

Organic Growth For a Local Toyota Dealership

In today's digital marketing world, a proper content strategy is the ideal way to increase your brand recognition across all digital mediums. A well-implemented piece of content incorporates all of the research elements in a clear, concise, and informative way that's easy for the consumer to digest. Content is the face of any SEO strategy aimed at increasing search visibility and user engagement.

At Aronson Advertising, we place the utmost importance on ensuring that all of our content is optimized and aligns with our goal of increasing organic traffic and driving leads. In order to do this, our SEO and content teams work closely together to determine the ideal ways in which to increase audience exposure.

This case study shows the resulting increase in quality organic traffic driven to key pages associated with a defined content strategy for a Toyota Dealership in the Chicago area.

Our Goal

Over a 6-month period, our goal was to target & capture users who actively showed purchase intent. In the user purchase process, this would be classified as the bottom funnel user. By doing so we would effectively increase organic traffic while focusing on the users needs and improving search engine visibility.

Figure 1A below shows the specific area of the funnel we've targeted.



The Objective

Our objective was to create a series of pages with high-quality, informative content designed to increase search visibility and capture users. We focused heavily on creating pages that target users in the purchase process who have actively shown purchase intent.

The Strategy

In order to capture these unique users, we emphasized the optimization of several key on-page elements designed to improve search engine visibility and satisfy user intent.

We hypothesized that the use of a writing style with colloquial language along with key optimizations that coincides with the user's purchase intent, would lead to improved visibility and user engagement, particularly to those key pages.

The Results

Monitoring the performance of the pages we developed to capture our target audience, we noticed a progressive increase in both organic traffic and the percentage of new traffic.

Figure 2A depicts the increase in organic traffic over the six months following the implementation of our content. Through proper on-page optimizations and an understanding of our target audience, our content was successful in reaching our target audience and increasing organic sessions.

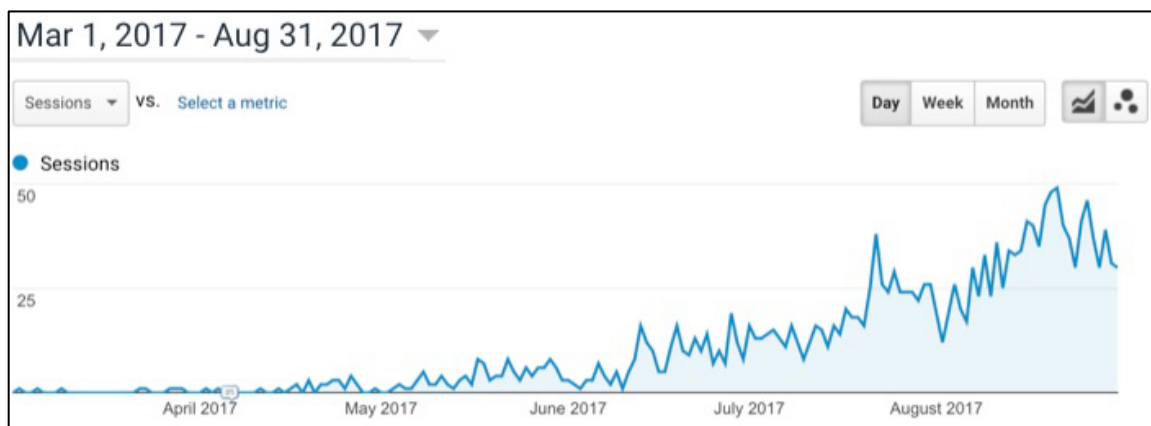
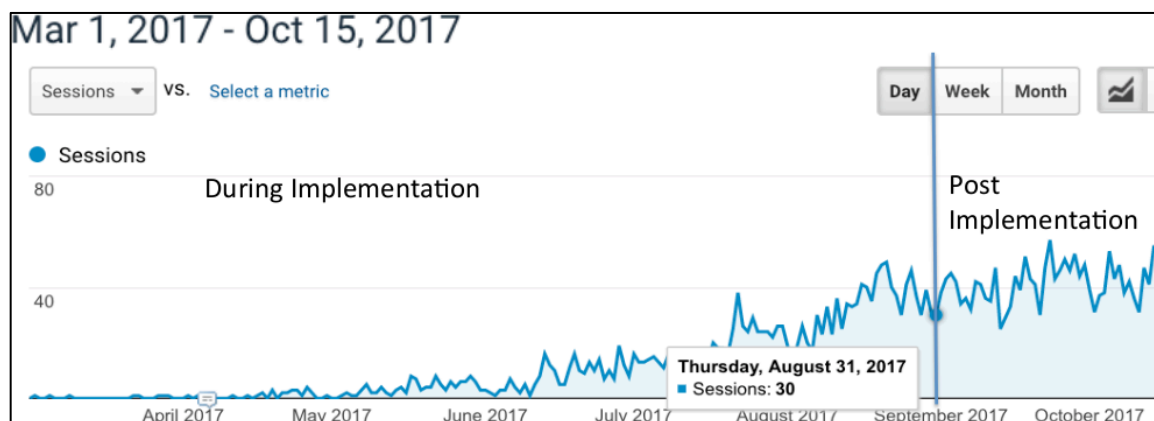


Figure 2B highlights the performance associated with each landing page created for this particular strategy. The content we created was able to increase search engine visibility and drive additional organic sessions. Over the six-month period our content drove an additional 1,966 organic sessions, of which 1,833 (or 93%) were new users.

Landing Page ?	Traffic Type ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		1,966 % of Total: 3.24% (60,675)	93.23% Avg for View: 61.80% (50.87%)	1,833 % of Total: 4.89% (37,497)
1. /research-rav4	organic	361 (18.36%)	95.29%	344 (18.77%)
2. /research-corolla	organic	209 (10.63%)	92.82%	194 (10.58%)
3. /research-corolla	organic	200 (10.17%)	90.00%	180 (9.82%)
4. /research-camry	organic	196 (9.97%)	93.37%	183 (9.98%)
5. /research-camry	organic	170 (8.65%)	94.12%	160 (8.73%)
6. /research-rav4	organic	165 (8.39%)	95.15%	157 (8.57%)
7. /research-rav4	organic	160 (8.14%)	90.62%	145 (7.91%)
8. /research-rav4	organic	141 (7.17%)	92.91%	131 (7.15%)
9. /research-rav4	organic	54 (2.75%)	88.89%	48 (2.62%)
10. /research	organic	42 (2.14%)	95.24%	40 (2.18%)

Finally, **Figure 3A** highlights the continued organic growth in the weeks preceding this study. This is an important aspect, as it shows the long-term organic growth we hypothesized.



A proper content strategy that focuses on user intent while utilizing SEO best practices is paramount to improving visibility to users and search engines. The ability to understand your audience and satisfy their intent is what's going to turn a visit to a lead.

If you would like to improve the quality of your content and its visibility to your target audience, let Aronson Digital lead the way. With a team of fully certified SEO's & Content Marketers we can help you maximize your visibility and achieve your goals. Reach out to us using our [contact form](#) on our website or by giving us a call [\(847\) 297-1700](tel:8472971700) to speak with us directly.