



ORGANIC SEARCH SUCCESS STORY

Murray Dodge Yarmouth

You're an expert in your business, we're an expert in ours. Let us do what we excel at so that you can spend more time getting back to your busy schedule.

Our team has decades of experience and spends each day learning new ways to stand out in the competitive online market. With trackable results and a transparent approach, it just doesn't make sense to try and go at it alone. Let's find out how Convertus' Organic Search Solution drastically improved this dealership's SEO.

WHY IS ORGANIC SEARCH IMPORTANT?

Organic Search, also known as SEO, is crucial to improving your website's position in local Google searches. Without SEO, you risk your website ranking past page 1 on Google for important model and unbranded searches. 71% of Google searches result in a page 1 Google Organic click. Page 2 only receives 5.59%.

OK, BUT WHY IS CONVERTUS THE BEST CHOICE?

We follow Google's recommended best practices and avoid black-hat strategies that many providers still mistakenly follow.

We couple this strategy with in-house content and design specialists creating the best landing pages in the industry for long-term ranking improvements.

WHAT IS KEYWORD ASSIGNMENT?

We follow a **'keyword assignment'** approach that is based on recommendations from SEO thought leaders, Google itself, and years of experience optimizing dealership websites across Canada.

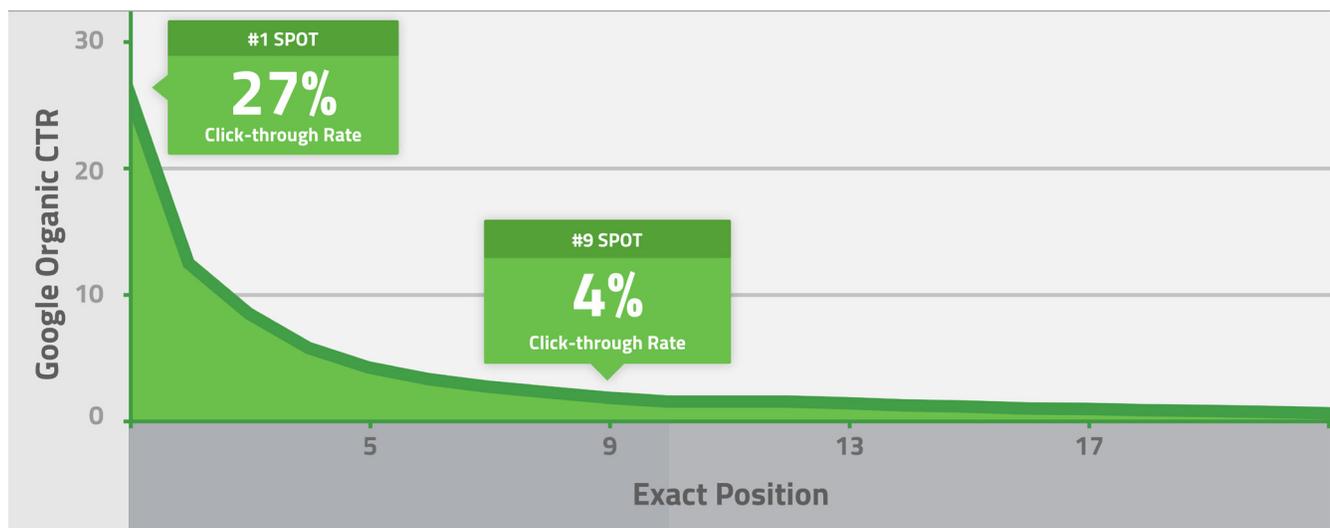
Keyword assignment ensures that pages on your website are optimized for relevant and specific Google searches. We categorize valuable searches that your website isn't ranking well for in Google, then we select optimal keywords to optimize for each category

BUT HOW DOES THIS TRANSLATE INTO CAR SALES?

The number of clicks your website receives for any given search will drastically increase the closer you are to the #1 result.

I LIKE THE SOUND OF THAT!

Us too! We emphasize quality over quantity. Keywords are intent-based and therefore the focus is not on the dealership name or brand as a whole, but instead on terms that bring quality leads; all based on recent Google data and search trends, coupled with the latest in industry best practices.



Higher Rankings for common Google searches made by car shoppers = more sales opportunities!

HOW DID CONVERTUS TURN THINGS AROUND?

We crafted custom meta descriptions, page titles and on-page copy to drive the interest of viewers and to increase the rate at which Murray Dodge Yarmouth was selected in Google results by searchers.

OLD COPY

NEW COPY

Welcome to Murray Dodge

Located in Yarmouth, Nova Scotia, Murray Dodge treats the needs of each individual customer with paramount concern. We know that you have high expectations, and as a new and used car dealer we enjoy the challenge of meeting and exceeding those standards each and every time. As part of [Murray Automotive Group](#) and Canada's Best Managed Companies, Murray Dodge is committed to excellence.

Our experienced sales staff is eager to share its knowledge and enthusiasm with you. We have the greatest selection of new Dodge, Chrysler, Jeep & Ram vehicles in south-west Nova Scotia. We encourage you to browse our online inventory, schedule a test drive and investigate financing options. You can also request more information about a vehicle using our online form or by calling (902)881-3310 or toll-free 1-(888)-721-1703.

If you don't see a particular vehicle, click on [CarFinder](#) and complete the form. We will gladly inform you when a matching car arrives. If you'd like a vehicle in person, click on [Dealership Directions](#) for step-by-step driving instructions to our site. Our Live Chat operators are also always happy to help. Just click on the "Live Chat" button on the right side of your screen.

Our [Mopar Service Centre](#) offers full Dodge, Chrysler, Jeep and Ram service right here on site. We can take care of everything from oil changes to tune up and detailing in our [Murray Dodge Detail Centre](#). Our [Mopar Parts Department](#) can also take care of all of your automotive parts needs, anything from tires, brakes, hoses, filters and more. Looking for accessories? Check out our [Online Accessories Store](#) under for quick and easy accessory shopping. Visit us today at 113 Starrs Road to experience the Murray Difference!

Premier New & Used Car Dealership in Yarmouth

When was the last time you had a truly remarkable dealership experience? You know, the kind of service that makes shopping for your next car, truck, SUV, or minivan a pleasure, and not a chore? At Murray Dodge Yarmouth, that's the kind of service we offer every one of our customers. We strive to provide a relaxed, pressure-free environment, as well as the kind of personalized, exceptional service you'd expect from a modern new and used car dealership in Yarmouth. Murray Automotive Group has been named one of Canada's Best Managed Companies, and Murray Dodge Yarmouth is proud to uphold the standards of excellence that the Canada's Best Managed honour represents. Stop by, and let us give you a better way to get behind the wheel of a quality Dodge, Ram, Jeep, or Chrysler vehicle.

Your Local Dodge Ram Dealer in Nova Scotia

When it comes to picking the perfect car, truck, SUV, or minivan for you, we believe in giving our customers the power of choice. We offer an amazing array of new and used Dodge, Ram, Jeep, and Chrysler vehicles, loaded with the coolest features and latest technology. Whether you're looking for the unmatched convenience of a Dodge Grand Caravan or the rugged dependability of a Dodge Ram 1500, Murray Dodge Yarmouth has you covered. If you don't see exactly what you're looking for in our inventory, let us know! Use the [CarFinder](#) tool to specify your perfect vehicle, and when it arrives on our lot, we'll contact you.

At Murray Dodge Yarmouth, we strive to do whatever we can to make your shopping experience easier and more convenient. Feel free to browse our extensive inventory, schedule a test drive, explore financing options, or even book your next service appointment, all from the comfort of home! If you've got a question, our live chat representatives are here to help. Want to stop by for a more hands-on shopping experience? Click on [Directions](#) for turn-by-turn instructions on how to find us. With so many different ways to shop with us, it's no wonder we're the preferred Dodge Ram dealer near Shelburne and Digby!

Murray Dodge | New Chrysler, Jeep, Dodge, Ram dealership in Yarmouth...

www.murraydodgeyarmouth.ca/

Yarmouth, NS New, Murray Dodge sells and services Chrysler, Jeep, Dodge, Ram vehicles in the greater Yarmouth area

Your New & Used Car Dealership in Yarmouth | Murray Dodge

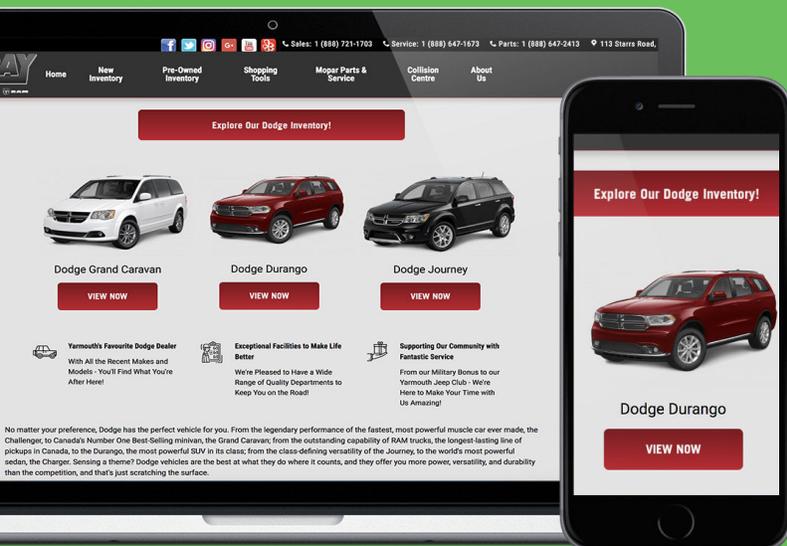
www.murraydodgeyarmouth.ca/

Looking for a Chrysler Dodge Jeep Ram dealer in Nova Scotia? Visit Murray Dodge in Yarmouth and view our vehicles here - our reputation is your guarantee!

The old website copy on Dealer.com compared to our newly custom writing on the site and the old homepage appearance in Google compared to the new one created by our Organic team.

We also work on numerous off-site signals that Google considers, including:

- Google My Business
- Unlinked mentions of your dealership around the web
- Local business directory listings



THE IMPACT?

In the **first 5 months** of Murray Dodge Yarmouth's Organic campaign:

KEYWORD	BEFORE CONVERTUS	WITH CONVERTUS	RANKS GAINED
jeep for sale shelburne	not found	1st	▲ 99
dodge ram 1500 for yarmouth	5th	1st	▲ 4
dodge ram dealer nova scotia	9th	1st	▲ 8
car loan yarmouth	37th	1st	▲ 36
dodge ram trucks for sale shelburne	not found	2nd	▲ 98
dodge dealership shelburne	not found	3rd	▲ 97
dodge ram trucks for sale digby	not found	3rd	▲ 97
jeep wrangler for sale yarmouth	8th	3rd	▲ 5
used car dealership yarmouth	12th	3rd	▲ 9
used trucks for sale yarmouth	20th	3rd	▲ 17
minivans dor sale yarmouth	15th	3rd	▲ 12
suv's for sale yarmouth	13th	4th	▲ 9
jeep compass for sale yarmouth	7th	5th	▲ 2
jeep dealership yarmouth	not found	5th	▲ 95
used jeep for sale yarmouth	9th	6th	▲ 3
dodge grand caravan for sale nova scotia	54th	8th	▲ 46
used car for sale yarmouth	14th	8th	▲ 6
dodge ram 1500 for sale nova scotia	31th	13th	▲ 18
auto parts yarmouth	38th	16th	▲ 22

The number of chosen keywords ranking in the top 10 results

VISIBILITY SCORE BEFORE

5

VISIBILITY SCORE AFTER

17

TOTAL RANKS GAINED

764