



I Spy's relationship with the UK's number 2 car brand has gone from strength to strength due to the continual improvement of **search and social media disciplines.**

Vauxhall hired I Spy in February 2009 as its natural search partner. Since then I Spy have also effectively driven social media channels to drive outstanding results.

Aim:

To Increase the amount of traffic and conversions generated from organic search.

To amplify brand messaging and engage with a larger audience across different touchpoints including Social Media.

- To increase the amount of Vauxhall organic search positions
- To increase traffic generated from organic search to the site by 25%
- Increase the volume of leads on the site generated from organic search by 20%



Strategy:

Internal Optimisation:

- Key Natural Search (SEO) recommendations
- The consolidation of external links and removal of duplicate content
- Removal of duplicate content and optimise to reflect trophy key terms
- Expansion of on-page content
- XML sitemap uploaded

External Optimisation:

- Short term goals included obtaining high quality links from authority websites
- Identifying and obtaining link from high quality, relevant directories
- Interlinking the Vauxhall.co.uk website with all related pages in Wikipedia.
- Developing content for blogs which was submitted to social news sites.
- Syndicating all press releases.

Natural Search Results:

- Position increase:
- Overall rankings have increased significantly across a large number of keywords
- Example: Vauxhall.co.uk now rank at the top of Google for the term "Astra" from being outside the top 100
- The percentage of traffic generated from organic search has increased from 2% to 12% in 7 months

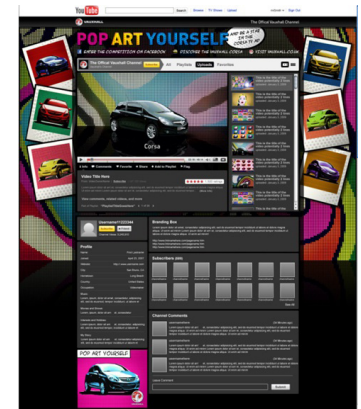
"Vauxhall's Year on Year traffic generated from Natural Search has increased up to 700%"

Social Media Results:

- I Spy collaborated with other agencies to introduce Vauxhall into the social space
- Through consultation and campaign management, Vauxhall have an established presence and following on Facebook, Twitter and YouTube
- The Vauxhall Corsa Facebook page now has over 26,000 likes,
- Video was quickly identified as a great medium to leverage to achieve the brand amplification objective
- I Spy created the YouTube channel, uploaded and amended content to amplify campaigns that occur during the year
- We ensure every video is fully optimised to increase views and build "real estate" within organic search results

"All I Spy's work so far has been to the highest standard and has been delivered as scheduled. I have received in depth and detailed reports outlining what work has taken place each month from my account manager who has been very helpful throughout the relationship"

Richard Hennis, Relationship Marketing Manager, Vauxhall



"Since the launch of the Vauxhall YouTube channel there has been over 110,000 video views."

