



Website Audit for Chico Volkswagen



Chico Volkswagen

Chico Volkswagen currently enjoys good SERP rankings for Volkswagen but can be better optimized to reach a wider market share in Chico, and beyond.

Critical Website Errors

Expert website management services means your website will be free from errors which could potentially tarnish not only user experience, but browser rankings as well. Here is a selection of errors we found in our audit:

- The link for *Vehicles Under 15k* in top level navigation leads to no existing inventory, and the header on that resulting page is “used models for less than \$10,000.”
- No Actual New Car Specials on *New Car Specials* page - Recent Automotive Surveys have shown that if a dealer doesn't have specials listed, dealers are likely to lose business to another competitor who does!

Keyword Ranking

Using persona building we chose an array of keywords that a potential customer living in Chico, California might use in a search engine such as Google to locate a new and used car dealership with an emphasis on Volkswagen vehicles: *new volkswagen near me, volkswagen northern california, new car dealership chico ca, best dealership in chico, new and used auto dealer chico, used cars in chico ca, and new cars near me*. For someone searching in Chico, the following rank Chico Volkswagen in the Top 10 (the first page) of SERP results:

- *New volkswagen near me* ranks 1st, at the very top.
- *Volkswagen northern california* ranks 8th.

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The remaining keywords did not rank this site within the Top 10 of SERP results, although new car dealership chico ca comes close, at #14. Overall, the big picture suggests that while Chico Volkswagen understandably enjoys good search engine rankings for anyone searching for a Volkswagen in the area, there is a lot of potential to rank higher than the competition when it comes to new and used vehicles in general. The new and used automotive market is a challenging environment where the opportunity exists for a dedicated SEO professional to further research and identify keywords to implement on-site for these rankings to not only remain competitive locally, but also grow.

A good overall KPI with respect to SEO would be to, put simply, to strive for Chico Volkswagen to rank much higher in rankings with regard to any of the other keywords shown above that did not rank in the Top 10 and then using combined human and artificial intelligence, research other search keywords that would have a positive impact on the business and either fine-tune or create new site content that utilizes them in order to rank even higher. Studies show that 75% of people searching on Google will not go past the first page of search results; most potential customers will click a competitor's page before going down that far.

How Can Pin-Up Marketing Help

Using combined human and artificial intelligence, our team would research other search terms that would have a positive impact on the business and either fine-tune or create new site content that utilizes those terms in order to rank even higher. Along with that approach, we would employ the following strategies:

- **Long-Tail Keywords:** In the form of queries such as “Is a Volkswagen more reliable than a Subaru?” or “What dealerships are open on Sunday?” are more specific and targeted than the “short-tail keywords” featured in our search engine rankings above, and they often reflect the user's intent more accurately. By incorporating long-tail keywords in their SEO strategy, Chico Volkswagen can attract more qualified leads and increase their chances of converting website visitors into customers (<1 month).
- **Optimizing Site Metadata:** Initial review suggests that the site has room for improvement with regard to fine-tuning the content for SEO purposes. Using our experience, responsiveness, and enhanced artificial intelligence, our team will begin by improving on-site SEO by optimizing site meta-data and adding crucial keywords to site content to increase search engine crawlability. We can create pillar pages with optimized content that attracts potential customer interest with the emphasis on establishing a wider presence throughout the Chico, California area and beyond. (<1 month).
- **Establishing more backlinks and removing ones from sites with low or potentially toxic authority:** A cursory backlink analysis shows further opportunity to create relationships with other online entities and develop linking opportunities to the site in order to keep competitive with new and used auto dealers throughout the area. Establishing more backlinks that lead to Chico Volkswagen will get the attention of search engines and create even better SERP rankings overall, over time. In this case,

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the most sound approach is to discover the backlinks the competition has and not only match those, but surpass them. A high number of clean, organic links to your website will boost site authority and beat out competitors (ongoing).

- **Work towards a website that is not a “one size fits all” approach:** Our user experience review shows generic content and aspects of the front page that suggest a “one size fits all” approach to maintaining the website. A skilled webmaster can help curate locally specific content that highlights the unique value proposition of the business, such as its competitive pricing, special promotions, or exceptional customer service, and remove aspects of the site that likely will not impact local customers in a meaningful way. This can help the business stand out from competitors and attract more qualified leads (ongoing).

Outlook

If we meet these challenges head on and implement the suggestions shown above, experience suggests that Chico Volkswagen could start seeing better search engine results **within three months**. During this timeframe, more pillar pages (with greater emphasis on making your site attractive to visitors from throughout the area) will be created, more content will be added to the page with optimized keywords, sitemaps will be regularly submitted to Google Search Console for indexing, and the rest of our marketing team will surely contribute in many other factors to deliver the best possible experience and results for you and your customers.

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