

seo case study

Auto Dealership



Campaign Information

Industry: Auto Dealership - Ford Dealership

Location: Brigham City, UT

Campaign Start Date: 08/06/2020

SEO Hours per Month: 60

Campaign Type: Local

Goal: Increase ranking in Ford-related keywords, particularly in Northern Utah



Results

During initial keyword research for our client's SEO campaign, we saw that their business was already ranking well in their physical location. We shifted focus to the surrounding cities where they were ranking much lower, and because of the online authority they had already nurtured, our team was able to focus on optimizing their page with custom content and offsite backlinks. Our team saw great success in increasing the number of keywords in Google's top 10 in a relatively short amount of time.

59

Keyword rankings improved

#2

Current top rank

15

Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
young ford tremonton ut	101	2
young ford ogden ut	101	3
young ford dealership ogden ut	101	3
ford vehicle parts logan ut	101	4
ford dealership logan ut	101	6

Top SEO Tasks

- 65 custom blog posts
- 255 links built
- 42 business directory submissions
- 615 work items completed
- 72 website bookmarks