

# DROVE SIGNIFICANT GROWTH IN PAGE 1 TERMS & REGISTRATIONS OVER ONE-YEAR PARTNERSHIP WITH WHOLESALE AUTO DEALER PLATFORM

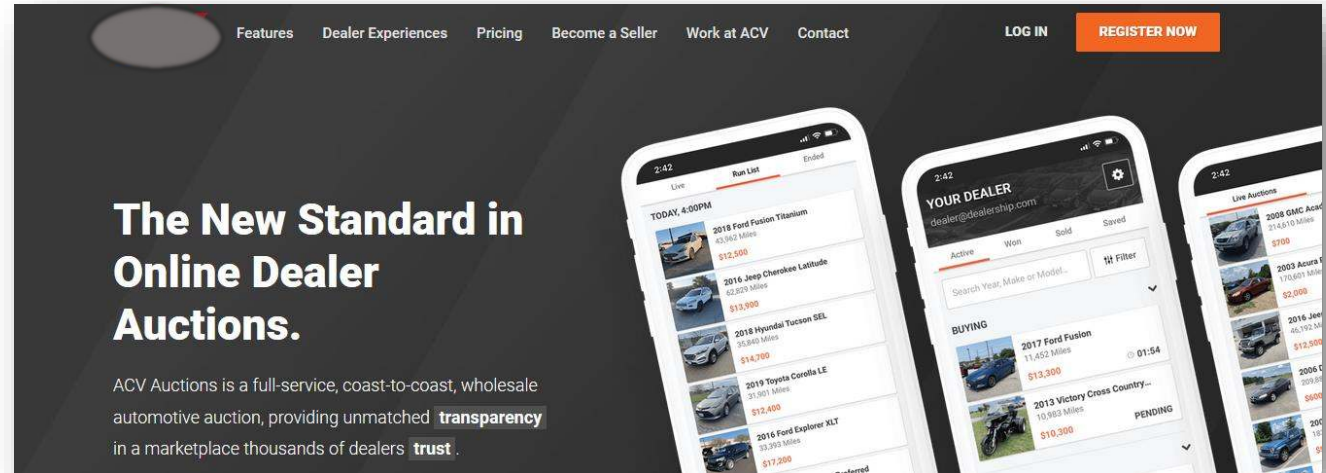
## Business Challenges

- Reliance on brand for organic search traffic growth
- Ranking behind competitors for converting keywords
- Missed opportunity to bring in target audience traffic

## (un)Common Approach to SEO

- Landing page strategy targeting converting terms
- Audience-focused blog content expansion
- Technical clean up to boost sitewide growth

## (un)Common Results



## Page One Terms & Registrations

