

SEO Success Case Study: Automotive Manufacturer

How Incrementors Web Solutions Drove Traffic and Leads for
an Automotive Manufacturer

INCREMENTORS WEB SOLUTIONS



Project Overview

Incrementors Web Solutions is **managing the SEO campaigns** of an automotive manufacturer.

Our comprehensive approach combines technical expertise with strategic implementation to deliver measurable results in search engine rankings and organic traffic growth.



Services
SEO & PPC



Duration
Aug. 2021 - Ongoing



Budget
Less than \$10,000 CAD



Client
Automotive Manufacturer
Canada, 11-50 Employees

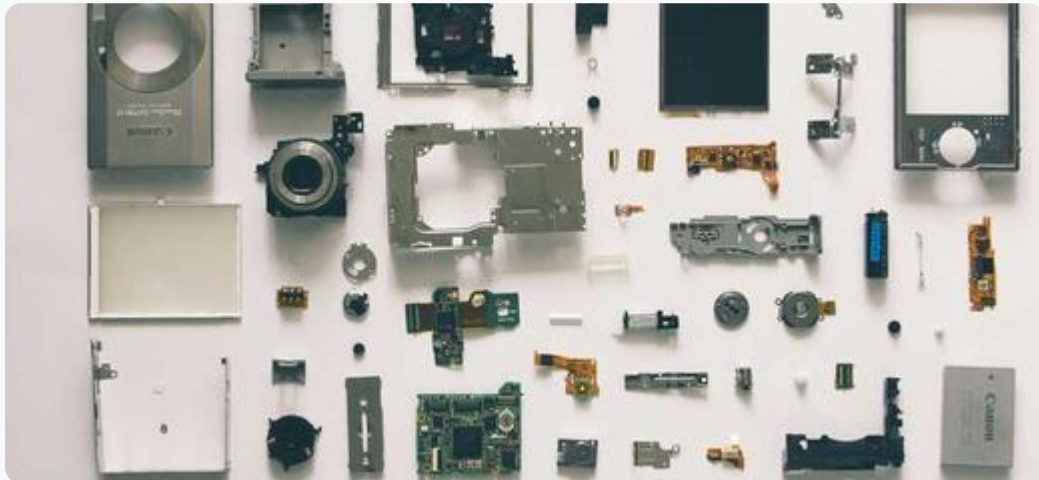
Client & Challenge

Client Profile

 **Industry:** Automotive Manufacturing

 **Location:** Canada

 **Size:** 11-50 Employees



The Challenge

"We needed help in SEO."

The client wanted to improve their website's SEO performance to:

- Increase online visibility in search engine results
- Drive more qualified traffic to their website
- Generate more leads through organic search
- Establish stronger digital presence in competitive automotive market

Our Approach

Scope of Work




"Incrementors is **helping us improve our website's SEO performance.**"

Our comprehensive strategy focused on:

- 1 Technical SEO optimization
- 2 Keyword research and targeting
- 3 Content strategy development
- 4 Performance tracking and reporting

Team Composition

Client worked with **three dedicated resources** from Incrementors:

-  SEO Strategist
-  Content Specialist
-  Technical SEO Analyst

Selection Process

Found through **Upwork** platform

Impressed by qualifications and past work

Virtual meeting via Zoom to discuss strategy

Competitive pricing and clear proposal

Communication

Primarily through emails

Regular updates and progress reports

Responsive to client inquiries

Clear and straightforward task execution



Results & Impact



+42%

Increase in **Website Traffic**



#1-2

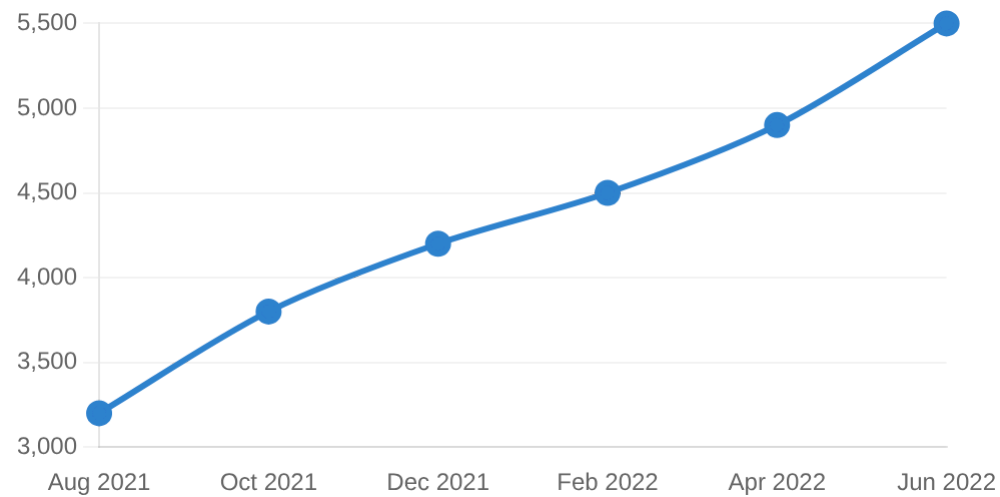
Google Ranking **Improved** from 15-20



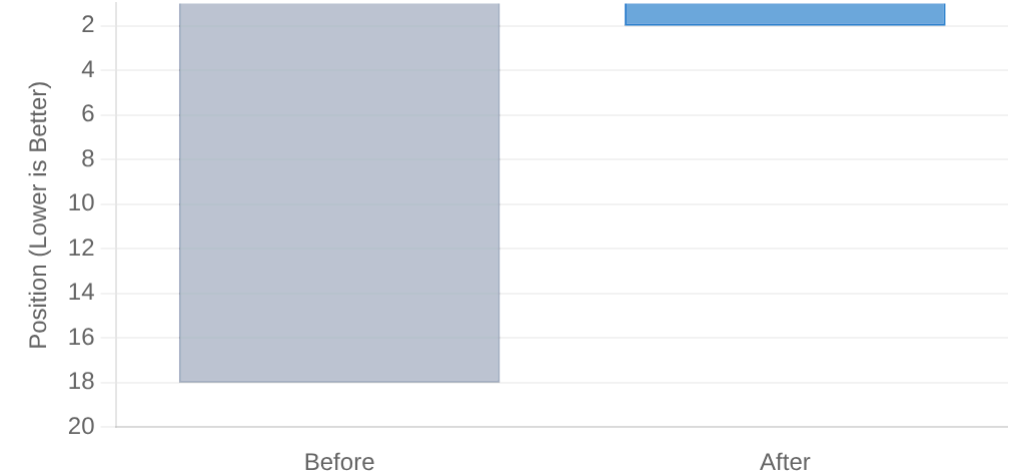
+35%

Growth in **Incoming Leads**

Website Traffic Growth



Keyword Ranking Improvement



"We've seen an increase in our website traffic and incoming leads. Additionally, our Google positioning has improved — from ranking between 15–20, we now rank first or second."

Client Feedback



Client Rating

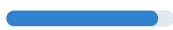
4.5



Overall Score

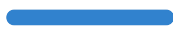
Quality

4.5



Schedule

5.0



Cost

4.5



Would Refer

5.0



Client Testimonials

They're very **straightforward** in terms of executing the tasks we assign to them.

Incrementors is good at **communication** — they get back to us fast and with clear answers.

They know what they are doing — they have the **skillset** to improve a site's rankings for specific keywords.








Areas for Improvement

If they're going to post information about our company online, they should **seek our approval first**.



Ready to Improve Your SEO?

Key Achievements

-  **Improved Google Rankings** from 15-20 to 1st or 2nd position
-  **Increased Website Traffic** driving more qualified visitors
-  **More Incoming Leads** generated through organic search
-  **Responsive Communication** with clear task execution
-  **Cost-Effective Solution** with measurable ROI

Drive Your Business Growth

Our proven SEO strategies can help your business achieve similar results. Let us create a customized plan to improve your online visibility and drive qualified traffic.

 **Get Started Today**

 www.incrementors.com