

WebWizards.NZ - Client Case Study

Client – Affordable Auto Services

Affordable Auto Services is a professional and friendly auto repair shop in Lincoln Street, Hamilton. Servicing vehicles for over 25 years, they work on every car like it's their own!

Affordable Auto Services employs advanced level diagnostic equipment and MTA certified technicians to properly diagnose and repair petrol, diesel and hybrid vehicles. They do automotive mechanical and electrical repairs and servicing on all vehicles including cars, vans, SUV's and light trucks up to 12 tonnes.



AffordableAutoServices.co.nz

History

Affordable Auto Services has been a client of WebWizards since March 2017. Their previous website was not working well for them, the site was indexed by Google however they weren't receiving many visitors (they were sitting around page 10 in search results). They were maintaining three domain URL addresses and two websites - both of which were partially mobile friendly, but not seen often in organic search results. Their main website was hosted in a frame on another separate address to their advertised URL, so you couldn't see, or bookmark, the actual page you were on. They had Google Analytics set up with a basic configuration so they could see how many people were visiting the website but now how they were interacting with it.

Their AdWords campaigns were pointing to another separate website set up by their old AdWords agency. They were getting the agencies standard AdWords reports but couldn't tell what people were searching for that triggered the ads and they couldn't see what visitors were doing once they landed on the agencies separate website. Despite paying the agency maintenance charges, the ads hadn't been updated to use the new better performing ad formats or extensions. There was no visibility on what the agency was doing for maintenance or optimisation of the AdWords account and no strategy discussed for improvement.

Objectives – Attract new customers and improve website engagement

Affordable Auto Services wanted to attract more customers and get more visitors to its website through organic search results and via Google AdWords search advertising campaigns. They also wanted to be able to track how people were interacting with the website and get more people interacting – ultimately to drive more workshop bookings and revenue.

Goals

We wanted Affordable Auto Services to be seen in search results at the right moment in time to reach new customers and drive workshop and warrant of fitness bookings. Our main goal was to achieve better performance with both paid and organic search results.

We wanted to make sure that every dollar we spent in AdWords was being used in the most efficient way and that we showed up at the right time in search results when people were looking for a mechanic or warrant of fitness in Hamilton.

To gauge our performance, we wanted to do the following:

- Generate more traffic to the website
- Track and Increase Website Interaction Rates
- Increase AdWords Traffic, but not the cost

Strategies

With some new content, and the best content from both old websites we re-created a better, standards compliant, mobile friendly website and we implemented best practices for search engine optimisation. We set up advanced interaction tracking using Google Tag Manager and relevant goals and KPI's in Google Analytics to track the success of the website – we linked these through to Google AdWords so everything could be tracked and reported on. We also set up a "Google My Business" listing.

We created and optimised a new AdWords account to align with Google's best practices and used the new AdWords features that were not enabled in the old account. We performed keyword research and search trends analysis to pick terms and phrases that would send better qualified traffic to the website. We also determined many search terms that could have triggered our ads where the intent of the searcher didn't align with our goals, these we added as negative keywords to prevent the ads showing unnecessarily.



<https://webwizards.nz>
Certified Google Partners



Results:

We saw an immediate rise in organic traffic and workshop bookings increased immediately as well.

After a few weeks, we were able to analyse data in Google Analytics, Google AdWords and Google Search Console, and cross-referenced both paid and organic enquiry statistics to determine the actual keywords and search terms that delivered quality leads for the business and used these to further optimise the website and AdWords account.

Overall Results:

- ✓ 12,850% Increase in Organic Traffic
8 in Jan/Feb 2017 to 1036 in Jul/Aug 2017
- ✓ Increase in Direct Traffic & Brand Loyalty
0 in Jan/Feb 2017 to 221 in Jul/Aug 2017
- ✓ 55% Increase in Trackable Contact Events*
154 in Mar/Apr 2017 to 239 in Jul/Aug 2017

AdWords Results: Comparing with previous agency's data

- ✓ 447% Increase in Impressions
- ✓ 350% Increase in Clicks
- ✓ 21% Increase in average Click Thru Rate
- ✓ 736% Increase in average Conversion Rate
- ✓ 88% Decrease in Cost per Conversion
- ✓ All at a slightly less cost < \$15 difference

* *Trackable Website Contact Events = events tracked through the website (e.g. click to call, click on email, form filled out etc). We cannot track if a customer directly dials a phone number or types an email, so actual contact events are likely to be higher.*

Google My Business Results: In August 2017 Affordable Auto Services had

- 3985 Impressions in Google Search Results
- 3361 Impressions in Google Product and Service categories
- 624 Direct viewings - by business name or address - in Google Search or Maps
- 274 Actions from Search & Maps results including
 - 69 Website visits
 - 93 Requests for driving directions
 - 112 Phone calls initiated

Client Review:

We got WebWizards to look at our Website, AdWords, Analytics, Email Service, Facebook Login, etc. He did the works – basically our whole digital footprint was overhauled and sorted out.

Extraordinary service. This guy will make you money!!

Mike Cooper – Owner - AffordableAutoServices.co.nz

Why choose WebWizards?

We are Badged & Certified Google AdWords and Analytics Partners with 15+ years' experience with website development, website optimisation and digital marketing. For AdWords, we offer you:

- Best Practice Account Setup and Maintenance
- Regular Account Auditing
- Regular Maintenance (if required)
- No Fixed Contract – we won't lock you into a maintenance contract you don't need
- Reporting on the actual search terms that trigger your ad

Unlike other agencies, we will give you access to your AdWords account, which gives you the option to learn AdWords basics:

- Manage your own budgets,
- Pause ads when you want and
- See and understand exactly what we are doing for you.

Or we can manage the whole account on your behalf.

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Let us work our magic for you!
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