

HondaCarIndia (www.hondacarindia.com)

The Client:

With www.hondacarindia.com any body can approach to any Honda Car dealers in India for any query regarding Honda Car. [hondacarindia.com](http://www.hondacarindia.com) website that provides information about all new and old Honda car models available in India including technology, price, dealers, offers etc. This website also gives all dealer information located in different cities of India.

Objective:

Main goal of [hondacarindia.com](http://www.hondacarindia.com) is to make a strong visibility on internet through search engine. Getting quality and potential leads is essential requirement of the client.

Challenge:

- Rank the site with heavy flash
- High conversion rate
- Keeping the integrity of website design
- No use of SEO oriented content
- Creating a strong customer base
- Rank for latest launched Car Model

The website was getting low traffic due to poor search engine rankings for its main keywords. We had to make no change in design and content of websites so the SEO job implementation was restricted to limited areas. These restrictions were the challenge for the project.

Strategy:

With limited options we optimized this website with "Explore Every Opportunity" statement. Every smallest opportunity to implement SEO was grabbed ultimately. We designed SEO model for [hondacarindia.com](http://www.hondacarindia.com) as per requirement.

- Explore Every Opportunity:** We implemented SEO techniques effectively wherever possible in website. We optimized linking navigation, internal link structure, created a well optimized site map with keyword rich internal links.
- Off Page Optimization:** We emphasized most on Off page factors like quality link building, article publishing, press release and link exchange with related websites.
- Site Map and URL list Submission:** For best ranking in search engine it is necessary to have all pages of website in main data base of search engines. One of the best ways for it to submit Sitemap for Google and URL list for Yahoo.
- Rankings for Newly Launched Models:** With the launch of new models of Honda car, ranking it high in search engines is continuous process. For new models and services we adopted different SEO approaches so that it maintains top rankings for services and quick appearance for new launched models.

Potential Lead Generation: motivating visitors to approach Honda Car dealers in his/her area was the prime objective of the website.

All these strategies were implemented that leads us to bag one more success story.

Main Keywords	: 30
Top 10 in Google	: 22
Top 20 in Google	: 27
Top 30 in Google	: 30
Rank Achieved in	: 6 Months

Results:

Main Keywords : 30

	Month	Month	Month
Top 10 in Google	2	4	6
Top 20 in Google	9	18	22
Top 30 in Google	12	24	27
	19	28	30

** Every ninth visitor likes to RFQ from hondacarindia.com to nearest Honda car dealer.*

Page Loads : 3500

Unique Visitors : 500

Conversion Ratio : 9.0

Daily Book Test Drive Order/Information Query: 45

Testimonial:

I would like to thank everyone at Maximum Hit for increasing our websites visibility on the most popular search engines. Now hondacarindia.com is an asset for our business.

Reference: Mr. Akram Khan (CEO) AsearchOnline.com

Email: akram@asearchonline.com (Project Outsourced to us by AsearchOnline)

www.google.com

Keyword/URL	Position	Page
Honda City www.hondacarindia.com	2	1
Honda Accord www.hondacarindia.com/accord/	7	1
Honda CRV www.hondacarindia.com/crv/	3	1
Honda ZX www.hondacarindia.com/city/	1	1
Honda CIVIC www.hondacarindia.com/civic/	8	1
Honda car www.hondacarindia.com	1	1
Honda civic car www.hondacarindia.com/civic/	1	1
Honda car India www.hondacarindia.com	1	1
Honda accord car www.hondacarindia.com/accord/	2	1
Honda city car www.hondacarindia.com/city/	1	1

www.yahoo.com

Keyword/URL	Position	Page
Honda City www.hondacarindia.com	3	1
Honda Accord www.hondacarindia.com	17	2
Honda CRV www.hondacarindia.com/crv	7	1
Honda ZX www.hondacarindia.com/city	1	1
Honda car www.hondacarindia.com	4	1
Honda civic car www.hondacarindia.com/civic	1	1
Honda car India www.hondacarindia.com	1	1
Honda accord car www.hondacarindia.com/accord/	1	1
Honda city car www.hondacarindia.com	1	1

www.msn.com

Keyword/URL	Position	Page
Honda City www.hondacarindia.com/city	1	1
Honda Accord www.hondacarindia.com	5	1
Honda CRV www.hondacarindia.com/crv	3	1
Honda ZX www.hondacarindia.com/city	1	1
Honda CIVIC www.hondacarindia.com/civic	5	1
Honda car www.hondacarindia.com	1	1
Honda civic car www.hondacarindia.com/civic/	1	1
Honda car India www.hondacarindia.com	1	1
Honda accord car www.hondacarindia.com/accord/	5	1
Honda city car www.hondacarindia.com/city	1	1