

# SEO Success

This is an Automobile Industry.



## Prior to Us

**Cherry Hill Imports Auto Group** came to us in Dec, 2020, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had only 1 keyword is ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

### After 3 Months

90 days later, the website went from ranking for just 1 keywords on Page 1 of results to ranking for **10 keywords** on Page 1. An increase of 400%.

March 2020

### By 12 months

12 Months later, the website went from ranking for just 1 keywords on Page 1 of results to ranking for **50 keywords** on Page 1. An increase of

Dec 2021

### By June 2023

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **111 keywords**. An increase of more than 11000%.

June 2023

## Google My Business

**87.5k**

Total views received in last 12 months (74.8k Listing Search, 12.7k Listing Maps)

**7k**

Total Actions in last 12 months (5.9k Website Visits, 1.6k Request Directions, 833 Calls)

## Google Search Console Data

**30.33%**

Increase in clicks.

5.2K clicks received in last 6 months.

**22.81%**

Increase in impressions.

713K impressions received in last 6 months.

## Google Analytics data

**134.05%**

Increase in Overall Website Traffic. 44,375 Overall visits received in last 6 months.

**101.32%**

Increase in Google Organic Sessions. 6,943 Organic visits received in last 6 months.

**110.45%**

Increase in Website Pageviews. 3,430 Pageviews received in last 6 months.

\*Major Search Engines defined as Google and Bing