

# Lincoln Digital Group

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Lexus of London Case Study

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## SEO Content & Digital Marketing Services Case Study:



### About Lexus of London

Lexus of London is regarded as one of the premier Lexus dealerships in Ontario, Canada. As one of the leading Lexus sales and service locations in the country, they have been credited with upholding the highest standards of customer service across all elements of the car dealership business, from the operations of the dealership, to the staff that manages them and the customers they serve. With their strong reputation behind them, Lexus of London was seeking to employ additional methods to introduce current and prospective customers to the benefits of working with the best luxury car dealership in the area.

### Problem

Facing stiff competition in the local luxury automotive market, Lexus of London needed to distinguish its world class customer service, product line and dealership amenities from the rest of its luxury competitors who proclaimed to offer the same thing. Their problem boiled down to how Lexus of London could credibly differentiate its offerings from other automotive dealerships vying for the same customers, in order to show that their staff and services truly do “walk the talk.”

### Solution: Lincoln Digital Group SEO-related Digital Marketing Services

Lexus of London acknowledged that the fastest and most enduring means of advancing in Ontario’s luxury auto dealership race was to dominate the competition online. But knowing what to do is one thing. Knowing how to do it is entirely another. With the help of the digital marketing consulting experts at Lincoln Digital Group, Lexus of London and Lincoln Digital Group decided that the most effective way to gain footing was to launch a content marketing campaign, the aim being to engage current and prospective customers with high quality content and improve the dealership’s SEO.

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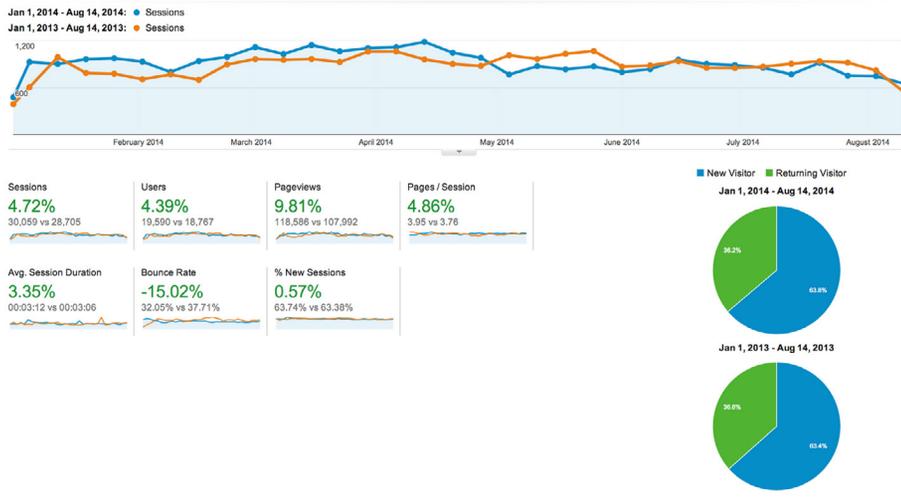
## Results

Due to the successful tactics devised and implemented through Lincoln Digital Group's partnership with Lexus of London, all key performance indicators for Lexus of London's website and sales have shown strong positive growth during the campaign timeframe (January '14-present) compared to the same period in 2013.

### Lexus of London Overall Web Traffic

(Timeframe: January '14 - August '14 vs. January '13 - August '13)

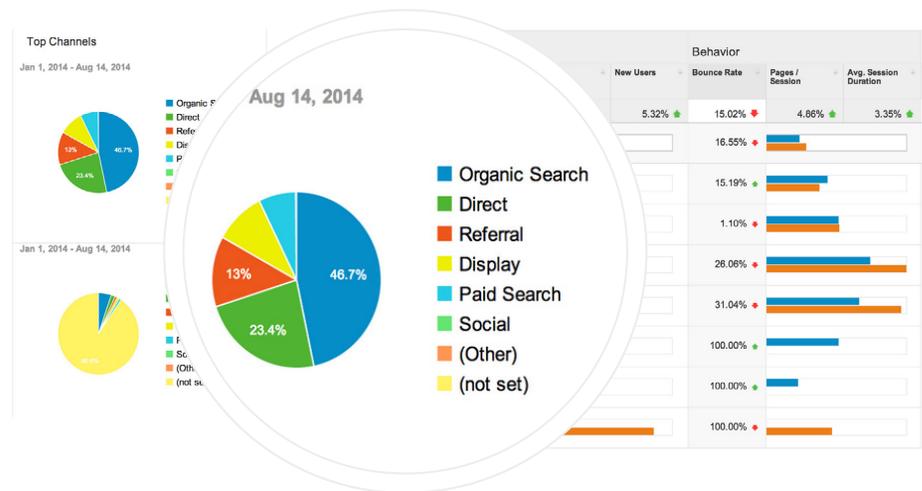
- Visits increased by 5%
- Unique users increased by 4%
- Pageviews increased by 10%
- Bounce Rate showed significant decrease of 15%



### Lexus of London Organic Search Traffic (SEO)

(Timeframe: January '14 - August '14 vs. January '13 - August '13)

Organic search traffic showed the greatest increase in traffic volume of all channels, increasing by 857% compared to the same timeframe in 2013. The Bounce Rate from organic search traffic, which is the number of people who leave the site after viewing a only one page, has also shown a significant dip of 17%, indicating that users are finding more relevant and engaging content compared to the same time period in 2013, which in turn keeps them on the site longer.

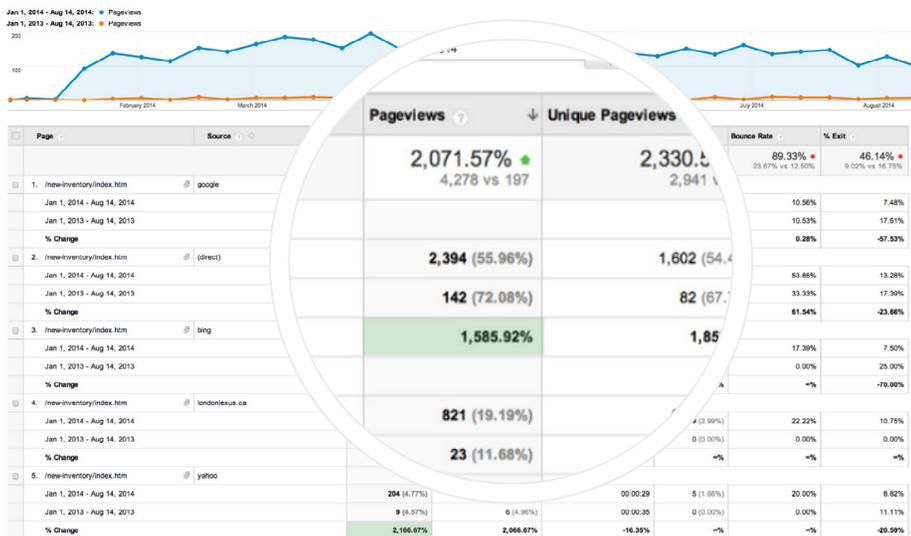


## Noteworthy Page Traffic: New Inventory

(Timeframe: January '14 - August '14 vs. January '13 - August '13)

New car sales are the lifeblood of a premier dealership like Lexus of London. Between January '14 and August '14, organic traffic to “New Inventory” from all major search engines increased greatly compared to the same time period in 2013. This increase in Organic Search Traffic to “New Inventory” pages on Lexus of London’s website has contributed to impressive increases in lead generation and overall sales.

- Google traffic increased 1,585%
- Yahoo traffic increased 2,166%
- Bing traffic increased 8,900%

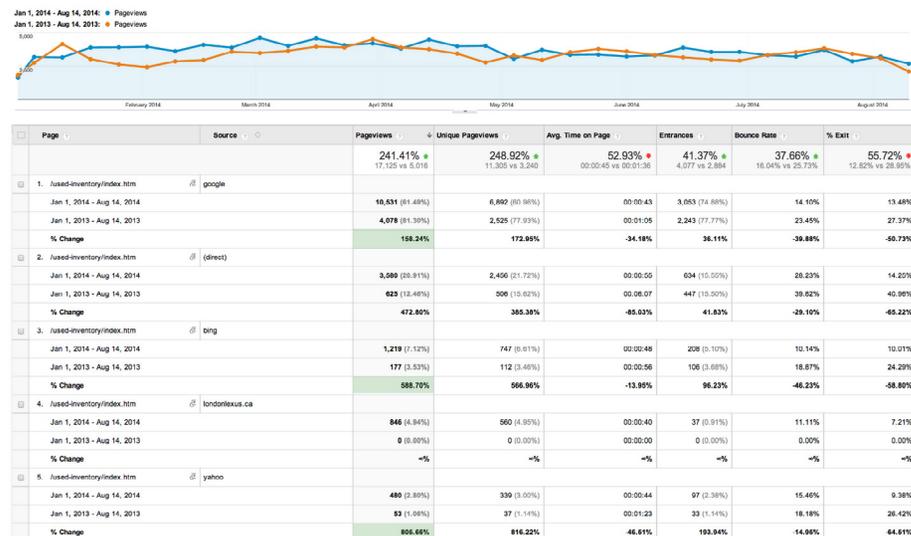


## Noteworthy Page Traffic: Used Inventory

(Timeframe: January '14 - August '14 vs. January '13 - August '13)

Lexus of London’s used vehicle inventory offers the dealership the ability to appeal to different segments of consumers who may not be in the market for a new vehicle. With a marked increase in Organic Search Traffic to “Used Inventory” pages, due in large part to the content marketing efforts of Lincoln Digital Group, Lexus of London has seen stronger sales and lead generation performance in 2014.

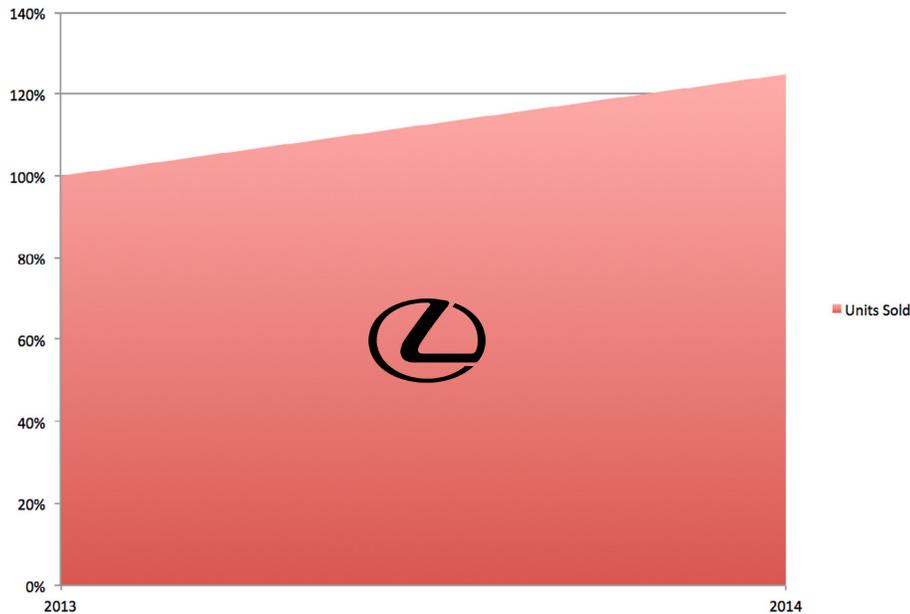
- Google traffic increased by 158%
- Bing traffic increased by 589%
- Yahoo Traffic increased by 805%



## Sales Performance

(Timeframe: January '14 - August '14 vs. January '13 - August '13)

All told, since working with Lincoln Digital Group, the total units sold by Lexus of London are up 25% compared to the same time period in 2013. As a result, the company has become more profitable and gained substantially more customers. Notably, no other SEO-related changes were made by Lexus of London in 2014.



[READ THE FULL CASE STUDY ►](#)

## Want to Improve Your SEO Performance and Digital Marketing Services Strategy like Lexus of London? Contact Lincoln Digital Group Today

The SEO improvements and increase in business performance that Lincoln Digital Group delivered to Lexus of London can also be provided for your business. If you're looking to improve your SEO performance, bottom-line results and overall approach to digital marketing services, the experts at Lincoln Digital Group are ready to help.

Contact us today to request a call, free SEO evaluation report, website evaluation, and consultation.

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