

**Customer:** SAI MOT Centre

**Business:** MOT, Auto Repair and Service Centre

**Locations:** SW19, Wimbledon, London and CR4, Mitcham, Surrey

## Business Need

SAI MOT Centre is one of City of London's leading UK MOT, Servicing and Mechanical repairs specialist on most makes and models, serving clients throughout Wimbledon and Mitcham. SAI MOT Centre offers both private motorists and company car drivers a wide range of services all of which are backed with good quality work and a friendly and efficient service at a price that represents excellent value. SAI MOT Centre is a member of the 'Good Garage Scheme' and maintains the highest levels of quality and service by complying to the strict policies of the Good Garage Scheme.

SAI MOT Centre had invested in print and trade listing advertisements which were not fetching as much business as expected. These advertisements were costly and equally SAI MOT Centre was not able to measure the reach and performance of these advertisements. SAI MOT Centre wanted to explore other means of cost effective advertising to increase sales and raise brand awareness. SAI MOT Centre turned to their trusted Media & Advertising partner Marugati Creative to device an advertising strategy which is cost effective, performing and measurable.

## Why Marugati Creative?

SAI MOT Centre had previously worked with Marugati Creative in building an effective web presence. SAI MOT Centre was happy with the results of aesthetic web site design and web enabled services including Online MOT Booking. Within 3 months from the launch of SAI MOT Centre's web presence Marugati Creative was able to position the web site in Google 1st page results on various searches. All these visible results lead SAI MOT Centre to deciding on Marugati Creative with a big YES to following key decision making questions,

- Are they the right size for you? Bigger isn't necessarily better.
- Do they have the right expertise for you?
- Do they have good reputation?
- Do they charge meaningfully and measure effectiveness?
- Are they a 'full service' agency, capable of handling work other than classical advertising?
- Do you like them?

SAI MOT Centre wanted to partner with a professional SEO company that can optimize the site to its maximum potential and manage and offer ongoing maintenance of the site.

## Pay per click advertising

Once Marugati Creative received further briefing and budget details a Pay per Click (PPC) advertising campaign was recommended to SAI MOT Centre. Pay per click (PPC) advertising is a form of internet advertising where advertisers only pay when users actually click on an advert to visit their web site. Such adverts are called sponsored links or sponsored adverts. They appear in a column to the right of or above the 'natural' or organic results on search engine results pages. You only pay for 'click throughs', so it can be a highly cost-effective form of advertising when implemented correctly. To be successful PPC advertising requires strategic thinking, cutting-edge analysis and careful, on-going management.

**Keyword:** Keyword is the words or phrases using which a Google visitor search for topics relating to your business service or product. For e.g. 'Car MOT' or 'MOT Wimbledon'.

**Impression:** Each time a visitor search using a keyword for eg: 'MOT Wimbledon' and if the advert appears under the sponsored links (advertisement) area then that is considered as an impression.

**Click:** When a visitor clicks on the Google Ad, an advert to your web site that appeared along the search result for a specific service or topic relating to your business, that is counted as a 'click'.

**Cost:** Google has predetermined the cost of each possible keyword and is available for reference during the creation of an ad. For e.g. If customer click on an ad that appeared in the search result for 'Car MOT' it is charged at £1.06 (dynamic value) per click.

## AdWords ad in Google

Contractual agreement was reached and SAI MOT Centre signed a contract with Marugati Creative to conduct Google Pay per Click (PPC) advertising campaign for 45 days. This one-off ad campaign was planned with a clear objective of

- Conducting an Internet market study of the industry vertical to identify the correct market position for SAI MOT Centre
- Collating a master set of keywords for web site and landing web page Search Engine Optimization (SEO)
- Strategise and target the campaign based on demography, location and service
- Optimize cost and performance to plan advertisement budgets ahead

When users search the internet for products or services via a search engine, the words they use - known as keywords - set both the natural or organic search and PPC results processes in motion. Master list of keywords relating to the automobile service industry vertical of UK was provided from which SAI MOT Centre short listed few for the AdWords campaign. With the final set of keywords we created an appealing advertisement based on appropriate choice of keywords which was then optimized based on the criteria of visitor demography, impression, cost and clicks.

## Excellent ROI in 45 days

During the 45 days campaign a total of 69,104 impressions appeared in Google search based on a set of 147 keywords and 72 customer clicks (web site visits) were received at half the planned budget. Higher conversion rates were achieved since these visitors were actively searching for MOT or related auto repair and/or service.

The screenshot shows the Google AdWords Campaign Summary for 'First Ad 12 Jan 09' from 12 Jan 2009 to 27 Feb 2009. The campaign is active and has a current budget of £90.00 / 30 days. It has generated 72 clicks and 69,104 impressions with a 0.10% CTR and an average CPC of £0.69, resulting in a total cost of £49.82. The table below summarizes the data shown in the screenshot.

Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg_CPC	Cost
First Ad 12 Jan 09 Budget Optimizer enabled	Active	£90.00 / 30 days	72	69,104	0.10%	£0.69	£49.82
Search	On	-	72	69,104	0.10%	£0.69	£49.82
Content	On	-	0	0	-	-	£0.00
		£3.00 / day ( 1 active campaigns )	72	69,104	0.10%	£0.69	£49.82

Since there are no minimum time commitment and with the cost-per-click option, SAI MOT Centre was charged only when people clicked on the ad. This meant every pound of the budget being spent for bringing new orders and related service enquiry telephone calls to SAI MOT Centre. SAI MOT Centre almost received 3 to 5 Internet bookings per week for MOT during these 45 days of Google campaign generating an amazing ROI (Return On Investment) rate.

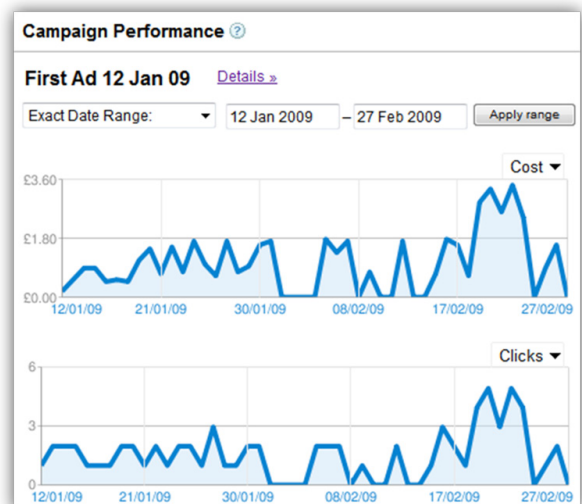
In addition to the clicks and resulting online MOT booking the Google ad also generated many general service requests and booking phone calls to the phone number published within the ad.

## Campaign Performance

PPC advert can be set up very quickly, offers great flexibility in targeting and scope, and provides a great deal of information to measure campaign performance. Marugati Creative closely monitored and optimized the AdWords campaign and we adjusted keywords, maximum cost per click, demography of web site visitors and also analyzed the volume of visitors to the web site using Google Analytics tools.

During initial set up, as per our minimum costing terms, we created the PPC ad campaign with £100.00 credit for 45 days. Over all effective campaign management and micro-management of keywords performance lead to optimizing the campaign and achieving higher number of conversions from the clicks. In 45 days time the AdWords ad collected an average of 14 visitors per week to the web site of which at least 20% got converted to online bookings.

All of this was achieved under the budget or rather at half the budget (precisely £49.82) and the rest of unused budget was carried over to the next campaign cycle achieving higher rate of returns for the customer and making them quite happy, as usual.



**Average Position (Avg. Pos.):** The average position in which your ad may be displayed (as seen within your account reporting data, not traffic estimates). '1' is the highest position on the first page of search results, but there is no 'bottom' position. Ads with an average position of 1-8 generally appear on the first page of search results, 9-16 on the second page, etc.

Keyword	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
council mot test centre	7	1	0.1429	0.93	0.93	1
car servicing centre	11	1	0.0909	0.97	0.97	9.3
MOT SW19	14	1	0.0714	0.9	0.9	6.6
MOT Wimbledon	148	7	0.0473	0.72	5.06	6
car service centre	39	1	0.0256	0.71	0.71	7.5
mot while you wait	48	1	0.0208	0.68	0.68	5.7
cheap mots	667	4	0.006	0.68	2.71	6.5
mots	3733	19	0.0051	0.68	13.01	5.5
mot test centre	221	1	0.0045	0.52	0.52	5.8
car garages	490	2	0.0041	0.84	1.68	4.1
mot centre	747	3	0.004	0.71	2.12	7.2
car repairs	296	1	0.0034	0.46	0.46	10.4
mot	1042	3	0.0029	0.53	1.6	4.3
cheap mot	375	1	0.0027	0.88	0.88	5.5
car servicing	792	1	0.0013	0.86	0.86	9.3
car	26915	18	0.0007	0.69	12.34	6.7
bmw repair	4793	3	0.0006	0.6	1.8	4.6
used cars	1605	1	0.0006	0.65	0.65	8.1
car repair	18008	3	0.0002	0.65	1.94	7.2
Totals and Overall Averages:	69104	72	0.001	0.69	49.82	6.9

**Click-through Rate (CTR):** The click-through rate (CTR) is the number of clicks that your ad receives divided by the number of times that your ad is shown (impressions). A keyword's CTR is a strong indicator of its relevance to the user and the overall success.

**Average Cost per Click (Avg. CPC):** The average amount you'll pay each time someone clicks your ad. The Average CPC is determined by totalling the cost of all clicks and then dividing that total by the number of clicks.

## Campaign Cost

There are no upper limits on how much you could spend on Google AdWords but we have kept a minimum of £100.00. We charge £100.00 for executing a 45 days campaign and £200.00 as initial set up cost and to help your business,

- Identify the demography of users who are searching for your type of business
- Provide a master set of keywords relating to your business or service you provide
- Create and publish multiple ads in Google AdWords
- Optimize ads for better ROI and other constraints like reach and sales channel
- Measure and report results and course corrections in a timely fashion
- Help analyse resulting web site visitors using advance Google Analytics tools
- Generate Business Intelligence Reports based on Google Analytics data

## Next Steps

As businesses focus on their core competencies it is usually wise for them to partner with a professional SEO company with specialized knowledge for ongoing optimization of your web site for visibility, reach and increasing sales.

**Earlier the better** - best time to employ a search engine optimization consultancy is when you are planning to expand and grow your business or if you have a web site which is not generating as many sales as you expect.

**Proven Track Record** - as an SEO consultancy we would be able to give you examples of job that we have done for others and the numbers will speak for themselves.

**'White Hat' no risk promotion** - be sure that we won't risk your organisation's web presence with deceptive practices like shadow domains, doorway pages, ranking guarantee or falsified WHOIS info.

**Professional and successful company** - associate with a professional agency that has the best ethos, customer service, specialized knowledge, strategies, techniques and success in the past and have delivered results.

To see if we could meet your needs please contact us

Phone: 020 8715 3988

Email: [sales@marugaticreative.com](mailto:sales@marugaticreative.com)

Web: <http://marugaticreative.com>



MOT SW19

Search

Advanced Search Preferences

Search: @e web page from the UK

Web

Results 1 - 10 of about 13,600 for MOT SW19. (0.12 seconds)

[MOT £39 MAJOR service](#)  
www.fergussonsauto.co.uk

[motwimbledon](#)  
www.NSN.co.uk/MOTSale

[Local MOT Centres](#)  
www.yell.com

Google Local (Map) Business Prominent listing in map search

Sponsored Links

Sponsored Links

[Just The Ticket MOT 29.95](#)  
Full Service £80 Call 4 free Quote  
Service and Repair Centre 8338 1111  
www.jttmot.co.uk

[MOT Sale -33% Off Today](#)  
at your local Nationwide Autocentre  
£35.58 - Book Online Now!  
NationWideAutoCentres.co.uk/MOT

[Mot Merton](#)  
Wimbledon Based Car Servicing  
Centre. Quality Service  
www.mrclute

[Free](#)  
Free  
Regis  
www.a

[Wimble](#)  
Mot's Servicing-ble  
Cam Timing Belts-Tyre  
www.wimbledontowng

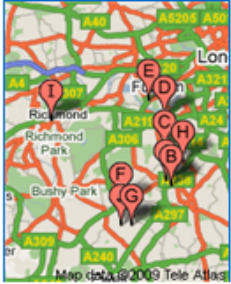
[SAI MOT Centre Wimbledon](#)  
Book MOT Online at £40.00  
Free local pick-up and delivery  
www.SaiMot.com  
London

[MOT & Servicing Deals](#)  
Good Garage Scheme Member  
Sutton Call 020 8843 8175  
www.oakhill-garage.co.uk

[CabotWorkshop 02085207007](#)  
Mot £29.99, Tyres £15, East London  
Service + Parts+ car wash from £50  
www.cabotworkshops.co.uk

[More Sponsored Links >](#)

Local business results for MOT near Wimbledon, Surrey SW19



- A. [Sai MOT Centre](#) - [saimot.com](#) - 020 8542 3452 - [More](#)
- B. [The Owners Club](#) - [www.ownersclubuk.com](#) - 020 85440990 - [More](#)
- C. [TFL Service Centre](#) - [maps.google.co.uk](#) - 020 89448880 - [More](#)
- D. [Hunt Trucks](#) - [www.hunttrucks.com](#) - 0800 804 7257 - [1 review](#)
- E. [Shelby Vehicle Services Ltd](#) - [www.shelby.co.uk](#) - 020 77384173 - [1 review](#)
- F. [Motest Developments Ltd](#) - [www.motest.co.uk](#) - 020 8949 0202 - [More](#)
- G. [Autobelle Automotive Refinishing Ltd](#) - [www.bellgroupuk.com](#) - 020 8335 0030 - [More](#)
- H. [GM Services](#) - [maps.google.co.uk](#) - 020 87877188 - [More](#)
- I. [Richmond Bridge MOT Centre](#) - [www.touchrichmond.com](#) - 020 87441515 - [More](#)
- J. [Onslow Motors Ltd](#) - [www.onslowmotors.co.uk](#) - 020 83305600 - [More](#)

[More results near London, Surrey SW19 >](#)

[Wimbledon Town Garage in Merton SW19](#)

Garage car servicing, repairs, tyres and MOT test in Wimbledon SW19, Morden, Colliers Wood and Southfields by Geoff Ellard ...  
[www.wimbledontowngarage.co.uk/](#) - 9k - [Cached](#) - [Similar pages](#)

[MOT Testing Centres -London Directory-All In London](#)

Find a directory listing of MOT Testing Centres in London here. ... Nearest Station: Colliers Wood · Autotechnics 5 Station Road SW19 2LP ...  
[www.allinlondon.co.uk/directory/1078.php](#) - 25k - [Cached](#) - [Similar pages](#)

[Mot Testing in SW19 » Yell.com](#)

Mot Testing - get SW19 business listings from Yell.com, the UK's local search engine. Find SW19 Mot Testing addresses, telephone numbers, local maps and ...  
[www.yell.com/ucs/UcsSearchAction.do?keywords=Mot+Testing&location=SW19](#) - [Similar pages](#)

[S.A.I MOT Centre, SW19 1JB, Mot Testing » Yell.com](#)

SAI MOT Centre Mot Testing local map and business listing.  
[www.yell.com/listings/DoFindListings/2382388/S.A.I-MOT-Centre/Mot-Testing](#) - 86k - [Cached](#) - [Similar pages](#)  
[More results from www.yell.com >](#)

[Auto Mot Ltd in London -MOT Testing in London-Touch L](#)

Auto Mot Ltd in London - MOT Testing in London - Touch London SW19  
London UK is one of London's MOT Testing - these details are ...  
[www.touchlondon.co.uk/business/list/bid/8180792](#) - 40k - [Cached](#) - [Similar pages](#)

[Autotechnics in London -MOT Testing in London-T](#)

Autotechnics in London - MOT Testing in London - Touch London SW19  
London UK is one of London's MOT Testing - these details are ...  
[www.touchlondon.co.uk/business/list/bid/150508](#) - 48k - [Cached](#) - [Similar pages](#)  
[More results from www.touchlondon.co.uk >](#)

[Sai MOT Centre -Hardy Road, Wimbledon, SW19 1JB and Willow Lane ...](#)

Contact Us Sai MOT Centre 113A Hardy Road South Wimbledon SW19 1JB Tele 020 8542 3452  
Mobile 07939 838 926 Fax 020 8540 0508 Email info@saimot.com 3-9 ...  
[saimot.com/contactus.aspx](#) - 17k - [Cached](#) - [Similar pages](#)

[Abbey Mills Garage -1 Station Road Colliers Wood London SW19 2LP ...](#)

Your guide to Abbey Mills Garage - 1 Station Road, Colliers Wood London SW19 2LP +44 (0) 20 8542 8533. Reviews, ratings, maps, address and phone number on ...  
[www.tipped.co.uk/listings/83728/abbey-mills-garage](#) - 26k - [Cached](#) - [Similar pages](#)

[All Car Garages and Vehicle Repairs in SW19, London](#)

All Car Garages and Vehicle Repairs in SW19, London. Our d...ment of  
Vehicle Garage Services but can narrow it down to All in ...  
[www.motortradeindex.co.uk/page/unbadgedresults-ga](#)  
[Cached](#) - [Similar pages](#)

[Car Servicing & Repair Garage in Merton](#)

Geoff Ellard's garage for car servicing and maintenance  
Wood, Morden and Southfields.  
[www.geoffellardmotors.co.uk/index.html](#) - 9k - [Cached](#) - [Similar pages](#)

Google Search Results Higher ranking with optimum details

Google 1st Page Listing We could help you reach here!!

Go.....oogle  
1 2 3 4 5 6 7 8 9 10 Next

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