

Mercedes-Benz Country Hills

Challenge

The team at McManes Automotive Group was excited to open Calgary’s newest Mercedes-Benz dealership in the North East. Starting from nothing is hard and they needed to get visible as quickly as possible to start filling their 95,000 sq ft of showroom with new customers. Brighter Digital came on board about 6 months after the launch to tackle the slow organic growth.

Strategy

We did a deep dive into their existing search data and also researched competitors to uncover the spectrum of search queries that were driving traffic for Calgary Mercedes dealers. We also audited their website and other local search factors to find their biggest opportunities to grow.

Approach

We didn’t re-invent the wheel here. We cleaned up location and duplicate issues and then put together a long term plan to attack on-page, off-page, and technical SEO factors. There’s no magic or secret sauce – Brighter Digital simply has the experience and work ethic to consistently deliver results on local search campaigns.

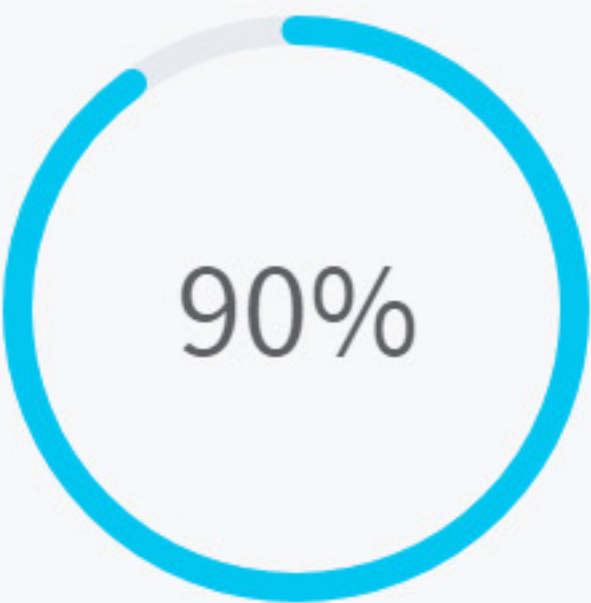


Results

We delivered an [automotive SEO](#) campaign that checked off all the boxes.



YOY Organic Traffic Growth



Google My Business Call Growth



More Goal Completions