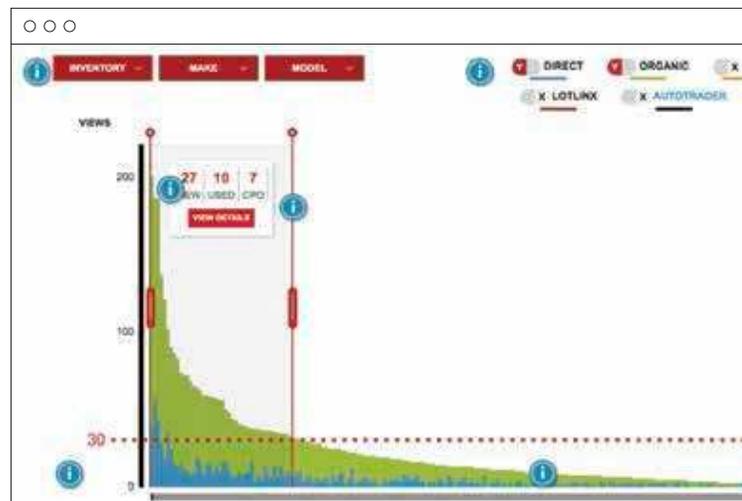


Getting the most out of VIN-specific SEO

SEO and direct clicks to your local car dealership website are among the least expensive, yet most effective, to obtain. However, most dealers don't get enough direct or SEO clicks to get all of the VINs on their lot to the **"30 VIN views"** sales lift benchmark identified in the ground-breaking [2009 CDK Global study](#).

How do we know? We analyze our dealers' online views per VIN using our **VIN View Optimizer** (if you're a dealer, you can analyze your inventory too – just go here). Turning on just the Direct and SEO toggles, our example dealer sees a distribution of VIN views that looks like this:



Of this example dealer's 204 VINs on lot, only **44** (27 new, 10 used, and 7 certified preowned) vehicles are getting **30 VDP views** or more from their Direct and Organic sources. Clearly, SEO and direct traffic alone are not enough to drive every VIN off the lot.

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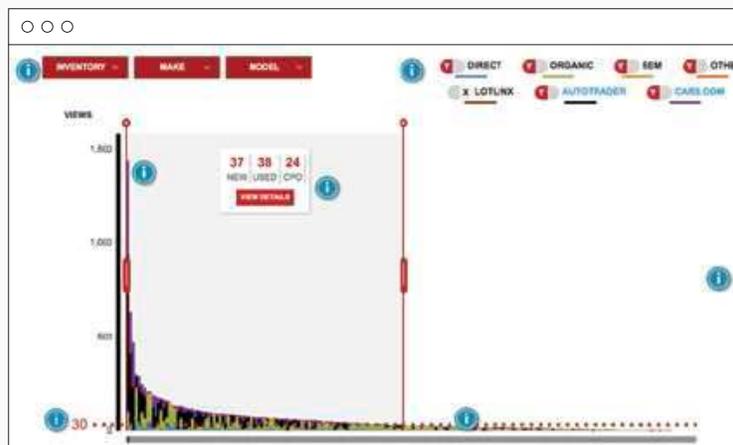
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WHY IS THIS HAPPENING?

Why aren't direct and SEO traffic – your “right to win” traffic – enough to get 30 views to every VIN? According to SEO experts at BeFoundOnline, a Chicago-based digital marketing agency, your local car dealership's site is being pushed down on the organic search listings page by sites like CarGurus.com and Autotrader.com. With click-through rate studies showing that sites ranking in the top 5 organic positions get approximately 67% of all clicks, not being in the top 5 on page 1 means you are fighting for the other 33% with the rest of the world.

What do dealers do to supplement their direct and SEO traffic to get enough views to every VIN? They pay for digital advertising, of course. Using a combination of SEM (pay-per-click such as Google AdWords) and third-party classified car listings sites (like Autotrader and Cars.com), dealers are attempting to fill in the gaps.



BUT IS IT WORKING?

Again, let's examine our example dealer's inventory to see: Clearly, adding these other traffic sources is helping, as now 99 cars out of 204 are now meeting the 30 VDP view benchmark. But that still leaves a little over half of this dealer's vehicles under-engaged because in many cases, their Autotrader, Cars.com, and SEM efforts are simply adding to the views of vehicles that get a lot of online attention anyway.

HERE'S WHAT WE RECOMMEND FOR YOUR DEALERSHIP

Use our **LotLinx VIN View Optimizer™** tool to figure out what your “right to win” VINs are (the ones getting enough views from Direct and Organic traffic). If those VINs are moving off the lot in 45 days or less, you have succeeded! Don't invest any further in advertising these VINs. For the rest of your inventory, isolate the VINs that have spent the most days on lot and received the fewest views. Set up VIN-specific campaigns against each of those using LotLinx or another method that **a)** drives VINTenders™ directly to those specific VDPs and **b)** allows you to set a “cap” on VDP views according to your internal profitability benchmarks.

Want help designing a smart, streamlined digital strategy that helps you drive better turn rates and improved margins?

Reach out to **LotLinx** – we'll help you analyze your VIN view distribution, free of charge.

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