

Car Dealership Master Checklist

Google Business Profile (Week 1)

- ☐ Claim & verify Sales; add Service & Parts profiles if eligible
- ☐ Primary category Car Dealer; add Used/Truck/Auto Repair as relevant
- ☐ Complete all fields (hours incl. service, phone, URLs, attributes)
- ☐ Add UTM to website/appointment/menu links
- ☐ Upload 30+ high-quality lot/showroom/staff/vehicle photos
- ☐ Write 750-char description with city + brands
- ☐ Enable messaging; set response prompts
- ☐ Add Products/Highlights (top models, financing)
- ☐ Enable vehicle listings / inventory sync
- ☐ Post first GBP update (offer/new arrival/event)

Website Foundation (Week 2)

- ☐ SSL + Core Web Vitals (LCP < 2.5s)
- ☐ Sticky click-to-call & Book Test Drive buttons
- ☐ Fast lead forms (test drive, ePrice, trade-in, finance)
- ☐ GA4 + GSC + conversion tracking (calls/forms/chats/directions)
- ☐ Dynamic Number Insertion for call tracking
- ☐ LocalBusiness schema (Sales, Service, Parts)
- ☐ Location page(s): map, parking, hours, NAP
- ☐ XML sitemap(s) for SRP/VDP; submit in GSC
- ☐ Robots.txt reviewed; block thin/duplicate params
- ☐ Mobile-first UX check (thumb reach, fonts, forms)

Inventory & Technical (Week 3-4)

- ☐ Unique VDP per VIN with crawlable content
- ☐ Clean SRP architecture (Make > Model > Trim > Used/New)
- ☐ Canonicals on VDPs; avoid duplicate VIN URLs
- ☐ Control facets/filters via params + canonical/noindex
- ☐ Logical pagination; unique titles/meta per SRP page
- ☐ "Sold" handling: keep live with alternatives or 301
- ☐ Internal links: home → key SRPs → VDPs (Similar vehicles)
- ☐ Structured data on VDPs: Vehicle/Product/Offer/Price/Availability/Rating
- ☐ High-res images + alt text (year-make-model-vin.jpg)

- ☐ Indexable finance, trade-in, and specials pages

Local Citations & Marketplaces (Week 5-6)

- ☐ Audit/repair NAP across top directories
- ☐ Apple Business Connect, Bing Places, Yelp, Facebook
- ☐ Claim/optimize AutoTrader, Cars.com, CarGurus, Edmunds, KBB, TrueCar
- ☐ Confirm OEM locator listing accuracy
- ☐ Chamber/local directories & dealer associations
- ☐ Consistent UTM where links allow

Reviews & Reputation (Week 7-8)

- ☐ Automate review requests post-sale and post-service
- ☐ Separate links for Sales, Service, Parts profiles
- ☐ Short SMS/email templates + 2-step follow-ups
- ☐ Respond to all reviews within 48 hours
- ☐ Review schema on testimonials page
- ☐ Build a Customer Stories/Reviews hub by department
- ☐ Add review links/QR codes to handoffs/receipts/desks
- ☐ Train staff on when/how to ask

Content & On-Site SEO (Week 9–10)

- ☐ Make/Model hub pages (what's in stock + FAQs)
- ☐ VDP support copy (trim highlights, packages, warranty)
- ☐ Service & Parts pages for top jobs (oil, brakes, tires)
- ☐ Finance hub: bad credit, first-time buyer, lease vs buy, rebates
- ☐ 5+ location/nearby city pages (unique offers/directions)
- ☐ 4+ blog posts (buyer guides, comparisons, seasonal)
- ☐ Add FAQs to SRPs/VDPs (financing, availability, delivery)
- ☐ Internal linking: hubs → SRPs → VDPs
- ☐ Optimize titles/meta/H1s/schema/image alts
- ☐ 90-day editorial calendar (inventory + seasonality)

E-E-A-T & Compliance (Week 11)

- ☐ About page with history, awards, community work
- ☐ Staff profiles with headshots (managers/techs)
- ☐ Trust signals: warranties, return/exchange, disclaimers
- ☐ Clear fees/terms on specials; compliant offer language
- ☐ Accessibility review (forms, contrast, alt text)

Tracking & Reporting (Week 12)

- ☐ Goals: calls, chats, forms, directions, test-drive bookings
- ☐ Events: SRP filters, VDP photo/gallery clicks
- ☐ Dashboard: VDP views → leads; organic vs paid; map pack actions
- ☐ Rank tracking: brand dealer [city], used cars [city], service terms
- ☐ Quarterly tech SEO audit (coverage, 404s, params, CWV)
- ☐ Competitor set + share-of-voice review

Ongoing Monthly Tasks

- ☐ Post 4+ GBP updates (offers/arrivals/events)
- ☐ Get 15+ new reviews across Sales/Service/Parts
- ☐ Upload 20+ fresh photos (lot/staff/top VDPs)
- ☐ Publish 2+ content pieces (fixed ops/finance/local)
- ☐ Check citations & marketplace NAP drift
- ☐ Update/rotate specials; mark sold VDPs; suggest alternatives
- ☐ Monitor rankings/map pack; adjust internal links
- ☐ Review GSC coverage & CWV; fix new issues

- ☐ Respond to all reviews & Q&A;
- ☐ Report KPIs & next-month priorities

Nice-to-Have Enhancements (Anytime)

- ☐ Trade-in tool & payment calculator embeds (indexable pages)
- ☐ Chatbot with lead capture + after-hours routing
- ☐ Virtual walk-around videos on VDPs
- ☐ Compare trims & Similar vehicles modules
- ☐ Local partnerships/sponsorships for link building