



# AUTO CASE STUDY

## Synopsis

This was a locally owned auto shop that was not getting enough calls and leads from their website.

## Goal

Qualified Leads & Conversions

## Action Plan

In August of 2018, we moved to a conversion-focused approach to this client's website and marketing strategy. Using our onpage optimization processes and local optimization, we created opportunities for users to easily convert on page and increased visibility to their local audience.

## Outcome

August 1, 2018 - August 1, 2019 vs. July 31 2017 - July 31, 2018

- **350% increase** in total website conversions, 162 vs. 36
- **341% increase** in organic website conversions, 106 vs. 24
- **886 total calls** from August 2018 - August 2019

Average close rate in the auto repair industry: 50-80% Average Sale: \$550 Average Lifetime Value: 5 years (3 visits per year at \$550)

Total Leads: 2018-2019 165 website conversions + 886 calls from Google listing = 1,051 1,051 total leads - close rate 50% (low end) = 525.5 customers closed 1,051 total leads - close rate 80% (high end) = 840.8 customers closed

## Marketing by Math

Low End ROI:

- 1 lead = \$8,250 over 5 years
- 525 leads paying \$1,650 a year for 5 years
- Annual ROI - \$866,2505 Year ROI - \$4,331,250

High End ROI:

- 1 lead = \$8,250 over 5 years
- 841 leads paying \$1,650 a year for 5 years
- Annual ROI - \$1,387,6505 Year ROI - \$6,938,250

## Traffic Trend



Aug 1, 2018 - Aug 1, 2019: Goal Completions

Jul 31, 2017 - Jul 31, 2018: Goal Completions

