

Stampede Toyota Calgary

**SEO CASE
STUDY**

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INTRODUCTION

“I want to rank on Google’s first page with these keywords” We come across this statement many times. It is important to understand that the level of competitiveness of the website’s industry will dictate the intensity of the difficulty in achieving specific goals.

This SEO case study explores how we achieved the top 10 rankings for almost 10 key terms relevant to the client's line of business. We employed SEO solutions to accomplish this goal and saw a marked increase in website traffic which aided in a higher volume of conversions.

Client Business Snapshot

- The client is in the automobile industry
- Before engaging with us, their website traffic was lower than expected. The key terms were not ranking on the first page of Google SERP.
- The client’s mandate was clear. They needed to be seen above-the-fold in organic SERPs and dominate the first 10 positions in Google SERP.

Client Business Overview

The client is one of the oldest car dealerships in Calgary. Established in 1982 by Glen Rumpel, Stampede Toyota has a long history of 5-Star Service. The dealership is serious about earning your business, and they’ll prove it on your first visit. It reaches out to new leads online and informs them about their line-up in high-performance Toyota cars that can be bought at affordable price points. Clients can buy pre-owned cars, or new vehicles as per their preferences. They can also order authentic parts or book an appointment for the vehicle’s servicing. They are an award-winning auto dealership offering certified pre-owned Toyota cars.

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THE DIAGNOSIS

A thorough study of the keywords used in the client site revealed these interesting insights:

1. Low SERP ranking for keywords; they were not in the top 10 positions for the key terms relevant to client business.
2. They have a Google page speed issue, which was affecting their ranking negatively. Google has indicated that the uploading speed is one of the signals used by its algorithm to rank pages. Slow uploading means that search engines can crawl fewer pages, and this could negatively impact your indexation. Page speed is also important for the user experience. Pages with a long load time tend to have higher bounce rates and lower average time on page. Longer load times have also been proven to negatively affect conversions.

Keyword	Google.ca Position
Toyota dealers	Not in 100
Toyota Services	Not in 100
New Toyota Corolla	Not in 100
Toyota corolla	Not in 100
Used suv calgary	Not in 100
Suvs Toyota	Not in 100
calgary used cars	Not in 100
Toyota rav4	Not in 100
Toyota highlander	Not in 100
Toyota tundra	Not in 100

THE SOLUTION

We have resolved the page speed issue with the help of the development team and narrowed down the issue affecting Google rankings, we developed a solution to counter these problems specifically.

Once we had narrowed down the issue affecting Google rankings, we developed a solution to counter these problems specifically:



No. 01 – Keyword research

We did keyword research for relevant terms applicable to the client's business. This was geared to bring more qualified site traffic and higher keyword rankings on SERPs.



No. 02 – Blog posts for readership audience

We focused on improving Google rankings by providing informative blog posts that added tremendous value to the target audience. The keyword-rich content focused on readability as well as organic rankings boost from an SEO perspective.



No. 03 – Website content optimization

The client has added the on-site content to the targeted pages which has improved the keywords density and code to text ratio of the website. This has helped in gaining more Page 1 positions for the website.

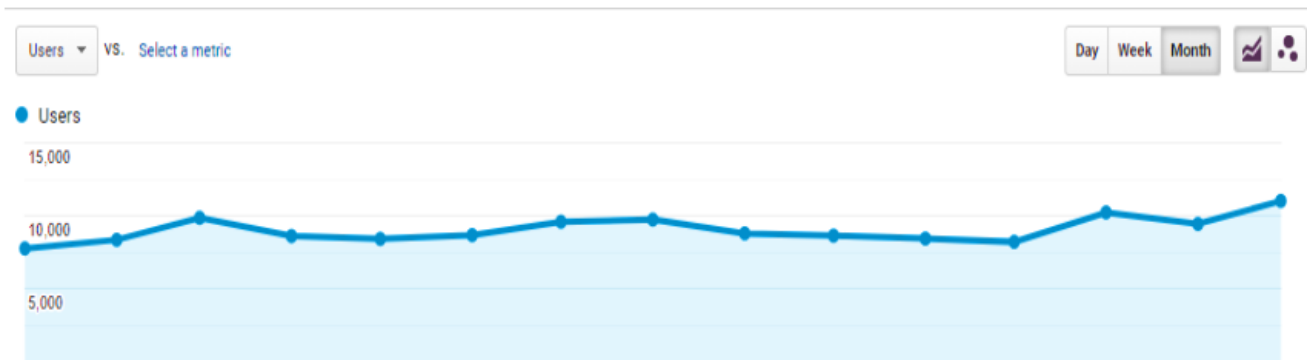
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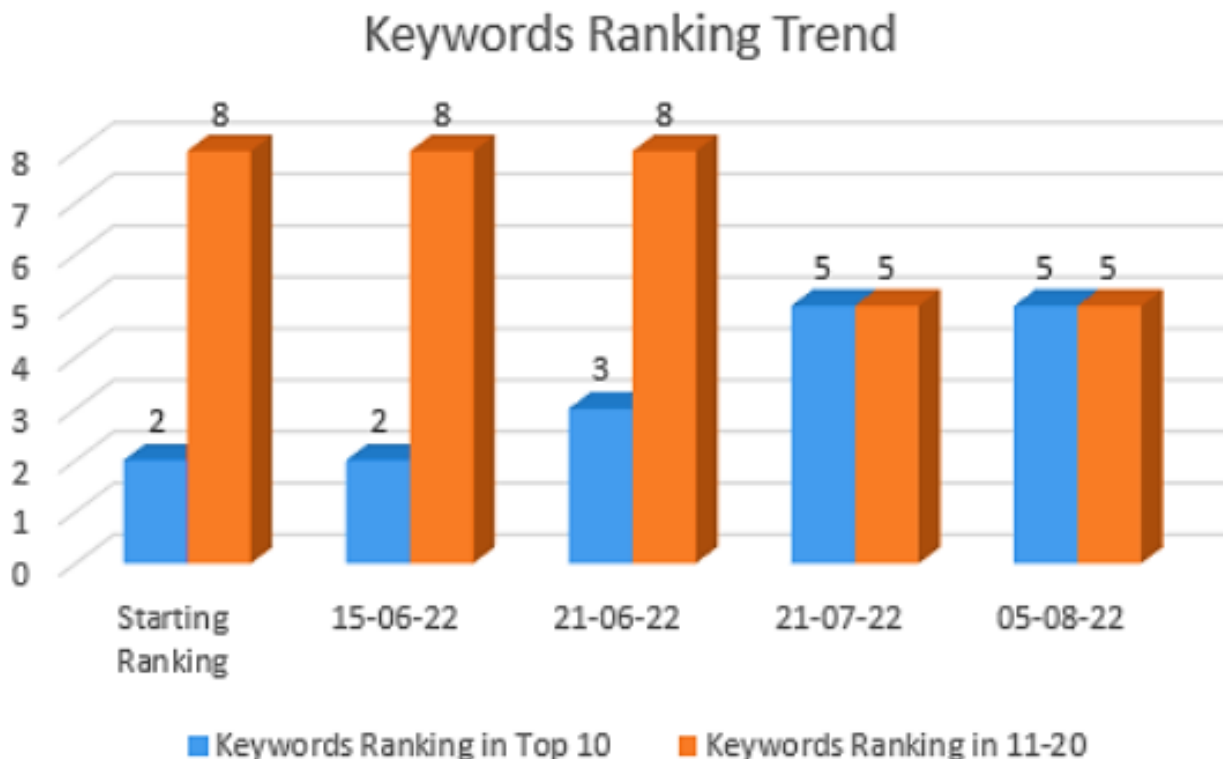
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MEASURING PROGRESS

The extensive SEO optimization strategies we rolled out for the client saw results that matched the client expectations. We were able to boost the website traffic by almost 70%, from 7,755 monthly visitors to almost 11,018 monthly visitors.



We now see 5 out of 10 key terms appearing in the top 10 rankings of Google SERPs, a jump from the existing 0 out of 10 key terms.



FINAL THOUGHTS

At this early stage (45 days into backlinking), we have managed to rank 5 keywords in the top 10 rankings. This included the main keyword the client was targeting.

Keyword	Google.ca Position (45 days later)
Toyota dealers	1
Toyota Services	3
New Toyota Corolla	7
Toyota corolla	9
Used suv calgary	9
Suvs Toyota	12
calgary used cars	14
Toyota rav4	17
Toyota highlander	19
Toyota tundra	20

Book a consultation today to see how STEALTH Media can help your dealership get to the top of Google.

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