



## Website Audit for Elevated Automotive

### ELEVATED AUTOMOTIVE

Considering strong competition in the new and used auto market in Johnson County and the KC area, [elevatedautomotive.com](http://elevatedautomotive.com) has substantial potential for improvement for SEO and site content.

#### ➔ Critical Website Errors

Expert website management services means your website will be free from errors which could potentially tarnish not only user experience, but browser rankings as well. Here is a selection of errors we found in our audit:

- The link for *Priced Under 10k* under Pre-Owned leads to no existing inventory.
- Testimonials link on homepage leads to a page with no testimonials.
- [www.elevatedautomotive.com/service/](http://www.elevatedautomotive.com/service/) page is an opportunity missed to work in keyword-rich content!
- No Actual/Unique New Car Specials on *New Car Specials* page - Recent Automotive Surveys have shown that if a dealer doesn't have specials listed, dealers are likely to lose business to another competitor who does!

#### ➔ Keyword Ranking

One of the main areas where Elevated Automotive could improve their SEO in the short term is by optimizing their website for keywords related to their businesses. While the website does mention Infiniti and Nissan vehicles, parts and services, due to a lack of overall content it doesn't utilize the full potential of keywords that potential customers might be searching for.

As an example, using persona building we chose an array of keywords that a potential customer living in Johnson County (using Overland Park, KS as a specific city of reference) a might use in a search engine such as Google to locate a dealer that specializes in new vehicles with an emphasis on the manufacturers represented by Elevated, or just new and used cars in

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general: nissan dealer near me, infiniti near me, new cars near me, luxury car dealership near me, new car dealer near me, new and used car dealer near me, infiniti parts, nissan service near me, and new auto johnson county ks. For someone based in Overland Park, the following are ranked in the Top 10 of SERP results:

- Infiniti parts (#6)

The remaining keywords did not rank this site within the Top 10, **nor even the Top 100 of SERP results**, although linked sites in the Elevated family rank substantially higher (as reviewed previously). Overall, there is a lot of potential to rank higher than the competition when it comes to new and used vehicles in general. The new and used automotive market is a challenging environment where the opportunity exists for a dedicated SEO professional to further research and identify keywords to implement on-site for these rankings to not only remain competitive locally, but also grow.

A good overall KPI with respect to SEO would be to, put simply, to strive for Elevated Automotive to rank much higher in rankings with regard to any of the other keywords shown above that did not rank in the Top 10 and then using combined human and artificial intelligence, research other search keywords that would have a positive impact on the business and either fine-tune or create new site content that utilizes them in order to rank even higher. Studies show that 75% of people searching on Google will not go past the first page of search results; most potential customers will click a competitor's page before going down that far.

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## ➔ How Can Pin-Up Marketing Help

Using combined human and artificial intelligence, our team would research other search terms that would have a positive impact on the business and either fine-tune or create new site content that utilizes those terms in order to rank even higher. Along with that approach, we would employ the following strategies:

- **Long-Tail Keywords:** In the form of queries such as “Are Infinitis easy to service?”, “What Nissan cars have the best gas mileage?” etc are more specific and targeted than the “short-tail keywords” featured in our search engine rankings above, and they often reflect the user's intent more accurately. By incorporating long-tail keywords in their SEO strategy, Elevated Automotive can attract more qualified leads and increase their chances of converting website visitors into customers (<1 month).
- **Optimizing Site Metadata:** Initial review suggests that the site has room for improvement with regard to fine-tuning the content for SEO purposes. Using our experience, responsiveness, and enhanced artificial intelligence, our team will begin by improving on-site SEO by optimizing site meta-data and adding crucial keywords to site content to increase search engine crawlability. We can create pillar pages with optimized content that attracts potential customer interest with the emphasis on establishing a wider presence throughout the Johnson County area and beyond. (<1 month).

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- **Establishing more backlinks and removing ones from sites with low or potentially toxic authority:** A cursory backlink analysis shows further opportunity to create relationships with other online entities and develop linking opportunities to the site in order to keep competitive with new and used auto dealers throughout the area. Establishing more backlinks that lead to Elevated Automotive will get the attention of search engines and create even better SERP rankings overall, over time. In this case, the most sound approach is to discover the backlinks the competition has and not only match those, but surpass them. A high number of clean, organic links to your website will boost site authority and beat out competitors (ongoing).
- **Overall Lack of Content:** Our user experience review shows **lack of content** in service, parts, and elsewhere throughout the site, which compromises site authority. A skilled webmaster can help curate locally specific content that highlights the unique value proposition of the business, such as its competitive pricing, special promotions, or exceptional customer service, and remove aspects of the site that likely will not impact local customers in a meaningful way. Also, creating synergy and “link juice” between all Elevated sites can help all businesses stand out from competitors and attract more qualified leads (ongoing).

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## Outlook

If we meet these challenges head on and implement the suggestions shown above, experience suggests that Elevated Automotive could start seeing better search engine results **within three months**. During this timeframe, more pillar pages (with greater emphasis on making your site attractive to visitors from throughout the area) will be created, more content will be added to the page with optimized keywords, sitemaps will be regularly submitted to Google Search Console for indexing, and the rest of our marketing team will surely contribute in many other factors to deliver the best possible experience and results for you and your customers.

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