



REACH MARKETING PRO



Car Dealership SEO Case Study

REACH MARKETING PRO | DIGITAL MEDIA TEAM



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CAR
DEALER



Accelerating Growth for a GMC Car Dealership From Quality SEO Content

Octane GMC is an OEM dealership in Santa Fe, New Mexico, that was struggling to strengthen its online visibility. They came to us in October 2022 with virtually no digital presence. The website wasn't optimized, had no keyword rankings, and they weren't creating SEO content.

As an auto dealer, they needed to improve their organic web performance to drive more users to the site and attract local customers.

Here's how our team developed a data-driven SEO content plan to increase their website's keyword rankings, visitors, and traffic to support their bottom line.

Our Automotive SEO Content Strategy



Content Goals:

We implemented a long-term SEO strategy with twice a month blog creation to generate consistent organic search results.

Through keyword-rich and authoritative content, we prioritized posts that would position Octane GMC as a leader in its industry and search engines.

Key Content Categories:



Released Vehicle Models

Educating top and middle-funnel readers on newly released GMC models by core valuable features



Unreleased Vehicle Models

Using speculative analysis based on OEM and market trends to become a thought leader in the industry



Best Used Model Years

Guiding budget-conscious car owners on the best pre-owned vehicle to invest in based on consumer and automotive publication ratings



Competitor Comparisons

Creating competitor vehicle comparisons to help customers decide which model is best for them

Results: A Year of Consistent Organic Search Performance Wins from Blogs Alone



Over five consecutive quarters, we turned blog posts into high organic traffic and engagement magnets for Octane GMC.

Q1

2024

Starting off strong, the top 10 most clicked pages were all blogs we created—generating **over 113K clicks, 3.27M impressions, and 575 keywords ranked in the top three positions.**

Q2

2024

Remaining consistent, the **top 10 most clicked pages were also blogs**—generating a total of 73.5K clicks, 2.1M impressions, and 258 top three keywords. **Six out of the top 10 performing pages were also blogs**, demonstrating engagement acquisition from high-quality content.

Q3

2024

Maintaining momentum, nine out of 10 most clicked pages were blogs—generating **68K clicks, 2.1M impressions, and 342 top three keywords.** Six out of 10 top-performing website pages were also blogs, bringing **330K entrances, 69K views, and 54K users** to the site.

Q4

2024

We ranked Octane GMC's site for **145 keywords in the number one position and 401 keywords in the top three.** Ranking first for high-volume search queries like "auto dealers Santa Fe NM" and "best years for Chevy Silverado," we strengthened their national and local organic search performance.

Q1

2025

Nine out of the top 10 most clicked pages were blogs, generating **over 58K clicks and 2M impressions.** The site also ranked for **335 top three keywords, with 119 ranking in the first position.**



Fast Forward to Today: Still Driving Results

Even after a year of consistently strong organic search performance from blogs we created, they're still providing long-term value to this day.

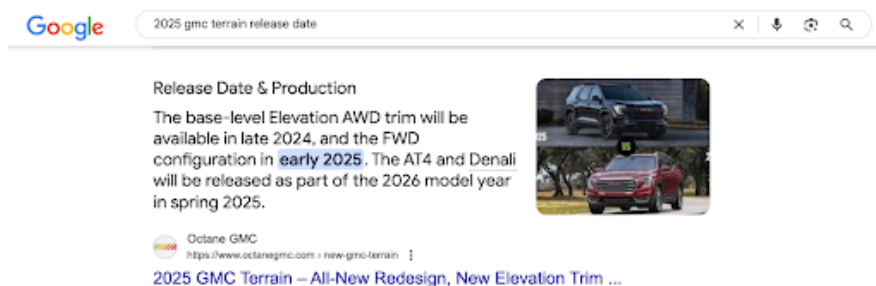
Rank #1

"best and worst years for Chevy Silverado 1500" with a featured snippet



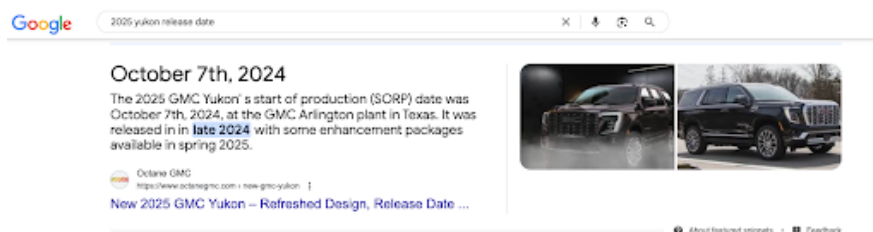
Rank #1

"2025 GMC Terrain release date" with a featured snippet



Rank #1

"2025 Yukon release date" with a featured snippet



Rev Up Your Rankings with Reach

At **Reach Marketing Pro**, we have extensive experience in automotive SEO. We've worked with OEM dealerships, local used car dealerships, auto parts retailers, and car clubs to effectively create organic search content that drive your bottom line.

We even develop automotive-specific products, such as **Dealer VIP** and **Absorption Boost**. Our Dealer VIP program helps streamline your vehicles in production pipeline to sell more cars before they arrive on your lot, while our Absorption Boost product revamps your service pages with OEM-compliant, custom-built designs that boost Fixed Ops with QR code scan-to-wallet functionality and data-driven SEO content.

No matter which service you choose, we'll continuously monitor your marketing strategies with monthly reporting to ensure they generate results that support your long-term goals.

Contact the experts at **Reach Marketing Pro** to get started.



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