

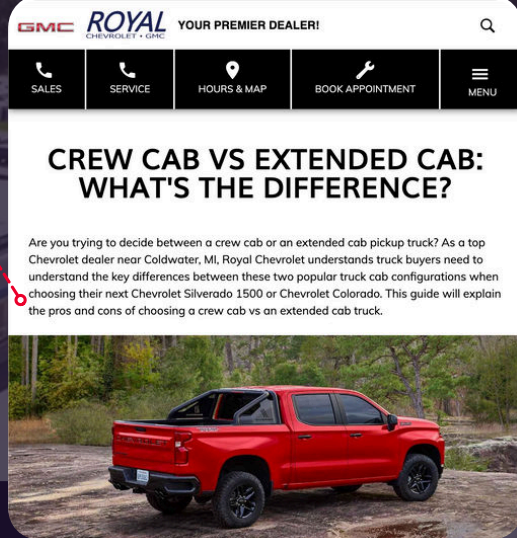
# SEO CASE STUDY

## How Royal Chevrolet GMC Climbed Search Results Using Dealers United SEO



“We immediately felt the impact of the SEO updates. We saw a direct lift in traffic from our surrounding area after the DU team created pages to increase our digital footprint to capture market share. **We can already track 16 new customers this month from those targeted cities** - where we only had 4 customers from there the previous month.”

—Robert Skinner, Sales Manager



### Search Engine Optimization (SEO)

Results from February - September 2024



**62%** ↑

**INCREASE IN ORGANIC TRAFFIC**



**616** ↑

**KEYWORDS ADDED OR IMPROVED**



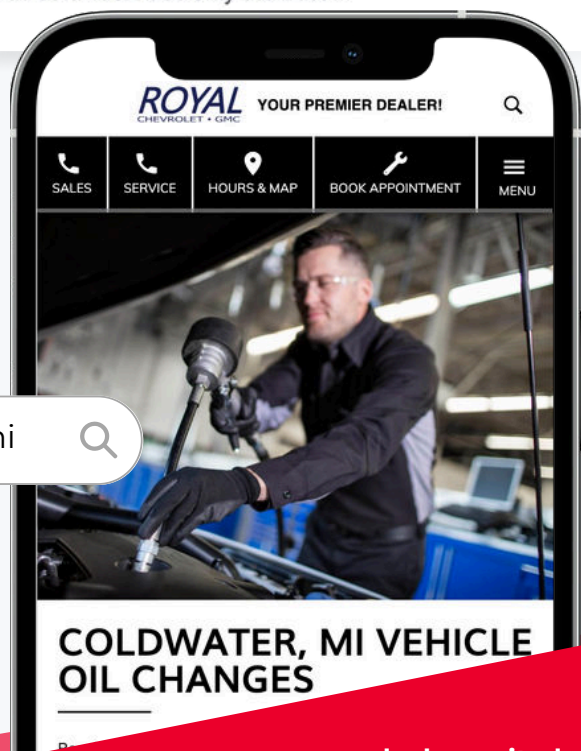
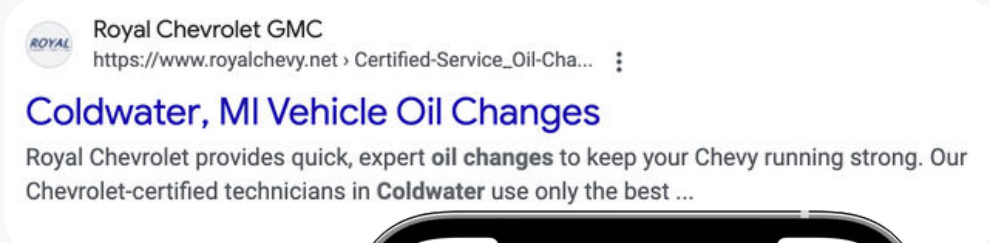
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**RANKED IN THE TOP 3 POSITIONS FOR:**

oil change coldwater mi 

chevy dealer marshall mi 

used cars coldwater mi 





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**ROBERT SKINNER**  
Sales Manager

“We're happy. We're growing. We're selling cars. We're beating our objectives. Shattering our goals the last several months, leading the district in the Zone and Chevy sales percentage wise. While other dealers' numbers are low, ours are definitely way up.”

