



THOMPSON BUICK GMC

OVERVIEW

Based in Raleigh, NC, Thompson Buick GMC is a testament to the undeniable difference an SEO strategy can make for a struggling dealership. The partnership began in August 2016 as Thompson was struggling to gain any ranking ground for Buick and GMC model searches. In the congested and competitive Triangle (Raleigh, Cary, Wake Forest, Durham, Chapel Hill) market, Thompson began their relationship with Reunion Marketing knowing they needed to employ a strategy that would reap long term benefits.

RESULTS

SINCE PARTNERSHIP BEGAN

24% Monthly Increase in Organic Traffic **51%** Increase in Total Mobile Calls **#1** Keyword ranked result for all Buick and GMC model searches in Raleigh, NC, and Wake Forest, NC, markets

STRATEGIC APPROACH

KEYWORD RANKING

- Built out custom model conversion pages (MCPs) for every Buick and GMC model
- Optimized model specific pages for website internal linking
- Wrote unique model-specific blogs to support MCPs
- Complete technical SEO overhaul with keyword optimized meta titles and H1s to help rank in top geos: Raleigh, NC, and Wake Forest, NC

BERLIN CITY CHEVROLET BUICK GMC

OVERVIEW

A long-game strategy isn't always the best course of action for smaller markets. Berlin City Chevrolet Buick GMC, located in rural New Hampshire, tells a familiar tale where a small budget has to do a lot of heavy lifting. With these constraints, Reunion devised an intelligent and flexible paid search marketing (SEM) strategy to spearhead Berlin City's overall marketing plan.

RESULTS

AFTER 90 DAYS OF PARTNERSHIP

28% Decrease in Cost-Per-Click **34%** Decrease in Website Bounce Rate, Meaning More Engaged On-site Traffic Cost per lead decreased to **under \$40** even with a limited budget

STRATEGIC APPROACH

SEM

- Wide net approach to targeting due to low population density
- Utilize pump-in pump-out reports to determine geographic agility in targeting
- Hone and optimize the best-converting, lowest-funnel keywords for hyper-efficiency

CONCLUSION

The results of the two diverse GMC dealers above reflect the longstanding trust and the two-way collaboration between a dealership and a digital partner. All services were implemented with vetted best practices to deliver the highest quality website traffic that ultimately result in higher-quality leads.