

Case Study

Article Marketing: Automotive Service Center

BUSINESS CHALLENGE

Although it had a reliable reputation for providing superior auto service and repair in the local community, Plaza Automotive Center's Web site wasn't ranking on the first ten pages of Google and other search engines for its many automotive services, including air conditioning, tires, and diagnostics. Plaza Automotive Center wanted to reach a larger audience, improve its search engine rankings, consistently generate more leads, and increase sales.



OUR SOLUTION

Novo Writing implemented an article marketing campaign consisting of nine keyword-rich articles to promote Plaza Automotive Center's air conditioning, tire, and diagnostic services. We wrote three search engine optimized (SEO) articles on unique topics for each of the three services over the course of a five-month period.

After writing fresh, compelling, relevant SEO copy for each article, we submitted the articles to online directories so Plaza Automotive Center would appear in search results when its target audience searched for its keywords. We also converted the articles into email newsletters that Plaza Automotive Center could send to its customer list to promote its services to an even wider audience.

Our integrated, comprehensive article marketing solution included:

- Performing keyword research to identify the best search terms to use in each article
- Writing two keyword-rich articles per month on topics that attracted the auto center's customers
- Submitting the SEO articles online so the auto center would rank higher for keywords searched by its target audience
- Repurposing the articles as email newsletters to provide the auto center with another effective way to drive more traffic to the Web site at no additional cost
- Tracking and communicating results



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RESULTS

The results of Novo Writing's 9-piece article marketing campaign were both immediate and far-reaching. Plaza Automotive Center is now dominating the first page of Google for almost every auto repair and service in the city in which it operates. Although less than 30 keywords were used in the nine SEO articles, Plaza Automotive Center now ranks on the first page of Google for nearly four times as many keywords. Additional results of the article marketing campaign over a 5-month period include:

- Increasing the total number of visits to the Web site by 91%
- Boosting the number of unique visitors by 30%
- Increasing the number of Web pages viewed per visit by 83%
- Ranking on the first page of Google for over 100 keywords relevant to the auto center's services
- Achieving first-page rankings for five Web site pages that didn't appear in the first ten pages of search results prior to the article marketing campaign
- Saving the auto center money and increasing its exposure by repurposing the articles as email newsletters at no extra cost

"I wanted to generate more leads online, but I didn't have the time or ability to do it myself," said Mitch Harmatz, owner of Plaza Automotive Center. "Novo Writing took the time to understand my business and my goals, and then they wrote great articles that showed up on the first page of Google within a matter of days! I was impressed that they made the articles into email newsletters for free so I could send the valuable information and a special offer to my customer database. I've also been able to do a lot more marketing and actually save more money because of their online copywriting services. I look forward to working with Novo Writing to continue to drive more traffic to both my Web site and my shop!"

ABOUT NOVO WRITING

Based in Redondo Beach, California, Novo Writing is a full-service copywriting firm specializing in marketing. We help companies increase their exposure by writing compelling copy for SEO, Web sites, article marketing campaigns, SEO press releases, blogs, email marketing, print advertising, and much more.

By bringing creative thinking, persuasive writing, and tangible results together to make businesses stand out from the crowd, Novo Writing's strategic copywriting solutions help companies reach their target audience quickly and more effectively, communicate their brand and value to the marketplace, and sell more products and services.

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