



Automotive SEO CASE STUDY

Audi Hoffman Estates

Audi Hoffman Estates is a Chicago-based Audi dealership that offers new, used & CPO Audi models to the local community. Our goal was to further increase organic traffic through the implementation of new content & UX strategies focused on

driving search visibility to both users and search engines.



Summary

WEBSITE: www.audihoffmanestates.com/

VERTICAL: Automotive

DURATION: 6 Months: Jan '17 – June '17

GOAL: Improve Organic performance using new content marketing & UX strategies.



Strategy

Our focus was on implementing **new content marketing strategies** that give us **flexibility** in our content creation relative to **where users are in buying process**. This strategy ensures we are satisfying the the users true intent when they arrive on the site.

We created unique content optimal for user experience & search engines while informing and providing relevance to both.

We have actively monitored analytics to ensure that our strategies are increasing organic traffic, generating leads and establishing a greater presence within search engines.



Challenges

The main challenge that we faced was the limitations that are within the automotive CMS. From limited layouts to functionality, we had to get creative using code & SEO practices to develop effective strategies that would allow us to maximize opportunity to drive performance.



Our Results

Pre-implementation we saw roughly 3,780 sessions per month. Post implementation we expected results to be gradual with more defined increases coming in the 3rd month, after the content had time root.

- Three months prior to launch: **12,243 organic sessions**
- Three months post implementation: **13,114 organic sessions**
- Six months post implementation: **15,360 organic sessions**

With the roll out of our content strategy, we successfully **increased organic traffic by 25.45%**, ultimately creating more leads & search visibility.

