

Geo.CARS Domain Names

SHOULD CAR DEALERSHIPS USE A .CARS DOMAIN NAME?

READ THE FULL CASE STUDY

<https://www.go.cars/seo>

Hartzer Consulting analyzed 3 .CARS domain names with live websites. We focused on website traffic, search engine rankings, and overall value of the traffic received by the car dealerships.

Wichita.CARS and Phoenix.CARS were two brand new websites, while Arizona Car Sales moved their website from ArizonaUsedCars.com to Arizona.CARS.

Wichita.CARS

- 17,000+ total visitors from direct traffic and organic search in 2016
- The dealership received \$15,975 of organic search traffic value in the first year.
- **Wichita.Cars ranks #1 on Google** for the search term “Wichita Cars” and outranks many competitor websites including WichitaCars.com

Phoenix.CARS

- Dealership saw over 1,600 visitors after just 103 days, which equals \$5,531 of CPC value, or \$19,600 annualized
- Annual cost of the .CARS domain registration was recovered within a few months
- As of March 2018, Phoenix.CARS ranks for 4 keywords in the top 3 positions, and 8 keywords in the top 4-10 positions in Google’s organic search

Arizona.CARS (Previously ArizonaUsedCars.com)

- Dealership saw a **74% increase in traffic from Google organic search** after switching to .CARS within just 7 months
- Just by moving from ArizonaUsedCars.com to Arizona.CARS, the dealership realized \$40,611 in value in the first 7 months (\$69,618 in annualized value)
- The number of keywords that Arizona.CARS ranks for nearly doubled from 3,212 keywords to 6,236 keywords over a 9 month period.

<https://www.go.cars/seo>

GET YOUR
.CARS DOMAINS NOW



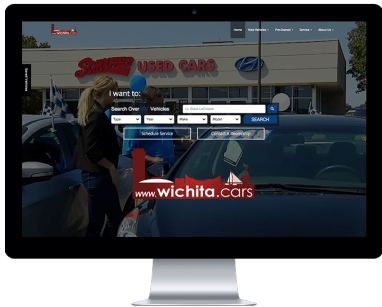
AS SEEN ON



FEATURED REGISTRATIONS

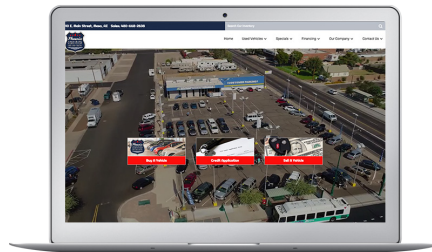
Porsche.Cars / Shift.Cars / Uber.Auto / eBay.Auto / FordCredit.Cars / Kain.Auto / Wards.Auto / LasVegas.Cars

GEO.CARS USE CASES



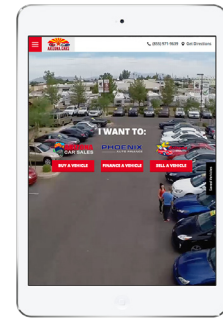
www.WICHITA.CARS

Ranks #1 for "Wichita Cars"



www.PHOENIX.CARS

Ranks first page for "Used cars Arizona"



www.ARIZONA.CARS

Ranks #1 for "Arizona car sales"

OTHER USE CASES



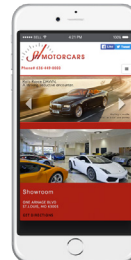
WWW.MEETOLLI.AUTO

Ranks first page for "Forward thinking transportation"



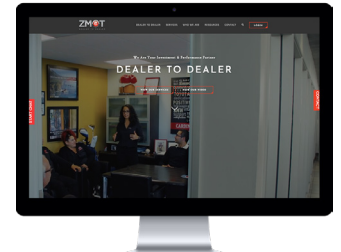
WWW.WHITE.CAR

Ranks first page for "Tesla rental service Europe"



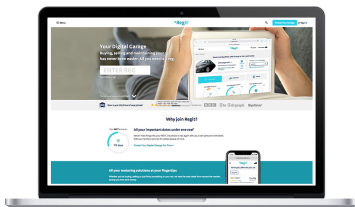
WWW.STL.CARS

Ranks #1 for "St. Louis Bentley"



WWW.ZMOT.AUTO

Ranks first page for "Digital marketing for car dealers"



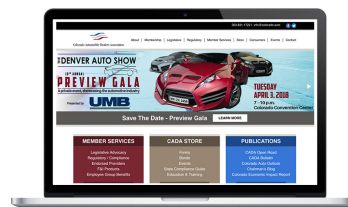
WWW.REGIT.CARS

Ranks first page for "Digital motoring solutions"



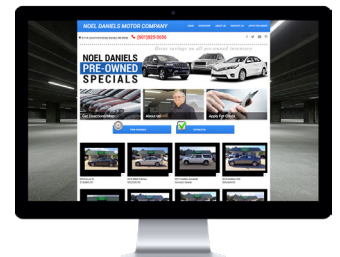
WWW.MERCHANTSAUTO.CARS

Ranks #1 for "New Hampshire car dealerships"



WWW.COLORADO.AUTO

Ranks #1 for "Colorado auto dealer association"



WWW.NOELDANIELS.CARS

Ranks first page for "Pre owned vehicles brandon MS"

Secure your URLs now at www.go.cars

See more live sites at
www.go.cars/live

FEATURED REGISTRATIONS

Amazon.Cars / True.Car / Costco.Auto / Boston.Cars / Smart.Car / Cox.Auto / Lyft.Cars / Waive.Car