INSIDEA

★ 4.99 across 500+ verified reviews · 1,500+ businesses · Elite HubSpot Partner

CUSTOMER STORY · PROFESSIONAL SERVICES

Dealership Training Company

95%
Impression Growth

A U.S.-based automotive consulting and dealership training organization was generating roughly 107,166 monthly impressions on Google, with stagnant growth, minimal organic conversions, and no structured content strategy. INSIDEA implemented a comprehensive SEO and topical authority program...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot Onboarding · Platform Enablement · CRM Data Migration · Custom Integration · CRM Implementation

THE CHALLENGE

Despite deep expertise in dealership performance, sales training, and automotive finance management, a U.S.-based consulting organization struggled to translate that knowledge into digital visibility. The website was generating low organic search impressions, attracting minimal traffic from the professionals it served, and producing virtually no organic conversions. Without a structured content strategy or technical...

WHAT INSIDEA BUILT

SEO & Content Marketing

✓ **Technical SEO Foundation**
INSIDEA conducted a comprehensive technical SEO audit and resolved structural issues that were limiting the website's crawlability and indexing. Improvements to site...

✓ **Topical Authority Content Strategy**
Rather than publishing isolated articles, INSIDEA built an interconnected content ecosystem covering the full breadth of automotive dealership topics - sales training...

✓ **Glossary Term Strategy**
A dedicated glossary content framework was introduced to target industry-specific terminology that dealership professionals actively search for. Each glossary page...

✓ **Blog Content & Digital PR**
INSIDEA launched a structured blog publishing program covering high-intent topics - automotive sales techniques, how to close a dealership deal, finance manager best...

MEASURABLE RESULTS

95%	1.74M	209K	4+
Impression Growth	Total Impressions (15 Months)	Monthly Impressions (Peak)	Google AI Overview Placements

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →