

American Eagle Auto Body

www.aeautobody.com



American Eagle Auto Body obtains new clients by utilizing the power of Local Online Search resulting in a 200% increase in new customers and business!

Customer Profile

American Eagle Auto Body provides local Los Angeles and surrounding communities with exceptional auto body repair and auto restoration services. The business was established in the early 80s and has been serving the Greater Los Angeles area for over 20 years. Since more and more people are using local search instead of yellow pages, they wanted to take advantage of online searches to obtain new clients. Being in a competitive market in the Los Angeles area presented a

challenge with advertising through traditional media such as newspapers, magazines and Yellow Pages. Not only was it getting expensive, it was getting impractical with the business simply getting lost in the hundreds of other competitor listings. By taking advantage of local mapping services on all the major search engines and targeting Local Search we were able to target specific keywords and closely track the ads that were driving them business.

"I have a new website and a way for new customers to find my body shop online. I'm getting daily phone calls from people finding by business and services online." Ruben Owner, American Eagle Auto Body

Who is AE Auto Body?

- Full Service Auto Body Repair Center
- Located In Los Angeles, CA
- Specializes in auto repair, restorations and custom painting

What They Needed?

- Attract new customers and build awareness
- Target their core local customers and increase new business
- Stand out from the numerous local competitors
- Searchable web presence

What We Did

- Targeted local campaign in Los Angeles, CA and surrounding communities
- Utilized SEO for placement in Google OneBox, Yahoo Local and MSN
- Printable coupons on their business listing
- Targeted business specific keywords users were searching online

What We Accomplished

- Increased site traffic, AE Auto Body now receives an average of 2000 unique visitors per month
- American Eagle Auto Body now ranks # 1 in Google OneBox for "Los Angeles Auto Body"
- Provided online presence for Business
- Provided the ability for customers to rate service

Customer Profile Results

Through our proven Local Search Marketing techniques, Local Search Engine Optimization and website enhancements we were able to create a searchable business listing for American Eagle Auto Body. We were able to provide American Eagle Auto Body with 2000 unique site visitors per month and get American Eagle Auto Body ranked #1 in Google OneBox, local yahoo and MSN live for the search term "Auto Body Los Angeles." Even better, we were able identify and rank for a number of additional keywords to achieve these significant results. All this for a substantially low cost per lead and cost per conversion than traditional marketing add offline alternatives and with the added benefit of real time tracking.

We really had to determine what search terms Southern California residents would use when searching for a auto repair shop. We knew we could target auto body repair but wanted to dig deeper into all aspects of their business. Once we knew auto restorations, auto body shop, auto body painting is a substantial part of the local search terms and the services they provide, we were able to further expand upon relevant, locally optimized, targeted traffic to help obtain new customers.

We also provided American Eagle Auto Body the ability to track every lead, analyze every visit and respond to inquiries obtained from the website. Our Clients portal provided a single location to manage, track and respond to every customer in a timely manner.

Our continued optimization expansion of new keywords, new markets and our overall marketing strategy continues to expand American Eagle Auto Body's business and obtaining of new clients and business.