



## THE RESULTS

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### YEAR OVER YEAR

Google Organic

Sessions 2017 / 2018 ..... **44%** Increase

Google Organic

Sessions 2016 / 2017 ..... **110%** Increase

Leads in First 12 Months ..... **1,000%** Increase

Site Conversion Increase ..... **0.24%** to **2.0%+**

## THE CHALLENGES

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MAXDigital offers dealerships effective yet complex software solutions, but due to the nature of its products, MAX initially had difficulties communicating its value across its site in a way that nontechnical people could quickly and easily digest. Misalignment on goals among various channels compounded this issue, which prevented traffic-driving strategies from reaching their full potential.

Reunion Marketing had its own challenge at the beginning of the partnership. MAXDigital didn't have ideal analytics tracking, so they lacked historical data to understand the influence of organic traffic and shopping behaviors based on seasonality.

## THE SOLUTIONS

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### MAXIMIZE THE WEBSITE'S POTENTIAL

Reunion Marketing performed an audit across MAXDigital's entire site. It revealed that the four primary site pages communicated nearly identical messages, diluting the authority among four pages instead of one. Throughout 2017, our team trimmed the pages, rewrote duplicate content, and built new content to fill in customer journey gaps.

Our team also conducted several technical audits to ensure that the technical pieces told the same story as the on-page content. This multi-step process included:

- Metadata changes so Google could know what the page was about.
- Analysis of blog posts to ensure interlinking.
- Analysis of all internal links to update where necessary.

### LEVERAGE THE REACH OF SOCIAL MEDIA

MAXDigital's first full year of correctly tracked analytics was also its first year partnering with Reunion Marketing: 2016. Though our team could anticipate some seasonality changes, we didn't have the previous year's data and had to rely on a bit of intuition. With an entire 12 months worth of data in Google Analytics, we were able to make a major strategic shift.

We stopped buying brand keywords for paid search because competitors weren't buying the brand name. That means MAXDigital paid for clicks they'd get organically. Instead, we turned those keywords off and reallocated that money to buy other paid search keywords. This move confirmed that conversions for MAX's paid search remained the same. The increase in organic traffic more than compensated for the drop in paid search traffic.

### ALIGNMENT ON GOALS TO UNIFY MARKETING EFFORTS

MAXDigital has been one of Reunion's long-term partners. This means our teams have implemented a lot of strategies over time and have collaborated with other vendors to maximize the potency of each. Our team placed a lot of emphasis on ensuring consistent messaging on their website and across all digital marketing channels.

In 2017, we brought all of the other vendors together to discuss and align on goals. This gave us a great opportunity to do a website refresh, and it allowed the other vendors to talk about the product with much greater clarity for the layman.