

Search Engine Optimization



Increasing search engine traffic without pay-per-click



137% INCREASE IN SEARCH ENGINE TRAFFIC

700% INCREASE IN WEBSITE LEADS



BACKGROUND

During the summer of 2020, Ford Motor Company made a big announcement: an all-new Ford Bronco. MOD Marketing had already prepared it's Illinois Ford dealership client months in advance, and was prepared for the ensuing excitement.

▶ OBJECTIVE



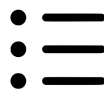
Increase organic search engine appearance for queries related to 2021 Ford Bronco

▶ STRATEGY



Curate website content for users searching for 2021 Ford Bronco & optimize landing pages to funnel users toward pre-order form.

▶ KEY RESULTS



#1 Google Ranking

For the search
"Pre-Order 2021 Ford Bronco"



137% INCREASE

Search engine website traffic



700% INCREASE

Website leads & pre-orders