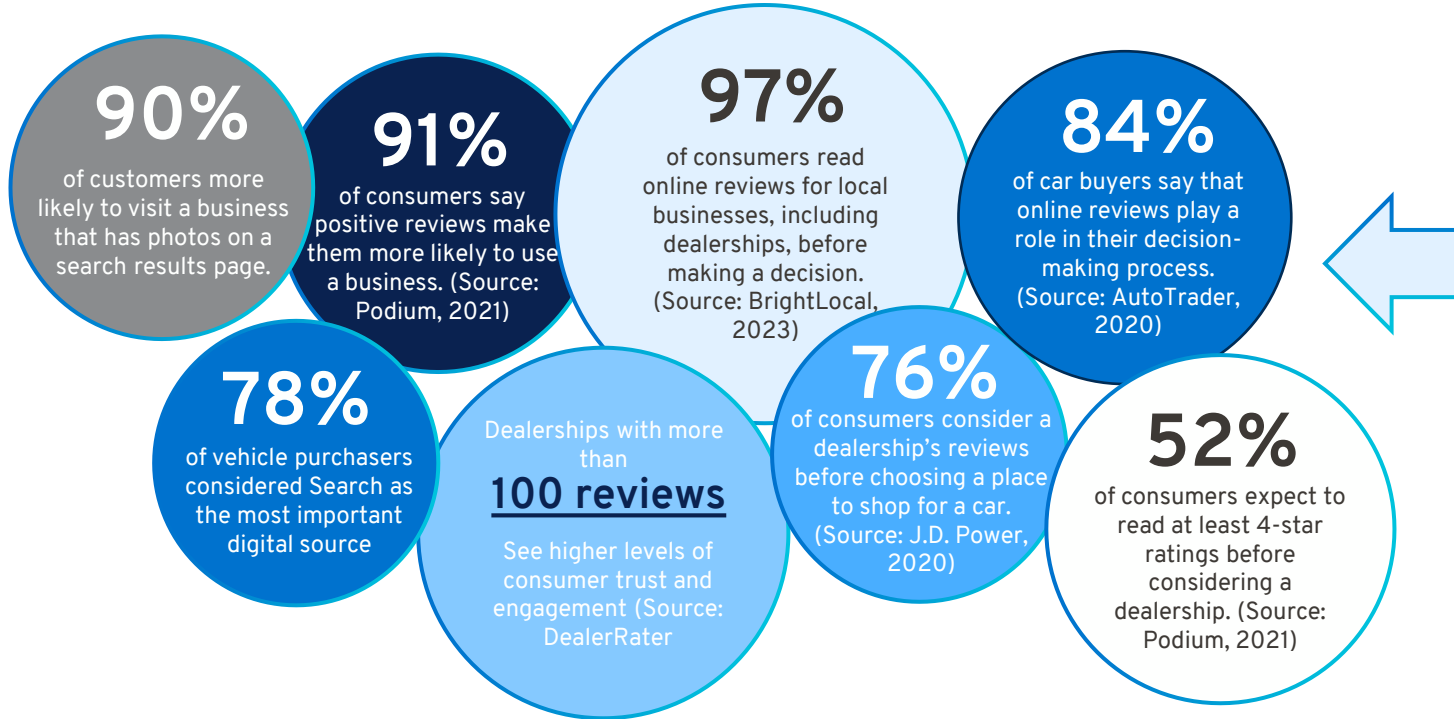
Google
Business Profile





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The Power Of Local SEO & Reviews



Takeaway: Online review sites remain a driving force in predicting consumer behavior. Ensure your online presence creates the best first impression possible with fully updated online profiles . Establish you are curating positive reviews from happy customers.



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Reputation Management + Organic Presence + Conversion Efficiency

Reputation Management is a pivotal component to SEO strategy. The strength of your presence on across all your digital properties can make or break your digital advertising strategy—increased organic traffic can lower your ad cost-per-click and increasing your conversion.



Stores with balanced organic + paid traffic see **2.7 x** higher form conversions on average than stores with low organic traffic



Stores with low organic traffic see **82%** fewer form conversions on average than stores with high organic traffic, regardless of paid traffic

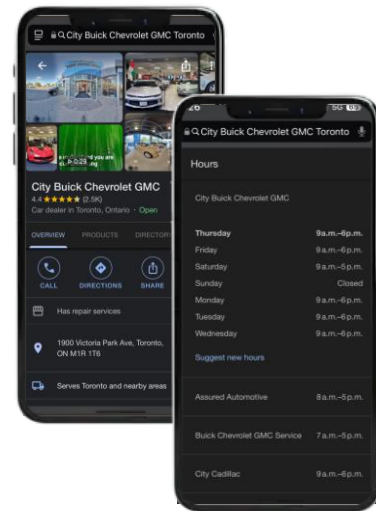
**Based on GM Canada T3 data compiled between January and December, 2024*



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Google Business Profiles (GBP)- Your virtual front door

1. Build out your profile and [complete the basics](#)
 - If you haven't already, [add or claim your business](#), then [verify your Business Profile](#) so it's eligible to show up on Search, Maps, and other Google services.
2. Make sure the Hours of operation are up to date
 - [Edit your profile](#)
3. Use “[Special hours](#)” to communicate holiday closures of opening hours changes
 - To update your special hours, connect to your Business Profile and edit them in the “Info” tab. Ensure these are updated several days prior to the dates in question so updates can replicate to profiles and maps.
 - [Set special hours](#)
4. Make sure your [Primary Category](#) is Correct
 - Categories describe your business and connect you to customers who search for the products or services you offer.
 - [Choose a Business Category](#)
5. Share what [Services](#) are offered at your dealership
 - When local customers search on Google for a service you offer, that service may be highlighted on your profile. Customers on mobile devices can also find all your services under “Services.”
 - [Add or edit your services](#)



**Google uses this information as key factors its algorithm to rank listings and search results*



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Google Business Profiles – Your virtual front door Cont.

6. Don't waste the **Description** Field!

- You can use this field to provide useful information on services and products offered, as well as the mission and history of your business.
- [Business description guidelines](#)

7. Showcase your showroom by frequently **adding new photos** often

- Take photos and add filters directly from the app.
- [Add photos or videos to your profile](#)

8. Bring in business by sharing what's going on in your dealership with **posts**

- Share your latest news, events, offers, and more directly on Google Search. 50% of customers look for promotions or discounts when searching for a business online
- [Create a post and track its status](#)

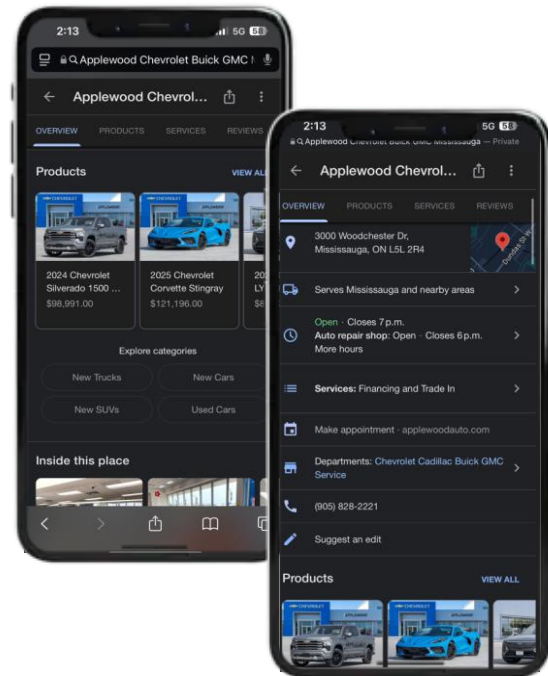
9. Provide detailed information to your customers in search by using the right type of post

10. Create Nested Listing and create additional profiles for Sales, Parts & Service

- [Create additional profiles](#)

11. Link **Google Analytics** using UTM Tracking

- [Campaign Link Builder](#)



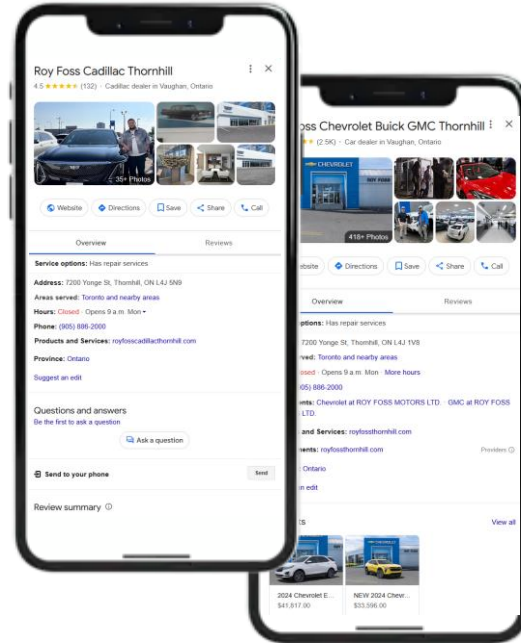


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Google Business Profiles – Your virtual front door Cont.

12. Cadillac Listings—Separate website, separate brand, separate GBP

- A separate Cadillac listing for your Cadillac website differentiates your brands and lifts your SEO
- Consumers looking for Cadillacs are driven directly to you're your Cadillac website, creating a cleaner experience and higher quality traffic.
- Presents additional opportunities to present Cadillac-specific marketing





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Adding a 'Book Now' Button

You can enhance your Google Business Profile with a Booking Page link or a service booking link. This will help drive conversions from Google search and ensure local traffic is able to find your dealership and self-schedule appointments from Google Maps.

Adding a book now How to add a 'Book Now' button:

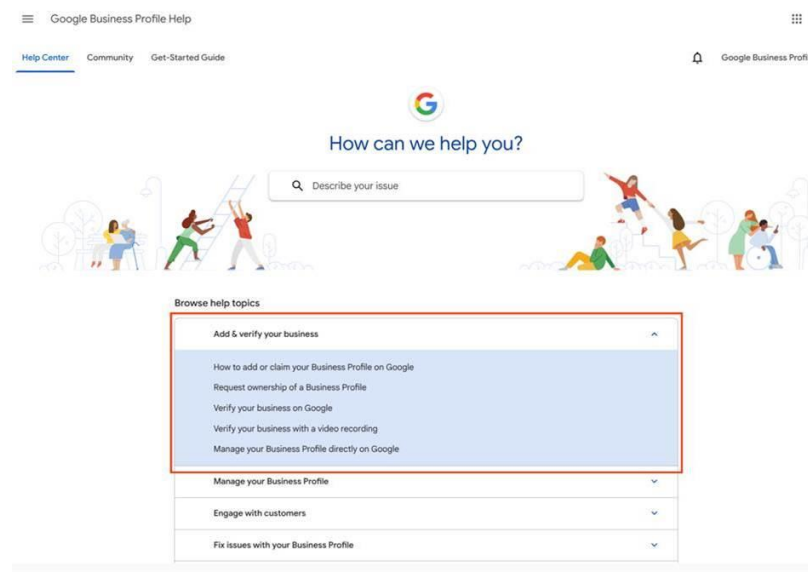
- Follow the below instructions to install the '**Book Now**' button on your Google Business Profile:
 1. Login to your **Google Business Profile** account.
 2. Select your **Booking Provider**.
 3. Next to the “Accept Bookings on Google” section, look for the '**Sign up for bookings**' option on your console and click it.
 4. Dealer needs to enroll with **booking provider**. You can choose from the pre-selected ones offered by Google.
 5. After choosing your booking provider, Google will set up your **online booking feature**. Within a few days, you'll see the "**Book Now**" button on your page.

****Note:** The “Book Now” button is not available for everyone yet. If you don't see this option to enable, you'll have to wait or contact customer support.

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Need to gain Access/Control of your Google Business Page?

- Review the process laid out in the [Help Center page](#) (navigate or search for "Add & Verify Your Business")





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Need to gain Access/Control of your Google Business Page? Cont.

- Go through the steps of 'requesting ownership of a business profile (help article [here](#)).
- After requesting ownership, the current profile owner would have 3 days to respond, and if they do not respond, you would have the option to claim the profile:

What to do after you've requested ownership

After you request ownership, the current profile owner has 3 days to respond. To check the status of your request, sign in to [Business Profile](#) or click the link in your confirmation email.

- **If your request is approved:** You'll be notified by email and can manage the [Business Profile](#).
- **If your request is denied:** You'll be notified by email, and you can [suggest an edit to the profile](#). Also, you can appeal the denied request.
- **If you don't hear back:** If you don't get a response after 3 days, you have the option to claim the profile yourself. To claim a Business Profile:
 1. Open the original confirmation email you received about your ownership request.
 2. Find your request.
 3. Follow the instructions on-screen to verify.
 - Alternatively, sign in to [Business Profile](#), and look for a "Claim" or "Verify" button on your dashboard.

Tip: The option to claim a profile isn't always available.



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Read & Respond to Reviews!

- **Customers trust reviews.** Show that you care by engaging with online reviewers. 2 out of 3 customers say having positive reviews was an important factor in selecting a dealership or store to purchase from.
- **Be notified** when customers write reviews about your business.
- **Build brand loyalty** by responding.
- **Reply** with your point-of-view, solutions, answers, or thanks.

Best Practices for negative review policies

- ✓ Do not share personal data of the reviewer or attack them personally.
- ✓ Suggest that they contact you personally.
- ✓ Investigate the reasons behind the reviewer's negative impression of the dealership (maybe their concern is "real").
- ✓ Be honest (not every business exchange goes perfectly).
- ✓ Apologize (when appropriate).
- ✓ Be real. (Show that you're a real person by signing off with your name or initials).

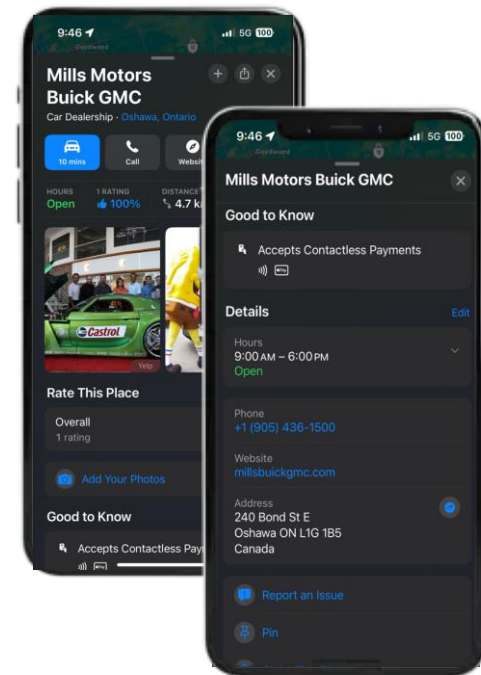




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Don't Forget about Apple Maps – Apple Business Connect

1. Build out your profile and **complete the basics**
 - **Claim your profile**
2. Visual Branding Essentials
 - Ensure your photos and logo are up to date
3. Craft your **Description**
 - Create a compelling description outlining your products, services and unique selling points
4. Accurate **Business information**
 - Hours
 - Special Hours – Service
 - Special Hours - Temporary
 - Phone Number
 - Website Information
5. Promotions & Events
 - Special Offers
 - Events
6. Categorization & Attributes
 - Pick up to 3 categories that describe your business to improve search relevance
7. Detail Your Attributes
 - Add attributes that showcase your business's services, amenities, and accessibility features, ensuring they're current and
 - Click here to learn more about [Apple Business Connect](#)

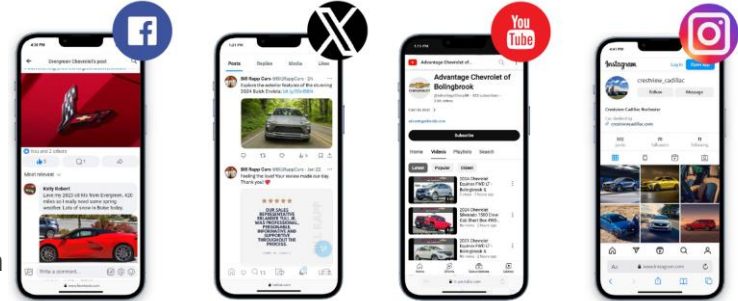




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Leverage Social Media to Build a Positive Reputation

- **Engage with Customers:** Respond to comments, share customer testimonials, post about dealership events, promotions, community involvement. Showcasing employee spotlights can build trust.
- **Showcase Customer Success Stories:** Share photos and stories of happy customers, whether they're purchasing a vehicle or getting service done. User-generated content (with permission) is a great way to showcase real experiences.
- **Offer Helpful Tips:** Share content related to car maintenance, new car features/ walkarounds, or buying advice. This positions your dealership as a helpful, knowledgeable resource. Avoid overleveraging T1 content.
- **Trending content:** Capitalizing on the latest video trends (Instagram Reels and TikTok) can be extremely effective at locking into social algorithms and building authenticity with content that is engaging rather than promotional



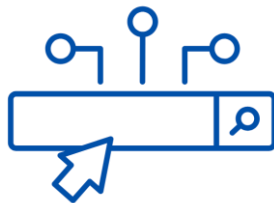
**A strong social media presence can build customer loyalty and boost brand engagement, leading to more website visits and higher-quality traffic. This increased engagement can improve the performance of digital advertising campaigns and support SEO efforts over time.*



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Reputation Management

- Having a cohesive presence across your online properties is crucial for managing your digital brand experience.
- To assist our dealer network with this endeavor, the Dealer Digital Solution has crafted a choice program of Reputation Management suppliers to provide a range of Listings, Reviews, and Social Media services to meet all Reputation Management needs and budgets.





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Social Media Management

(\$52.00/mo + \$200 one-time set-up):

- Centralized dashboard with your brand assets
- Publish and schedule social content
- Ability to set permissions per location/franchise
- Manage and respond to comments/messages
- Easy-to-read reports

Listings Management

(\$41.00/mo + \$200 one-time set-up):

- Connect via API & FTP
- Bulk location uploads & updates
- Bulk Google post scheduling
- Bulk Google photo uploads & scheduling
- Photo optimization
- Answer and schedule Google Q&As

Review Management

(\$43.00/mo + \$200 one-time set-up):

- View all your reviews in one place
- Filter by star-rating and bulk-reply
- Get tangible insights and reports
- Expertly crafted review response templates

RenderSEO Full Suite

(\$102.00/mo + \$400 one-time set-up):

- Social + Listings + Review Media Management



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DIGITAL  AIR STRIKE

Review Management Defend

(\$399.00/mo + \$299 one-time set-up):

- Dedicated Account Manager
- GM Survey Responses
- DMS Integration
- GM Approved Vendor Review Site Responses
- Review Dispute Resolution on Facebook + Google
- Mission Control
- Covers all car-centric sites
- All review responses across all sites

Review Management Dominate

(\$699.00/mo + \$349 one-time set-up):

- All Defend features plus:
- Automatic SMS Surveys
- Review disputing across all sites
- QR codes to drive traffic to review sites

Add-ons:

Enhancement bundle:

(\$249.00/mo + \$99 one-time set-up):

- Syncing + distribution of dealer data (40+ sites)
- Instant syncing capability
- Duplicate listing suppression
- Maximize accuracy of listings across the web



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Social Media Defend

(\$499.00/mo + \$199 one-time set-up):

- Dedicated account manager
- Social media enhancements (Facebook, X, Instagram)
- Social Content publishing (3 per month)

Social Media Dominate

(\$599.00/mo + \$299 one-time set-up):

- All Defend features plus:
- + 2 additional social posts
- Facebook inventory posting
- Monthly Instagram Reel posts
- Facebook Stories
- Instagram Stories
- LinkedIn posting
- YouTube Posts
- YouTube Inventory Merchandizing



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Listings Management Defend

(\$299.00/mo + \$149 one-time set-up):

- Dedicated account manager
- Main Google Business Profile
- Profile optimization
- Q&A's updated 1x per month
- Google Tiles
- Social media integration
- Keyword strategy

Listings Management Dominate

(\$499.00/mo + \$199 one-time set-up):

- All Defend features plus:
- Proactive photo uploads
- Google reputation tile
- Profile nesting
- Up to 3 Google Business Profiles (Sales, Service, Parts, etc.)

DAS Full suite

- **Listings + Reviews + Social Defend:** (\$1099.00/mo + \$699 one-time set-up)
- **Listings + Reviews + Social Dominate:** (\$1599.00/mo + \$799 one-time set-up)



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Reviews + Listings Base

(599.00/mo + \$149 one-time set-up):

- Local Listings Management
- Automated Review Generation
- Review Widget
- Automated Review Generation
- 2-Way texting
- Review widget
- Automatic Review Responder
- DMS Integration

Reviews + Listings Pro

(\$699.00/mo + \$149 one-time set-up):

- Base plus:
- Review Sentiment Analysis
- Review Invite Queue Control
- Text Enabled Landline
- Review Widget (Advanced)
- Advanced Automatic Review Responder
- DMS Integration

Add-ons:

Serti Data feeds

(\$25.00/mo)



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MagnetisAUTO

Listings + Reviews Management

(\$639.00/mo)

- Reply to relevant comments on Google My Business
- Forwarding negative reviews to dealer management team
- Schedule changes upon demand
- Social Content Share on Google My Business profile

Listings + Reviews Add-ons:

- **Facebook Marketplace Sync Pre-Owned (Inventory on Facebook Marketplace)**
(\$425.00/mo)
- **Facebook Marketplace Sync +100 vehicles (Inventory on Facebook Marketplace)**
(\$230.00/mo)
- **Facebook Marketplace Sync New Vehicles (Inventory on Facebook Marketplace)**
(\$230.00/mo)
- **Local SEO - Google My Business Inventory Syndication (Pre-Owned)**
(\$325.00/mo)
- **Local SEO - Google My Business Inventory Syndication (New Inventory Add-On)**
(\$129.00/mo)



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MagnetisAUTO

Social Media Management Preferred

(999.00/mo)

- Facebook Posts + Creation (8 per month)
- OEM Content Reposting (2 per month)
- Monthly Calendar
- Monthly Reporting
- Re-sharing on other social media (Instagram, LinkedIn, X)

Social Media Management Premium

(\$1700.00/ mo)

- All features of Preferred Plus:
- 12 additional Facebook posts
- 2 Additional OEM reposts
- Re-share on Tiktok
- Weekly Facebook follow invitations to users who interact with Facebook content

Social Media Add-ons:

Community Management – Instagram (\$700.00/mo)

- Interaction on selected comments (likes)
- Answers/ replies to relevant comments

Community Management—Facebook (\$920.00/mo)

- Interaction on selected comments (likes)
- Answers/ replies to relevant comments



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Supplier Comparison



	Reviews Management	Listings Management	Social Media Management	Management Type
Digital Air Strike	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Fully Managed
RenderSEO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Self-Managed
DemandHub	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		Automated
Magnetis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Fully Managed

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What else can I do to build my brand?

Reputation Management optimizes your brand image, extends your reach, and positions your store to maximize additional digital activities which factor into Search Engine Optimization (SEO) algorithms.

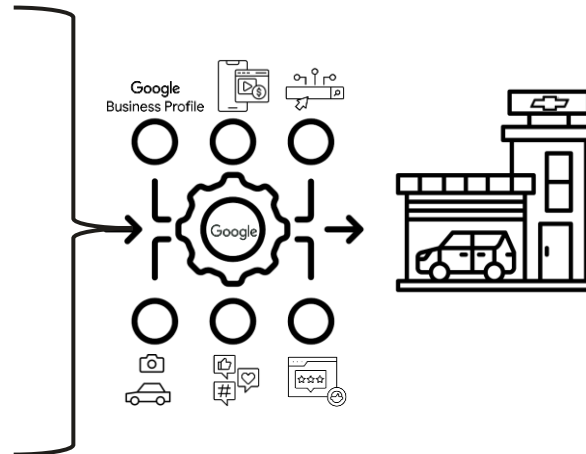
On-Page SEO Content: While Reputation Management contributes to off-page SEO—informative, non-promotional website content increases your organic visibility. When people search for these topics online, they will be more likely to land on your website.

Digital Advertising: Digad is vital in today’s competitive market. Digad initiatives perform better long-term when complemented with strong SEO + Reputation Management

- DDS offers leading options and will support powerful analytics reporting in Q2
- Explore those here: <https://www.gmdealerdigital.ca/DigitalAdvertising>

Inventory Merchandizing: High quality imagery can significantly increase inventory engagement and can be leveraged on Social and Vehicle Ads to increase traction

- GMCGI has demonstrated significant lift in vehicle form conversions
- GMCGI Plus has shown significantly higher gains through syndication abilities and added customization through DIY Background
- Explore GMCGI Plus here: <https://www.gmdealerdigital.ca/InventoryMerchandising/GMCGI>





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General GBP FAQ

1. Can a dealer just start a new profile if they desire – if they have bad reviews or want to start a new one, what is the process?
 - Yes, but it's **highly discouraged** and against Google's guidelines. Each business should only have one profile. Creating a new one to escape negative reviews or manipulate rankings can lead to penalties, including **profile suspension**.
2. If there is a buy/sell – what happens to the old profile?
 - Ideally, the profile should be **transferred** to the new owner. This involves updating the business name, contact information, and other relevant details. Request Ownership Support: <https://support.google.com/business/answer/4566671?hl=en>
3. Does the owner of that profile have to shut it down? What if they lose access-
 - If the previous owner is unresponsive, the new owner can try to **claim the profile** through Google My Business. They'll need to provide documentation to prove ownership. If that fails, they can contact Google Support for assistance. (help article [here](#)).
 - a. Does Google realize the business is no longer running?
 - Google relies on various signals to determine if a business is still active, including user reviews, photos, posts, and website activity. If a profile remains inactive for an extended period, Google may eventually flag it for closure, but there's no guarantee.



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General GBP FAQ – Cont.

1. Is the google review lifetime or rolling 12 months?
 - *Google reviews are **lifetime**, meaning they remain on the profile indefinitely unless they violate Google's policies or are removed by the reviewer.*
2. Is there a mechanism to prevent dealer gaming --> ie. so that not all sales consultants are providing reviews?
 - *Google has systems in place to detect and filter fake reviews, including those from employees or incentivized sources. They use various factors like IP address, account activity, and review patterns to identify suspicious behavior.*
 - a. Does Google know where the review is coming from based on IP address?
 - *Yes, Google can track the IP address of the device used to leave a review. This information helps identify potential fraud or abuse!*

