

Uniting SEO and SEM Efforts for Steady Growth

Located in Fort Lauderdale, FL, **Southern Spokes Motor Sports, LLC** is a full-service dealership management brand serving the powersports industry. They currently manage **Desperado Harley-Davidson®** and **Hideout Harley-Davidson®**, located across Louisiana, Missouri, and Texas. These locations primarily serve mid-size markets that draw their customers from surrounding areas.

Rebuilding Their Online Presence with Organic and Paid Strategies

After a brief hiatus with another website provider and being dissatisfied with a generic experience, Southern Spokes came back to Dealer Spike and expressed an urgency to rebuild their online presence quickly. They hit the ground running with both SEO and SEM campaigns to get back on track. Now they're getting a detail-oriented, customized marketing strategy that drives results.

Working with Dealer Spike and being able to have a point of contact there has allowed us to really get down to the nitty gritty of what our focuses are going to be, what direction we're trying to go, who we're trying to target, and how often we're trying to get to them."

AMANDA MARCUM *Director of Marketing, Southern Spokes*

SEO & SEM Lead to Consistent Year-Long Growth—Even in the Off-Season

As dealers in cold weather regions can relate, all three of Southern Spokes' stores experience a drop in traffic during off-season periods. With Dealer Spike's SEO and SEM strategies, they've been able to hold strong with digital traffic during those periods, seeing consistent growth all year long. Their AdWords marketing has seen the biggest traction, with display ads also playing a role in their SEM success. Specifically, promotion of their Riding Academy program has kept driving consistent traffic to their website and on-site locations.

We have had consistent growth over the years... Month over month and year over year you can see... It is consistent, which is very much appreciated."

AMANDA MARCUM *Director of Marketing, Southern Spokes*

NUMBER OF LOCATIONS

3

TEAM SIZE

55

AREAS SERVED

LA, MO, TX

INDUSTRY

Powersports

SEO RESULTS

Desperado H-D®

- 24.6% Increase in Clicks
- 85.7% Higher CTR

Hideout H-D®

- 22.8% Increase in Clicks
- 40% Higher CTR

Taboo H-D®

- 20.9% Increase in Clicks
- 75% Higher CTR

SEM RESULTS

Desperado H-D®

- 15.4% Increase in Clicks
- 75.8% Higher Conversions

Hideout H-D®

- 24.1% Increase in Clicks
- 99.5% Higher Conversions

Taboo H-D®

- 30.2% Increase in Clicks
- 81.6% Higher Conversions