

# STEARNS FORD:

COMPETING WHERE IT MATTERS MOST



## THE CHALLENGES

Stearns Ford faced the same challenge that many dealerships who operate on the outskirts of a city do: pull car shoppers from a metropolitan area that is home to other larger dealers – both Ford and otherwise. In Stearns' specific case, being in Burlington, North Carolina, meant they also had to compete in nearby Greensboro.

## THE RESULTS

### YEAR OVER YEAR

**80%** Increase in Organic Form Submissions

**70%** Increase in GMB Phone Calls

**40%** Increase in Organic Traffic

**15%** Increase in Organic Mobile Phone Calls

## THE SOLUTIONS

### Getting the Fundamentals in Place

In order to effectively work toward Stearns' objectives, it was important to optimize their website for both their own primary marketing area and the nearby city of Greensboro. Technical SEO elements weren't the only stratagem to do this; our team put forth a content plan that ensured unique, fresh content for the latest model year of all their vehicles and keep model conversion pages for previous models based on historical relevance.

As Ford opened up website providers, we advised switching websites and optimized the new site for better conversion opportunities on mobile and desktop. All pages adhered to Google's ever-changing best practices.

### Leveraging Google My Business

While Stearns Ford had a primary Google My Business (GMB) listing, there were more opportunities they had yet to implement. In addition to the main listing, it's important to create and maintain parts and service listings to help increase exposure for each department, which, in turn, also helps the main listing.