Case Study: Messy Motors

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Challenges & Objectives

Messy Motors buys junk cars from people who need cash fast. They then repair the cars and sell them at a profit, or sell the parts. Messy Motors wanted to create a new website that would evoke a strong emotional response, encouraging car owners to act immediately. And since Messy Motors has lots of competition, they wanted the design to be unique so they could stand apart from the crowd. They also wanted to get SEO results--fast.

SEO results come faster when optimizing an existing website with a history, but we were starting from scratch on a new web address. We designed, built, and launched the Messy Motors website (http://www.messymotors.com) in April, 2014 with a fresh, eye-catching design and purposefully crafted content. But we weren’t sure how fast we could start generating leads for our client. We prepared them to invest for several months before they’d start getting sales from the traffic we knew SEO would eventually bring.

Key Tactics

The website we built for Messy Motors might look simple, but every part was either strategically designed to get people to do what the client wanted them to as quickly, or for SEO purposes. The client had prior experience with this type of business and knew that if they could get a car owner on the phone, a high percentage of them would strike a deal, higher than those filling out the online form on the website. Therefore we promoted the phone number more than the form in the layout, only putting the form there for those who preferred not to call, and might leave the site were no other option presented.

The content on the site was created to provide useful information for car owners across the continental United States who were in the early stages of buying new cars, and therefore getting rid of their old ones. By customizing the content for each state and many large metro areas, we knew these pages would draw in the kind of traffic our client wanted. Blogging services and management of social media accounts supported this strategy, allowing Messy Motors to quickly build their online reputation, connect with customers, and display their industry knowledge and expertise.

Specific services we provided to Messy Motors included:

- On-site SEO
  - Keyword master list
  - Monthly reporting
  - Consultation and training as needed
- PPC
- Link Building
- Content Marketing
  - Infographics
  - Online quizzes--generating up to 7,000+ responses and numerous conversions
  - Top tier placement in Forbes, Huffington Post
  - Blogging
- Social Media Management
  - Social media campaigns
  - Creation and management of business accounts on Facebook, Twitter, Google+
  - Daily postings regarding industry trends
  - Daily online interaction
- Online PR
- Local SEO
Results

Visitors started coming to the website much sooner than we expected. Visitors went from 0 in April to 135 in May, 2,536 in June, and 4,505 in July, making a 135% month to month increase in May, 1,778% increase in June, and 77% increase in July.

Conversions, or leads, steadily increased each month as well. From 0 in April and only 2 in May, conversions jumped up to 136 in June, and 461 in July. In percentage terms, this was a 2% increase in May, 6,700% increase in June, and 239% increase in July. These results are even more impressive when one considers these numbers don’t include any repeat “customers,” since each person only sells a junk car once every several years. Every one of those 461 conversions in the first three months was an individual lead.