



Website Audit for Elevated Nissan

Elevated Nissan

In light of strong competition in the new and used automotive market in Johnson County and the Greater KC area, elevatednissan.com has good potential for improvement for SEO.

➔ 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:

- *New Vehicle Specials* page- while there are specials listed, they don't look unique or special to Elevated Nissan compared to any other dealership - 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!
- *EV Benefits* page – Search inventory link leads to **all** inventory, not EV only
- *Service and Parts Tips* page – typo on Button “**Starting** a Nissan with a dead key fob”
- *Finance Center* page – link to *Online Model* Showroom leads to **404 error** page.

➔ Keyword Ranking

One of the main areas where Elevated Nissan could improve their SEO is by optimizing their website for keywords related to their business. While the dealership's website does mention Nissan vehicles and their services, it doesn't utilize the full potential of keywords that potential customers are 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 point of reference) a might use

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in a search engine such as Google to locate a dealer that specializes in Nissan vehicles, or just new and used cars in general: nissan dealer near me, nissan near me, new cars near me, car dealership near me, new car dealer near me, new and used car dealer near me, nissan service department near me, nissan parts, best nissan dealer near me, nissan trade-in, nissan altima near me, and nissan sentra near me. For someone based in Overland Park, the following are ranked in the Top 10 of SERP results:

- Nissan near me, best nissan dealer near me, nissan dealer near me, and nissan service department near me all rank #1, at the top.
- nissan parts ranks 3rd.
- Nissan altima near me and nissan sentra near me both rank 7th.

All other keywords did not rank within the Top 10 of SERP results, although nissan trade-in comes close at #15. The other keywords listed, notably the ones that are broader and not make-specific, did not rank within the Top 100, likely due in part to the competition in the area. These results suggest that while Elevated Nissan enjoys relatively good SERP rankings for someone in their area searching for a Nissan, it has further potential for growth when it comes to a greater overall dealership presence in Johnson County and beyond.

In addition to using the right keywords, Elevated Nissan could also benefit from creating more content on their website. Search engines like Google prioritize websites that have fresh, relevant content. By regularly creating blog posts or articles related to the family of Nissan vehicles, Elevated Nissan could improve their SEO and attract more potential customers to their website.

A good overall KPI with respect to SEO would be to, put simply, to strive for Elevated Nissan 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. For now, with most of these keywords and their variations, customers in the Kansas City area will have to scroll through several pages of search results in order to find elevatednissan.com, and experience suggests they will click a competitor's page before going down that far.

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 “Where can I find the best deals on Nissan vehicles?” 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 Nissan

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can attract more qualified leads and increase their chances of converting website visitors into customers.

- **Optimizing Site Metadata:** Initial review of elevatednissan.com 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 can begin by improving on-site SEO by **optimizing site metadata** and adding important keywords to site content to increase search engine crawlability. We can create pillar pages with better optimized content that attracts potential customer interest with the emphasis on establishing a wider presence throughout Johnson County, Kansas and beyond. (<1 month).
- **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 Nissan 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).
- Preliminary audits are showing a substantial number of invalid structured data items, duplicate content issues, and uncached CSS and JavaScript files, which undermine site authority. In addition, the user experience can only be enhanced by increasing website load speed, which has the potential to deter visitors as they navigate through the site and interfere with creating conversions. We can improve this by minifying internal code which makes the sites easier to load, reducing the amount of HTTP redirects presently on the site, and compressing images making them easier to load and display. We can only go up in the rankings after **technical SEO** issues such as these have been addressed (<2 months).

Outlook

If we meet these challenges head on and implement the suggestions shown above, experience suggests that elevatednissan.com 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 local keywords, sitemaps will regularly be submitted to Google Search Console for indexing, and the rest of our marketing team will surely contribute in many other factors to the best possible experience and results for you and your customers.

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