

CASE STUDY

Sound SEO Practices and High-Converting Websites Generate a Better ROI

TK Carsites' Power SEO and Power of 5 dealer websites help Executive Auto Group increase its traffic, sales and gross profits.

Located in Connecticut, Executive Auto Group has 8 locations and 2 collision centers. Executive Auto Group is a progressive group of dealerships that wants to stay ahead of their competition by using Internet technology. They have been in business for almost 40 years and, prior to TK Carsites, used several major website vendors.

Executive Auto Group

Location: Connecticut

OEM: Acura, Honda, Jeep, Dodge, Kia, Nissan, Mazda

Size: 8 locations

Key Contact

Michael Hastings
Internet Director

Marketing Channels

Website:

www.executiveautogroup.com

Facebook:

www.facebook.com/ExecutiveAutoGroup

Twitter:

<http://twitter.com/#!/executiveag>

Blog:

<http://blog.executiveautogroup.com/>

KPA Products

Power of 5 Website
Power SEO Elite



Challenges

- Get a better ROI on marketing investment
- Eliminate investment in pay-per-click (PPC)
- Dominate page 1 of Google's search results for each of the 8 dealerships
- Expand market area and rank well for high-volume search terms

Solutions

- Selected the Power of 5 Website and Premium SEO products in 2008
- Upgraded to Elite SEO in 2010
- Re-committed by upgrading to TK Connect™ in 2011

Impact

Executive Auto Group has significantly improved ROI year over year. As of April 2011, website leads were up 46% over 2010, and 2010 was up significantly over 2009. The websites presently generate 35% of all vehicle sales for the group and 73% of all Internet sales profits. Additionally, the group was able to eliminate all of its PPC expenses, saving them tens of thousands of dollars.

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Replacing PPC with Organic Search

Executive Auto Group eliminated tens of thousands of dollars in PPC expenses while increasing traffic to its websites, using an aggressive SEO campaign.

Prior to TK Carsites, the group was not ranking well, even for their home cities. The problem was their website vendor had a huge profit center with PPC, while producing mediocre organic search results. Their former vendor even had them paying for their own name. TK Carsites immediately went to work with a focus on dominating organic rankings for Connecticut and local search terms for the brands they sell.

The results were impressive, to say the least. Within a couple of months, all 8 stores went from pages 4 and 5 of Google to page 1 for several high-volume search terms. Additionally, when upgrading to Elite SEO, they were able to expand their markets and dominate competitors in their own backyard.

“We were spending tens of thousands on pay-per-click prior to TK Carsites,” explained Michael Hastings, Internet Director of Executive Auto Group. “The problem was that we knew of no website provider at the time with a laser focus on organic search. We knew that vendors collect a commission on the sale of PPC so it isn’t necessarily in their interest to optimize our site organically. They had promoted themselves as having great SEO, with white papers and awards, but we simply did not find ourselves dominating organic searches like we do now. With TK Carsites, we’ve eliminated this expense and our market area keeps increasing without the need for more investment dollars.”

“TK Carsites is a true partner in helping us to dominate the digital media space. We are now dominating our geo-targets and, as of April 2011, our website leads were up 46% over last year.”

Michael Hastings
Internet Director
Executive Auto Group

Dominating Page 1 of Search Results for Their Name

Prior to TK Carsites, Executive Auto Group had one or two organic listings for each of their stores when the store’s name was typed in the search bar. This is common for most dealerships, since research shows 50-70% of Google page 1 results, on average, are NOT controlled by the dealer¹. Among the competitive elements often found on page 1 are lead collectors, review sites, optimized competitor sites and bait-and-switch portals. During the initial research, TK Carsites found competitor listings, third-party lead collectors and negative reviews under many of the stores’ listings.

TK Carsites employed their proprietary Power of 5 technologies to create multiple websites for each dealer and optimize them for both department-specific keywords and the dealer’s name. The results showed, on average, that each of the Executive Auto Group’s dealers controlled

¹ Pasch Consulting Group, October 2010

70% of page 1 after three months. The majority of the third-party lead collectors and negative reviews are buried. This obviously cannot be achieved with PPC.

Expanding Their Market Area to Drive More Traffic

One of the main objectives for Executive Auto Group was to expand their market beyond their name and home town. The goal was to attract more website traffic from the state of Connecticut by using organic search listings in the state's major cities, and variations of the state's name, such as "CT" and "Connecticut." They have been able to achieve #1 ranking for "CT <OEM brand> dealers" for 6 of the 7 brands, with the seventh brand at #2. They also achieved the same results for "Connecticut <OEM brand> dealers" and similar results for other variations.

"Executive Honda received traffic from 200 – 250 search terms on average in 2009, which increased to over 1,000 search terms in 2011."

This trend continues throughout the expanded market areas for their major cities, competitive cities and long-tail search terms. The result is more website visitors from a wider reach. As an example, Executive Honda received traffic from an average of 200 – 250 search terms in 2009, which increased to over 1,000 search terms in 2011.

ROI: Less Money on PPC — More Sales

Today, Executive Auto Group's package of TK Carsites websites and SEO costs them less than what they were spending in the past on their previous combination of websites and PPC advertising. The results are proven with more traffic, leads and sales with less investment. ■



Environment & Safety
HR Management
Internet Marketing

About KPA

KPA is a dealer services and Internet marketing provider for over 4,000 automotive, truck, and equipment dealerships and service companies. KPA provides consulting services and software for three industry-specific product lines: Environment & Safety, HR Management, and Internet Marketing. For more information, visit www.kpainternetmarketing.com.