

Achieve Your Business Goals

Case Study: Effect of SEO on Boosted Visibility and Engagement

Schaller Honda boosted their online visibility and customer engagement through an effective SEO strategy, leading to higher search rankings and increased organic traffic.



Honda Dealer in New Britain, CT

www.schallershonda.com

Client Name: Schaller Honda



The Challenge

Schaller Honda, a prominent automotive dealership in Connecticut, faced the challenge of outranking in-market competitors for organic share of voice in a highly competitive digital landscape. The goal was to increase visibility, drive more quality organic traffic, and ultimately boost customer engagement on site. With numerous dealerships vying for attention in search engine results, Schaller Honda needed a strategy that would position them above their competitors and attract potential car buyers.

The Approach

To tackle the challenge, Schaller Honda implemented a SEO strategy that integrated targeted content focused on key vehicle models and local geography. The approach also included user experience improvements to enhance navigation and engagement. Additionally, the dealership streamlined their local listings to boost visibility on search engine results pages (SERP). This strategy aimed to improve both rankings and click-through rates, ultimately driving more potential customers to their site.

The Results

After four months, the implemented SEO strategy yielded significant improvements in key performance metrics. The average SERP position improved by 8 points across all device categories for 15 targeted keywords. Organic Google search clicks increased by 25%, while impressions rose by 20%. This boost in visibility resulted in a 38% increase in engaged sessions on the site. Additionally, organic site events, representing important shopper behaviors, surged by an impressive 62%. Overall, the strategy enhanced the site's search performance and contributed to more meaningful and engaged user interactions.

"I moved on from my previous ad agency and gave Strong Automotive the opportunity...after speaking with their reps at a Honda grass roots event. I've been pleased with the performance and immediately saw an uptick in most digital performance indicators...I can lean on them for advice based on any success they've had outside of my market."

*~Russ Singleton, General Manager,
Schaller Auto Group*

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SERP Position Increase

38%

Engaged Sessions Increase

Primary Marketing Objective

Improve SERP Position & Increase Organic Traffic

Featured Product Area

SEO – Search Engine Optimization

