SEMRUSH

TOP DIGITAL MARKETING
INSIGHTS ON THE AUSTRALIAN
AUTOMOTIVE INDUSTRY

Table of Contents

CONTENTS

Introduction

In a digitally transformed world where technological innovations are constantly evolving and the marketing landscape is getting more dynamic than ever, you can't afford to stay behind on information. To compete in such an environment, you need to be well aware of how strong or weak your own marketing efforts are compared to the other players in the industry. To help Australian automotive industry players evaluate their online positions and learn from the strategies deployed by their competitors, we have compiled this study and are happy to make it available for everyone.

The research is our effort to analyze the current state of the Australian automotive industry from a digital context. It's part data and part analysis, making it highly useful for both the current players and those aspiring to join the industry in the near future. For comparative analysis, we have divided the study into car brand domains and dealer domains — two of the main categories in the automotive niche. The brand category includes the official domains of car brands in the online space — example: *toyota.com.au*. The dealer category includes cars resellers, car service providers, and car deals aggregators — example: *carsales.com.au*

Starting with a complete overview of the various sources of digital traffic on brand and dealer domains, the reports advances to cover more action-oriented areas, including some key techniques and approaches that are currently helping automotive businesses perform better on search engines, on social media, and across other potential platforms. In addition, the report gives its readers a complete overview of the current advertising trends in the automotive space that are redefining the way automotive advertisers plan, create, and implement strategies. Towards the end, it highlights the key areas where improvement is needed in terms of SEO, user experience, and other relevant metrics.

We expect that the findings, analysis, charts, and other resources presented in this report will help you get up to speed with the latest trends and developments in the automotive industry of Australia. We also hope that the insight you gain along the way will help you make better and more informed decisions.

INTRO

Traffic Overview

PART 1

Traffic trend and sources

According to our analysis of the key traffic sources from June 2018 to May 2019, search appears to stand out as the major source of online traffic for automotive brands in Australia. On average, it accounts for about 54 percent of the entire web traffic in the twelve months leading up to May 2019. Direct traffic follows as the second major source. But, as we look at the overall scenario, its traffic contribution appears to have gradually declined — from 31 percent in June 2018 to 28 percent in May 2019. Paid and referral sources remain neck-and-neck with average annual traffic of about 7 percent each. Of all the sources, social media is at the bottom, with about 2 percent contribution to the overall traffic that automotive brands in Australia generate.

BRANDS' TRAFFIC BREAKDOWN TREND
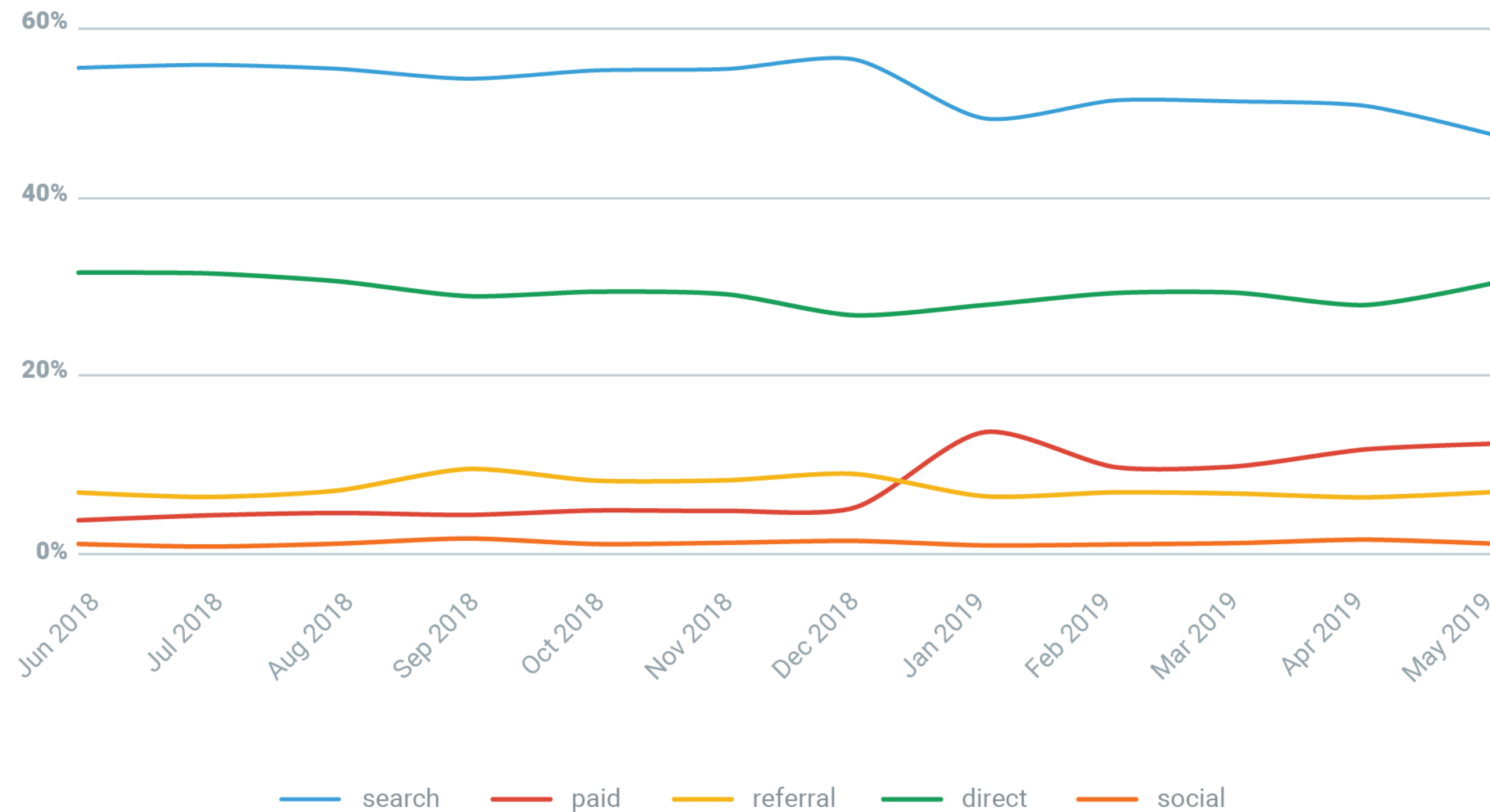
TRAFFIC

The state of traffic affairs for automotive dealers is not much different. Like automotive brands, automotive dealers in Australia depend heavily on search engines when it comes to generating online traffic. Direct traffic stands second, followed by referral and paid. If we combine the contribution of direct and search sources, they alone account for about 89 percent of the overall web traffic generated by automotive sites in Australia. On the flip side, referral, paid, and social media put together are responsible for only about 11 percent of the total web traffic.

DEALERS' TRAFFIC BREAKDOWN TREND

search   paid   referral   direct   social
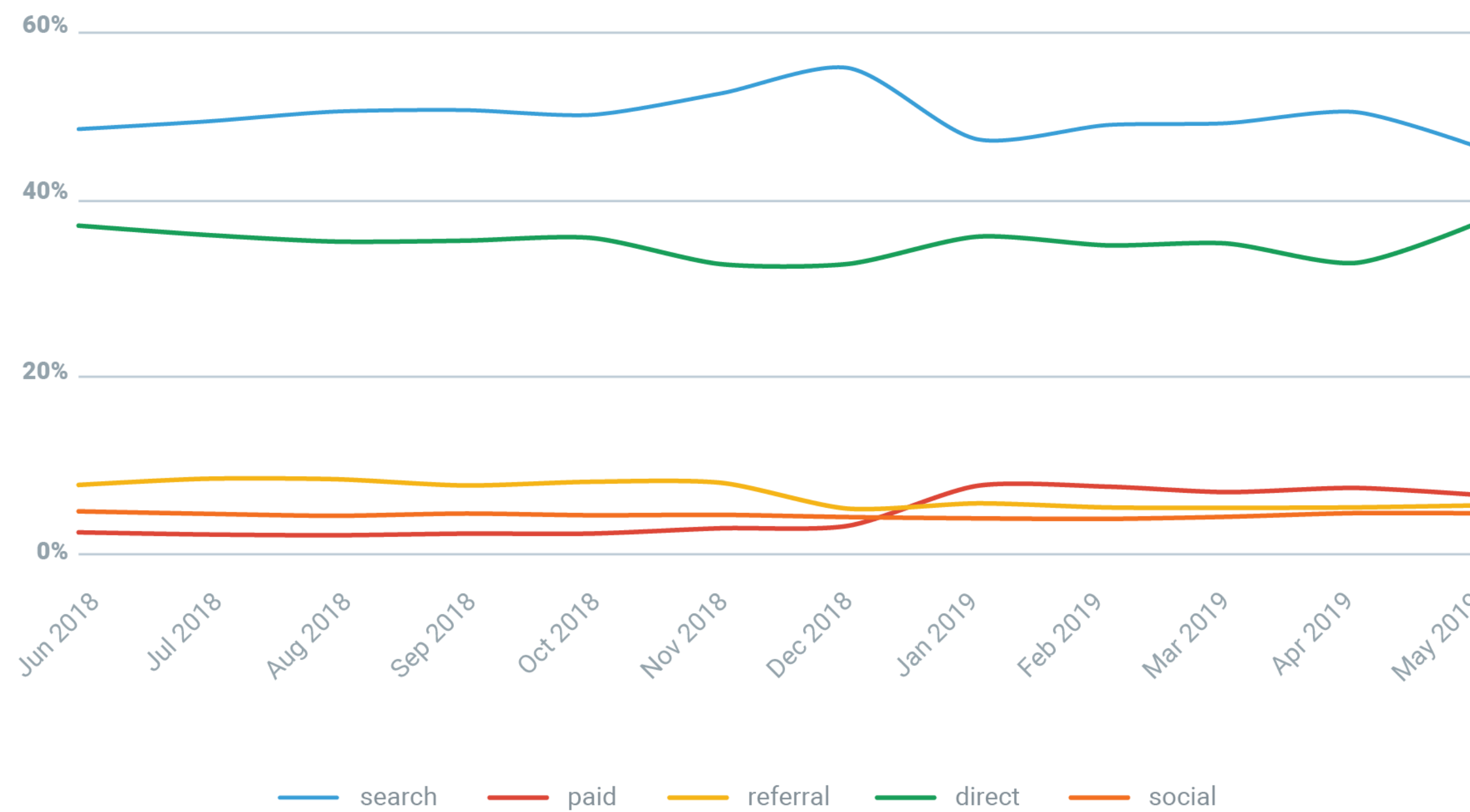
Search traffic trend

If we look at the yearly trend for search traffic, it appears that the number of visits as well as the percentage share of the search traffic have noticeably decreased for the dealers in Australia. From 35,400 in May 2018, the number of visits has dropped to about 33,000 in May 2019. The share of the search traffic has also decreased, from about 52 percent in May 2018 to about 49 percent in May 2019. On the other hand, we notice a slight increase in traffic for the brands. Contrary to the dealer sites, brand sites have managed to retain their share of visitors at about 12,000 for the most part the 12 months period.

Another thing that catches the attention is the percentage share of search traffic in relation to the absolute visits for brand sites. Although the percentage has slightly decreased in the 12 months leading up to May 2019, the absolute number of visits hasn't. In fact, it has increased by over a hundred or so additional visits in 2018 compared to the same period last year.

Overall, the total number of visitors reeled in by the dealers is way higher than that attributed to the brands in Australia. If we sum up the total traffic from May 2018 to May 2019, automotive dealers accumulate around 41,6300 visitors which is about three times the traffic brand sites have been able to generate.

BRANDS VS DEALERS

Brands · Dealers
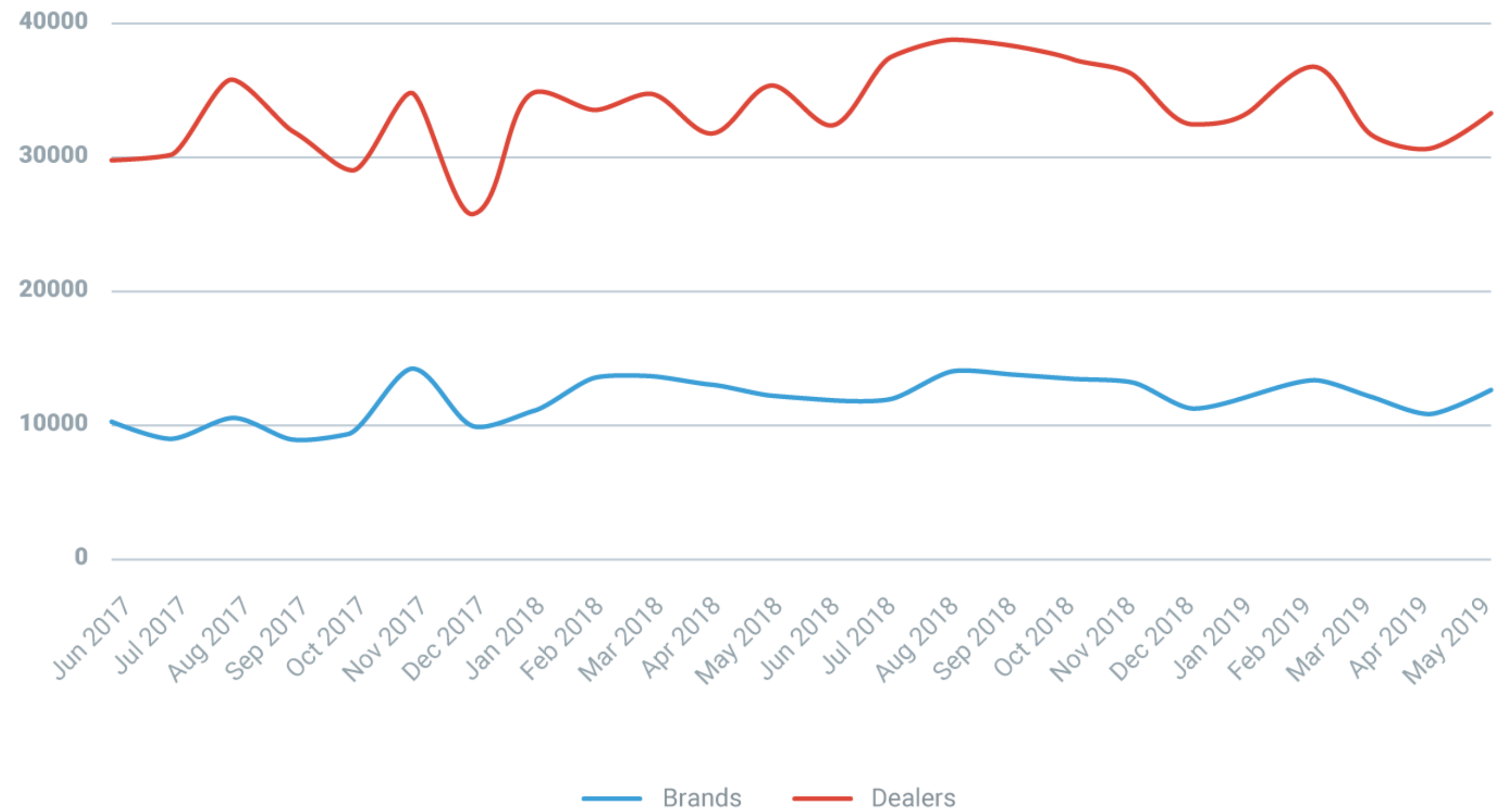
Desktop vs mobile

Mobile traffic is gradually becoming the dominant source of web traffic across a range of industries. The automotive industry in Australia is no exception. In the twelve months leading up to May 2019, the average shares of mobile traffic for brands and dealers remained 59 percent and 74 percent, respectively. In contrast, traffic from the desktop source has been seeing a gradual decline, with a twelve months average share of 25 percent for dealer domains and 40 percent for brand domains in Australia.

What's worth noticing is that there appears to be a considerable rise in mobile traffic of late. While we may not be exactly sure of real factors behind this momentum, it's easy to attribute the change to the increasing emphasis Google — and as a result marketers — have started to put on mobile. Responsive websites, mobile-focused marketing efforts, and the implementation of Google's AMP framework could be some of the factors propelling this trend.

DESKTOP   MOBILE

40.78%   59.22%

BRANDS

DESKTOP   MOBILE

25.69%   74.31%
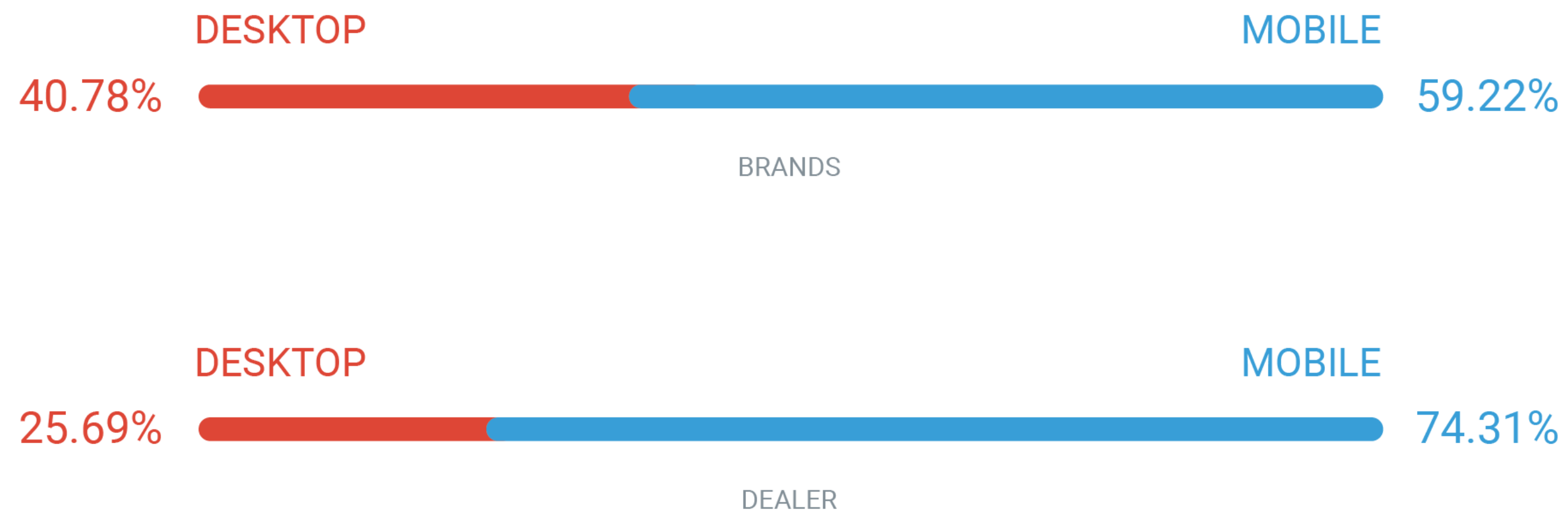
DEALER

Categories of referring websites

By referring websites we mean those websites where a user is directed to an automotive brand or dealer site in Australia. In both the case of brands and dealers, "Autos & Vehicles" is by far the top category with the highest number of referring domains pointing users to brand and dealer websites. The category accounts for about 40 percent and 47 percent of the entire referral traffic brand and dealer websites in Australia generate, respectively. Shopping category is a distant follower with about 9 percent share in referral traffic — both on brand and dealer sites. All the remaining categories follow, each with less than 6 percent share of the overall referral traffic on automotive sites in Australia.

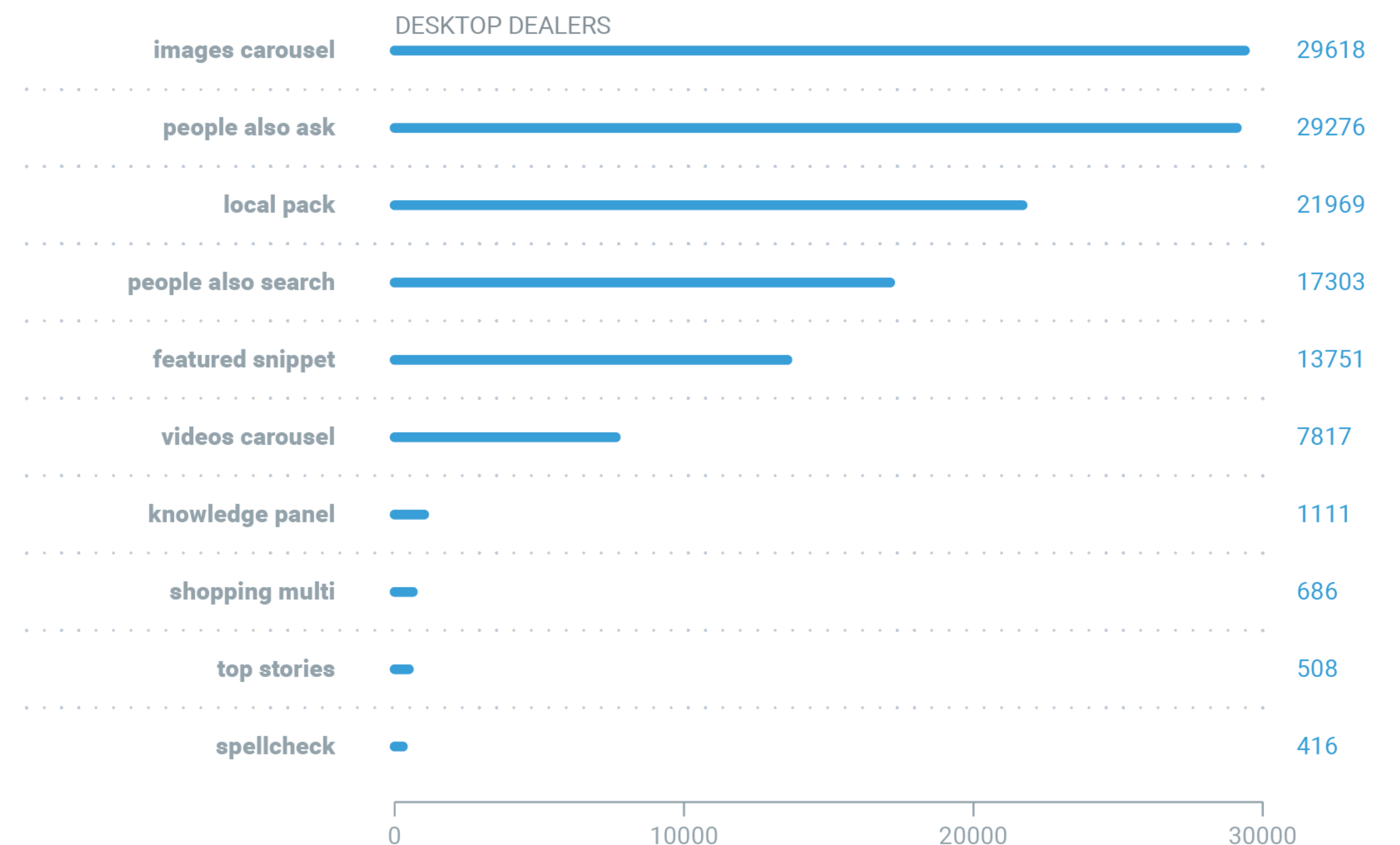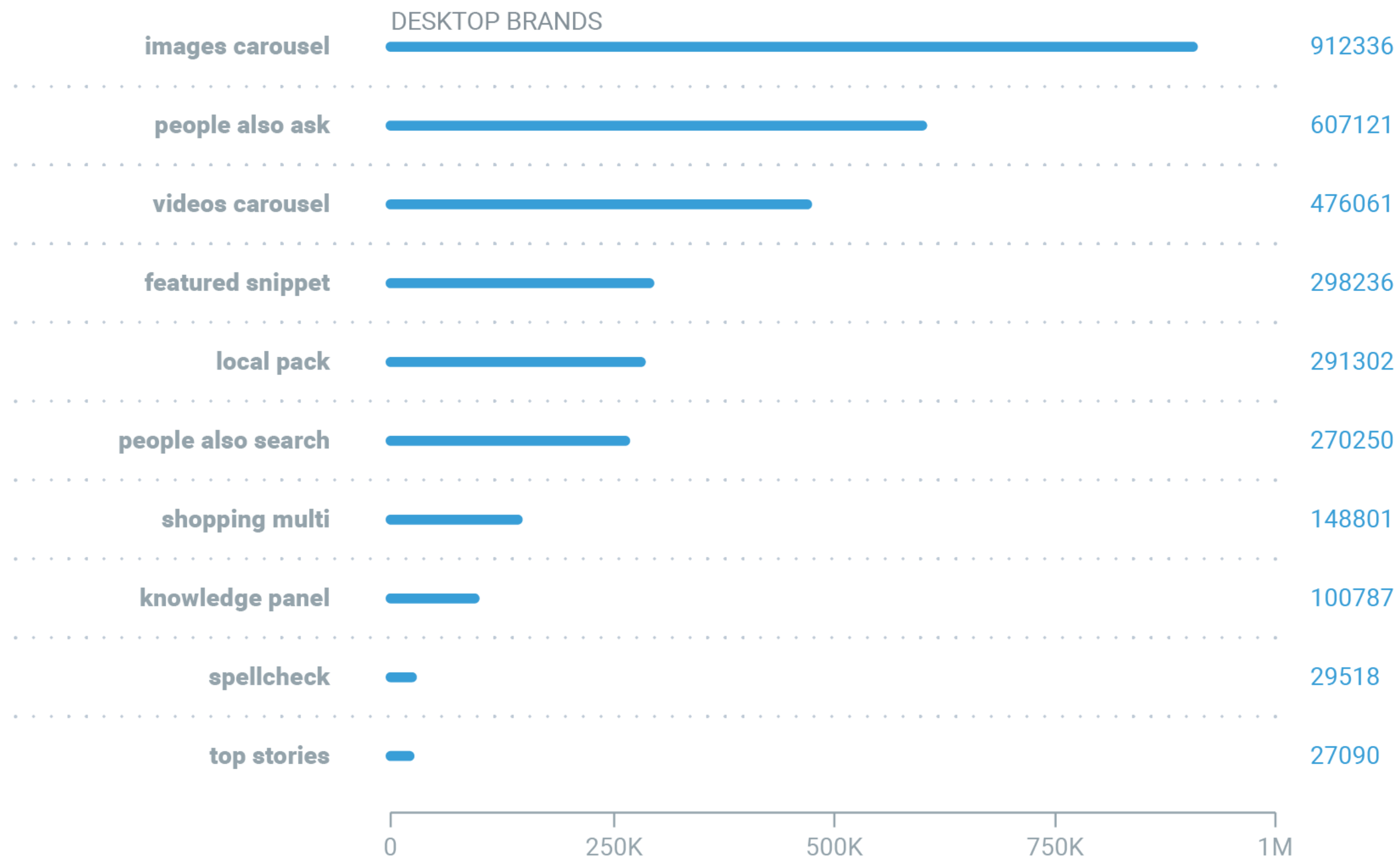| BRANDS		DEALERS
40.32%	Autos & Vehicles	47.67%
9.42%	Shopping	9.69%
5.86%	News	5.34%
5.80%	Business & Industrial	3.73%
4.55%	Arts & Entertainment	3.53%
4.02%	Finance	3.22%
3.49%	Sports	3.10%
3.16%	Computers & Electronics	2.90%
3.10%	Travel	2.59%
2.70%	Internet & Telecom	2.43%
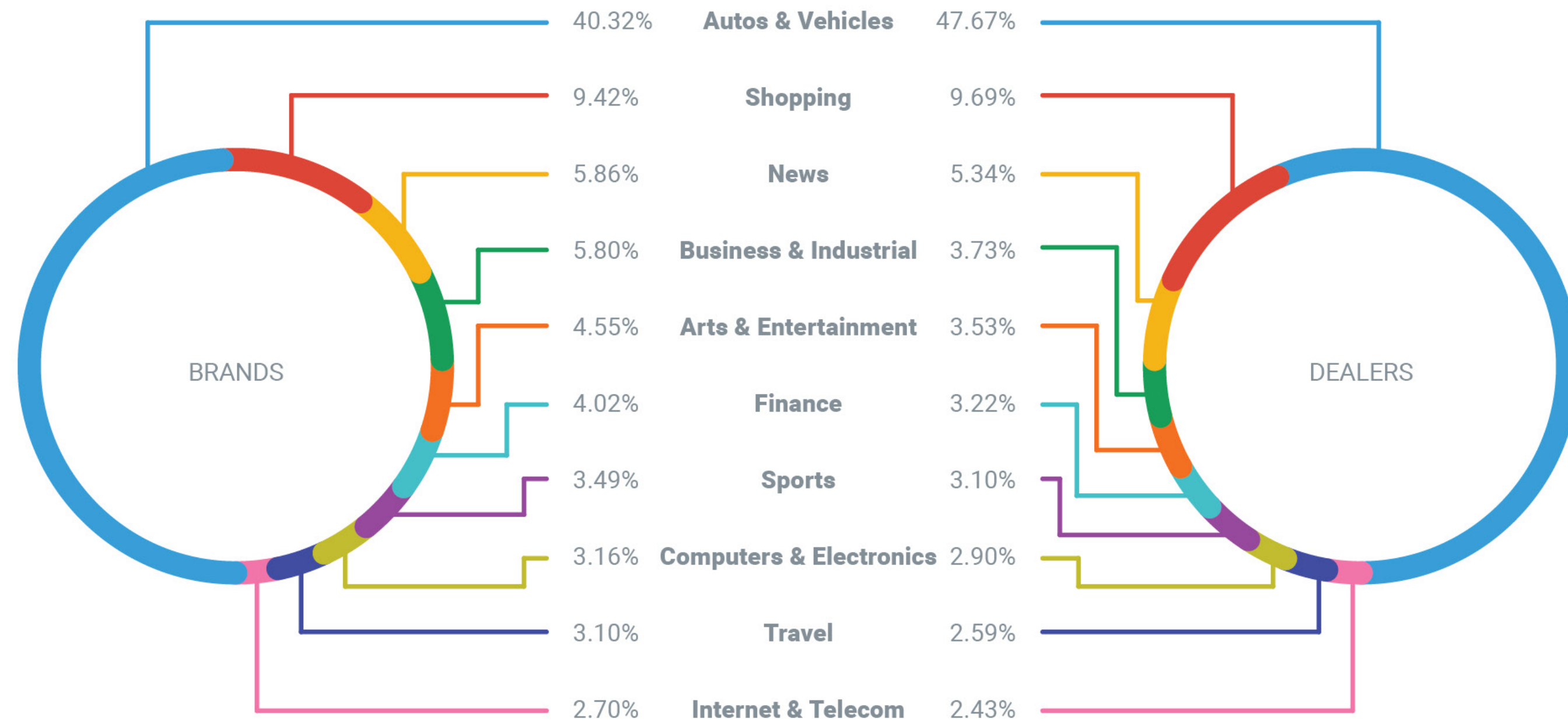
Organic Searches

PART 2

SERP features

A SERP feature is any type of search results users can see on Google along with the search engine's traditional organic results. Webmasters can follow specific guidelines in order to enable their sites for various types of SERP features on Google.

As we look at the search data for automotive sites in Australia with respect to SERP features, image carousel happens to be the most popular feature, followed by people also ask. The majority of mobile and desktop searches on Google include these features, making them highly useful to be optimized for any automotive domain focusing on Australian car shoppers.

DESKTOP BRANDS

Feature	Value
images carousel	912336
people also ask	607121
videos carousel	476061
featured snippet	298236
local pack	291302
people also search	270250
shopping multi	148801
knowledge panel	100787
spellcheck	29518
top stories	27090

DESKTOP DEALERS

Feature	Value
images carousel	29618
people also ask	29276
local pack	21969
people also search	17303
featured snippet	13751
videos carousel	7817
knowledge panel	1111
shopping multi	686
top stories	508
spellcheck	416