

# Downey Hyundai

## PREMIUM SEO CASE STUDY

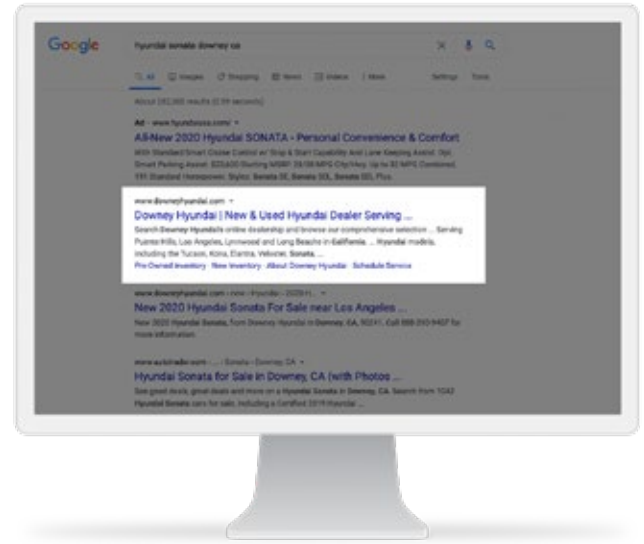
Downey Hyundai, a small, family-owned dealership in the competitive Southern California market, recently partnered with Dealer.com to implement Premium SEO. Together, they focused on a strategy to capture low-funnel shoppers and differentiate the dealership from its nearby competitors.

Downey General Manager Moe Saab, working in close partnership with his Dealer.com Performance Manager Stephen, and Andrew, the dealership's assigned SEO expert, has posted exceptional organic search performance four months in a row since adopting this and other strategic managed services.

Additionally, the dealership saw higher search engine visibility, with approximately 2,000 additional clicks and 157,000 more impressions than during the same period in 2019. All primary search queries saw more clicks, and the dealership posted a higher Visibility Score, Average Rank, and Page 1 rankings.

### OVERALL SEO PERFORMANCE

SEO performance measured against the previous year indicates growth in most major key performance indicators impacted by a comprehensive SEO strategy.



### DOWNEY HYUNDAI WEBSITE PERFORMANCE APRIL–JULY 2020

- Visits: **Up 29.2% YoY**
- Quality Visits: **Up 40.2% YoY**
- Page Views: **Up 44.3% YoY**
- Time on Site: **Up 20.7% YoY**
- Total Conversions: **Up 52.8% YoY**

### DOWNEY HYUNDAI SEO PERFORMANCE APRIL–JULY 2020

- Average Form Submissions from Organic Search: **Up 118%**
- VDP Views from Organic Search: **Up 10%**
- Time On Site: **Up 32% YoY**
- Page Views per Organic Visit: **Up 22%**

# Premium SEO



**AWARD-WINNING SEO FROM AUTOMOTIVE AND DIGITAL MARKETING EXPERTS**

Drive your dealership to the top of the search results pages, differentiate from your competition, and generate more leads with the industry's premier SEO solution. Our interdisciplinary teams—among the largest in automotive—draw from continuous training on the latest search engine best practices and partner with you each month on a content strategy that meets your goals and enhances your overall dealership visibility.

**WEBSITE PERFORMANCE WITH PREMIUM SEO\***

**52%**

**More VDP Views**

**30%**

**More Website Visits**

**14%**

**More Form Leads**

**59%**

**More Phone Leads**

**Expert Interdisciplinary Teams and Platform Experts**

Our 100+ member team, made up of Strategists, Specialists, and Copywriters combine an unmatched SEO IQ with a total auto-industry focus. They work alongside Campaign Coordinators, Social Media Strategists and your Performance Manager to incorporate SEO into a complete digital strategy.

**Reporting and Strategic Insights**

From market and keyword research to transparent SEO reporting and expert insights, we provide all of the resources you need to understand your SEO performance. We deliver comprehensive reports that complement program-wide Dealer.com analytics for total digital visibility.

**Monthly Optimization Activities**

Our comprehensive service helps create a long-term strategy for your organic visibility including tactics like content strategy, backlink profile efforts, crawl error correction, conversion optimization, internal link sculpting, and much more.

**Dealer.com Premium SEO includes the following service components:**

- Market and Keyword Research
- Weekly Keyword Reporting
- Initial Site Optimization
- Google Search Console
- Mobile Optimization
- Schema.org Implementation
- Monthly SEO Reporting
- Monthly Crawl Error Correction
- Monthly Content Optimization
- Monthly Metadata Optimization and Duplicate Correction
- Monthly Navigation Optimization
- Monthly "Work Completed Report"
- Forensic SEO (Manual/Penalty Correction)
- Monthly Analyst Insights
- Model-Specific Landing Pages/Enhanced SRPs
- Premium Link Building
- 2 Blog Posts per Month
- 2 Custom Pages per Month
- Google Analytics Integration
- SEO Audit
- Monthly Strategy and Performance Calls
- Direct Access to Analyst/Specialist
- Google My Business Optimization
- Reputation Management (Add-on)

\*Based on a study of 43 franchise dealerships running Premium SEO and Dealer.com Advertising for 12 consecutive months (June 2018–May 2019). The analysis compared site performance during the 6-month period prior to adopting Premium SEO (December 2017–May 2018) to the 6-month period after adopting Premium SEO (December 2018–May 2019).

Let us show you how a persistent focus on relevant content creation and core organic search fundamentals from our experts can drive leads to your website and customers to your dealership.

**Contact us today to talk to a Dealer.com Representative about Premium SEO, or [click here](#) to learn more.**

