



Top Google Rankings Bring Great Leads to Auto Dealer Consultants

“Fantastic results! SEO leads close 4x as often and 10x faster than all other leads.

“Our sales team loves SEO leads.”

*Carl Kunkleman,
Vice President of
Sales and Marketing*



- Largest provider of environmental, health and safety consulting to vehicle dealerships
- Clients include more than 3,000 dealerships in 41 states
- 21 years in business



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Google — Sept. 3, 2007 results

Keyword	Position	Page
KPA	5	1
auto dealers environmental compliance	1	1
dealership compliance	1	1
auto dealer safety programs	1	1
dealership safety	1	1
auto dealership workman's compensation	1	1
auto dealer regulatory compliance	1	1
farm machinery dealer workers compensation coverage	1	1
industrial equipment dealers workmen's compensation	1	1
truck dealer workman's compensation coverage	1	1
rv dealership workman's compensation	1	1

KPA has been the market leader in environmental health and safety consulting to automobile dealers in the U.S. for almost all of its 21 years. But a new executive team wanted to look at new ways to meet more aggressive company goals for sales growth.

Carl Kunkleman, Vice President of Sales and Marketing, discussed the company's experience with Key Marketing Group's search engine optimization service.

“We started our SEO service in February 2007; by June we were number one in Google in most of our categories. By September 2007 we were number one in 10 of our 11 keywords.

“SEO is hands down the most effective lead generation program that we have. Our sales guys love getting leads from SEO; they have proven to be our best quality leads. They close faster, a higher percentage of the time, with less price negotiation.

“In search engine optimization, as in safety and environmental consulting, the experience and reliability of the vendor matters a great deal. There are a lot of fly-by-night SEO companies. The risk of working with a non-credible SEO company goes way beyond poor rankings; you run the risk of your Web site being blacklisted.

“I value the fact that Key Marketing Group has been delivering SEO since 1997, and that I can call the company president at any time and talk to her.

“One thing I've learned about SEO is that it's a constant battle to get and keep top search engine rankings. I can't imagine having anyone else doing SEO for us. It may be a cliché, but it's true. Key Marketing Group is not a vendor. They are a partner.”

KPA Sales Effectiveness Comparison

	SEO	Cold Calls
Average time to close	< 7 days	3-4 months
Close ratio (leads/contracts)	85%	18%
Average discount off list price	0%	20%
Effort to close (# of touches)	3	5