

DIGITAL MARKETING RESEARCH AND
ANALYSIS

Irvine Car Dealers

WEBSITE, TRAFFIC, ADS

PREPARED BY:

Oleksandr Zhylenkov
Digital Marketing Consultant

PREPARED FOR:

Car dealers owners
Car dealers marketers

About Digital Marketing Research

The digital marketing research of car dealerships based in Irvine, CA. Were selected 13 dealerships.

Main propose to showcase potential of digital marketing research and offer digital marketing consultant for car dealerships to optimized digital marketing efforts. Look at you and your competition.

Data was collected from free or paid sources. No access to any of the website or marketing tools that used by this car dealers. Don't have any connection with dealership personal.

Data was collected in June 2017; the traffic is an average for May and June (depend of different marketing activities that the dealers have performed).

Vision, Mission and Goals

Website performance. Stander website performance stats (Google Page Speed, Google Mobile Page, Page Size, Page Text Size, Server Respond Time).

Elements of Search Engine Optimization: index pages, linking.

Website traffic and traffic distribution by source. Digital marketing channel distribution.

Qualitative and quantities parameters of traffic. What to look on Analytics.

Summary

Conclusion and Recommendation

Executive summary

Elements overload on front page. Unstructured some parts of website or webpages (mobile version of the website). Underestimation of digital marketing channels (Local PPC, Email, SMM). Good locale organic search optimization. High performance of the Referral and Direct sources of traffic. Better then average activity of the users (visitors) on the websites (Bounce Rate, Duration, Page Views).

First Quarter Milestones

3.9

Average Page
Views Per Visit

28%

Average Bounce
Rate

02:30

Average Duration of
Visit (minutes)

11000

Avg.vis.month (Jun)

5/100

Distribution of
Traffic by Source

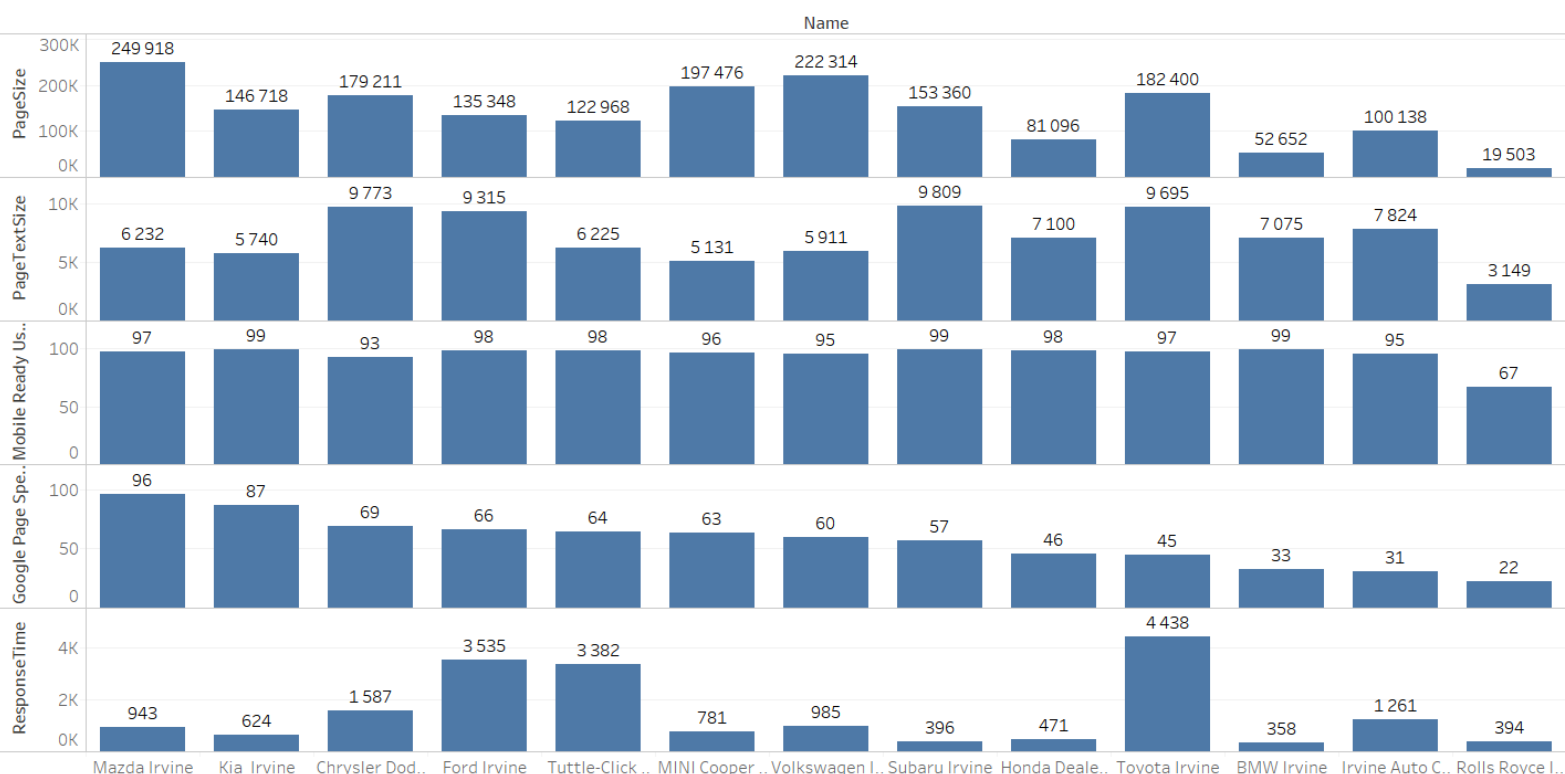


Website Performance

Starting with the performance of the front page of the website, this excludes the design, it include the speed of loading, page size, server respond time, in terms of google page speed score and google mobile usability score. Let's look the numbers:

Chart #1: Website Performance

Dealership/Page Size, Page Text Size, Google Page Speed Score, Mobile Ready Score, Response Time



The first page or home page should be the best, the first page needs to load fast, be user-friendly, not overloaded, it should has a good text not just for search engine for visitors too, good and optimized images or videos and clear way through the website.

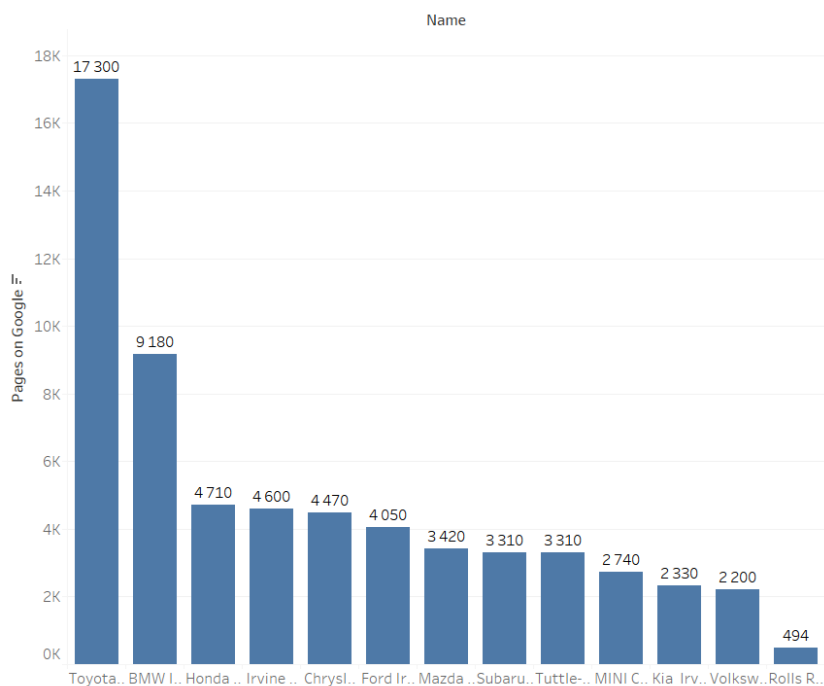
The bounce rate is really important, with lower bounce rates your page perform better, this will be explain later on in this report.

The chart #1 display the website performance mainly analyzing the first page, this Chart shows more detail analysis about the website and its pages: Website performance. Stander website performance stats (Google Page Speed, Google Mobile Page, Page Size, Page Text Size, Server Respond Time)



Elements of Search Engine Optimization: index pages

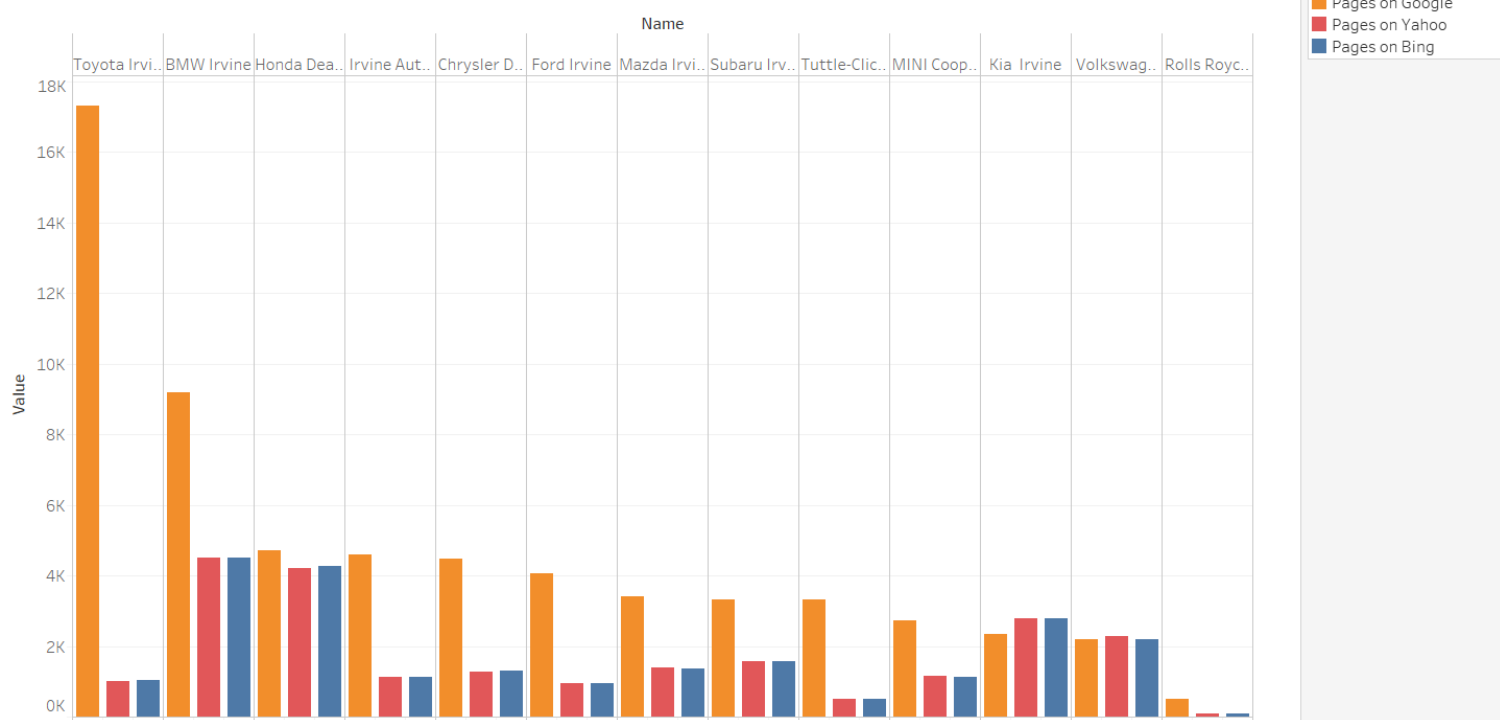
Number of Pages in Google



Here is the number of pages indexed in Google, some of them are bringing traffic and others just slowing down the websites (have bad influence in the website ranking and performance).

In a website, it is true that quantity of pages matters but the content should be of good quality and content that is useful for its users. It is important to remember that there are more search engines besides Google, also we have Yahoo and Bing, the number of users there is less but we can receive quality traffic from there too.

Pages on different Search Engines



Elements of Search Engine Optimization: links

Backlinks by @SEMRush

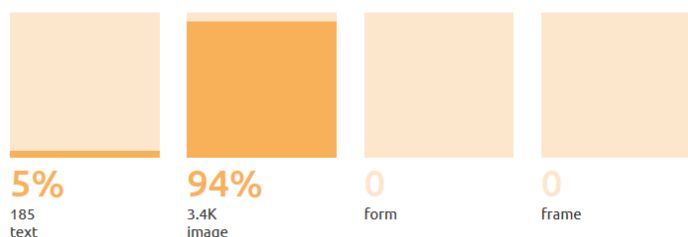
Name	
BMW Irvine	5 440
Tuttle-Click Hyundai..	4 640
Kia Irvine	4 420
Honda Dealer Irvine	3 590
Rolls Royce Irvine	433
MINI Cooper Irvine	369
Volkswagen Irvine	242
Subaru Irvine	228
Ford Irvine	179
Chrysler Dodge Jeep..	166
Toyota Irvine	83
Mazda Irvine	64
Irvine Auto Center	12

Talking about links, we can spend a lot of time discussing about trust, numbers, anchored text and others, but we can conclude that most of the links are from images, 80% of links don't have the anchored text or text not corresponding with pages (but it is most of the time like this).

Further in this research we will see who all this factors influence the traffic of the website and ranking on search engines.

Active links is good!

Backlink Types



Follow vs Nofollow



TLD Distribution



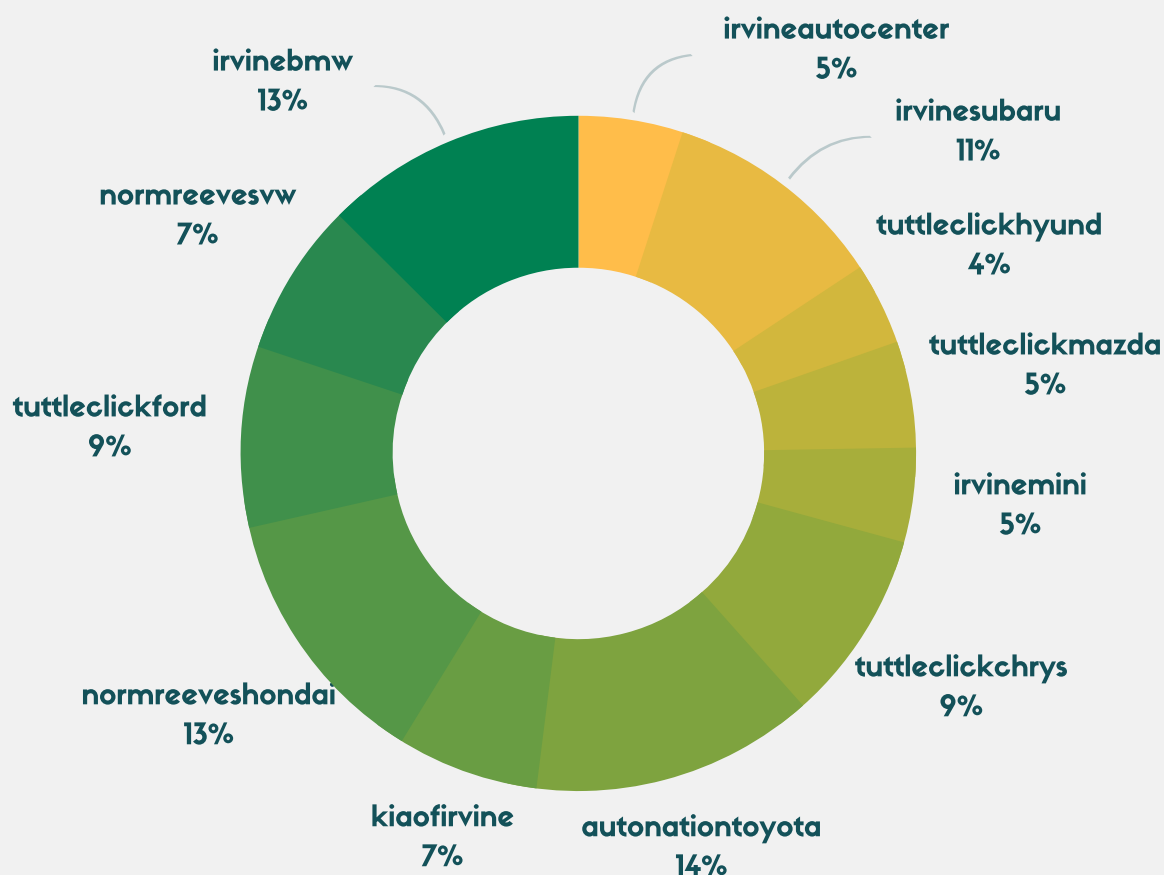
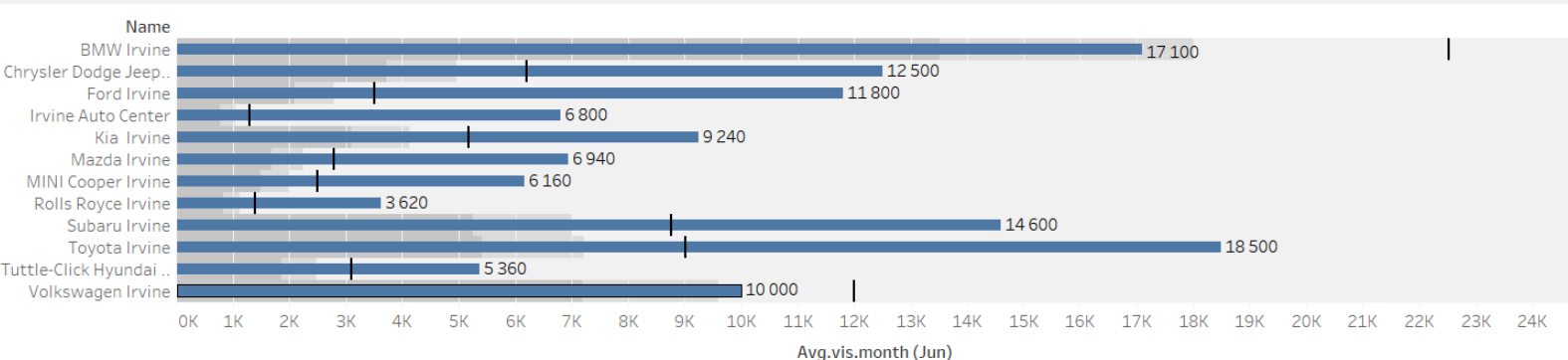
Country

Country	Domain (N)
United States	78% 38
Germany	10% 5
Australia	2% 1
France	2% 1
United Kingdom	2% 1



Website Traffic

The data was collected for traffic (number of visits per one month) from May 2017 and Jun 2017. In addition, the traffic distribution by digital marketing channel for May 2017 and search engine (organic traffic) distribution for June. (JUNE Blue bare, MAY Black line)



Total traffic distribution in June



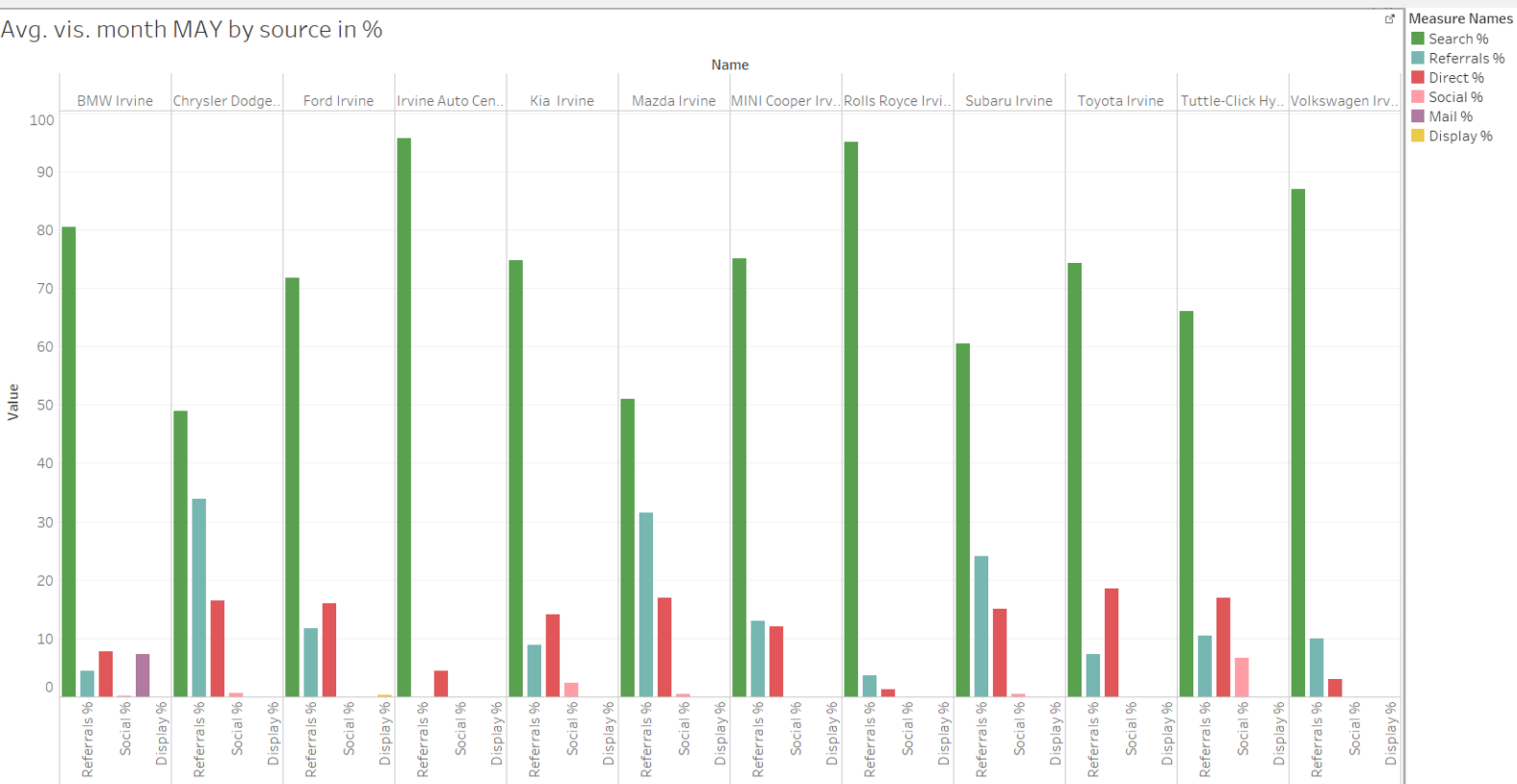
Website Traffic Distribution

On average there are 11k visitors per month, it really depends of the brand of the vehicle and marketing campaigns.

Now we will concentrate in the qualitative of the visits.

Let's look on traffic by source

Avg. vis. month MAY by source in %



As we can see the number of traffic that comes from Search Engine (from 51% to 95% of all visits come from search). However, search can be organic (SEO) or paid (PPC) like Google AdWords.

We will discuss about that further, the second place it is from Referral traffic average 13% (visitors coming from a link from different websites) average 12% is Direct (from a note in the browser or just typing the URL of the website (ads on radio or direct mail campaigns).



Make difference in traffic distribution

We can take Irvine BMW dealership as a good example of email campaigns. They also have display ads campaigns

Total Ads	Total Publishers	Total Advertisers
13	2	4

Popular Media Ads 5



As we can see on upper chart about Irvine Honda dealership made a display advertising campaigns in May, which brought them almost 3 times (2.7) more visitors in May than in June.

Also Pay-Per-Click campaigns, on Toyota dealership example. But not all dealership run PPC campaigns.

[AutoNation Toyota Irvine - AutoNationToyotaIrvine.com](http://AutoNationToyotaIrvine.com)

shop.autonationtoyotairvine.com/

Great Deals on All **Toyota** Cars from AutoNation **Toyota** Irvine Now!
Drive Pink ? Helpful Sales Consultants ? Straightforward Financing ? Race to 11 Million
Categories: New Inventory, Pre-Owned&

[Request a Quote](#)

[Research Models](#)

[Browse Used Inventory](#)

[Map & Location](#)

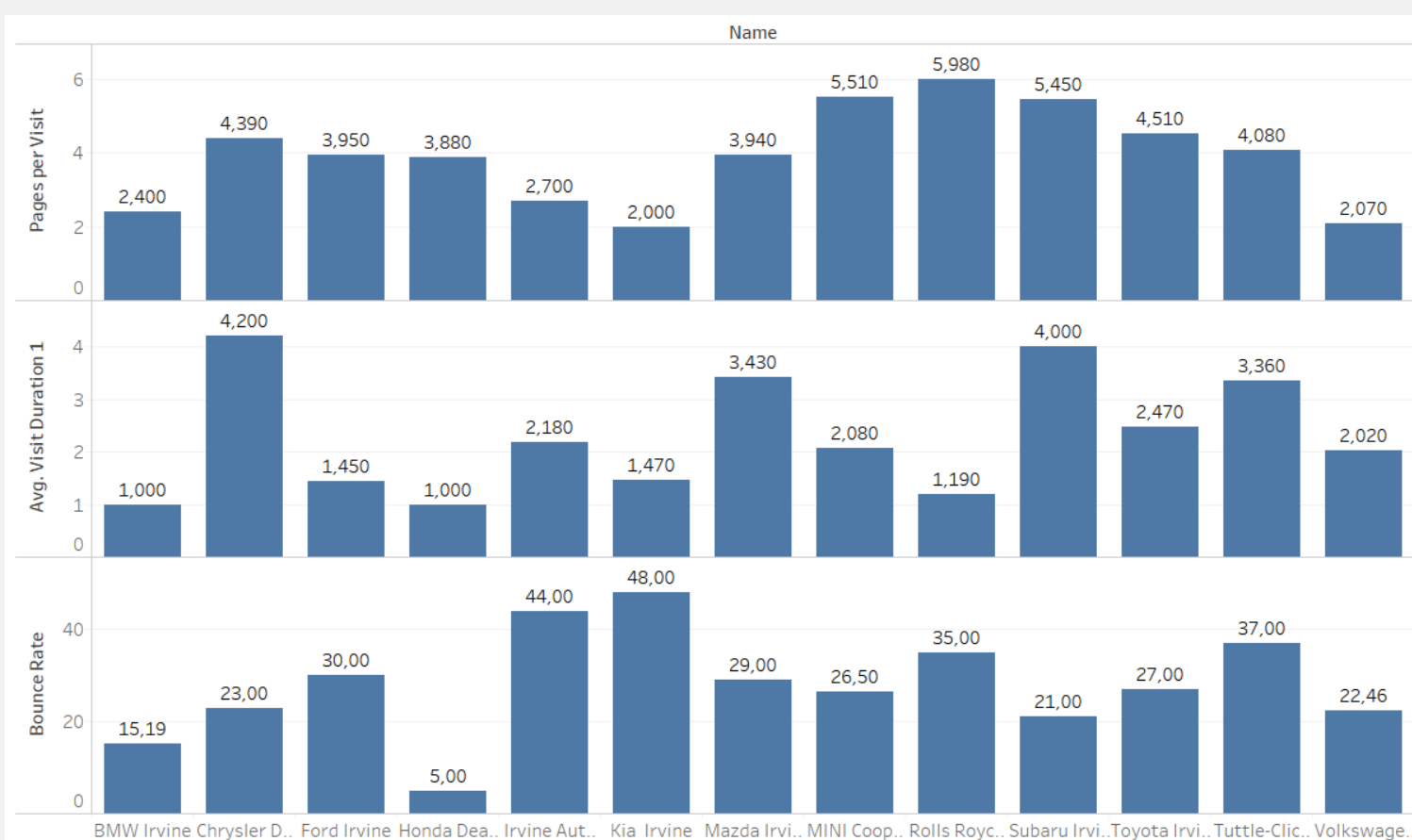
PPC and Google AdWords derive separate research, because of different ads, budgets and keywords...



Qualitative and quantitative parameters of traffic.

It is nice that website is been visited by people, but what about the quality of this visits?

When we are talking about quality of traffic I am referring about % of Bounce Rate, how many visitors just left the site interactions, duration of the visit and number of page views.



As we can see, the average Bounce Rate is 28%, this mean that from 100 visitors 72 click, scroll, go somewhere and do something in your website. This are good numbers, especially if we count in terms of money.

To bring 100 visitors we spend 100 dollars, it is \$1 per visitor, but the business owner need actions, so from 100 only 72 making actions. The cost per quality visitor rise to \$1.4.



Qualitative and quantitative parameters of traffic. What to look in the Analysis.

It is necessary to put special attention about which marketing activities bring high Bounce Rate.

Regarding page views, if people view more in the website is one, because the content is interesting or it is difficult for the visitor find what he/she is looking for. For example in average for these dealerships was four pages per one visit in May 2017.

Last but not least, we have the time spend on website. On average is 2 minutes 30 seconds. Again, this really depends on the type of content and number of pages.

However, for four pages 2, 5 minutes it is enough to make an action (sign up, look for contact information or other CTA (call to action)).

This is one third of the research project, further I will be publishing Pay-Per-Click vs Organic search (PPC vs SEO), cost, time, and results. Also a Social Media research with its analysis.



Conclusion and Recommendation

Your dealership website from Google perspective can be seen in "numbers". However, as a business it is necessary to serve better costumers, the search engine try to provide better experience for their users. If your website is fast, user-friendly and with quality content it will succeed in search.

Quality matters! Not just number of links and pages are key to success. Look how to link to your website and to what pages. About pages, creating new it is good, because sometimes it is necessary to rid of old and bad preforming pages.

As I mention earlier, high number of visitor it is not bad, but this visitors will become a costumers? Because some of the dealership websites visitors come from different cities, some of them from different country. So it is important the distribution of channels where visitors coming from. We can see that are mainly from search (paid and other organic). We should not forget that direct search could be influence by direct mail campaigns, radio advertising, personal meetings (business cards). Also, do not forget about Email marketing channel, Social media, and branded display ads.

**"Discover yourself
and competition.
Implement the best."**



ZOV Digital Marketing Consultant



Oleksandr
Zhylenkov

Phone: 949 954 3058

Email: zov911@gmail.com

Website: zov911.com

Adress: 5405 Altone Parkway, Irvine, CA
92604

I hope you like the research that I have made. You will see data finding interesting, plus conclusions and recommendation. But it is just small piece from the research project that can be done and recommendations.

This is more general information that can be partially useful for car dealership digital marketers. To make it more specific and to target to your business - we need to talk.

We can always do a lot more, but we need to concentrate on the main target and plan the steps to achieve it.

One of the main benefits of this research is that you can implement and put in practice what is already working and implement in your business. However, it still need to be tested and optimized.

Thank you that you take the time to read it.

Hope to hear from you soon...

