



Ek Automotive serves the greater Chicago area providing high quality automobile repair services. The technicians at Ek are especially skilled in under-hood and under-car mechanical and non-mechanical repairs.

As a family-owned business, Ek takes pride in contributing to the community they serve.



THE CHALLENGE

Ek Automotive approached OrangeSoda seeking to turn more website visitors into paying customers. On a limited budget, and in a city with plenty of competition, all parties knew that the campaign would require excellent execution if it was to succeed.

THE PLAN

- Provide recommendations for all onsite changes necessary to make the website SEO friendly, including URL structure, meta-data, and keyword density
- Utilize an aggressive link building strategy based on keywords targeted to reach client's ideal customer
- Optimize online campaigns to convert traffic to sales

THE RESULTS

- Increased ranking for client's highest priority keyword from #69 to #1
- Raised ranking for client's second highest priority keyword from #86 to #1
- Improved total website traffic by an average of 38%