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Driving Digital Performance

Importance of SEO for GM

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Bio



Doug Peeples

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Overview

GM Story and Our Challenge

Where to Start?

Step 1. Start With The Basics

Step 2. Setting Performance Based Goals

Step 3. Integrating Multiple Agencies

Step 4. Define & Track Success Metrics

Step 5. Best Practices

3 Phases of Global SEO Integration

Our Results

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GM Global SEO: Our Story and Our Challenge



Where To Start?

Do The Basics Brilliantly

- Alan Batey, President GM North America

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Step 1. Start With The Basics

- **SEO** is a channel that **evolves constantly**, and there's always the **next BIG thing** (*Semantic, Rich Snippets, Authorship, etc.*)
- Having a website that is **crawlable** and has **targeted content** is still a **big piece of SEO**
- By focusing on the **core basics of SEO**, we've found our lane and **increased our chances of winning**

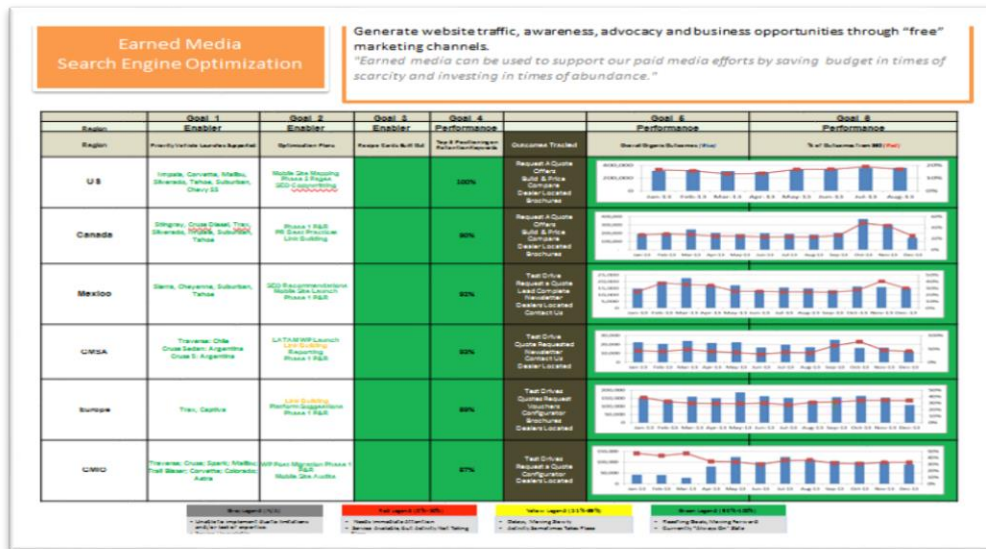


STEP 2. SETTING PERFORMANCE BASED GOALS

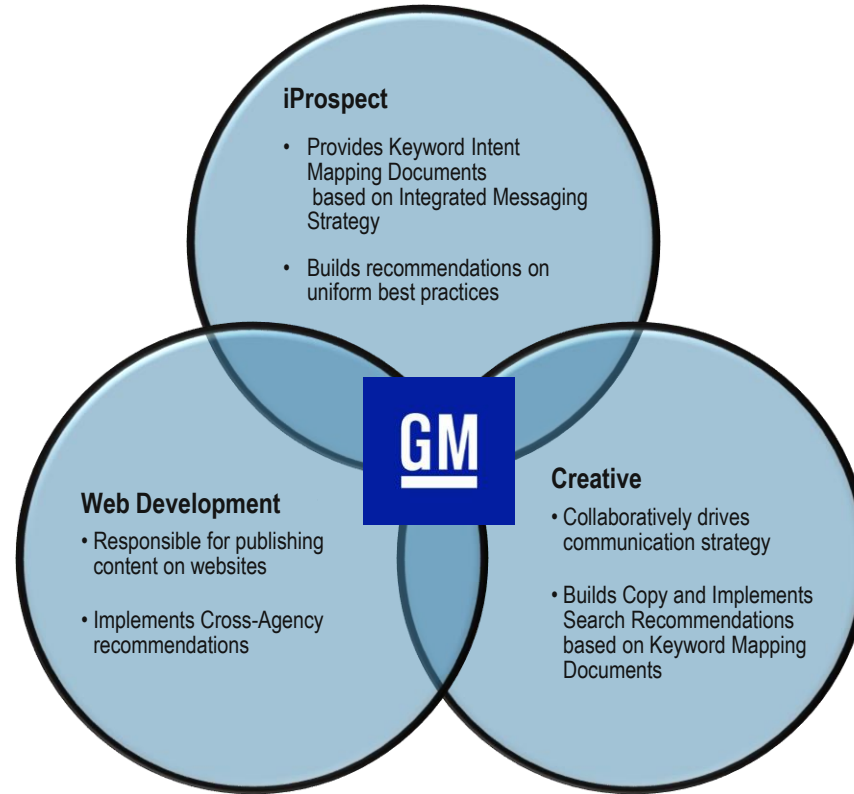
What was our Goal?

Uniform Global SEO Strategy focusing on
“The Basics”

What was our Strategy?



Step 3. Integrating Multiple Agencies



Step 4. Define & Track Success Metrics

CHEVROLET CARS / PERFORMANCE / CROSSOVERS & SUVs / TRUCKS & VANS Shopping Tools Dealer Locator Owners Culture Español

2014 Camaro Coupe | 2013 Model | [Model Overview](#) | [Photo Gallery](#) | [Models & Specs](#) | [Accessories](#) | [Compare](#) | [Build & Price](#) | [Search Inventory](#)

PRESENCE YOU CAN'T IGNORE

1.8L in shown: \$23,439*

MSRP of \$23,555* | **Search Inventory 58** | **KBB.com Consumer Rating 9.2 out of 10** | **Shelby V6** | **Shelby 323** | **EPA Est. Avg. MPG 30**

BOLD LOOK AND IMPRESSIVE PERFORMANCE: 2014 CAMARO
Camaro Coupe has an updated design that's going to turn heads all over again.

Talk a look at it's selling off. The wrong, bold presence of the redesigned front and rear produce a wider, lower and more contemporary stance. There are even design tweaks you might not see, but that are sure to really get your heart racing is what is under the hood.

Whether you choose the ample 323-horsepower V6 or the amp-up 425-horsepower V8 available on SS, with Camaro, performance always rules. Harnessing that power for responsive handling is 4-wheel independent suspension that will help you hog every curve.

Behind the wheel you'll be enclosed in a high-tech cockpit designed for driving. And, just a touch away, you'll find the latest technology to keep you connected, entertained and on the cutting edge. Behind it all is the confidence of knowing you've got the support of Chevrolet Complete Care.

The DNA is all Camaro. But this Camaro has been genetically engineered. Just wait until you get it on the road.

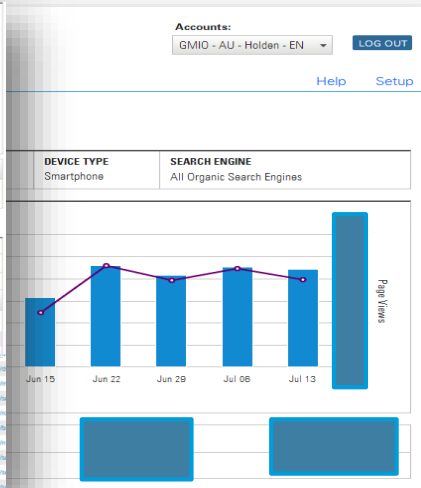
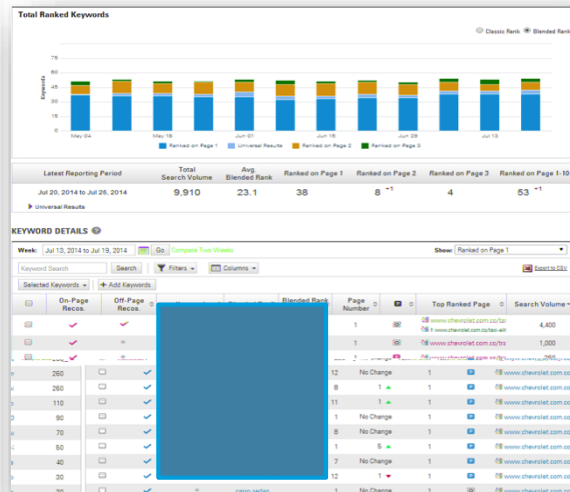
[Download Camaro](#) | [Download Specs Sheet](#)

2014 CAMARO LS
FIND YOUR CHEVY THIS SUMMER.

\$2,000 TOTAL CASH ALLOWANCE OR **\$229 PER MONTH 36 MONTHS \$2,769 OUT AT SIGNING AFTER ALL OFFERS***

[Request a Guide](#) | [Details & Offers](#) | [View Inventory](#)

CHEVROLET MYLINK | **THE ALL-NEW CAMARO Z/28** | **SET YOURSELF APART**



Rankings + Qualified Traffic = Leads

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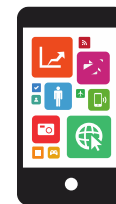
Step 5. Best Practices



Keyword →



Primary | Secondary | Company



3 Phases Of Global SEO Integration

EDUCATE



SEO Checklists

- Content
- Technical
- PR
- Site Migration

Industry Updates

- Algorithm Changes
- Points of View

AUDIT



Baseline Performance
Site Health

Keyword-to-Content Site
Mapping

IMPLEMENT



Standardized Cross-Agency
Templates
Joint QA Processes
30-30 Review
Case Studies

Constant Communication

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GM 2013 SEO Results

60%

2013 Position 1-3 on
Priority Keywords

90+%

2014 Position 1-3 on
Priority Keywords

The image is a screenshot of a Google search results page for the query "buick regal gs". The search bar at the top contains the text "buick regal gs" and is highlighted with a red rectangle. Below the search bar, the "Web" tab is selected. The results show approximately 1,960,000 results found in 0.58 seconds. The first organic result is "New Buick® Regal GS - Buick.com", which includes a snippet about the car's design and ratings. To its right is an advertisement for "Suburban Buick of Troy". Below the first organic result is another organic result: "2014 Buick Regal - Find Your New Regal Here", which also includes a snippet and links to build, locate, and view specs. To its right is an advertisement for "See The 2014 Buick Regal". At the bottom, there is a result for "2015 Regal Luxury Sport Sedan - Buick", which is highlighted with a red rectangle. This result includes a snippet about racing-inspired accents and links to view other offers. To its right is an advertisement for "See The New Buick Regal". The page also shows navigation links like "Images", "Videos", "Shopping", "News", and "Search tools".

Google buick regal gs

Web Images Videos Shopping News More Search tools

About 1,960,000 results (0.58 seconds)

New Buick® Regal GS - Buick.com
Ad www.buick.com/Regal_Trims
Enjoy the Luxury with a Unique Sport Design in the New Regal GS.
Ratings: Comfort 8.5/10 - Appearance 8/10 - Value 8/10 - Overall 8/10
Buick has 1,547 followers on Google+
Build Your Regal Vehicle Specs
Locate a Dealer Current Offers

2014 Buick Regal - Find Your New Regal Here
Ad www.buickdealer.com/Detroit
View Prices, Offers & Get A Quote Online
Home Page - Dealer Locator - Buick Models

2015 Regal Luxury Sport Sedan - Buick
www.buick.com/regal-luxury-sport-sedan.html Buick
And racing-inspired accents on the Regal GS prove you don't have to be a
Standard and - 2014 Regal - View other offers

Suburban Buick of Troy
www.suburbancadillacbuick.com/
(888) 331-2794
Troy's Buick Dealership
Browse Our Selection Online Now!
1810 Maplelawn Drive, Troy, MI

See The 2014 Buick Regal
www.edrinke.com/
Special 24 Mo Lease Offer Available
Visit Ed Rinke Buick GMC.

See The New Buick Regal
www.suburbanbuickgmc.com/Buick-Regal
(866) 622-0587
21800 Woodwa

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GM 2013 SEO Results

90+%

Position 1-3 on Priority Keywords

60% Increase

Total SEO Conversions

Average SEO Site Conversion

Increase of **99% YoY**



2014 Buick Regal,
white shown.

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Tell **Your** Story Before Someone Tells It For **You!**



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Thank You

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