

case study # 3

think . success

DO NOT USE ELEVATOR

As of January, 2002

"certified pre-owned BMW"
#1, #2, AltaVista
#1, #2, #4, HotBot
#1, #4, #6, AOL
#2, #4, #5, #12, #13, MSN
#9 Yahoo!

Alta Vista:

"certified pre-owned BMW"
#1 and #2, up from #15 in May
2001

Aol Search:

"certified pre-owned BMW"
#1, #4, & #6, up from no rankings
in May 2001
"bmw european delivery" #1

Yahoo!

"pre-owned BMW"
#9, up from #31 in December
2001!
A change of +21 in one month!

Increased BMW Traffic

How do you increase traffic for a BMW auto dealer? That was the question posed to The Karcher Group. Dave Walter BMW needed to know the answer and awarded the website business to The Karcher Group in November of 2000. Immediate evaluation of the site showed that it did not fit the style of BMW and the Dave Walter dealership. However, the main obstacle to overcome was the average of only 62 new visitors to davewalter.com per day.

The redesign produced a newer, more modern look to reflect the style of BMW and the Dave Walters BMW Dealership. Included in the redesign was an improved database to display current inventory and specialized vehicles. The database could be updated at anytime by the dealership, without any programming knowledge. With optimized graphics and a streamlined database controlled inventory, the site ran much more efficiently. Visitors to the site could navigate quickly and easily to find the information they needed. The new design also won The Karcher Group the Canton Advertising Club's 2000-2001 Addy (Award of Excellence).

With the redesign, Search Engine Optimization was also implemented. Proper submission techniques, HTML formatting, and attention to copy were the focus of the campaign. The optimization results quickly took effect. After the second month of the new site launch, traffic vaulted to 188 users per day and user sessions doubled from two minutes to four minutes.

By the end of November 2001, 10 months after the optimization began:

- Traffic increased to 3800 unique visitors to the site, and an average of 255 user sessions per day.
- Average time spent on the site soared to over 5 ½ minutes.
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**The industry average for search engine referred traffic is just under 7%. (StatMarket, Dec. 2000)*

Case Study #2: Site Design and Search Engine Optimization

Client: Dave Walter BMW, Akron, Ohio
Product: New, Used, and Euro-Delivered BMW's
URL: www.davewalter.com
Report Date: January 2002

web:
design
programming
ecommerce
promotion
hosting

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