



Subaru Parts For You has a huge inventory of accessories and genuine Subaru parts, with prices far below factory prices. Not to mention great customer service.



THE CHALLENGE

Subaru Parts For You has a well-performing website that customers enjoy using, and competitors admire. And although managing the online marketing in-house proved somewhat effective, it was taking up valuable shop time.

THE PLAN

- Relevant articles were created and submitted, bookmark links and blog posts were created to build links and establish Subaru Parts For You as industry experts.
- Subarupartsforyou.com was submitted to niche directories, allowing company information to be easily accessible to searching customers.
- Frequent and proactive optimization recommendations were made by OrangeSoda, in order to stay on top of highly competitive industry.
- OrangeSoda uses only white-hat practices, ensuring that Subaru Parts For You's rank improvements are search engine approved.

THE RESULTS

- Grew from 25-30 orders a month to around 400 orders a month
- Attained first page ranking for 5 highly relevant keywords
- Achieved high return on investment, with up to \$30 in revenue for every \$1 spent on online marketing
- Experimented with different budgets and package combinations to maximize results