



CASE STUDY

SILVERCAR INCREASES ORGANIC SEARCH CHANNEL REVENUE 222%
WITH HUCKABUY



“We used to contract these services to SEO agencies. No more. Huckabuy software exceeded our expectations growing organic search channel revenue.”

- Melinda Hanna, Ecommerce Marketing Manager

THE CHALLENGE

Growing the Organic Search Channel
Silvercar is an Audi premium rental car service competing with big players like Avis, Expedia, and Turo.

Their target demographic is travelers seeking a unique luxury rental experience and their peak season runs from May to September. In 2018, they re-platformed their website to Wordpress, launched in 9 new cities, and added new models to the fleet. The Silvercar Marketing team was actively exploring new strategies to leverage the organic search channel for business growth and a competitive advantage. They had previously contracted with an agency for SEO, but results were stagnating.

THE SOLUTION

Huckabuy SEO Software
Silvercar implemented Huckabuy structured data paired with a content strategy to target location-specific organic keywords in their new cities.

With this combination, Google was able to associate relevant keywords with the designated location pages and connect highly qualified customers based on their search intent through organic search.

THE RESULT

INCREASED TRAFFIC QUALITY, TRANSACTIONS, AND REVENUE

Silvercar went live with structured data in February 2019 and experienced significant organic search channel growth over the subsequent 4 months.

An increase in location-specific ranking keywords raised their exposure on the 1st page of relevant SERPs. This helped them reach people in new cities searching for their topics and led to more qualified users visiting, spending more time, and ultimately transacting on their website.

Altogether, it had a dramatic effect on the bottomline line. Silvercar reported a significant increase in revenue generated specifically from the organic search channel.

Organic Search Conversion Funnel

February 2019 - June 2019

NEW USER GROWTH

163% Increase

INCREASED SESSIONS

152% Increase

BOUNCE RATE

-74% Decrease

REVENUE

222% Increase