



Advanced Digital Automotive
GROUP

Putting You in Control of Your Online Presence

HOW TO OPTIMIZE YOUR WEBSITE

FOR MAXIMUM CONVERSION & LEAD FLOW



THE ONLINE DOMINANCE METHOD™

FOR MAXIMUM FLOW OF CALLS, LEADS & PROFITABILITY
in your auto repair shop or auto services business



Apply to receive a **FREE, NO COST, NO OBLIGATION** thorough analysis of your shops current digital presence by calling (877) 237-6969 or go to autorepairseo.com/schedule/ to book your Internet Marketing Strategy Session.



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What is the **ONE Online Marketing Element** that will have the biggest impact on the results of your overall Internet Marketing efforts?

THE ACCELERATED GROWTH ROADMAP

for Auto Shop Business Owners

9 CLEAR STEPS to **TRIPLE YOUR SALES** by getting your Internet marketing right

DRIVE LEADS



ORGANIC

get prospects reaching your website from SEO, Directories & other non-paid sources without wasting a bunch of time on content & links.

MAXIMIZE CONVERSION



WEBSITE

convert 2-10X more leads from visitors that get to your website without spending a ton on fancy web designers.

OPTIMIZE RESULTS



TOTAL SPEND

Get clear on how much to invest in your marketing to achieve your sales & growth targets without guessing or overspending.



PAID

profitably tap into paid traffic sources to drive unlimited targeted leads without overspending & dealing with tire kickers.



REPUTATION

drive more online reviews from your happy customers and develop a great reputation online without begging your customers or chasing them down.



AVERAGE COST PER LEAD

Know exactly how much you are investing per lead lead for your services without complicated reports or calculations.



DATABASE

generate leads, booked jobs & sales by marketing to your existing customer & prospect list via email, SMS & phone.



AUTOMATION

Every lead is followed up with in 30 seconds or less & touched at least 5 times automatically without bogging down your office staff.



RETURN ON INVESTMENT

know your ROI from your marketing investment & where you should spend more drive even better results.

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12 Critical Elements to Enhance Conversion

1. Speak to your target avatar. What are their fears and frustrations & speak to why they should choose you?
2. BE REAL - Use authentic images of your team to the homepage & throughout the website
3. Use video & multi-media elements to engage different modalities
 - a. Website welcome video
 - b. Videos for each of your services
 - c. Video explaining why someone should contact you vs. the completion
4. Leverage Social Proof - Showcase your online reviews prominently on the home page with a tool like BirdEye or ReviewBuzz
5. Get the basics in order
 - a. Phone number in to right hand corner
 - b. Ensure that there is a web form that customers can fill out
 - c. Add credibility with Authority Symbols (BBB, Angie's List, etc)
6. Ensure you have clear Calls To Action on each page that speaks to your customer Avatar & tell them exactly what to do next
7. Use Special Offers & Coupons that match the service they are in need of
8. Make sure your website is Mobile Optimize with an easy Click To Call function?
9. Consider leveraging Live Chat
10. Having the option to Book Online
11. SITE SPEED MATTERS
12. Engage via SMS & Phone via Marketing Automation

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THE ULTIMATE ADVANCED DIGITAL AUTOMOTIVE CONVERSION MACHINE

Our website conversion machine blueprint will help you get 2,3 or even 10x more leads than your exiting website design, Use this awesome new & FREE Cheat sheet to convert your existing website from an online brochure to a lead generating conversion machine fast!

FINDABILITY ELEMENTS

- Keywords in page titles and content
- Exact match NAP (name, address & phone number in footer of site.
- Site built on WordPress Framework

ENGAGEMENT ELEMENTS

- Clear USP and Testimonials.
- Clear Easy to find navigation.
- Message to your avatar not on you.
- Trust icons to position authority.
- Clear map to show locality.
- Social proof icons.

CONVERSION ELEMENTS

- Top right corner tracking number with clear CTA.
- Clear CTA front and center.
- Lead Magnet Form Field.
- 24/7 Live Chat.
- NearbyNow Check-ins.
- Real photos of you and your team.

CONVERSION ELEMENTS

- Yoast SEO Plugin.
- Google Analytics.
- Auto Shop AMP
- Click To Tweet.
- Facebook Auto Publish
- Google XML Sitemaps
- Jetpack by WordPress
- NearbyNow



LOGO INDETITY

navigation | action | another action



THE SATISFICATION GUARANTEE
AUTOMOTIVE PROFESSIONALS

CTA



TRUST ICONS



"CLIENT TESTIMONIALS"

NAME

EMAIL

TELEPHONE

MESSAGE

SUBMIT

Business Name
Exact Street Address
City, ST, Zip Code
Telephone Number



24/7 LIVE CHAT



navigation | action | another action

RESPONSIVE DESIGN

- Your website **MUST BE Mobile Responsive**
- 30-40% traffic from mobile searches
- 1 touch click to call contact



BE SURE TO REGISTER

for the upcoming **FREE Online Marketing Workshop** to lay out a proven strategy for tripling your sales and leads in the next 90 days
advanceddigitalautomotivegroup.com

Need some one-on-one help?

Free : Internet Marketing Plan Review

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THE ULTIMATE INTERNET MARKETING CHECKLIST FOR AUTO REPAIR & AUTO SERVICE BUSINESS OWNERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Is your website optimized for conversion (visitor to caller)?



- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your trucks, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?

Is your website optimized for search engine rankings?



- Do you have your main keyword in the Title Tag on every page of your website? e.g. City auto repair or City auto body repair etc.| Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you service/install?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your City auto repair", "your City auto body repair", "your City window tinting" and other similar keywords for your specific auto services business?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?

Is your shop optimized to rank on Google Maps?



- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?

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Are you taking advantage of paid online marketing?

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebook ads to your ideal prospect base?
- Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?



Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?



Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service call or estimate?
- Do you have a database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?



Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue (ServiceTitan)



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Next Steps

Apply to Receive a FREE LeadFlow Acceleration Session

If you'd like to work with us to help implement this plan & accomplish these goals, schedule a strategy session now.



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**Schedule your
Leadflow Acceleration
Session Now!**

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