



Mohawk

## DRIVING GROWTH THROUGH **TRANSPARENCY,** **TOTAL SEARCH™, AND ADAPTABILITY**

In today's automotive market, dealerships need more than traffic to succeed—they need to attract high-intent shoppers, adapt quickly to changing consumer behavior, and create trust at every stage of the customer journey. For Mohawk Honda, that approach helped fuel one of the strongest sales periods in dealership history.

Located in Scotia, New York, Mohawk Honda recently surpassed 600 units sold in a single month, an achievement reached only a handful of times in the dealership's history. During the final two days of that record-setting month alone, the dealership sold 104 vehicles while continuing to deliver the customer-focused experience it is known for.

A major driver behind that growth was a shift in how Mohawk Honda approached digital marketing.

### Building a Transparent Partnership

When Mohawk Honda began searching for a digital marketing partner, the dealership wasn't looking for a vendor focused only on reporting numbers. Leadership wanted a proactive team that would provide honest feedback, identify opportunities, and challenge the status quo.

"Transparency was the biggest thing that started the relationship," said Greg, General Manager of Mohawk Honda. "A lot of companies tell you everything is great. Dealer Teamwork came in and showed us where we could improve and where the opportunities were. That built trust right away."

That transparency laid the foundation for a collaborative partnership focused on long-term growth and continuous improvement.

### Key Results

- ✓ Surpassed **600 vehicles sold** in a single month
- ✓ Sold **104 vehicles in the final two days** of that month
- ✓ Achieved a **22% year-over-year increase in sales**
- ✓ Organic traffic became the dealership's **top source of website traffic and conversions**
- ✓ Improved lead quality by attracting shoppers **deeper in the buying cycle**

## Turning SEO Into a Growth Driver

Like many dealerships, Mohawk Honda had historically relied heavily on paid search to drive traffic and conversions. But as customer behavior evolved and privacy changes impacted traditional tracking methods, the dealership shifted toward a more balanced Total Search™ strategy that aligned SEO and paid search into one cohesive approach.

The impact was significant.

Organic traffic became the dealership's leading source of website traffic and key conversion activity, surpassing paid search in overall performance. At the same time, cost per hard conversion through paid campaigns continued rising across the automotive industry.

Despite those market challenges, Mohawk Honda still achieved a **22% year-over-year increase in sales** because more high-intent shoppers were finding the dealership organically.

Rather than treating SEO and paid search as separate channels, Mohawk Honda used both strategically. Strong organic visibility allowed marketing budgets to shift toward areas where additional visibility was needed, including shopping campaigns and emerging vehicle models.

*"Raw traffic volume doesn't matter nearly as much as getting the right traffic. We're attracting shoppers **deeper in the buying cycle**, and that makes it easier for our team to close deals."*

**Greg Johnson, General Manager**

## How the Strategy Worked

**Mohawk Honda's success came from several key shifts in strategy:**

- Aligning SEO and paid search into one unified "total search" approach
- Prioritizing high-intent traffic instead of raw traffic volume
- Remaining flexible with budgets and campaign strategy
- Focusing on lead quality over lead quantity
- Adapting quickly to changing consumer behavior and privacy expectations

## Adapting to a Changing Market

Mohawk Honda also recognized early that automotive shoppers were changing. Consumers became more cautious about privacy, less willing to submit personal information, and more selective in how they engaged with dealerships online.

Instead of resisting those changes, the dealership adapted.

The team focused less on lead quantity and more on lead quality while remaining flexible with strategy and budget allocation. Campaign adjustments were implemented thoughtfully, giving initiatives time to build momentum while allowing performance data to guide decisions.

According to Greg, that adaptability became one of the dealership's greatest strengths. "The success of any strategy comes down to whether your people are willing to adapt," he said. "We're not interested in doing things the same way just because that's how they've always been done."

## What Sets the Partnership Apart

According to Mohawk Honda, the partnership stood out for the following reasons:

- ✔ Transparent communication and honest performance feedback
- ✔ Proactive recommendations and strategic guidance
- ✔ Consistent collaboration across the entire account team
- ✔ Quick responses and ongoing accountability
- ✔ A shared focus on long-term growth rather than short-term metrics

## Built for What's Next

Beyond performance metrics, Mohawk Honda credits much of its success to consistent collaboration and communication. Dealer Teamwork became an extension of the dealership's internal team by providing proactive support, strategic guidance, and ongoing accountability. "The support has been exceptional," Greg shared. "We don't have to chase anyone for answers or updates. There's constant collaboration and communication."

For Mohawk Honda, being "built for what's next" means staying agile in an industry that continues to evolve. Whether adapting to changing customer behavior, shifting marketing trends, or new expectations around the buying experience, the dealership remains committed to innovation and flexibility.

By combining transparency, adaptability, and a unified search strategy, Mohawk Honda has positioned itself for continued growth no matter how the market changes.



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**Greg Johnson, General Manager**

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