



# DRIVING **ORGANIC DOMINATION** FROM SEARCH TO SCALABILITY

## Serra CDJR's Climb From Zero Visibility to Market Domination

In less than 18 months, Serra CDJR Lake Orion went from invisible in search to dominating their market's most competitive terms. When new leadership stepped in, the store lacked digital visibility, had fragmented messaging, and wasn't even appearing in "near me" searches—or tied to their own inventory.

With Dealer Teamwork's Total Search™ strategy, real-time tech, and a full SEO rebuild, Serra now ranks for high-intent local terms, owns its backyard, and drives more qualified leads—without increasing ad spend.

*"Dealer Teamwork has challenged us, supported us, and helped us **grow faster than I expected.***

*I genuinely believe that kind of partnership is what every dealership needs **if they want to win in digital.***

**Josh Vartanian**, General Sales Manager, Serra CDJR Lake Orion





# 94%

Increase in Organic Impressions

# 250%

Increase in Organic Page Views

# 359%

Increase in Organic Engagement

# 81,750+

Key Organic Events

# 50%

Of All Top Ranking Landing Pages  
built & powered by Dealer Teamwork



*"When we took over the store, we couldn't even find it online. Dealer Teamwork rebuilt our entire digital presence and now we **dominate search across all markets.**"*

**Ron MacEachern**, Dealer Partner, Serra CDJR Lake Orion

## From Search to Scale

Dealer Teamwork rebuilt Serra CDJR's online presence from the ground up—fixing SEO errors, improving local visibility, and launching pages that convert.

**Built to rank:** 60+ pages now power 193 Page 1 keywords—most in the Top 3 spots.

## Efficient Organic Growth

By correcting backend SEO errors, launching geo-targeted pages, and optimizing content structure, Dealer Teamwork helped Serra CDJR appear more frequently—and more competitively—in local search results.

- + +34.7% organic visibility growth
- + 37,300+ total organic clicks
- + 2.45M search impressions

Organic traffic now drives leads – without paid ads.  
**Zero ad cost. Maximum ROI.**

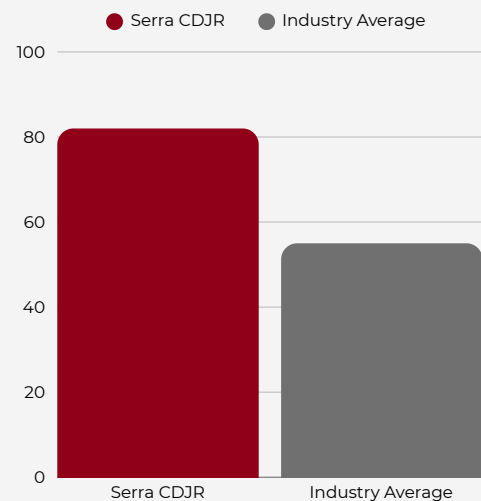
## Key Result Drivers & Partnership Benefits

With a purpose-built platform, Dealer Teamwork combines custom strategy, unmatched tech, and a team that speaks fluent automotive.

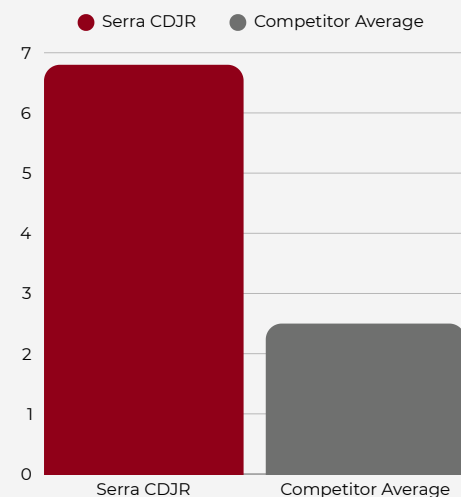
- ✓ Custom-built SEO & Local Strategy
- ✓ High-converting pages match shopper intent
- ✓ Real-time offer publishing across all platforms
- ✓ Fully integrated MPOP® platform + expert team

## State of the Industry: *Competitive Benchmarks*

### Engagement Rate (%)



### Pages Per Session (Shoppers Exploring)





## Certified Partnerships. *Superior Results.*



Dealer Teamwork is the preferred partner of successful dealers across all OEM brands, and **certified** with 16+ domestic and international OEM programs.

You are the Dealer.  
We're the Team that does the work.  
**Together...We're Dealer Teamwork.**  
We look forward to working for YOU!



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