

SEO Case Study



motorway

November 2019

krystianszastok.co.uk
Krystian Szastok / SEO Consultant / Newtide Digital

**207% organic traffic* increase
in 6 months (with 87% increase in enquiries)**

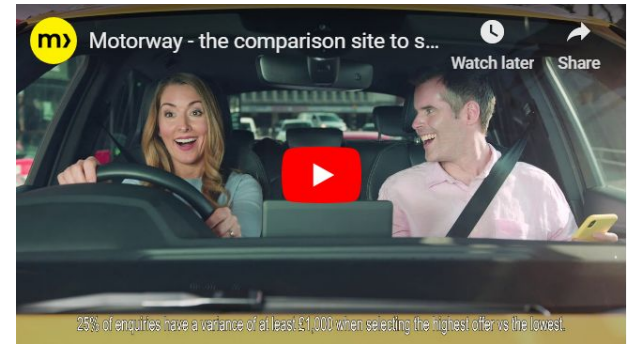
1,250% increase over 12 months.**

* (non-branded)

** yes that's not a typo, organic, non-brand traffic went from 8,000 monthly visits to 108,000 within 12 months.

About motorway.co.uk

- The comparison site to sell your car in UK
- Unique 'TruePrice' approach to make the marketplace fairer towards customers
- Challenger brand with £11m in series A funding, great tv, radio and tube ads
- Experienced and innovative team, with great leadership and a strong marketing team.



About Krystian Szastok

Worked in UK SEO industry for **13 + years**, for leading agencies in **Brighton and London** (currently based in Barcelona - working via video conferencing)

Spoke at conferences, have delivered SEO campaigns for Fortune 500 companies, achieved 200-1000% increase in visits in the past (**prominent clients include EDF Energy and Motorway.co.uk**)

Truly strategic approach, weekly/biweekly consultation and **new ideas, great project management** and results orientated approach.





Key SEO aims

- Achieve higher visibility, more traffic and conversions from Organic search
- Appear for key lower funnel searches, as well as capture interest at the early stages of the car sale journey
- Challenge the well established players (autotrader.co.uk, webuyanycar.com) in the market for very competitive, high traffic search terms.

What did we do to achieve these increases?



Content focused SEO strategy

- Identified leading topics related to automotive industry in UK
- Built out market leading guides to cover each stage as well as possible
- Continuously improved the website for mobile-first approach and keeping up with the key technical SEO trends.

What were the results?



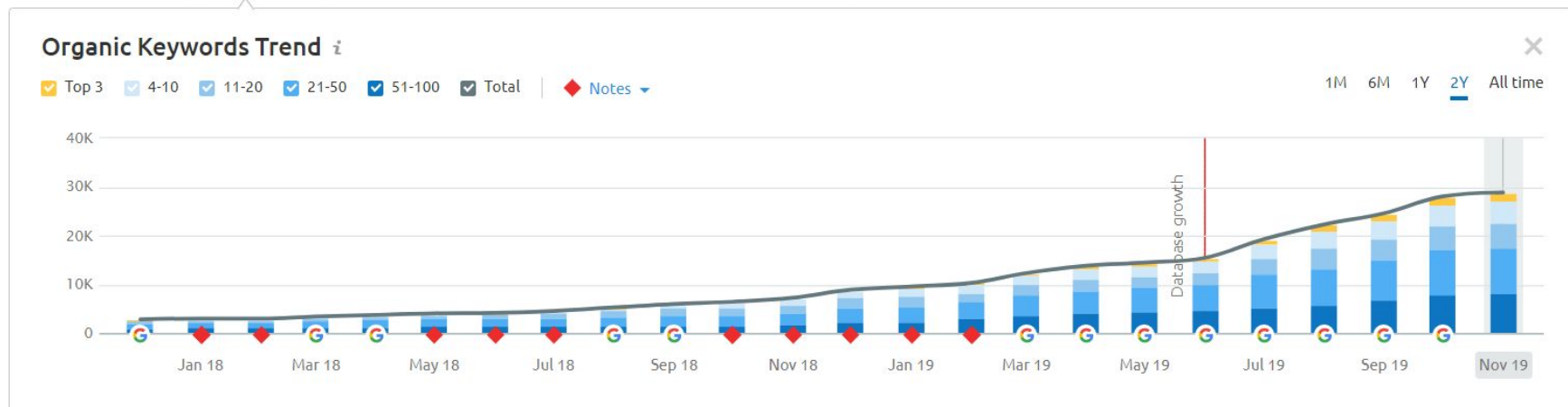
Non-branded visits over the last 16 months.

207% organic (generic, non-branded) traffic increase in 6 months (with 87% increase in enquiries).
1,250% increase over 12 months.

Keywords *i*
28.8K 2.82%

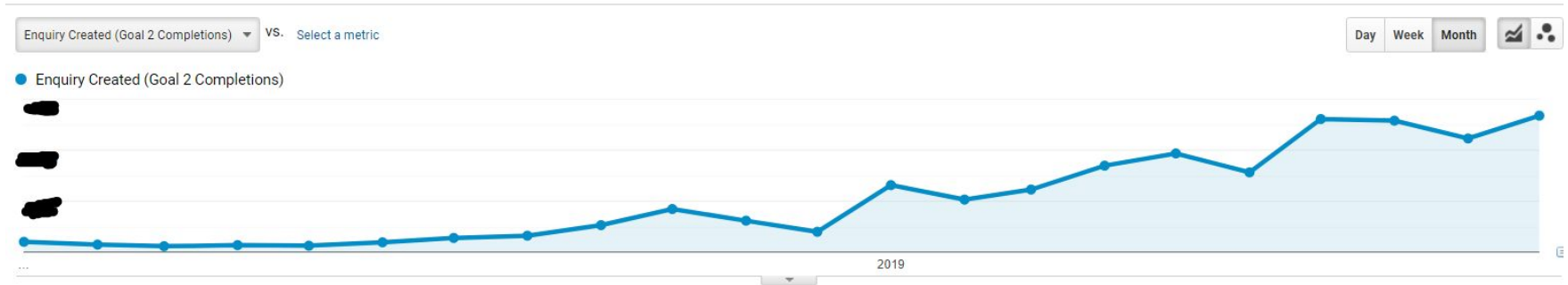
Traffic *i*
201.3K -18.31%

Traffic Cost *i*
\$601.8K -17.29%



From 14k keywords in April 2019 to 29k in November 2019.

Number of keywords with top ten positions rising 300% from 2k in April to 6k in November 2019.



61.16% increase in leads generated from organic traffic to guides alone: April 2019 vs October 2019.

212% increase Year on Year if looking at October 2018 vs October 2019.

Interested in seeing what SEO could achieve for your brand?

Book your free, no strings attached 20 minute consultation:

+44 7455 183 193 or

email me on krystian@newtide.agency

Visit me at krystianszastok.co.uk