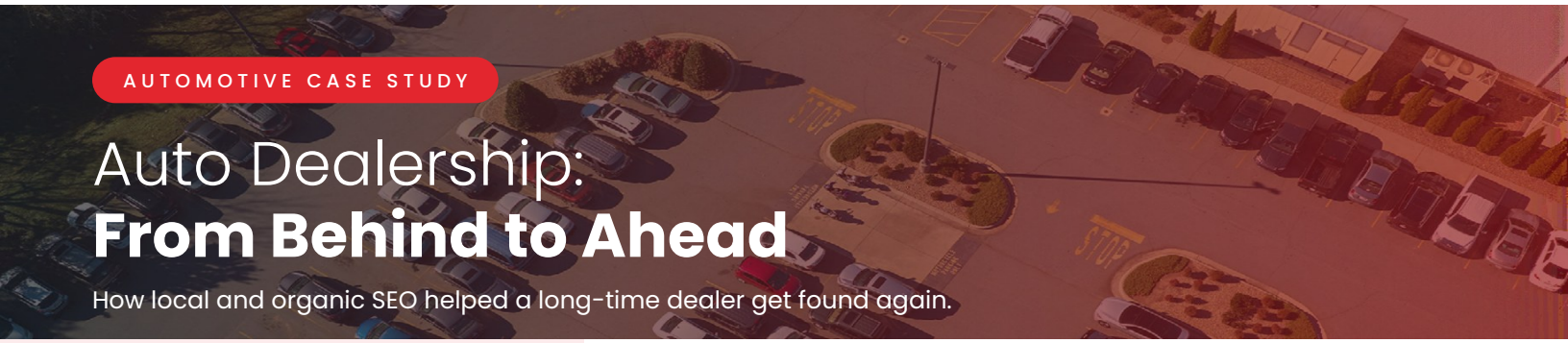


AUTOMOTIVE CASE STUDY

Auto Dealership: **From Behind to Ahead**

How local and organic SEO helped a long-time dealer get found again.

OVERVIEW

Client
Auto dealership

Market
Major Florida metro

Products used
Organic SEO and Local SEO

OBJECTIVE

Boost sales and take the lead in their market.

375%
increase in Local Map views.

STRATEGY AND SOLUTIONS

The challenge: one of the longest-running dealers in its area was ranked second-to-last in sales within its division.

We strengthened the dealership's visibility everywhere shoppers discover and research local car options. We optimized its **Google Business Profile** and created separate listings for **Parts** and **Service**.

Organic SEO targeted non-branded and brand-specific searches, so the dealership showed up while shoppers were actively researching vehicles and service.



RESULTS

25% more sessions	**17%** more organic clicks	**375%** increase in Local Map views	**172** keywords on page one of Google
271% more organic conversions	**50%** higher click-through rate	**34%** better average keyword position	**22%** more Local Search views

Feeling invisible in your market? Let's get you back on the map.

Results from a single advertiser; individual results vary.