

CASE STUDY | LEXUS SEO

BACKGROUND

Lexus contacted People To My Site to help them increase traffic to their websites. Their current website solutions provider, Cobalt, was not providing them with solutions to help the sites rank organically and their pay-per-click campaign was costing them millions of dollars every year. Based on the results that they had seen in our widget development agreement, Lexus was now interested in hiring People To My Site on a consulting engagement for Search Engine Optimization. This is an annual contract to provide education and instructions on improving traffic through improved exposure with the search engines. We are now the exclusive provider to Lexus on their dealers' websites for search engine optimization (SEO).

SOLUTION

People To My Site reviewed each of Lexus' dealer sites. Over 200 sites were reviewed in all, and a baseline for how each site performed on the three search engines for a list of 30 keyword phrases was determined. Our Search Engine Optimization team then created a recommendation for each site on how to improve the sites. We then trained Cobalt personnel on how to implement the changes. That's right. To make sure our client had superior results, we were even willing to train our competitor on how to do a better job implementing SEO.

Our analysts' recommendations included both basic items (such as improving the home page copy to include keywords, and adding unique title tags and ALT tags to images) and more advanced items (such as how to claim Google and Yahoo local listings to improve geo-targeted rankings). One item of note is that our team expended great effort reviewing sales and leads data to determine for each location the city locations where they sold the most vehicles – so that the sites would rank locally in the area where they are more likely to sell, rather than just the nearest geographical locations.

RESULTS

The reports for the widget show that People To My Site increased the number of forms submitted by 50% over last year. Additionally, the individual sites are showing significant increases in keyword rankings for the sites. For example, before we started the campaign, out of a total of 90 keywords, 20 ranked #1 for Reliable Lexus and 24 ranked #1 for Butler Lexus. As a result of our campaign, these numbers increased to 41 and 44, respectively. Keywords in the top 10 increased 259% for Reliable Lexus and 214% for Butler Lexus.

