

FATHERLY WISDOM

that inspires

SUPER SUCCESS

with

TOTAL SEARCH™





My parents' **foundational lessons** shaped my approach to effective search marketing for car dealerships.

ERIC MILTSCH

*Co-Founder & VP of Search
Dealer Teamwork*

***"Measure twice, cut once,"** taught me the importance of meticulous planning and thorough keyword research.*



***"Adaptability, loyalty, and patience."** These values echo the necessities of SEO, where clear content and waiting for gradual improvements are key.*

*They both stressed **doing things right the first time**, which reminds me of the continuous monitoring and adjusting needed in our campaigns.*



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Take action

These timeless lessons apply to the digital marketing strategies that follow, showing that good advice transcends generations.

"MONEY DOESN'T GROW ON TREES."


*JUST LIKE RESOURCES AT HOME ARE LIMITED,
BUDGETING FOR SEO & SEM MUST BE DONE TO MAXIMIZE ROI.*

PRIORITIZE HIGH-ROI ACTIVITIES

- Local SEO Optimization: Essential for targeting local customers effectively.
- Regularly Audit and Optimize Spend: Manage your traffic channel balance
- Measure your channel proportionality: How many conversions/How many conversions?



"AS LONG AS YOU LIVE UNDER MY ROOF, YOU'LL FOLLOW MY RULES."

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- **Follow SEO Best Practices:** Use to well-established SEO guidelines, like correctly using titles, meta descriptions, and alt tags to enhance visibility.
 - **Avoid spammy practices:** such as keyword stuffing, cloaking, and using bad link networks,
 - **Regular OEM Compliance Checks:** Know your OEM brand guidelines



"I'M NOT ASKING YOU; I'M TELLING YOU."

SOME SEO/SEM PRACTICES ARE NON-NEGOTIABLE & MUST BE USED TO ENSURE SUCCESS.

NON-NEGOTIABLE SEO AND SEM PRACTICES

- **Mobile Optimization is Mandatory** – Build your pages for mobile users.
- **Quality Content is Key** – Create content that answers questions and/or solves problems.
- **Conduct Regular Website Audits for Technical SEO** – Find the items that prevent your pages from being found by search engines.

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"THIS IS WHY WE CAN'T HAVE NICE THINGS."

POOR WEBSITE OR AD SPEND MANAGEMENT CAN LEAD TO WASTED RESOURCES & MISSED OPPORTUNITIES.

CONSEQUENCES OF NOT MANAGING THE DEFAULT TRAFFIC CHANNELS

- **Optimize Resource Allocation:** Ensure efficient use of budget and resources to prevent waste and maximize impact.
- **Monitor and Adjust Campaigns:** Regularly review advertising campaigns and website performance to optimize spend and avoid missed opportunities.
- **Implement Effective Maintenance:** Keep your website updated and functional to prevent issues that hurt user experience and SEO performance. Culprit: Old pages.





"WHEN I WAS YOUR AGE..."

USE HISTORICAL DATA FROM YOUR SEO/SEM EFFORTS TO GUIDE/IMPROVE CURRENT STRATEGIES.

LEVERAGE HISTORICAL DATA

- **Analyze Past Performance:** Review previous SEO and SEM campaigns to identify what strategies worked well and which didn't.
- **Apply Lessons Learned:** Use insights gained from past data to refine and enhance current marketing efforts.
- **Benchmark Progress:** Regularly compare current performance against historical data to measure growth and identify areas for improvement.

"LIFE ISN'T FAIR."

ALGORITHM UPDATES MAY AFFECT YOUR SITE'S RANKING UNFAVORABLY.

BE RESILIENT AGAINST ALGORITHM CHANGES

- **Monitor Search Engine Updates:** Stay informed about recent algorithm changes that could impact rankings and adapt strategies accordingly.
- **Diversify Traffic Sources:** Don't rely exclusively on search engines; use social media, email marketing, and other channels to drive traffic.
- **Focus on Quality Content:** Prioritize user-focused, high-quality content to maintain strong rankings despite shifts in search engine algorithms.

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"DON'T MAKE ME COME BACK THERE!"

CONTINUAL SEO/SEM FIXES/MISTAKES CAN BE PREVENTED GET IT RIGHT THE FIRST TIME.

PREVENT UNNECESSARY EFFORTS WITH ACCURATE INITIAL EXECUTION

- **Implement Thorough Planning:** Carefully plan SEO and SEM strategies to ensure all elements are set up correctly.
- **Quality Assurance Checks:** Conduct detailed quality assurance on your SEO/SEM campaigns to catch/correct errors before they affect performance.
- **Continuous Learning & Adaptation:** Stay updated on best practices and new developments in SEO and SEM to minimize the need for major overhauls later.



"YOU'LL UNDERSTAND WHEN YOU'RE OLDER."

INVEST IN LONG-TERM SEO STRATEGIES

- **Prioritize Sustainable Techniques:** Focus on SEO strategies that build a solid foundation over quick wins, such as quality content creation and building a good site structure.
- **Set Realistic Expectations:** Educate stakeholders about the typical timeline for seeing significant SEO results, emphasizing patience and persistent effort.
- **Measure and Track Long-Term Impact:** Use analytics to monitor progress over extended periods, allowing for adjustments based on long-term data rather than short-term fluctuations



"BECAUSE I SAID SO, THAT'S WHY."

FOLLOW PROVEN SEO/SEM BEST PRACTICES

- **Educate on Best Practices:** Give training/resources for stakeholders to help them understand the rationale behind these best practices.
- **Consistency is Key:** Maintain a consistent application of these practices across all campaigns
- **All the usual suspects still apply:** Relevant, unique titles, URLs, headers, page copy, internal links, fast loading pages, etc.

"DON'T MAKE ME REPEAT MYSELF."

CLEAR & CONSISTENT REPORTING

- **Focus on Key Metrics:** Reports that highlight the most critical activities, results & recommendations, and their impact on business goals to ensure leadership understands the value of SEO & SEM efforts.
- **Easy-to-Understand Formats:** To make reports accessible and clear, use straightforward, jargon-free language and easy to understand visuals.
- **Regular Updates and Recommendations:** Give monthly actionable recommendations; keep leadership informed & engaged in the decision-making processes.

"WERE YOU BORN IN A BARN?"

‘Open doors’ that lead to tech issues/poor user experience should be closed.

MAINTAIN A TIDY AND ORGANIZED WEBSITE

- **Optimize Website Structure:** Use clear navigation to prevent usability issues & enhance user experience.
- **Address Technical SEO Issues:** Regularly check & fix any 'open doors', such as broken links or slow-loading pages
- **Balance Calls to Action (CTAs):** Strategically place an appropriate number of CTAs without overwhelming users & avoid dead-end pages that lead nowhere.



"IF YOUR FRIENDS JUMPED OFF A BRIDGE, WOULD YOU DO IT TOO?"

Just because a strategy works for one doesn't mean it's suitable for all.

CUSTOMIZE STRATEGIES TO SPECIFIC NEEDS

- **Consider Brand Identity:** Tailor your SEO/SEM efforts to align with your brand's unique characteristics and values, influence how your audience interacts with your content - Relevance!
- **Adapt to Local Market Conditions:** Strategies should be adjusted based on location, considering local search trends, customer behaviors, and regional competition, which can vary significantly from one area to another.
- **Evaluate Competitive Landscape:** Analyze your competition closely. What works for them might not work for you due to differences in budget, market positioning, and target demographics.



"STOP CRYING, OR I'LL GIVE YOU SOMETHING TO CRY ABOUT."

SEO/SEM challenges should be faced head-on, not feared.

ANTICIPATE AND ADDRESS COMMON SEO AND SEM FRUSTRATIONS

- **Neglecting Site Speed Improvements:** Often underestimated, site speed is a critical SEO factor that impacts user experience and search rankings.
- **Ignoring Mobile Usage:** As mobile traffic dominates internet usage, failing to ensure a mobile-friendly website is frustrated, especially when pages don't look good and cause poor engagement metrics from mobile users.
- **Overlooking Content Updates/shelf life:** Content can quickly become outdated. Managers often get frustrated when old content leads to decreased rankings and lost traffic. Regular updates and refreshes are crucial to maintain relevancy.

"WHAT PART OF 'NO' DON'T YOU UNDERSTAND?"

Certain SEO practices should be completely off-limits.



STRICTLY AVOID OUTDATED TECHNIQUES

- **Don't Link Off-Site for priority page solutions:** Ex, Trade-in/Sell your car tools should be on your site.
- **Tag your GBP CTAs:** You need these tags to see how well your GBP is contributing to your organic traffic & manage your branded spends
- **Lazy AI:** Never just Write/Copy/Paste



"EAT YOUR VEGETABLES."

PRIORITIZE ESSENTIAL SEO & SEM TASKS

- **Regular Internal Audits:** Regularly review & clean up internal links
- **Technical SEO Audits/Research:** Dive deep into pages not indexed while also ensuring your content remains relevant and competitive.
- **Update & Optimize Old Content:** Refresh outdated content & optimize existing pages to keep them current to maintain relevance.

"YOU'RE NOT GOING OUT DRESSED LIKE THAT!"

Your website's design and UX must be perfect before to make a good impression.

- **Prioritize Professional Design:** Themes, UX, white-space, F-patterns, etc.
- **Test UI Thoroughly:** Shop your site, use strict instructions for specific goals.
- **Optimize for All Devices:** Build for mobile users and their behavior.
- **Use Heatmaps:** Eliminate subjective opinions & rely on real data.



"DON'T TALK WITH YOUR MOUTH FULL."

COMMUNICATE CLEAR MARKETING MESSAGES

- **Relevant titles/Headers** Use simple, accessible language that your audience can easily understand, avoiding industry-specific jargon confuses.
- **Answer a question:** Present content in manageable chunks: - simple scannable, structure.
- **Solve a problem:** Help Google find the best resources so they can show it to users, easier & faster.



"YOU HAVE UNTIL THE COUNT OF THREE..."

ASSIGN EXPECTATIONS & DEADLINES FOR SEO & SEM TASKS

- **Set Clear Deadlines:** Establish firm deadlines for all SEO and SEM tasks to ensure timely implementation and maintain momentum in your marketing efforts.
- **Monitor Progress Regularly:** Regularly check the progress of tasks against the deadlines to identify delays or issues early, allowing for timely actions.
- **Communicate Expectations Clearly:** Ensure that everyone involved understands the deadlines and the importance of meeting them to keep campaigns and optimizations on track.

"GO ASK YOUR FATHER (OR MOTHER)."

FOSTER COLLABORATION FOR ENHANCED SEO & SEM INSIGHTS

- **Engage with Team Experts:** Actively seek input & collaboration from other experts to broaden the scope & depth of your strategies.
- **Leverage Diverse Skills:** Use each team member's unique skills and perspectives to ensure a more comprehensive and effective approach.
- **Build on Shared Knowledge:** Encourage ongoing dialogue knowledge sharing among team members to improve and innovate your strategies continuously.





Thank you!



*Please don't hesitate to contact me.
[We'll start with a complimentary website,
SEO, & SEM audit,](https://dealerteamwork.com/local-seo-audit/)
and get your dealership's digital marketing
on the right path to success!*

<https://dealerteamwork.com/local-seo-audit/>

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