

OVERVIEW

Client

Auto Dealership

Objectives

This client is one of the longest operating dealers in the Miami area, but they were second-to-last in sales in their division.

They were getting beat in their own backyard, identifying seven zip codes surrounding their dealership where competitors were outselling them.

They needed a strategy to boost sales and dominate their market.

Products Utilized

Organic SEO

Local SEO

STRATEGY & SOLUTIONS

- The key to dominating their market started by being found
 - We needed to optimize their existing Google Business Profile listing and launch new ones specifically for Parts & Service
- Organic SEO was deployed as a long-term strategy to improve rank for non-branded keywords as well as specific Ford brands
- Social media combined evergreen posts about new vehicles mixed with localized content specific to their dealership



RESULTS

25%

More sessions

271%

More organic conversions

17%

More organic clicks

50%

Increase in click-through rate (CTR)

375%

Increase in local map views

34%

Improvement in average keyword position

172

Keywords on page 1 of Google

22%

Increase in local search views