



CASE STUDY

Organic Search

Organic Search, simply put, helps you get found online. An effective Organic Search campaign will rank your dealership for interested customers - exactly where you want to be.

Every single day more people use search engines to find what they're looking for, and if you don't fight to be at the top of that page you will just be competing for what's left over.

So let's take a look at a dealership like yours and what happened after we took over professionally managing their Organic Search campaign.

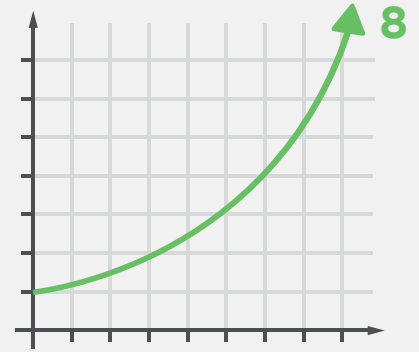
“ Over 72% of Google organic searches end up at one of the top 5 results



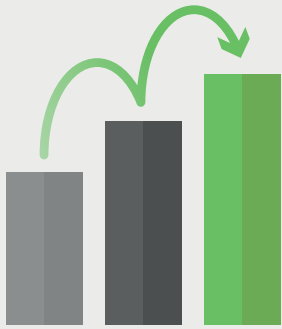
Visibility Score

Is a measure of how many keywords are ranked on the first page of Google for a dealer, **the more keywords on page one the better!**

With a measured and sustainable approach, we moved this dealer from just **1 keyword** on page one to **8**.



From 1 Keyword to 8



1,177 Ranking Places Gained



Ranks Gained

Shows the **overall progress of a campaign** based on the net amount of ranking positions gained on Google

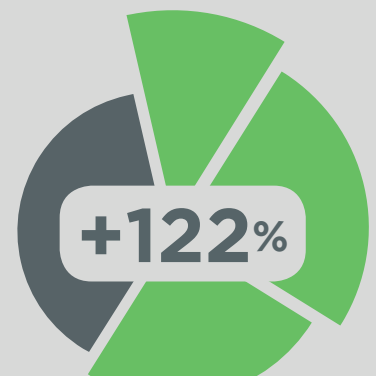
This franchise dealer is in a competitive urban market and our team delivered a total increase of **1,177 ranking places**.



Local Search Volume

It's easy to rank for terms no one has ever searched, so it's important to make sure you're getting **ranked for real terms that are searched by real people**

The current keyword set for this dealership covers **9,650 monthly local searches**, and includes popular keywords that have increased in volume **122%** since the campaign's launch.



9,650 Monthly Local Searches