

# How This Equipment Dealership Increased Organic Traffic by 60% with Targeted SEO Strategies

## ✓ Project Overview

### Objective:

Boost organic traffic, improve user engagement, and ensure ongoing SEO success during the launch of a new website.

### Initial Status:

The dealership launched a new website for a business division and sought to increase organic traffic. The company hired Cleartail Marketing to align the site's SEO efforts with its goals.

## ✓ Execution

### SEO Strategy and Website Optimization:

A comprehensive SEO audit identified key gaps, followed by a focused strategy to enhance search visibility. The strategy included on-page optimization, targeted keywords, and technical fixes. A new SEO-optimized website was also launched to maintain consistent growth in organic traffic.

### Strategies Implemented:

- **SEO Audit:** A detailed audit pinpointed technical issues and keyword opportunities to improve performance.
- **On-Page Optimization:** Site content, metadata, and structure were refined to improve rankings and visibility.
- **Keyword Strategy:** Focused on high-conversion, industry-specific keywords to attract qualified traffic.
- **Content Strategy:** Developed targeted content to engage visitors and drive organic traffic.

- **Website Redesign:** A new SEO-optimized website was launched to support long-term traffic growth.
- **Technical Enhancements:** Site speed, mobile optimization, and user experience were improved to further boost SEO performance.

## ✓ Results

- ✓ **Organic Traffic Growth:** Organic traffic increased significantly, now making up 60% of total site sessions.
- ✓ **Increased Engagement:** The high-quality organic traffic resulted in higher engagement rates compared to other channels.
- ✓ **Seamless Website Transition:** The website launch was smooth, with no loss of traffic. Post-launch optimizations, including improved loading speeds, ensured continued SEO success.
- ✓ **Ongoing SEO Success:** The website continues to generate steady traffic and maintain growth in organic visibility.

## ✓ Testimonials

"They clearly have a lot of experience in handling optimization."

– Shannon Lloyd, Marketing Manager,  
Equipment Dealership

## ✓ Contact Us

Learn how Cleartail Marketing can help you drive growth and optimize your operations.

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