ARDMORE TOYOTA:
GAINING VISIBILITY IN THE RIGHT SEARCHES

THE CHALLENGES

Ardmore Toyota sits on the outskirts of Philadelphia, Pennsylvania, its target market and a major source for this dealership's leads and sales. With their last digital marketing partner, they weren't receiving enough leads to turn into sales opportunities, which lead to more stagnation than growth. The essential complication here is they weren't visible enough where it mattered most.

The most important piece for their strategy was to begin ranking above a number of competitors that operate within Philadelphia's actual metro.

THE RESULTS

YEAR OVER YEAR

30% Increase in Organic Form Submissions   **30%** Increase in GMB Phone Calls

30% Increase in Organic Traffic

THE SOLUTIONS

Applying SEO and Conversion Strategies for Growth
The real opportunity for Ardmore lied within organic growth. This means ranking better for a greater volume and greater diversity of searches for local car shoppers, including those looking for used vehicles. Our team created unique website content around a variety of car shoppers' searches that included the term "Philadelphia," as well as conducted a thorough review of all technical SEO elements on the site. The intent here was to dominate those locally-oriented search queries.

Once the proper content was in place, conversion optimization became the next focus. This included creating a new website template, which required an intensive workload with a major automotive website platform.

Strategically Complementing Organic with Paid
To help ensure Ardmore Toyota's increasing market share, our team recommended also increasing the dealership's paid search spend – meaning more qualified traffic from both sources. For paid search campaigns, our team attacked searches that were tougher to win organically, such as "new Toyota Camry," and did not simply buy the brand name. With this two-front approach, the team could focus the paid search campaigns on the geographic areas that the dealership expressed a need for while narrowing the scope of our SEO on the top three geographic areas based on Google's character counts.