DEALERSHIP CASE STUDY

How Rob Sight Ford Increased Organic Traffic & Call Volume Over 40% In 90 Days With SEO + SEM

★★★★★

"Dealers United crushes the Search game. It is a night and day difference. Most marketing companies keep you in the dark and keep finding ways to show 'incremental growth.' With Dealers United, I actually talk to somebody, and I know what's going on. They are accountable: when they say that they're going to improve a page, or a category, or visibility for a certain city search, I see improvement in it. I have confidence that somebody's working on it."

— Bobby Sight, Managing Partner

PART 1

Search Engine Optimization (SEO)

CHALLENGE

Rob Sight Ford struggled to find the right vendor that could get results for their SEO. They tested different solutions without gaining traction in their search results compared to their competition.

SOLUTION

Aligning with Google's user-centric algorithm, Dealers United launched a full-funnel SEO strategy by publishing optimized articles, backed by keyword research and robust link-building, to guide the buyer decision making process resulting in high-intent traffic.

SEO Results - Q1'24

1,500

TOTAL KEYWORDS ADDED OR IMPROVED

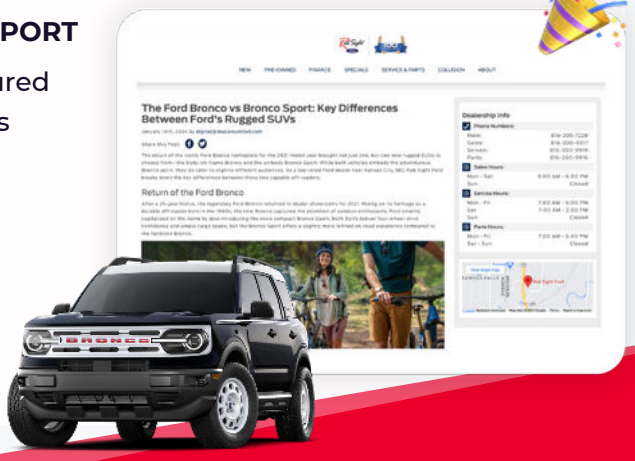
41%

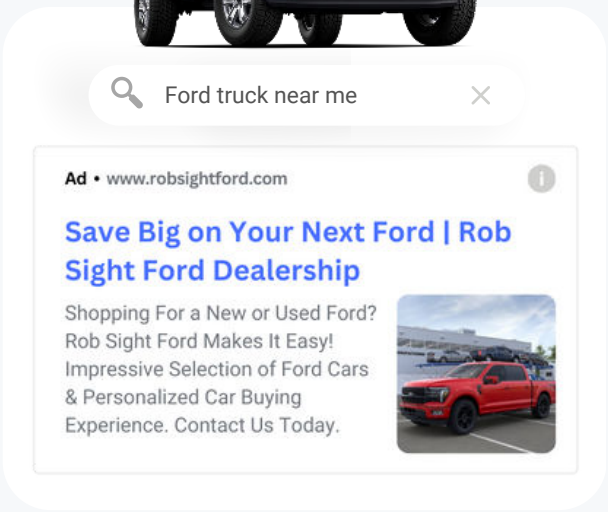
INCREASE IN ORGANIC TRAFFIC

FORD BRONCO VS BRONCO SPORT

Through targeted SEO, we secured a **top 5 national ranking** for this in-depth comparison article!

VS.





PART 2

Search Engine Marketing (SEM)

CHALLENGE

Rob Sight Ford is located in a competitive marketplace. Their goal was to increase online visibility, website traffic, and qualified leads to their dealership, which would ultimately result in more sales.

SOLUTION

Dealers United optimized several targeting, creative, and formatting improvements including:

- Keyword optimization
- Layering advanced audiences like device, time & previous shopping activity
- Using ad extensions to support high-priority models

↑37%

Leveraging the “Image Extension” ad format helped Rob Sight Ford **increase Click-Through-Rate by 37%**.

These visually appealing ads stood out on the search results page from text-based ads, making Rob Sight more memorable and compelling to potential car buyers.

SEM Results- Q1'24

947

TOTAL LEADS
(Form Submissions and Phone Calls)

$15

AVG. COST PER LEAD

7%

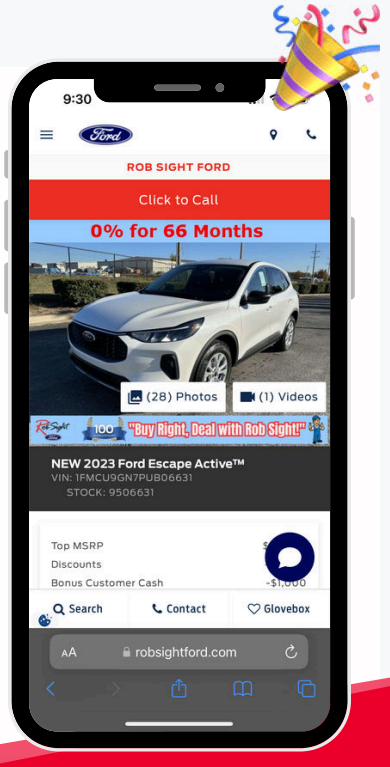
AVG. CONVERSION RATE

↑43%

INCREASE IN PHONE CALLS

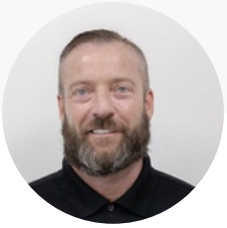
We noticed that an important call-to-action was missing on the VDP page to get users to call to the dealership.

By working with Dealers United’s SEO team to add a prominent call button, their phone calls **increased by 43%**



Ready to see more? Book a demo with us.

dealersunited.com/schedule



RICH POE
General Manager, Rob Sight Ford

“I can say that the content looks dynamite! We’ve made a run at a few different people trying to get SEO off the ground, and this team provides exactly what we had in mind for our content to look like. It looks great. Thank you, Dealers United.”

★★★★★