SEO case
Friends of Search awards

How to achieve exponential growth through automation with a limited budget
We believe that we can help people with making the right choices regarding their vehicle. From cars to bicycles and from motorcycles to campervans.

By offering them advice and a wide range of vehicles we want to make consumers happy.
viaBOVAG.nl

‘De helpende hand van rijdend Nederland’

All vehicles on viaBOVAG.nl are offered with BOVAG guarantees and certainties, suchs as: at least 6 months BOVAG Garantie, 14 days exchange policy (Omruilgarantie) and all-in prices.

Only BOVAG members can advertise on viaBOVAG.nl. That’s how we make sure that all vehicles are being advertised with the guarantees and certainties which we find important.
Services of viaBOVAG.nl

viaBOVAG.nl - buy your car, motor, bike or camping vehicle
Online Autoverkoopservice - sell your vehicle
Keuzecoaches - free advice about the vehicle that suits you best
Verhuur - rent a car with at your local BOVAG dealer
BOVAG Leasefiets - lease a bicycle with BOVAG guarantees
viaBOVAG.nl app - WeetWatJeRijdt
Goals

The challenge was optimizing the existing SEO content on our search result pages (SRP’s) by using automation based on length and volume of the texts compared to our competition.

- **50%** Growth in organic sessions
- **50%** Growth in organic revenue
- **75%** Growth in organic lead forms
- **75%** Growth in organic vehicles trade-in requests
- **75%** Growth in phone calls from the website, originated from organic traffic

This case is about achieving **exponential growth** through automation with a limited budget.
Strategy

The achieve the goals we have made an thorough analysis based on the length of content on these pages. The case is based on three parts:

1. Keyword research & automated keyword mapping
2. Content-length analysis
3. Content automation
Keyword research & keyword mapping
Mapping keywords on URLs requires a lot of manual work. We therefore looked for a way to automate this process.
We used a competitors structure as a reference and created a **smart function** to map tens of thousands of keywords in one click.
1. **Keyword research & keyword mapping**

- Competitors slug for a Volkswagen Golf GTI 7
  
  `xxx.nl/lst/volkswagen/golf-gti/ve_7`

- We developed a function to **replace** parts of the competitors slug with the viaBOVAG.nl URL-structure

- Output URL via viaBOVAG.nl
  
  `https://www.viabovag.nl/auto/merk-volkswagen/model-golf-gti-7`

- Now we could see the incredible amount of search potential for each of the mapped URLs
2 Content-length analysis
After the implementation of step 1, we knew the search potential and keyword/page gaps of viaBOVAG.nl.

To get an idea of the scope of the project of page & content creation, we needed to get an indication of the amount of required content.

We created a tool that scrapes the pages of viaBOVAG.nl’s main competitors.
2 Content-length analysis

- We created a IMPORTXML function that scrapes page content based on an XML import.

- We then split content by all spaces (" ")

- We then counted all words in <p> elements to find out the number of words of the competitor with the most words on a given page for a specific topic. E.g. Peugeot 208

- Boom; we now know the search potential, the amount of pages and the amount of content that was desired.
3 Content automation
Based on step 1 and 2 we knew we needed to create a lot of new pages and new content. Hiring copywriters to do all this would be time consuming and very expensive.

We decided we needed to find a way to scale content generation, without compromising on quality.
Content automation

- Beta access to GPT-3 gave us the possibility to experiment with automated text generation at an early stage.

- We finally managed to generate flawless and high-quality text by only feeding the tool with one, two or three keywords.

- We then build in character limitations to meet the ethical guidelines of OpenAI in terms of the amount of generated text.

- Lastly we leveraged the DeepL API-connection in order to translates our dutch input keywords to English keywords, and these English keywords into Dutch text.
Goals | Results
---|---
Growth in organic sessions 50% | + 113.84%
Growth in organic revenue 50% | + 143.40%
Growth in organic lead forms 75% | + 263.69%
Growth in organic vehicles trade-in requests 75% | + 232.95%
Growth in phone calls from the website, originated from organic traffic 75% | + 590.65%
Saved hours | 521
Results

Blue: viaBOVAG.nl
Overall overview since 29th of July 2020
Results

Blue: viaBOVAG.nl
Overview on focus keyword ‘Ford Fiesta’
## Results

Overview change in positions on a few focus keywords

<table>
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<tr>
<th></th>
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Learnings

In the process of generating content through automation we have learned that there are some ethical restrictions that need to be addressed.

The tool has the following limits (following the OpenAI limits):
- +/- 400 characters per generations
- 9 generations/minute
- 45 generations/hour

To meet the requirements, we have built-in a limit to stay within the characters per generation and generations per minute/hour.
Thank you!