
SEO case
Friends of Search awards
How to achieve exponential growth
through automation with a limited budget
viaBOVAG.nl

viaBOVAG.nl

‘De helpende hand van rijdend Nederland’

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

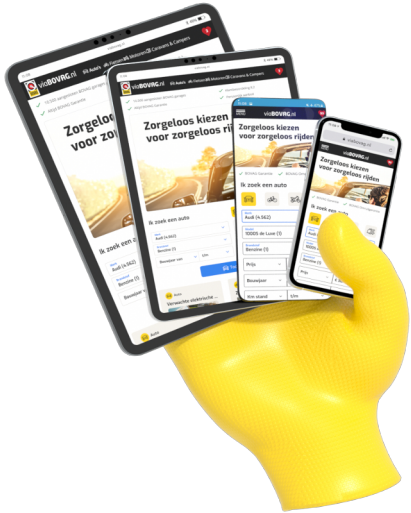
‘De helpende hand van rijdend Nederland’

All vehicles on viaBOVAG.nl are offered with BOVAG guarantees and certaintees, 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 certaintees 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 bycicle 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

1 Keyword research & keyword mapping

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Mapping keywords on URLs requires **a lot of manual work**. We therefore looked for a way to automate this process.

1 Keyword research & keyword mapping

Challenge
Solution
Implementation

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

Challenge
Solution
Implementation

- 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

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 ánd the amount of content that was desired.

3 Content automation

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.**

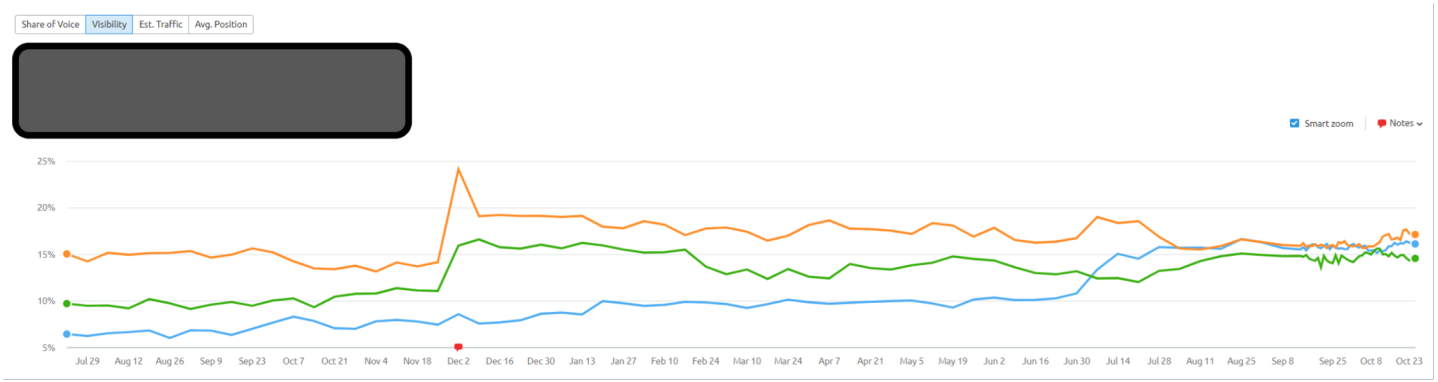
3 Content automation

- 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**

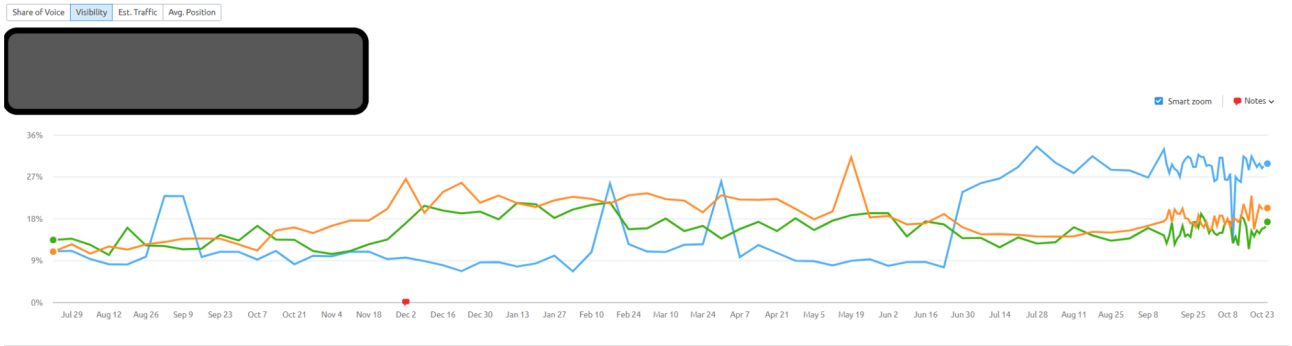
Results

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



Results

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



nkings Overview 1–5 (5)

Add keywords | Actions | Positions | Estimated traffic | Visibility | All for viabovag.nl | Table settings

Keyword	viabovag.nl			marktplaats.nl			autoscout24.nl			Volume
	Pos. Jul 22	Pos. Oct 23	Diff	Pos. Jul 22	Pos. Oct 23	Diff	Pos. Jul 22	Pos. Oct 23	Diff	
ford fiesta occasion	2	1	↑ 1	3	3	0	6	7	↓ 1	2,900
ford fiesta	5	3	↑ 2	3	7	↓ 4	2	4	↓ 2	40,500
ford fiesta 2019	22	8	↑ 14	8	5	↑ 3	10	4	↑ 6	720
ford fiesta active	55	8	↑ 47	11	5	↑ 6	18	4	↑ 14	480
ford fiesta st	38	12	↑ 26	5	5	0	2	3	↓ 1	6,600

Results

Overview change in positions on a few focus keywords

Keyword	Pos. Jul 1	Pos. Nov 12	Diff	Visibility	Diff	Est. traffic	Diff	Vol.
[redacted]	18	1	↑ 17	0.140%	+0.136	600.60	+581.96	49,500
	4	1	↑ 3	0.140%	+0.110	600.60	+470.25	49,500
	7	1	↑ 6	0.140%	+0.126	401.61	+359.69	33,100
	22	2	↑ 20	0.048%	+0.044	377.08	+347.52	90,500
	2	1	↑ 1	0.140%	+0.092	328.81	+215.90	27,100
	2	1	↑ 1	0.140%	+0.092	491.40	+322.65	40,500
	33	4	↑ 29	0.030%	+0.028	355.50	+321.30	135,000
	26	2	↑ 24	0.048%	+0.045	308.33	+286.13	74,000
	63	4	↑ 59	0.030%	+0.029	238.31	+226.85	90,500
	21	3	↑ 18	0.037%	+0.033	234.33	+209.67	74,000
	–	2	new	0.048%	new	206.25	new	49,500
	2	1	↑ 1	0.140%	+0.092	269.36	+176.86	22,200
	14	5	↑ 9	0.024%	+0.018	223.66	+176.00	110,000
	28	4	↑ 24	0.030%	+0.027	194.86	+173.65	74,000
	3	1	↑ 2	0.140%	+0.104	219.61	+162.30	18,100
	33	2	↑ 31	0.048%	+0.045	168.75	+158.49	40,500
	27	2	↑ 25	0.048%	+0.045	168.75	+156.87	40,500
	–	5	new	0.024%	new	150.46	new	74,000
	5	1	↑ 4	0.140%	+0.117	146.81	+122.21	12,100
	7	2	↑ 5	0.048%	+0.034	206.25	+143.55	49,500

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!

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