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Dealer Spike Aims to Deliver Online Leads



By: RV PRO Staff
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Ninety percent of online shoppers use search engines to find a dealership, whether it be RV, powersports or marine.

Today, more businesses are making efforts to capitalize on that fact, according to a news release from Dealer Spike, a company specializing in Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

Dealers choose to pair in-house SEO and SEM services with the most experienced team in the industry.

RV World of Georgia in Buford, Ga., joined Dealer Spike in May 2013 and added both SEO and SEM to their Dealer Spike package seven months later.

Between May 2013 and May 2014, they saw a 104 percent increase in leads, according to Dealer Spike.

"Utilizing both SEO and SEM in our web solutions package with Dealer Spike has almost doubled the leads coming directly from our website, which in my opinion are the best kind of leads we can get," General Manager Jimmy Grotz said. "This has been a game changer for us. Looking at what Dealer Spike has done for us over just the last few months, we're painfully aware of how much we are in need of help and management of our website's SEO and SEM."

Grotz and co-owner David Daniel regularly work with Dealer Spike's SEO/SEM department to review their monthly reports and are consistently happy with the results, the release said.

For more information, visit www.dealerspike.com.

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