

Structured Snippets: How Do They Measure Up?

Situation: Ad extensions are used to show additional business information with your ad. They can increase visibility and improve click-through-rate, which can increase ROI.

Google's latest ad extension, Structured Snippets, is available to any dealership using Adwords. Structured Snippets are generated from content on the website and help visitors decide if they are interested in visiting the site. This content is listed under what Google calls a "Header" and provides very specific information including but not limited to: types, brands, and amenities.

Example:

Naked Lime Motors - Get the 2017 Limestone in Dayton

Ad www.nakedlimemotors.com/ (855)653-4563

View Inventory & Specials!

→ **Types: Limestone Coupe, Limestone Sedan, Limestone Sport, Limestone Touring...** ←

📍 2405 County Line Rd, Kettering, OH Open today - 8:30 AM - 9:00 PM ▼

New Car Specials

See Our Specials Going On Now
New Limesters

Contact Us

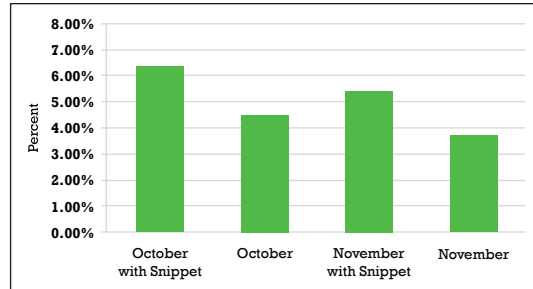
Any Time of Day or Night,
Let Us Know How We Can Help



Dealership Need: Dealers face stiff competition and need to use every means available to drive traffic to their websites. Each new ad extension could potentially lead to higher impressions, clicks, and conversions.

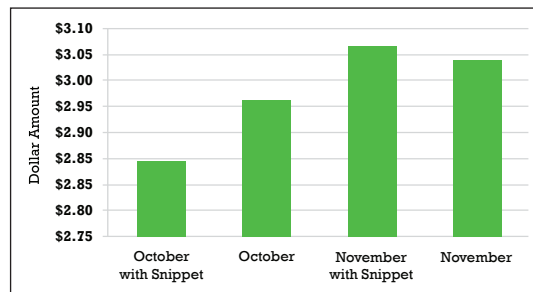
Testing: Naked Lime selected sample dealerships and tested a variety of Structured Snippet headers including Styles, Brands, Types, and Amenities.

Test Metric: Click-Through-Rate



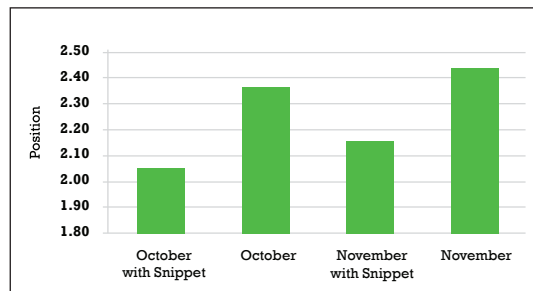
The addition of structured snippets on accounts created an increase in average click-through-rate, demonstrating that more consumers found information relevant to their searches.

Test Metric: Cost-Per-Click



Cost is an important metric to a dealership. While the cost-per-click for November did not see a decrease it's increase was minimal, and due to two locations that reached a higher ad position than in previous months.

Test Metric: Average Position



The first position of search results can be expensive. Structured snippets help dealers achieve better average positions with lower costs-per-click.

Results: Each test account performed above normal expectations in the measured areas of click-through-rate, cost-per-click, and average search position.

Recommendation: The availability to every dealership combined with the strong results from Naked Lime Marketing's test accounts, makes Structured Snippets a highly recommended addition to our services.

