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CASE STUDY | 2026



GOOGLE BUSINESS PROFILE

WINNING *on Google.*

How Five Dealers Grew Their Google Business Profiles

+35–78% Google profile interactions, May–September 2026

The typical dealer slipped. *Five didn't.*

Between May and September 2026, the median Overfuel customer saw Google Business Profile interactions dip 7% from the year before, and only 38% grew at all. Five dealers bucked the trend, growing calls, direction requests and website clicks from Google by 35% to 78%. Here's what happened at each one.

-7%

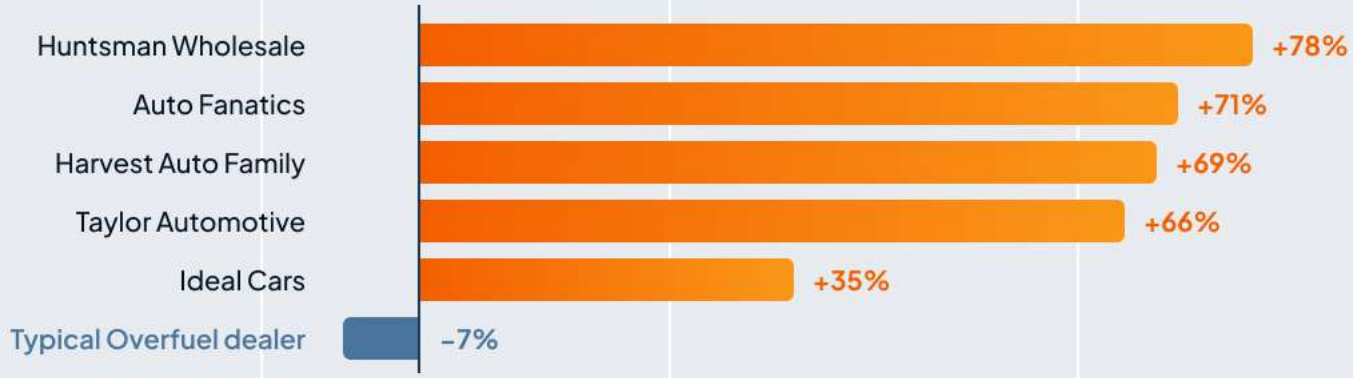
Typical Overfuel dealer, May–Sep 2026 vs. 2025

38%

of customers grew at all

> *"The dealers who win on Google aren't doing anything exotic. They keep every profile current, every rooftop, every day, and shoppers respond with calls, directions and clicks. This summer, five of our dealers showed what that looks like in the numbers."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

GOOGLE PROFILE INTERACTIONS, MAY–SEP 2026 VS. 2025



DEALER	LOCATION	ROOFT OPS	MAY–SEP 2025	MAY–SEP 2026	CHANGE	LAST 90 DAYS	AUTO-POSTS SINCE
Huntsman Wholesale	Melba, ID	1	2,852	5,081	**+78%**	+95%	May 1, 2026
Auto Fanatics	Fredericksburg, VA	1	3,496	5,987	**+71%**	+83%	Jan 5, 2026
Harvest Auto Family	Wahoo, NE	1	5,241	8,883	**+69%**	+57%	Jan 8, 2026
Taylor Automotive	Martin, TN	1	4,831	8,037	**+66%**	+66%	Apr 16, 2026
Ideal Cars	Mesa, AZ	6	16,310	22,023	**+35%**	+53%	Apr 23, 2026

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DEALER 01 | MESA, AZ

IDEAL CARS

Six Rooftops, *One Playbook*

+36%
more drivers asking for directions

A six-rooftop independent group in metro Phoenix. Since launching on Overfuel in April 2026, every profile posts inventory automatically, with no staff time.

TIMELINE WITH OVERFUEL

- **Apr 22, 2026**
  Website launched
- **Apr 23, 2026**
  Auto-posts and Directory Listings live on all six profiles
- **To date**
  1,803 inventory posts (~270/month)

TOP ROOFTOPS

East Mesa (Hill) +77%, Apache Junction +58%, Crismon Rd. +44%

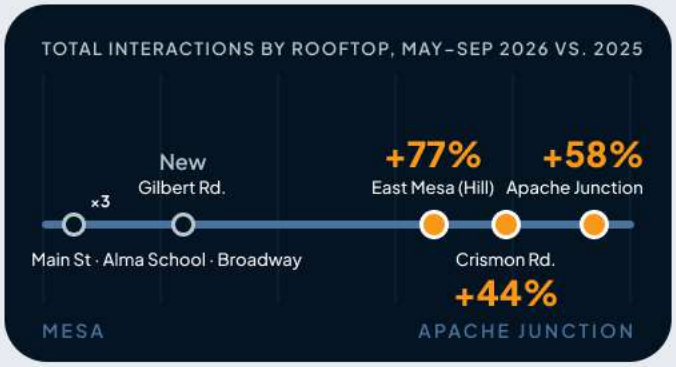
> *"Six rooftops means six chances to look out of date. Ideal Cars has every profile posting inventory automatically, so each location shows shoppers what's actually on the lot."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

Compares 5 of Ideal Cars' 6 profiles; Gilbert Rd. has no 2025 history.

GOOGLE PROFILE METRIC (SAME 5 PROFILES)	2025	2026	CHANGE
Direction requests	3,681	5,011	+36%
Website clicks	11,643	14,977	+29%
Calls	2,405	3,017	+25%

7.1%

Google visitors converted at 7.1% vs. 3.4% site-wide: 736 leads from 10,369 visits



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DEALER 02 | MELBA, ID

HUNTSMAN WHOLESALE

Small Town, *Big Jump*

+78%

Google interactions in five months

A single-rooftop independent in Melba, Idaho. In its first summer on Overfuel, its Google profile drove 78% more interactions, proof you don't need a big market to win on Google.

TIMELINE WITH OVERFUEL

- **Apr 29, 2026**
  Website launched
- **May 1, 2026**
  Auto-posts live
- **May 22, 2026**
  Directory Listings live
- **To date**
  151 inventory posts (~25/month)

MOMENTUM

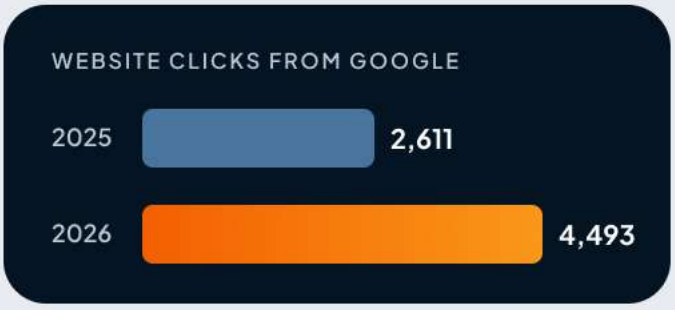
Last 90 days up 95% vs. 2025

> *"In a small town, the dealer with the most complete, current profile is the one shoppers find. Huntsman's first summer on Overfuel shows how quickly that adds up."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

GOOGLE PROFILE METRIC	2025	2026	CHANGE
Direction requests	372	675	+81%
Website clicks	2,611	4,493	+72%
Calls	136	157	+15%

2.7%

Google visitors converted at 2.7%, twice the site's 1.3%: 90 leads from 3,371 visits



AUTO FANATICS

Google Visitors *Who Buy*

3.3×
the site's average conversion rate

A Fredericksburg, Virginia independent where Google profile visitors are now the best-converting traffic on the site.

TIMELINE WITH OVERFUEL

- **Before 2025**
  Overfuel customer
- **Aug 8, 2025**
  Directory Listings live
- **Jan 5, 2026**
  Auto-posts live
- **To date**
  276 inventory posts (~34/month)

> *"Auto Fanatics is the clearest case of quality over quantity. Their Google visitors convert at more than three times the site average. Those shoppers arrive ready to buy."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

GOOGLE PROFILE METRIC	2025	2026	CHANGE
Website clicks	2,726	4,559	+67%
Calls	245	385	+57%
Direction requests	857	1,318	+54%

5.2%

Google visitors converted at 5.2% vs. 1.5% site-wide: 211 leads from 4,097 visits

↗ **+67%** Clicks

↗ **+57%** Calls

↗ **+54%** Directions

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DEALER 04 | WAHOO, NE

HARVEST AUTO FAMILY
EST. 2013

A Steady *Climb*

+73%
website clicks from Google

A Wahoo, Nebraska dealer whose website clicks from Google stepped up by half in March 2026 and have held there since.

TIMELINE WITH OVERFUEL

- **Aug 19, 2025**
  Website launched
- **Aug 20, 2025**
  Directory Listings live
- **Jan 8, 2026**
  Auto-posts live
- **To date**
  389 inventory posts (~46/month)

THE STEP

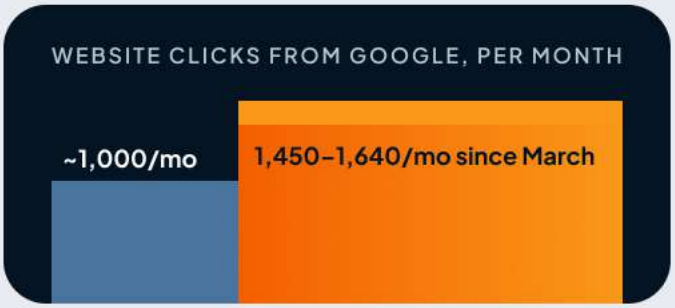
About 1,000 clicks a month through Feb 2026, 1,450–1,640 a month since March

> *"What I like about Harvest's numbers is that they held. Clicks from Google stepped up in March and stayed there all summer. That's growth a dealer can plan around."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

GOOGLE PROFILE METRIC	2025	2026	CHANGE
Website clicks	4,522	7,834	+73%
Calls	265	355	+34%
Direction requests	847	1,050	+24%

14%

The Google profile brings 13% of site visits and 14% of leads (130 of 940)



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DEALER 05 | MARTIN, TN

TAYLOR Automotive

The Phone *Rings More*

+89%
calls from Google

A Martin, Tennessee dealer whose Google profile has become a call engine: calls from the profile nearly doubled.

TIMELINE WITH OVERFUEL

- **Before 2025**
  Overfuel customer
- **Apr 16, 2026**
  Auto-posts live
- **To date**
  242 inventory posts (~31/month)

CALL SHARE

About 375 calls a month, 22% of profile interactions vs. a 9% fleet median

> *"For a lot of shoppers, the call button on Google is the whole website. Taylor's calls from its profile nearly doubled, and this summer Google drove 37% of its website leads."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

GOOGLE PROFILE METRIC	2025	2026	CHANGE
Calls	964	1,824	+89%
Website clicks	3,731	5,985	+60%
Direction requests	556	612	+10%

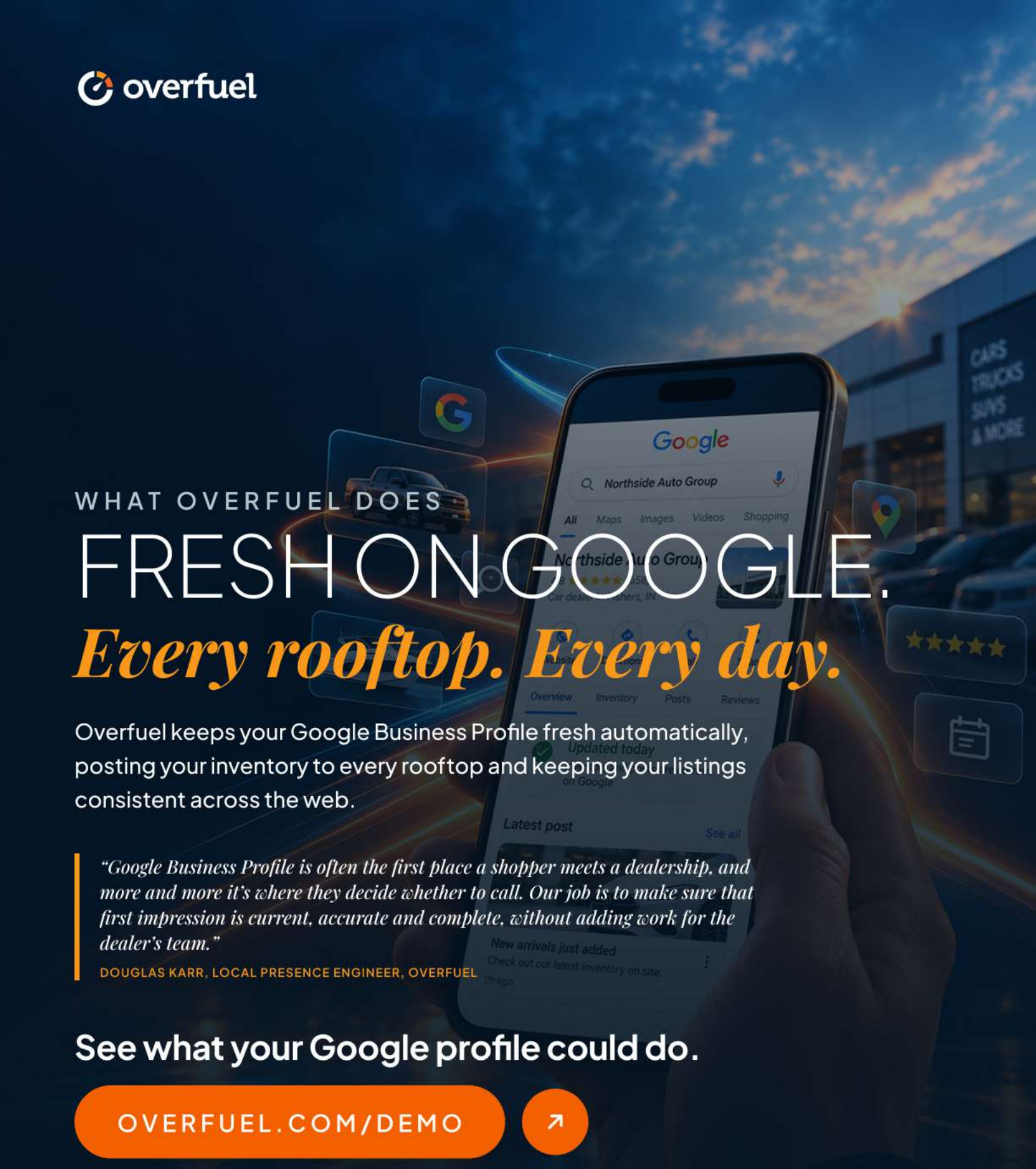
#2

Google is Taylor's #2 traffic source, with 26% of visits and 37% of leads (79 of 214)

~375
calls a month from Google



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WHAT OVERFUEL DOES

FRESH ON GOOGLE.

Every rooftop. Every day.

Overfuel keeps your Google Business Profile fresh automatically, posting your inventory to every rooftop and keeping your listings consistent across the web.

> *"Google Business Profile is often the first place a shopper meets a dealership, and more and more it's where they decide whether to call. Our job is to make sure that first impression is current, accurate and complete, without adding work for the dealer's team."*
>
> DOUGLAS KARR, LOCAL PRESENCE ENGINEER, OVERFUEL

See what your Google profile could do.

OVERFUEL.COM/DEMO ↗

Google Business Profile Performance data, May–Sep 2026 vs. May–Sep 2025, same profiles both years, excluding 13 days when Google's data was missing. Dealer pages use raw May–Sep totals, so their percentages differ slightly from the overview. Dealers were selected for steady growth over the last 90 days and at least 1,500 Google interactions in May–Sep 2025. Website figures from Overfuel first-party analytics. Results shown are these dealers' results since launching on Overfuel; individual results vary.