

seo case study

Auto Dealership



Campaign Information

Industry: Auto Dealership - Mazda Dealership

Location: South Ogden, UT

Campaign Start Date: 09/10/2020

SEO Hours per Month: 20

Campaign Type: Local

Goal: Increase search visibility to rank higher than competitors

Results

The physical location of our client is home to several big competitors. While our client holds close to complete authority in their current location, the goal of this specific SEO campaign is to branch out and reach new customers. Our team started with creating onsite copy, and blogs, and began engaging in offsite content marketing and business directory submissions. This brought several of our client's chosen keywords into Google's top 10 for their surrounding cities in record time. Moving forward, our team plans to target more services and locations to further expand our client's online presence.



23

Keyword rankings improved

#1

Current top rank

12

Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
mazda cx30 for sale bountiful ut	25	1
buy a new mazda car brigham city ut	19	1
new mazda car for sale brigham city ut	101	1
mazda cx30 bountiful ut	101	3
buy a new mazda car bountiful ut	101	3

Top SEO Tasks

- 309 work items completed
- 34 articles engaged
- 48 bookmarking submissions
- 36 business directory submissions
- 160 links built