

Suzuki of Nashville

Location: Nashville, TN

Previous Solution: Dealerskins

The Challenge: Although Suzuki of Nashville was ranking well in search engine results for their dealership name, they were completely absent from search engines for all long-tail keywords. Because they were using a flash website, none of their inventory was indexing. Alan Patterson, who manages Suzuki of Nashville's online marketing, felt that the dealership website should be bringing in more leads and appearing in more searches. "We wanted more well-qualified leads, but we wanted to limit any increases in our marketing budget to get them."

Results:

- **Increased website leads 90%**
- **Brought to the top of search results in 4 months**

The Solution: Once Suzuki of Nashville partnered with DealerOn, their search engine rankings rocketed up for all relevant keywords. "It's been incredible to see how quickly our website moved to the top of Google for all of these keywords," says Patterson. "In 4 months DealerOn's powerful SEO solution took us from being completely absent from Google for important keyword phrases like "Suzuki Parts Nashville" to being BOTH first and second."

Also, their dealer website now ranks on the first page for long tail keywords that typically make up 60% of all searches—keywords like "2009 Suzuki Sport Nashville" and "2008 Suzuki Forenza Nashville."

All of the extra traffic brought in by the better SEO naturally resulted in more leads coming in to the dealership. "In just the first three months, I've seen the number of website leads nearly double and the only change we made to our website was switching to DealerOn." In fact, Suzuki of Nashville increased their Internet leads by 90% from October 2008 to January 2009—in one of the worst car-buying economies ever.

The Results: Since making the switch to the DealerOn web platform just 4 months ago, Suzuki of Nashville:

- Has increased their daily website leads by 90%
- Increased their Google rankings on longtail terms like "2009 Suzuki Sport Nashville" from not being ranked to #1 on the first page
- Increased their rankings on "Platinum" keyword phrases like "Suzuki parts Nashville" and "Suzuki Parts Nashville" from not being ranked to 2 listings at the top of Google.