

Precision Tune Auto Care Improves Web Visibility with Localeze

International franchisor gets accurate business data to local search engines, closes the local-search 'data gap'

Precision Auto Care, Inc., is one of the world's largest franchisors of auto service centers, with about 400 Precision Tune Auto Care centers operating in the US and internationally.

Marketing executives with the company, whose franchisees serve 2.5 million vehicles each year, were well used to building customer traffic with traditional marketing vehicles such as print coupons and ads in Yellow Pages directories.

However, in late 2006 the company realized that it needed to expand its interactive marketing efforts, particularly its search-engine marketing programs. When marketers did an analysis of their search-engine positioning, they noticed that Precision Tune Auto Care wasn't generating enough results from local Web searches.

"When we looked at local search, we realized that we weren't appearing in a lot of places, including major search engines," says Tricia Sacchetti, the company's Director of Communications. "And we weren't sure how to fix it."

Not only that, but marketers at Precision Tune Auto Care were also struggling to close the local-search “data gap.” Like other businesses, Precision Tune Auto Care had accurate store-locator data on its corporate Web site but had no control over the databases used by local search engines, which include listings gathered from print Yellow Pages directories and other potentially outdated sources.

In fact, when Precision Tune Auto Care listings did come up in local searches, sometimes the listing details were wrong — something executives saw as unacceptable. “If you’re trying to drive customers to your locations, and you don’t give them correct information, they write you off,” Sacchetti says.

PUTTING KEY LOCAL SEARCH ENGINES EASILY WITHIN REACH

To make sure local search engines had fresh, relevant data on its franchise locations, Precision Tune Auto Care turned to Localeze. “The decision was simple,” Sacchetti says. “I don’t know of any other way you can manage your [listings] data unless you have 10 people on staff going to every possible search engine — and that’s not a good use of our time.”

With Localeze, Precision Tune Auto Care was able not only to add important keywords to its franchisee locations — including hours of operation, products offered, credit cards accepted and more — but it was also able to distribute accurate, updated listings information directly to local-search databases.

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Managing its local business listings with Localeze has been very simple, consuming only two to three hours a month of one junior staff member's time, Sacchetti says. Localeze then pushes out Precision Tune Auto Care's data to its more than 45 major search engines and directory partners.

Using Localeze, Precision Tune Auto Care was able to quickly add rich, updated keyword and business-operations data for its roughly 300 U.S. franchise listings.

IMPROVED LOCAL-SEARCH DATA QUALITY AND VISIBILITY

Since partnering with Localeze in early 2007, Precision Tune Auto Care executives have seen a noticeable improvement in not only the quality of business listings data appearing in organic local searches, but also their visibility within those searches.

Now, having worked with keyword-enriched listings for the past year — and learned which terms and keywords are most powerful — Precision Tune Auto Care executives are ready to expand their local-search-optimization efforts. In coming months, Precision Tune Auto Care roll out a program adding microsite URLs to each of its franchisee listings, a step that should further enhance its local-marketing efforts.

As they go forward with their growing local-search program, marketers at Precision Tune Auto Care are relying on Localeze's unique local search capabilities to further boost their local search presence. "We're happy with Localeze all the way around," Sacchetti says. "And I think next year will only be better."

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