

## Goodson Acura



**Location:** Irving, TX

**Previous Solution:** Dealerskins

**The Challenge:** Goodson Acura wasn't able to achieve the SEO results they wanted with their flash heavy, framed-in website. Though it looked nice, the format made it difficult for search engine bots to index and rank the site. Because the website did not provide unique pages for each car within their inventory it was nearly impossible for the site to rank well for search terms beyond "Dallas Acura Dealer." Oscar Vanderkooij, IT Manager at Goodson Acura, believes that the most important aspect of a website is it's SEO capabilities, so these were huge problems.

### Results:

- Increased organic search visits by 60%
- Increased SEO keywords delivering traffic by 400%

**The Solution:** DealerOn was brought in to partner with Goodson Acura. Oscar was impressed by the way each page of the DealerOn website is indexed by search engines, including every vehicle in Goodson's inventory. As Oscar notes, "this helps with your SEO because the more pages you have and the more often they get changed (think changing inventory), the more important search engines think your website is."

The flexibility of the DealerOn platform was another big draw for Goodson. This helped Oscar in his SEO efforts because DealerOn websites "allow you to optimize each page separately instead of just the home page like Dealerskins." Being able to optimize pages individually gave his dealership more opportunity to rank well for different keywords by adding relevant content.

Oscar attributes the increase in rankings for GoodsonAcura.com to the flexibility and SEO potential of DealerOn's FlexSites. "When we were with Dealerskins, I could only focus on the major keywords like 'Dallas Acura,'" Oscar said. "Since we signed up with DealerOn, I have been able to rank higher for more keywords like 'Dallas Acura Lease,' 'dfw Acura service,' 'Dallas acura service,' or 'Dallas 2009 acura tl,' since I can now optimize each page separately for SEO and thus get different keywords going."

**The Results:** By using DealerOn's FlexSites, Oscar Vanderkooij's has been able to use his online marketing savvy and hard work to make GoodsonAcura.com:

- #1 in Google results for the most popular "Acura-Dallas" keywords, even though the dealership is NOT in Dallas, but in Irving, TX
- Show on page 1 nationally for "[Acura Dealership](#)"
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- Index over 700 unique pages in Google
- Generate 400% more keyword phrases in traffic
- Generate 60% more organic search visits