

# Automotive Industry Reputation & SEO Report

MARCH 2016

Annual Increase  
in Reviews per  
Dealer with  
Reputation  
Software

33%



Facebook is the 2nd largest  
review source for dealers

321.9

Average number of  
reviews per dealer



Automotive specific sites  
dominate customer reviews

More Positive Reviews = Page 1 Rankings

244

Average Number  
of 5 Star Reviews  
per Dealer

VS

40

Average Number  
of 1 Star Reviews  
per Dealer

{Your Business Name} = 16% More Dealers on Page 1