CASE STUDY · SEO AUDIT & KEYWORD STRATEGY

Finding Why a Prestige Car Dealer Wasn't on Google

A UK specialist car dealer wanted more buyers from search. The audit found the site was blocked from Google entirely, benchmarked five local competitors, and built a buyer-intent keyword plan. The client came back for a second round of research.

1
critical issue: the whole site was blocked from indexing

5
UK competitors benchmarked

200+
keywords researched across two rounds

230K
combined monthly search volume mapped

Client
Specialist car dealer, UK (anonymized)

Period
Sep 2024 · repeat order

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PART 1 · SEO AUDIT

The site was invisible to Google

The client sells Land Rover Defenders, prestige cars and commercial vans. The audit covered speed, on-page SEO, content, images and backlinks.

Critical finding: the homepage audit returned "This site is blocked from indexing." Until that setting was removed, no amount of content or keyword work could bring in search traffic. This was flagged as priority one.

Other issues found

Area	Finding	Priority
Mobile speed	Performance 26; main content appeared after 20.2s; layout shift 0.403	High
Desktop speed	Performance 66	Medium
Server response	1.04s, well above the 0.4s target	High
Meta	Missing meta description; title too short (brand name only)	High
Page structure	No H1 heading; skipped heading levels	Medium
Content	290 words on the homepage	Medium
Images	7 images without alt text	Low
Backlinks	2 backlinks from 1 referring domain	Medium

Competitor benchmark

Five UK specialist and prestige dealers were analyzed for traffic, organic keywords, paid keywords and backlinks. Only **2 of 5** ran Google Ads, so most of the market competes on organic search alone, an opening for a dealer that fixes its basics.

PART 2 · KEYWORD STRATEGY

Buyer-intent keywords, ready to target

111
keywords in round 1, focused on Land Rover Defender buyers

79
of them with difficulty 20 or below, realistic for a new site

91
more keywords in round 2, after the client returned

Examples of low-difficulty, high-intent opportunities

Keyword	Intent	Monthly volume	Difficulty
land rover defender 90 for sale	Transactional	2,400	16
transit custom van	Commercial	3,600	19
sports cars for sale	Commercial	1,900	19
affordable prestige cars	Transactional	1,600	14
defender d90 for sale	Transactional	720	16
land rover defender 90 for sale uk	Transactional	590	14
classic commercial vehicles for sale	Transactional	260	9

UK search volumes from Semrush. Difficulty on a 0–100 scale; under 20 is generally achievable with good on-page work.

Why the client came back

Clear priorities

The indexing block was found first, so the client knew exactly what to fix before anything else.

Keywords they could win

The list focused on "for sale" searches with low difficulty, not vanity terms dominated by national dealers.

Client and domain withheld. Audit data captured Sep 12, 2024 (PageSpeed Insights, SEO site checker, Semrush).