

# AUTOMOTIVE CASE STUDY

## Transforming Local SEO for a Hyundai Automotive Client



### Overview

While onboarding a new automotive client, we quickly realized their SEO strategy was severely neglected. Their AI-written blogs lacked accuracy and coherence, their Google Business Profiles were incomplete, and they were not ranking well for crucial keywords in organic search.

With the rise of Google SGE (*Search Generative Experience*) and the increasing influence of Google AI on search results, it was crucial to address these issues promptly.

To measure and improve local SEO for their five Hyundai dealerships, we used a rating system based on weighted factors like verification status, business information accuracy, and review quality. This system revealed an average Local SEO grade of "C" across the dealerships.

### Objectives

- Identify & address the shortcomings in the client's SEO strategy
- Improve the accuracy and quality of the content
- Complete and optimize Google Business Profiles
- Enhance keyword rankings in organic search
- Achieve a significant improvement in the client's overall SEO grade

### Solutions

#### Content Review and Enhancement

Proofread and edit existing AI-generated blogs for accuracy and quality, ensuring all content is properly optimized for SEO

#### Google Business Profile Optimization

Complete all missing information in Google Business Profiles and add high-quality images, accurate business details, and regular updates

#### Keyword Optimization

Conduct comprehensive keyword research to identify relevant keywords and optimize website content, meta descriptions, and tags to improve keyword rankings

### Results

Through our targeted SEO enhancements, this client's five Hyundai dealerships experienced a dramatic transformation in their online presence, elevating their average Local SEO grade from a "C" to an "A." When comparing the three months prior to optimization to the three months after, **profile views increased by 11.39%, phone calls by 15.5%, and website visits by 20.29%**. These improvements resulted in greater visibility, enhanced credibility, and higher conversion rates, further demonstrating the impact of strategic SEO interventions and the importance of ongoing optimization for success in the competitive automotive market.

## Benefits to Improving Local SEO

### Increased Visibility

- Higher search engine rankings lead to increased visibility among potential customers
- More accurate and complete Google Business Profiles improve local search presence

### Improved Credibility & Trust

- High-quality, accurate content establishes the business as a credible and trustworthy source
- Positive online reputation attracts more customers and builds brand loyalty

### Higher Conversion Rates

- Enhanced local SEO drives more targeted traffic to the website
- Better user experience and relevant information lead to higher conversion rates and increased sales