

## Premium SEO Results for a Premium Dealer

*How Dealer.com SEO helped BMW of Westlake move locations while increasing traffic and search visibility.*



It's not uncommon for dealerships to move locations. Moving dealership locations can have a negative effect on a search engine's local search results, and can create problems reaching shoppers.

When BMW of Westlake, located just outside of Cleveland, Ohio, moved locations in January 2015, it was fortunate to have both staff members and a digital partner that understood the challenges a location change can create and the need to address them early on in the moving process. Brent McKenzie, Marketing and Advertising Manager at BMW of Westlake, and his Dealer.com Premium SEO Analyst, Allyson Locke, worked closely to overcome these challenges and communicate this move online.

### **Partnership Ensures High Search Rankings and Accurate Listings**

This was no easy task as the challenges were plenty, and the consequences significant if not done correctly. For one, the team had to update the dealership's new address information everywhere it was listed on the web, including Google Maps, Google+ and within the organic search results.

With these challenges in mind, Brent and his SEO Analyst looked at updating location information on Google. Since the majority of car shoppers use Google as their search engine, it was critical for the website and local listing ranking to display accurate dealership information.

The SEO Analyst explains some of the steps she took to ensure updated dealership location and geo-targeting information across the web:

*"A few weeks before the change, I started updating local directory sites to include the new dealership name, address, and website URL since it can take some time for these sites to publish changes. The day of the opening, I updated all the content and metadata on the website to include the new geographic targets."*



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Traffic increased  
**81%**  
in the first month.\*

She also pointed out that much of BMW of Westlake's success during this transition was due to its digital savvy and willingness to collaborate on SEO strategy with the team at Dealer.com:

*"Brent, the Marketing and Advertising Manager, is very involved in the SEO strategy for the site. He always reviews the monthly Premium SEO reports before our calls and has ideas for the upcoming month."*

"Dealer.com Premium SEO Analysts have been great to work with month over month," said Brent. "We have built campaigns, goals, and timelines to coincide with my market and digital presence. Along with monthly planning and reporting calls that have been very successful, I am able to coordinate all my website efforts seamlessly."

### Top 3 Rankings, Improved Content, Increased Traffic

The results of the SEO Analyst's and Brent's efforts were excellent. **Just two months after the location change and website updates, the site already ranked in the top three spots in organic search results for 81 keywords that included the word "Westlake."** Most other Westlake-specific keywords that were tracked ranked in the top five spots. In the first month, there was a 3 percent increase in traffic over the previous month and an 81 percent increase over the same month compared to the previous year.

Not only had this partnership avoided the potential problems in search caused by a dealership's location change, it had improved BMW of Westlake's search ranking all together. **"After starting Premium SEO with Dealer.com over nine months ago I have realized that this should have been the first step I took to promoting my clients to visit my website,"** said Brent. **"Premium SEO helps increase your rankings on search engines similar to SEM, but also builds structure and effective content for visitors on your site."**

*\*Compared to the same month in the previous year.*