

Automotive Case Study: Showcasing Organic Growth

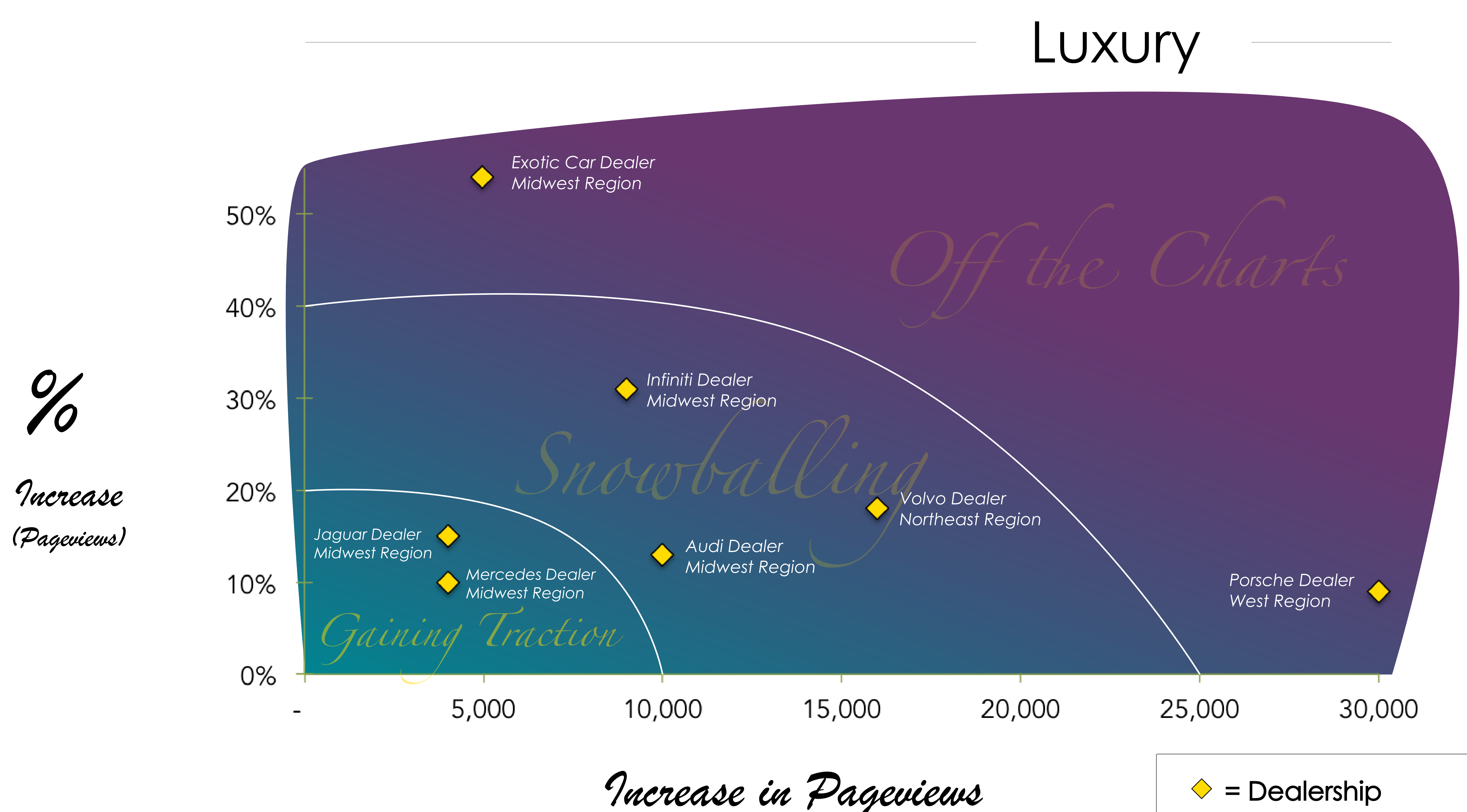


The goal of this case study is to show how scaling matured SEO strategies contributes to longterm organic growth. The data shows client growth increments on a quarterly basis (Q1 2018 vs Q4 2017), for 35 automotive dealerships in luxury and non-luxury segments.

Before we dig in, let's define the benchmark terms in the graph legend:

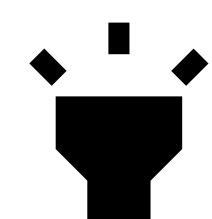
- Gaining Traction:** A client's website performance is showing positive improvement with up to 10,000 more pageviews this quarter. *They are on the right track.*
- The Snowball Effect:** A client's website is "snowballing", i.e., they have gained 10,000 to 25,000 organic pageviews, with anywhere between a 20-40% increase in traffic. *Their organic presence has reached critical mass.*
- Off the Charts:** A client's website has gained over 25,000 organic pageviews and/or has seen traffic increases over 40%. *This is SEO at its finest.*

Onward to the actual data in the Excel scatterplots below - beginning with the luxury automotive segment:



Luxury Segment: In-depth

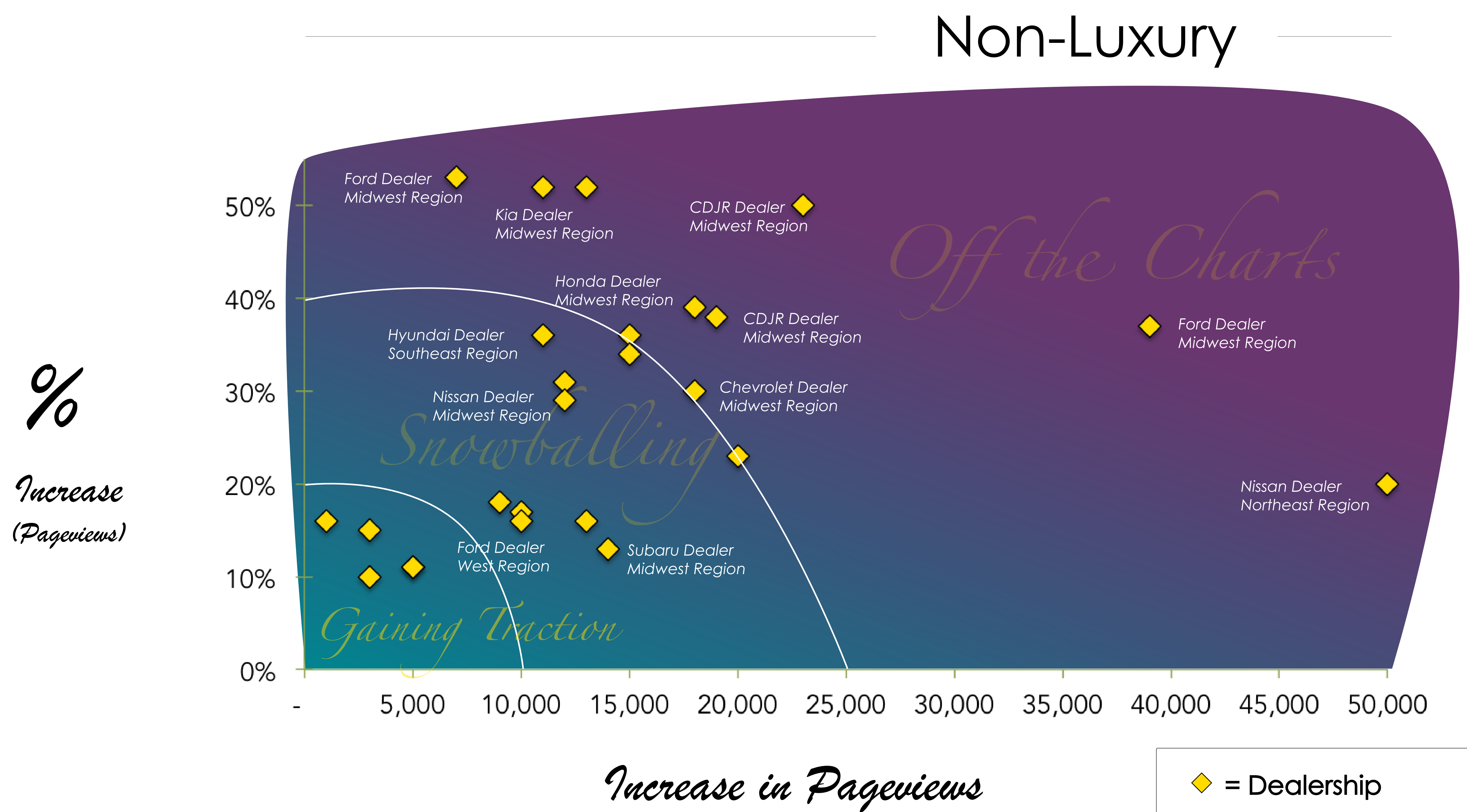
The luxury segment features the progress of seven dealerships over the course of two fiscal quarters. Because percentages and the figures they represent are two sides of the same coin, this graph uses **% increase in pageviews** as well as the **numeric increase in pageviews** to label each axis on the scattergraph.



Client Spotlight

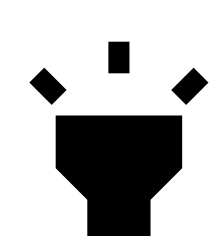
- Porsche Dealership (bottom right) grew by 30,000 pageviews from Q4 to Q1 (352,000 versus 322,000 respectively)
- Exotic Car Dealership (top left) saw a 54% boost in site traffic
- Volvo Dealership (middle) grew by 16,000 pageviews in Q4 representing a 18%

The non-luxury segment magnifies these results:



Non-Luxury Segment: In-depth

The non-luxury segment features 28 dealerships in the same date range. Overarching trends show several dealers with deep organic roots who are pushing the boundaries of the status quo, such as a Ford Dealership in the Midwest who received 39,000 more pageviews in Q1. This level of "succesSEO" is frequently the result of a matured Content Marketing strategy. It can take months for pages to garner authority, and to build content funnels that align with the car-buying journey. It pays to be patient.



Client Spotlight

- Ford Dealership (bottom right) grew by 39,000 pageviews quarter-over-quarter (QOQ), representing a 37% increase in traffic, from 103,867 to 142,652 pageviews
- CDJR Dealership (top) saw a 50% boost in traffic, from 48,019 to 72,980 pageviews in Q1

Conclusion

The goal of this case study isn't to press play on our highlight reel. Rather, it's to showcase collective successes with a sample size that accurately displays the trends of our clientele as a whole. Our SEO Team continues to adapt your strategies to the latest market trends by defining the curve to stay ahead of it. How is your SEO performing?



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