

Auto Case Study

EIGHT-LOCATION FAMILY AUTOMOTIVE GROUP

CONTEXT



CAMPAIGN LENGTH

One year



GEOGRAPHY

Eight locations in the Midwest



INVESTMENT

\$518,400



SOLUTIONS

Organic SEO and Local SEO

OBJECTIVE

Despite the industry downturn, this eight-location family automotive group was looking to increase its lead generation.

RESULTS

106%

Average increase in form fills

143%

More website impressions YoY (259,254 to 631,687)

25%

Increase in Website clicks YoY (8,310 to 10,396)

STRATEGY AND SOLUTIONS

- Our strategists developed targeted content and uniformity across the automotive group's diverse online presence in response to evolving market trends.
- To capture local searchers and boost visibility, we improved their structured data, created location-specific content, and incorporated Spanish-language material to reach a broader audience.
- As a part of the campaign, our team migrated two websites to a standard content management system to enable efficient technical optimizations and ensure consistency across sites.
- As a result, some locations saw a year-over-year increase in form fills of over **300%**.