

Honda Dealer Optimizes Site to Improve Organic Search Results and Drive Traffic



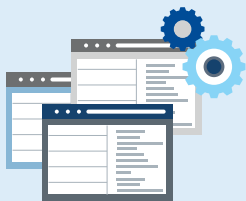
56%

Of Site Traffic
Driven by Organic



49%

Of Traffic Driven
by New Customers



25%

Organic Search
Traffic Increase

Overview

JL Freed Honda was looking to increase their online presence and drive traffic to their website. The dealership partnered with Search Optics to develop an SEO strategy to fully optimize their website in order to increase visibility in search results.

Objectives

- + Optimize website to improve search performance
- + Increase organic visibility
- + Grow brand awareness
- + Drive website traffic
- + Gain new visitors

Solution

We utilize content-focused paid and organic search to drive more traffic and better leads. Our solutions are actively managed by a team of highly certified professionals who fully personalize each campaign to meet the needs of the client.

SEO Tactics

- + Leverage *Blueprint Platform*® to implement the most current and best SEO practices
- + Ongoing keyword research and monitoring
- + Optimize title tags, headers and meta descriptions
- + Develop high-quality content to reach current and new audiences
- + Focus SEO efforts on a 30-mile dealership radius
- + Monthly reporting and optimization

Results¹

- + Average 2,200 daily impressions
- + Organic search drove 56 % of site traffic
- + New visitors accounted for 49 % of total traffic
- + Achieved a bounce rate of 21 % on organic traffic
- + Organic search traffic increased by 25 %

¹Google Analytics for Search Optics Client