



GO RENTALS CASE STUDY

FIRST DRIVES A 386% INCREASE IN REVENUE FROM SEARCH FOR GO RENTALS

Go Rentals operate a fleet of over 1000 vehicles across both the North & South Islands of New Zealand, providing a huge range of brand new and late model rental cars, people carriers, vans and four wheel drives. Thanks to over 15 years experience, exceptional customer service and smart marketing, they remain one of New Zealand's fastest growing car rental companies.

OBJECTIVES

1. Increase the number of website visitors from natural search engine traffic.
2. Increase the number of sales and revenue from natural search engine traffic.

RESULTS

- » Increased non branded site traffic by 296%
- » Increased revenue generated from non brand traffic by 386%

“FIRST have been instrumental to our online marketing success. Not only have FIRST ensured our website rankings continue to improve, they have been directly responsible for continued revenue growth as a result of increased traffic and online sales. With FIRST's help, we continue to improve our online visibility and ensure that prospects find us, rather than our competitors when looking to rent a vehicle.”

JAMES DALGLISH

General Manager, Go Rentals

SEO is arguably the most cost-effective digital marketing channel for a business. Around 90% of all online sessions begin at a search engine, so it is vital that at a minimum your products and services are easily found when your prospects are searching.

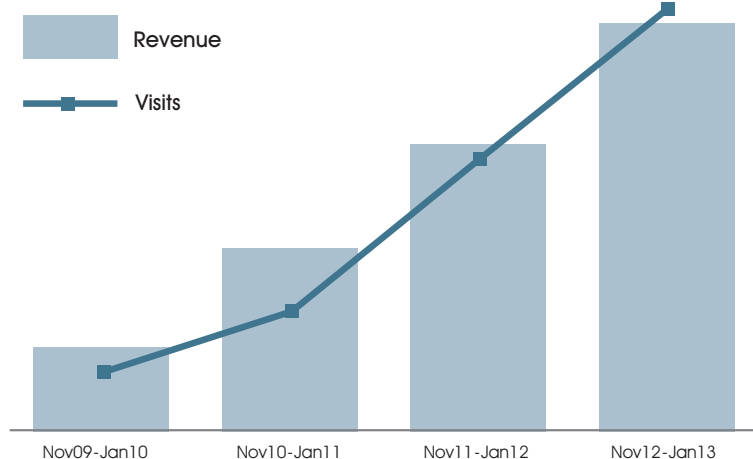
Go Rentals approached FIRST to help achieve increased visibility online with particular attention focused on non-branded search terms. Our goal was to ensure the Go Rentals website was found by qualified prospects (domestic and international) as they were looking to rent a vehicle in New Zealand.

By implementing best practice SEO, FIRST was able to establish the key terms to target and implement an effective strategy to increase the site traffic & revenue. As a result, Go Rentals were able to achieve the following:

- 223% increase in total non-paid search traffic*
- 296% increase in non-brand, non-paid search traffic*
- 386% increase in revenue from non-brand, non-paid traffic*

* Comparison of Nov 09-Jan 10 VS Nov 12-Jan 13

RESULTS



4 year comparison of Nov-Jan period

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