

# Dominion of Bedford Drives Traffic with an Integrated Organic and Paid Search Strategy



**35%**

INCREASE IN  
TOTAL LEADS



**32%**

TOTAL SITE  
VISITS



**16%**

INCREASE IN  
LEAD CONVERSION

## Overview

Dominion of Bedford aimed to target mid-to-low funnel leads with a goal of driving dealership and website traffic to increase sales. The dealer partnered with the Search Optics team to develop a digital marketing strategy to reach shoppers at the desired stage of the purchasing funnel, driving results and increasing ROI.

## Objectives

- + Optimize search performance to improve online visibility
- + Target mid-to-low funnel leads
- + Drive dealership traffic
- + Increase website visits and shopping actions
- + Boost sales and ROI

## Solution

A Search Engine Optimization (SEO) strategy was implemented to enhance website performance and improve search engine ranking. Managed Paid Search campaigns were developed to increase visibility, target low-funnel leads and drive website traffic.

## SEO and Paid Search Tactics

- + Develop a strong content strategy to boost search results
- + Optimize title tags, headers and meta descriptions
- + Ongoing keyword research and monitoring
- + Create bid strategies to drive paid search efficiencies
- + Personalize ads to promote dealer incentives
- + Monthly reporting to continuously optimize campaigns

## Nov. 2015 vs. Nov. 2016<sup>1</sup>

- + Total leads increased by 35 %
- + Form leads were up 44 %
- + Total site visits grew by 32 %
- + Lead conversion rate improved by 16 %

“ Since switching to Search Optics we have seen more activity, more leads and more sales from our digital effort. They understand my goals, deliver consistently and really maximize my budget.

Ed Anderson  
General Manager, Dominion of Bedford

<sup>1</sup>UPTRACS Analytics Nov. 2015 vs. Nov. 2016