

CASE STUDY

Superior Used Vehicles Increases Website Traffic by 35% with Dominion's Responsive Websites and Managed Search Engine Marketing



The Challenge

"Before partnering with Dominion, our website was hard to navigate and maintain. I felt as if I had to jump through numerous hoops just to get the simplest things done," says Tim Morris, General Manager at Superior Used Vehicles. "Consumers would often submit inquiries that were never received, and I honestly believe our website was costing us customers," stated Morris. "Our website and marketing needed a complete overhaul, and Dominion Dealer Solutions was there to help."

The Solution

Superior Used Vehicles chose Dominion Websites to better engage consumers online. Dominion Websites automatically optimize the display across all desktop, tablet, and mobile devices. "We interviewed a few different vendors and found Dominion to be the most professional. We knew that by working with them, we would be able to do the things we wanted to do. Their websites were very user-friendly and the back-end was also easy for me to navigate," says Morris.

After revamping our website, we took the opportunity to reinvent our marketing as well. With Dominion's Managed Marketing, we are now getting more people from the search engines to our website." Superior benefits from Dominion's Search Engine Marketing in the areas of search optimization (SEO) and pay-per-click (PPC) digital marketing. "We are currently using banner ads to target customers and our dealership name is ranking higher on Google and Bing," states Morris.

"We have a dedicated SEM Specialist who assists us with our website and digital marketing. I love the fact that I only have to work with one person. She is fantastic, always available, and knows me and the dealership very well. She is always coming up with new and creative ideas, ensuring we are headed in the right direction," recounts Morris.

The Results

Since implementing Dominion Websites and Managed SEM, Superior Used Vehicles has significantly increased several key metrics. "We have seen an increase in website traffic, floor traffic, and cars sold. Before we began with Dominion, we were averaging about 40 vehicle sales a month. Our sales have steadily increased, and we are projected to sell 70 vehicles this month. Our website traffic has increased 35% and shoppers are staying on our site longer. Where our average time on site was formerly one minute, now customers are staying on our pages for more than three minutes," states Morris.

In recent months, Superior Used Vehicles enjoyed the results of a strong managed campaign that saw over 4 million views and over 3,800 clicks to their website. Over a two-month period they have seen their return visitors increase from 31% to 36%. "Our websites and ads are bringing people to our website and ultimately into our dealership. I don't believe it is a coincidence that, when our new website and marketing campaigns launch, we see a jump in sales. For any dealer looking to grow his or her business, a great website and great marketing are necessities," concludes Morris.

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Tim Morris,
General Manager
SUPERIOR USED VEHICLES



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