



Yamaha WaterCraft Local Search Marketing Dealer Beta Test

Category: Regional/Local Marketing

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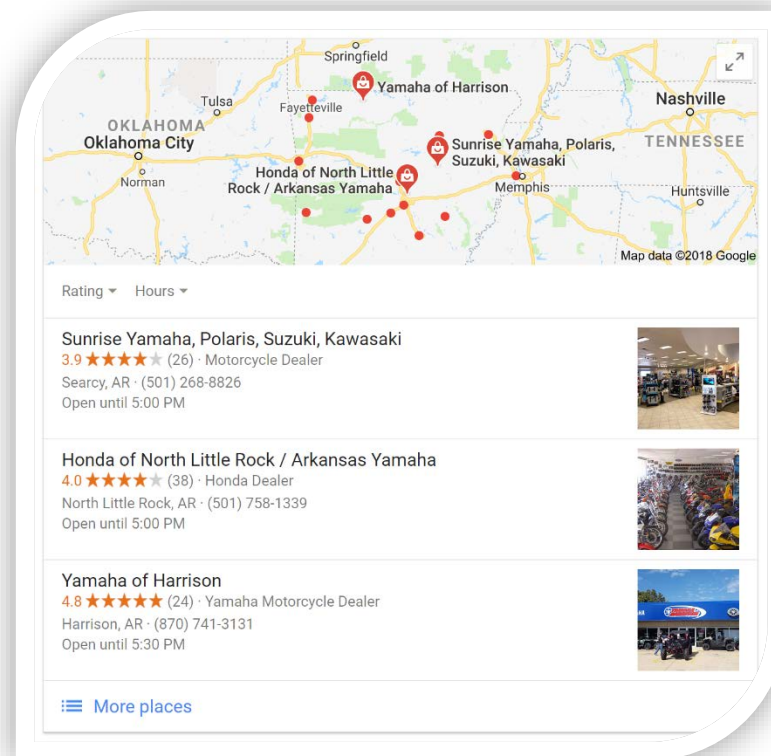
Situation: According to Google, 59-percent of all searches today are performed with local intent, and around half of all mobile searches are conducted to find information about a local business, such as business hours or directions to a store.

After an evaluation of Yamaha boat and WaveRunner dealers in the most competitive trade markets, Yamaha WaterCraft believed there was a direct correlation between underperforming dealers and their poor local search results.



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Goal: The goal for Yamaha WaterCraft was to test local search marketing strategies and tactics and demonstrate to the Yamaha WaterCraft dealer network the immediacy of optimizing dealer websites for local search.



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Beta Test: Yamaha WaterCraft selected a small group of underperforming dealers in markets with the highest concentration of multi-line dealers to participate in the test that ran from March 2017 through July 2017. The beta test was performed by Yamaha WaterCraft's digital marketing agency ICBM Media.

Criteria:

- Dealer sales below market average.
- Located in a congested market.
- Dealership did not appear in top 3 local listing.

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Beta Test: Utilizing local search engine optimization best practices, which is different from organic search engine marketing, ICBM Media worked directly with participating dealers to:

- Audit local search engine results.
- List in Google Snack Pack, which is a top 3 listing of what Google considers the most relevant local businesses to a user's search.
- List in online directories that Google, Bing, and Yahoo uses to validate local business relevancy.
- Increase online reviews to boost relevancy search score.
- Update the dealer websites to include structured data and schema coding, which gives search engines a deeper understanding of what the content "means" versus what the content "is."



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Results: The beta test exceeded expectations.

- The audits discovered poor title and meta description tags, inconsistencies in online directory listings, few if any reviews, and no structured data or schema coding which Google, Bing, and Yahoo is placing greater importance when evaluating content relevancy.
- ICBM Media worked directly with each of the participating dealers to address fixes and improvements.
- **In every case, local search engine results improved as measured by local search ranking tools and all participating dealers reported increased foot traffic and unit sales, some as much as double digits.**
- As a result of the beta test and the positive feedback from the participating dealers, Yamaha WaterCraft is adding local search marketing support to its dealer co-op program as provided by ICBM Media.

