



AUTO

FIXING THIS AUTO REPAIR CENTER'S SEO

 SIOUX FALLS, SD



GOAL

- This client understood the need to increase their organic search rankings.
- The goal of this SEO campaign was to increase brand awareness for anyone in need of auto body repair.

CHALLENGES

- The biggest challenge with this client was that we were working from scratch.
- The client had just built a new website with no domain authority or quality content. This website did not have separate pages for each of their services, so our SEO team was only able to utilize so many keywords on the product pages.

RESULTS

- The team developed a strong content and interlinking strategy in order to utilize target keywords on the site.
- After researching trending topics in the auto body industry, the team developed a blog that focused on paintless dent repair and hail damage.
- The blog was ranking for over 120 organic keywords in October, and as of now, currently ranks for 239 organic keywords. This blog is featured in the “People Also Ask” section and also the image pack of the SERP.

239

ORGANIC KEYWORDS
RANKING

FEATURED IN
GOOGLE’S “PEOPLE
ALSO ASK” SECTION

