

20 BLOG TOPICS FOR YOUR DEALERSHIP BLOG



Car-Buying Articles

- **Should I buy a new car or a used car?**
- **What kind of down payment do I need to finance a car?**
- **Top 5 questions to ask yourself before you buy a new car**
- **Top 5 myths about buying a new car**
- **[Your Dealership Name] Complimentary Maintenance Advantage**
Inform potential customers of maintenance-included benefits that your dealership provides with each new/used vehicle purchase.
- **Leasing or Financing? Which Is Better?**
- **Vehicle Trade-In Best Practices**
Answer the question, “Will I get more money selling my car private or trading it in at the dealership?”
- **Is it safe to do a credit application on a dealership’s website?**
- **How can I terminate my car lease early?**
- **Car Comparison: Honda Civic vs. Chevy Cruz**
Use a car comparison as an opportunity to showcase what makes your vehicle make/model better than the competition. Is it price, quality, safety, technology, car features, etc.?

Car and Dealership Review Articles

- **In-Car Bluetooth Integration Review**
Tip: Review everything! When a new car technology is released create a review for it. For best results, title your blog post with the technology name followed by “Review” because this is what shoppers will search in Google.
- **[Your Dealership Name] review of the new 2018 [vehicle make/model]**
Your dealership should write a review of every vehicle you sell.
- **Who qualifies for the [your vehicle make] graduate program?**
- **Trailer specs for the [your vehicle make/model]**

Service Related Articles

- **How can I maintain my manufacturer’s warranty?**
- **What is and isn’t covered in the manufacturer’s warranty?**
- **Do I need to take my car to the dealership I purchased it from for service? / What are the benefits of servicing at the issuing dealership?**
- **Top 3 places to get your [oil changed, car washed, car detailed] in [your town]**
- **Winter tires vs. all season tires?**
- **DIY at home service hacks to save money**
Provide tips and tricks to getting a perfect car wax, tire inflation, window washing, etc. at home.