

COLLISION CENTER GROWTH THROUGH DIGITAL STRATEGY

BUILT TO BE FOUND. OPTIMIZED TO CONVERT.
CASE STUDY | 6 MONTHS OVER 6 MONTHS

WHY INVEST IN AN ONLINE PRESENCE?

A Collision Center client was new to the market, relying mostly on word-of-mouth referrals to bring in customers. While referrals are important, they were still missing out on an untapped potential market. With a focused digital strategy, we helped them break through.

HOW WE POSITIONED THEM FOR GROWTH

We focused on the services for both short and long term gains: Local Service Ads (LSA), Search Engine Optimization (SEO), and Directory Listing Management.

WHAT HAPPENED AFTER GOING DIGITAL?

This boosted their impressions in local high-intent searches, such as “collision repair” and “auto body shop,” leading to more clicks, more calls, and more cars in the service bay. By investing in its online presence, a brand new Collision Center developed its digital presence into a lead engine, driving a more consistent flow of customers.

PERFORMANCE HIGHLIGHTS:



+26.42%

Conversion Rate Growth



99.85%

Top impression rate and
61.75% absolute top
impression rate via LSAs



+88.0%

Growth in organic search
impressions via SEO

TESTIMONIAL:

“We've been working with 10th Degree since the very beginning of our business, and they've played a key role in helping us grow and establish our brand in a competitive market. From day one, they brought energy, expertise, and a deep understanding of marketing strategy that made a real difference.”

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