Inchcape

Award-nominated SEO strategy:

how JLR tripled organic
traffic and increased
conversions
and engagement
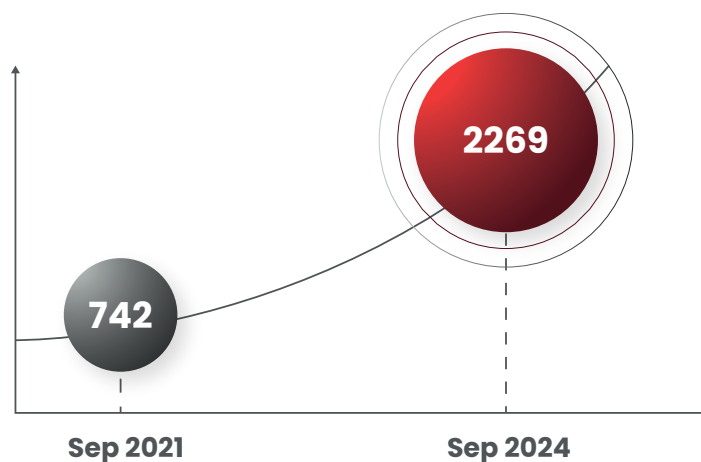in Poland

In cooparation with

reffine

MORE&
LOUDER
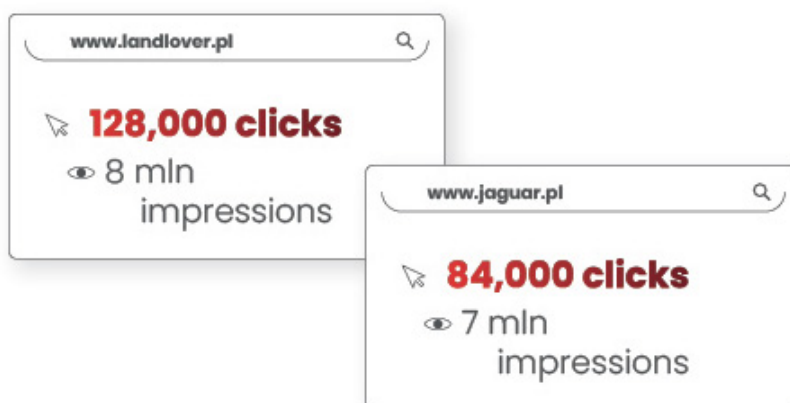WSPIERAMY. BARDZIEJ. GŁOSNIEJ. WSZĘDZIE.

MARKETING
MATCH

KEY SUCCESSES

- **Tripling Organic Visibility:** Over the course of the campaign, the number of keywords in the TOP 10 on Google tripled from 742 in September 2021 to 2,269 in August 2024, significantly boosting visibility for high-intent, non-branded keywords.

- **Content-Driven Conversions:** The campaign led to the creation of over 120 knowledge and sales articles, with another 26 in progress. These efforts contributed to over 600 SEO-driven leads monthly. In August 2024, the campaign accounted for 25% of all organic clicks on the websites, driving 17,459 clicks.

- **Award-Winning SEO Strategy:** The success of the campaign earned a nomination at the European Search Awards for "Best Use of Search – Automotive."

- **High Engagement Metrics:** The pages involved in the campaign generated over 84,000 clicks and 7 million impressions on Jaguar.pl, with the most popular subpage garnering 15,000 clicks. On LandRover.pl, the campaign achieved 128,000 clicks and nearly 8 million impressions, with the top article receiving 22,000 clicks.

Keywords in TOP 10 in Google.pl have **TRIPLED**

2269

742

Sep 2021   **Sep 2024**

Over **120** articles published
180 backlinks generated

www.landlover.pl

128,000 clicks
👁 8 mln
   impressions

www.jaguar.pl

84,000 clicks
👁 7 mln
   impressions

results from   05.2023 – 09.2024

MARKETING MATCH   MORE&LOUDER   reffine

3

SEO
generates over

600

leads
monthly

COLLABORATORS AND RESPONSIBILITIES

SEO encompasses a variety of activities that require a unique blend of creative, technological, PR, and search engine expertise. This combination is challenging to manage, as technical skills often do not align naturally with creative abilities. Key areas include:

- **Technical Website Optimization**: Involves collaboration between web developers and SEO specialists to ensure the website's structure and technology are optimized for search engines while aligning with business objectives.

- **Content Creation**: Integrates SEO guidelines into the work of copywriters, balancing emotional appeal, technical details, and sales content to effectively convey brand values and product features.

- **External promotion** - Link building involves strategic cooperation with PR agencies and the distribution of content with SEO goals in mind.

- **Analytics**: Focuses on verifying the effectiveness of SEO efforts to ensure they deliver tangible business benefits.

The success of these SEO activities depends on not only specialists but also the involvement of executives from other business areas, such as sales. The synergy between creative vision, technical precision, and a deep understanding of search engines is essential to achieving optimal results.

The execution of such a complex SEO project requires the involvement of specialists from various fields.
The project team included:

- **Marcin Knyzio** - Marketing Manager JLR PL, in charge of media mix strategy. He builds strategical foundations of the program, and then SEO activities form the helicopter perspective, aligning it with the other communications channels.

- **Marcin Pawłowski** - Website and Search Marketing Manager for Europe, Inchcape. He prepared and helped implement the idea and framework of the whole project.

- **Alexey Molodyk** – Group Digital Marketing Specialist. Provides the team with the insights and frameworks which are developed on the Inchcape global lever.

- **Przemysław Płaza** - Digital & CRM Marketing Manager Marketing,

- **Grzegorz Nalewany** - Head of Product&Pricing,

- **Jana Woronowska** - F&I Coordinator,

- **Agencies:**
  - **More & Louder** - agency responsible for PR and copywriting,
  - **Reffine** - CMS provider, web development and technical support, content management.
  - **Marketing Match** - agency operationally responsible for running SEO campaigns, including coordinating the work of web developers, copywriters, product experts, and a PR agency, and executing the co-created SEO strategy.

CHALLENGES

The project began in the second half of 2021 with the initial work on the strategy for SEO activities and the preparation of a comprehensive content plan for new content.

The main challenges facing the campaign were:

- **the difficult automotive industry**, where the generated leads from organic traffic come primarily from branded keywords,

- **JLR's websites hadn't achieved high organic visibility in the top 10** of Google results for generic keywords, including those that communicated knowledge ("how a hybrid car works") and those that indicated purchase intent ("7-passenger SUV"), which was a direct consequence of the lack of thematically related content,

- the website architecture and content provided by JLR **were not created with a focus on achieving good organic visibility**. Instead, the main goal at that time was to provide effective communication via paid media, which led the company to neglect SEO,

- **a lack of ongoing PR activities to achieve relevant SEO results** by obtaining external links to subpages on JLR websites. In many cases, gaining additional SEO benefits did not come with any additional costs,

- determining how organic users searching for automotive knowledge would be redirected to content that increased brand awareness and led to conversions.

Below is a summary of **traffic sources for Jaguar.pl in 2021**. It's worth noting that despite the lower share of organic traffic, the quality of that traffic was high. This was indicated by the **average session duration** (00:01:41 vs. 00:00:45 for all traffic), the **average number of pages per session** (1.94 vs. 1.52), and the **conversion rate** (1.70% vs. 1.53%):

Źródło / Medium	Pozyskanie			Zachowanie			Konwersje Wszystkie cele ▼	
	Użytkownicy ⬇	Nowi użytkownicy	Sesje	Współczynnik odrzuceń	Strony/sesja	Śr. czas trwania sesji	Współczynnik konwersji celu	Realizacje celu
4. google / organic	124 812 (8,55%)	101 046 (7,35%)	161 749 (8,74%)	52,62%	1,94	00:01:41	1,70%	2 755 (9,73%)

In addition, organic traffic was present at every stage of the user's purchase path, as confirmed by data on assisted conversions. Below is a summary of MCF Channel Grouping for Jaguar.pl in 2021, which demonstrated that the **highest number of assisted conversions was attributed to organic traffic**:

Grupa kanałów ścieżek wielokanałowych	Konwersje wspomagane ⬇	Wartość wspomaganych konwersji	Konwersje po ostatnim kliknięciu lub konwersje bezpośrednie
1. Bezpłatne wyniki wyszukiwania	3 574 (28,99%)	—	2 266 (8,00%)
2. Płatne wyniki wyszukiwania	3 165 (25,68%)	—	5 862 (20,70%)
3. Wejścia bezpośrednie	2 397 (19,45%)	—	3 682 (13,00%)
4. Reklama displayowa	1 784 (14,47%)	—	6 890 (24,32%)
5. Odesłania	447 (3,63%)	—	358 (1,26%)
6. E-mail	442 (3,59%)	—	6 421 (22,67%)
7. (inne)	344 (2,79%)	—	1 225 (4,32%)
8. Sieć społecznościowa	147 (1,19%)	—	863 (3,05%)
9. Inne reklamy	27 (0,22%)	—	758 (2,68%)

GOAL

The main goal was to gain conversions by generating organic traffic with non-branded keywords for which the Jaguar.pl and LandRover.pl websites were not visible in local Google search results. This meant using quality content tailored to the specific steps of the identified marketing funnel and written by experienced automotive journalists.

That material was intended to meet JLR's strict brand communication guidelines without referencing competitors. This was a huge challenge **because two-thirds of automotive keywords were branded or have comparison intent.**

The target audience consisted of **premium customers who were interested in buying expensive luxury cars** and considering or having decided to buy a new model without already selecting a specific brand.

STRATEGY

During an SEO cooperation that lasted more than 2 years, the project team performed a number of activities that contributed to the final success of the SEO campaign.

Keyword research & content plan

Process of content creation

Technical optimization

Technical preparation of the website

Content matrices & mockups

Content publishing, new subpages, linkbuilding

Monitoring & analytics

Sep 22   Oct 22   Nov 22 - Sep 24
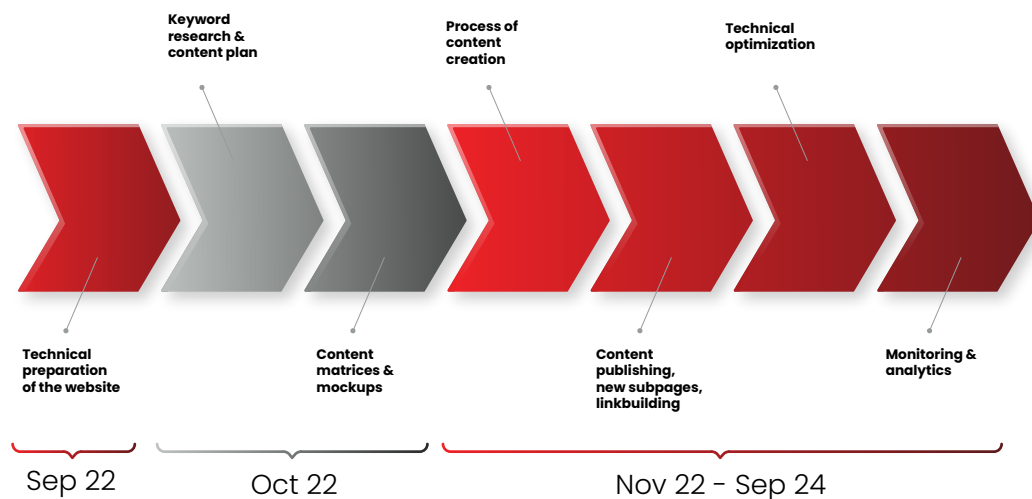
The overall strategy was based on analysis of JLR purchase funnels conducted with the company's Product and Sales team. Based on the conclusions of this review, the project team focused on **designing and developing SEO-friendly, high-quality content articles that addressed questions and topics suitable for a given step of the funnel**.

This content was meant to lead users from the education / awareness phase to the sale phase and eventually to leaving a lead. Therefore, rather than setting out to create just several articles, we needed to build a series of differently structured content pieces that **reflected and matched the sales journey as closely as possible**. These assets would distinguish JLR from as a premium brand distinct from its competition by focusing on the top-end products, all while driving an increase in conversions.

The success of this project was in large part thanks to the effective structure and extensive expertise of the JLR team as well as the smooth integration of different agencies. Throughout the engagement, an SEO coordinator worked with the company's digital marketing team as well as the Product and PR teams on a daily basis to manage workflows for a diverse project group.

1) Technical preparation of the website

One of the primary focuses was **site architecture optimization**, which included setting proper **sitemap configurations** and priority levels as well as managing **structured data**.

For a global brand like JLR, ensuring the right audience saw the right content was critical. To achieve this, **hreflang tags** were implemented across multiple versions of the website, allowing Google to provide the appropriate language version of a page depending on the user's location. This reduced content duplication issues and ensured higher rankings in localized searches.

Additionally, the SEO team regularly updated and optimized **meta titles and descriptions**, ensuring that every page had unique, keyword-optimized metadata aligned with the content's intent.

With Google's focus on **Core Web Vitals**, **page load speed** and **mobile-friendliness was a key focus**. The team conducted thorough **technical audits**, identifying elements like excessive JavaScript and large image files that were slowing down the site. These factors were optimized or eliminated, ensuring faster loading times across all devices.

2) Keyword research and content plan

In order to define the campaign's strategy, the project team analyzed more than **13,000 keywords**, which were manually verified and split into **215 proposals for new subpage topics**. Each topic was classified in terms of:

- content type,
- relevance to the customer's purchase process,
- relevance to JLR's existing sales goals,
- risk of content being outdated.

Based on the identified topics, the team established a multi-month plan for the creation of new content on JLR's websites. Below you can find an excerpt from the content plan, including a breakdown of the content and assigned keywords:

1	Brand	Category	Content type	Topic	Search volume	Keywords
2	Jaguar	Elektromobilność	Artykuł	Jak ładować samochód elektryczny w domu?	950	13
16	Jaguar	Elektromobilność	Artykuł	Czy samochody elektryczne są ekologiczne i przyjazne środowisku?	150	7
24	Jaguar	Elektromobilność	Artykuł	Dopłaty i dofinansowania do aut elektrycznych w Polsce	4590	47
72	Jaguar	Elektromobilność	Artykuł	Darmowe stacje ładowania samochodów elektrycznych	1310	9
81	Jaguar	Elektromobilność	Artykuł	Stacje ładowania - gdzie naładować samochód elektryczny?	13010	43
125	Jaguar	Elektromobilność	Artykuł	Zasięg samochodu elektrycznego - ile przejedzie na jednym ładowaniu?	730	14
140	Jaguar	Elektromobilność	Artykuł	Jak długo ładuje się samochód elektryczny?	700	9
150	Jaguar	Elektromobilność	Artykuł	Samochód elektryczy a hybrydowy - czym się różnią?	80	4
155	Jaguar	Elektromobilność	Artykuł	Standardy gniazd i wtyczek do ładowania aut elektrycznych	260	5
161	Jaguar	Elektromobilność	Artykuł	Wady i zalety samochodów elektrycznych	150	8
169	Jaguar	Elektromobilność	Artykuł	Ile kosztuje ładowanie samochodu elektrycznego?	1800	17
187	Jaguar	Elektromobilność	Artykuł	Budowa samochodu elektrycznego	370	9
197	Jaguar	Elektromobilność	Artykuł	Jaka jest przyszłość samochodów elektrycznych?	330	8
206	Jaguar	Elektromobilność	Podstrona ofertowa	Ceny samochodów elektrycznych Jaguar	4410	34
241	Jaguar	Elektromobilność	Podstrona ofertowa	Oferta używanych aut elektrycznych Jaguar	630	7
249	Jaguar	Elektromobilność	Podstrona ofertowa	Serwis i części do samochodów elektrycznych	310	6
256	Jaguar	Elektromobilność	Słownik/definicja	Samochód elektryczny	53490	63
320	Jaguar	Elektromobilność	Słownik/definicja	Bateria do samochodu elektrycznego	1120	15
336	Jaguar	Elektromobilność	Słownik/definicja	Silnik do samochodu elektrycznego	540	12
349	Jaguar	Elektromobilność	Słownik/definicja	Akumulator do samochodu elektrycznego	1090	18
368	Jaguar	Elektromobilność	Słownik/definicja	Elektromobilność	3020	21
390	Jaguar	Elektromobilność	Mat. Zewnętrzne	Ranking najlepszych samochodów elektrycznych 2022	960	20
411	Jaguar	Elektromobilność	Mat. Zewnętrzne	Elektromobilność w Polsce w 2022 roku	1860	41
453	Jaguar	Elektromobilność	Mat. Zewnętrzne	Najpopularniejsi producenci aut elektrycznych	50	2

3) Content matrices and mockups

This project saw the development of a detailed **set of copywriting guidelines** for each type of article, including:

- SEO recommendations and fundamentals,
- how to place CTA elements aimed at generating leads,
- the level of details in the content, and how to communicate with potential customers,
- rules for selecting graphics and videos,
- internal linking between content.

In addition, there were prepared visualizations of the elements that should be included in the texts and model texts described with comments. The above assumptions were **presented to copywriters as part of SEO training** and provided in the form of project documentation. Before starting to produce written material, selected copywriters were trained in the following areas:

- characteristics and communication guidelines of JLR brands,
- SEO guidelines for each type of text,
- expected form and content of articles based on the prepared matrices,
- supporting SEO tools to facilitate content creation.

	External CM article	Internal article in JLR websites	Offer subpage	Dictionary
Reader (A)	+ objective text + competitive brands + all forms of backlinking to JLR websites	+ no mention of competitors + substantive answer to the user's problem in the first place + linking to the offer or articles of I/D/A groups at the end of article content + no aggressive CTA	–	+ definition/description + linking to the offer or articles of I/D/A groups at the end of article content + no aggressive CTA
Observer (I)	+ objective text + competitive brands and car models + model comparisons + backlinks to subpages of car models on JLR	+ no mention of competitors + substantive answer to the user's problem in the first place + linking to the offer or articles of D/A groups at the end of article content + CTA under the article	–	+ definition/description + linking to the offer or articles of I/D/A groups at the end of article content + CTA under the article
Potential customer (D/A)	+ objective text + competitive brands and car models + model comparisons, rankings, information about what to choose + backlinks to subpages of car models on JLR	+ no mention of competitors + answering the user's problem in a more sales-oriented way + linking to the offer at the beginning, in the body and/or at the end of the article + full range of more intensive CTAs in and under the article	+ no mention of competitors + applies to a specific car model or type + sales communication with technical details + full range of more intensive CTAs in and under the article	+ definition/description + linking to the offer at the beginning, in the body and/or at the end of the article + full range of more intensive CTAs in and under the article

A detailed breakdown based on the designated step of the user's purchase funnel and content types.
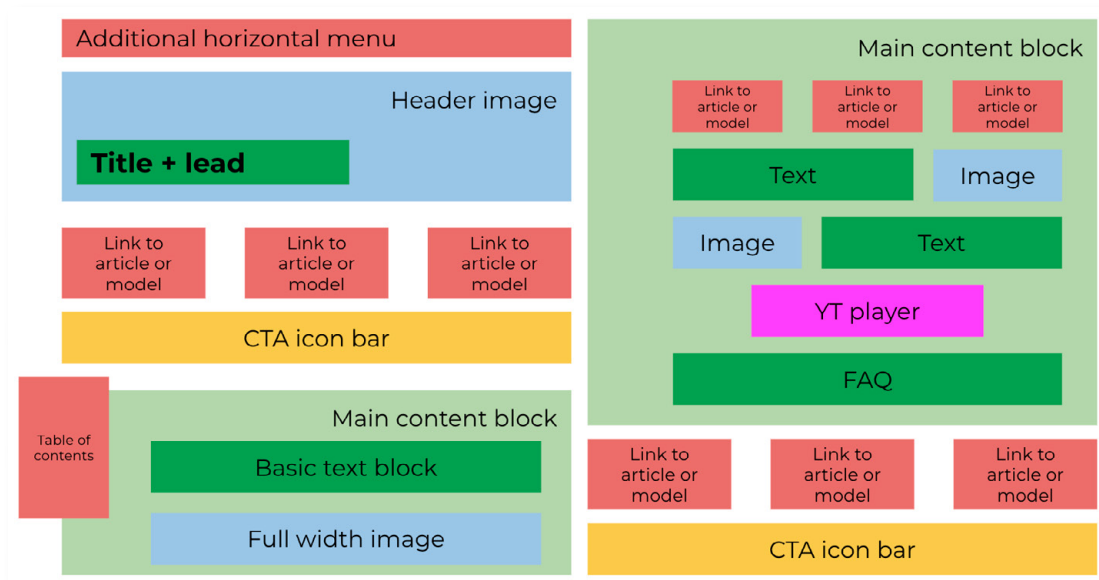
Example of a mockup of an internal article designed for a potential customer

4) Content creation process

Each time before starting to write any article, 2 briefs were prepared:

- **communication brief** - containing guidelines collected by JLR, which included, among other things, technical information about the car models described,

- **SEO brief** - a summary of SEO guidelines, updating phrases and suggesting the internal structure of the text.

The dedicated Surfer SEO tool created and verified the articles to support copywriters with the appropriate SEO quality and accelerated content verification. In case of any comments from the product team, the text underwent substantive corrections. Below you can find an example of the Surfer editor, which assisted copywriters in achieving the right degree of SEO optimization of content:

5) Content publishing

After verification, each article was published while following certain guidelines, including:

- CTA elements in sales texts,
- meta tags,
- headline structure,
- correct implementation of structured data.

Klucz	Podsumowanie	Kategoria statusu ul...
II-3044	Implementacja popupów w artykułach SEO	29/sie/24
II-2979	Linkowanie wewnętrzne do artykułów	09/sie/24
II-2907	New page - (temat do ustalenia) (Land Rover)	29/sie/24
II-2906	New page - (temat do ustalenia) (Land Rover)	29/sie/24
II-2905	New page - (temat do ustalenia) (Land Rover)	29/sie/24
II-2904	New page - (temat do ustalenia) (Land Rover)	29/sie/24
II-2903	New page - (temat do ustalenia) (Land Rover)	29/sie/24
II-2902	New page - (temat do ustalenia) (Land Rover)	29/sie/24
II-2901	New page - Brytyjskie samochody sportowe (Land Rover)	02/wrz/24
II-2900	New page - Sportowe auto rodzinne (Land Rover)	12/sie/24
II-2899	New page - Nowoczesne samochody (Land Rover)	30/lip/24
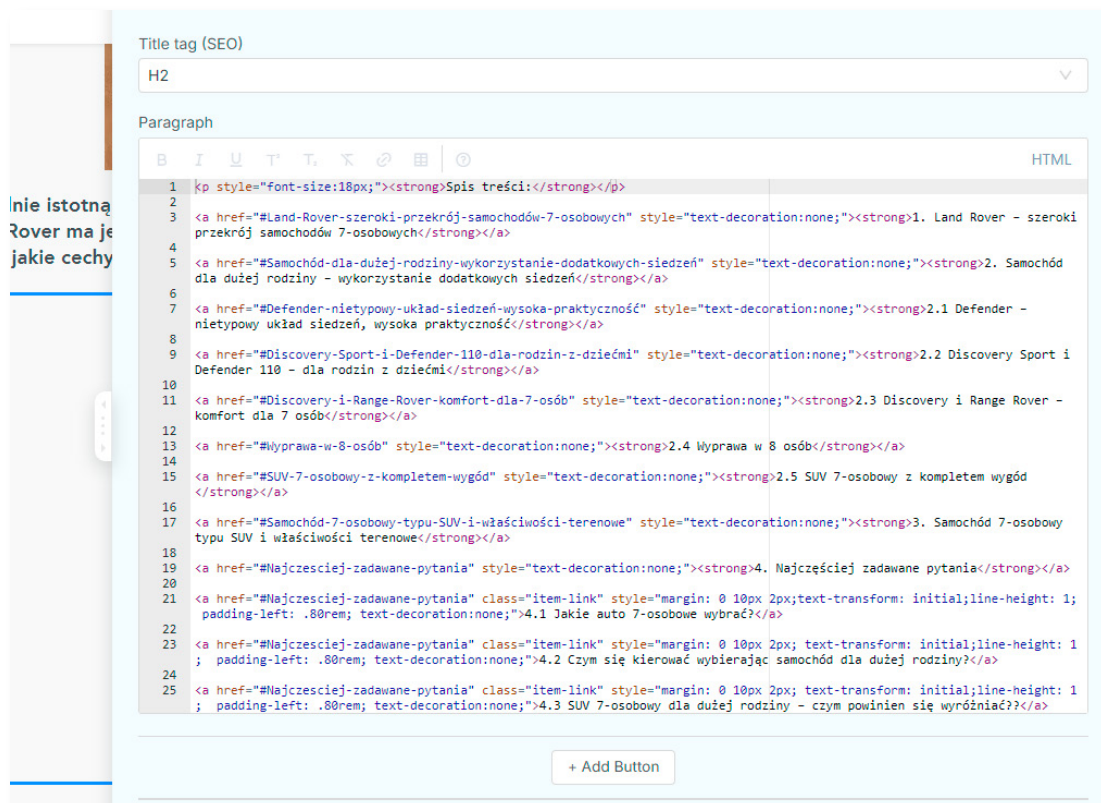
Additional SEO agency activities included verification of article implementation in the CMS and regular creation of internal links to contextually related content.
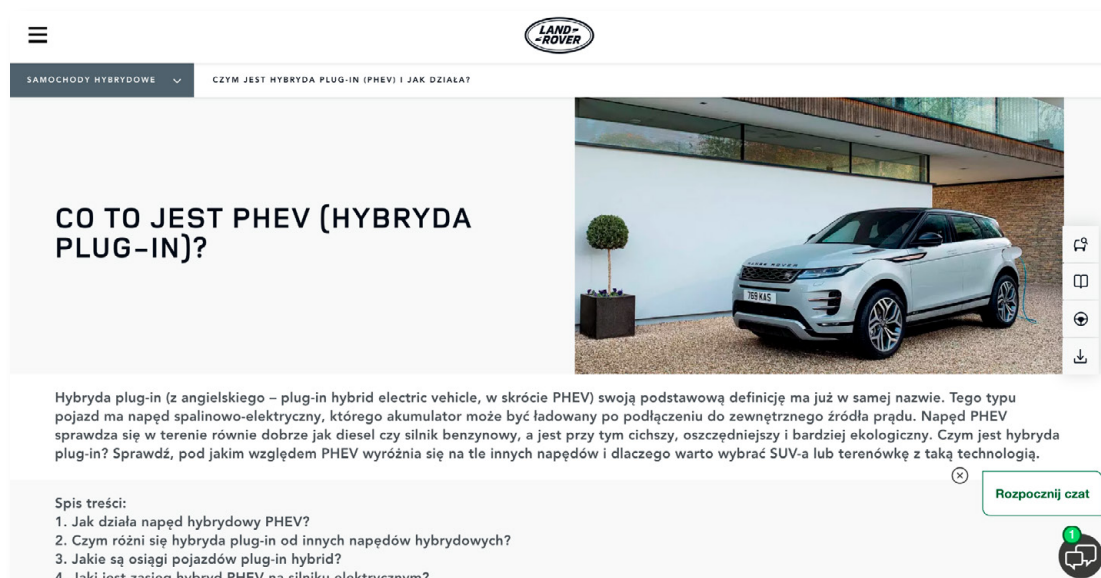
6) New subpages

In addition to the creation of knowledge and sales articles in accordance with the adopted content plan, the project team created additional sub-pages on JLR's websites that could better utilize the potential of brand phrases that were not adequately reflected on the subpages.

During the cooperation, subpages were created for cities in which dealers and warranty services were located, as well as subpages for journalistic opinions and car model tests.
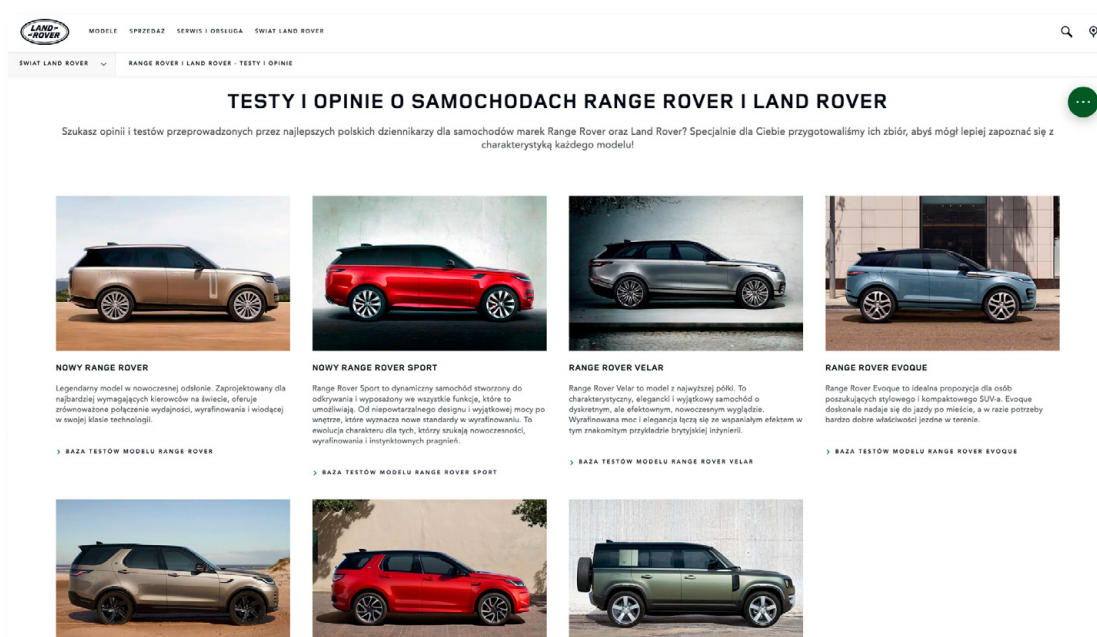
7) Link building

Link building activities included the creation of **external content marketing articles** and introducing **links into existing articles**.

Creating external content marketing articles was meant to increase the exposure of the Jaguar and Land Rover brands in organic search results. Thanks to optimized content, CM articles and JLR subpages appeared more frequently in Google search results for important keywords. An additional goal was to constantly **acquire external links leading to published articles** on JLR websites in order to accelerate their indexing and possibly increase their visibility from the start.

Zawieszenie pneumatyczne w akcji. Kiedy się przydaje? PDF

CZĘŚCI I REGENERACJA

3 miesiące temu 25.11.2022, ~ Administrator, Czas czytania 4 minuty

Jak zawieszenie pneumatyczne sprawdza się w terenie?

Jazda na trudnej nawierzchni, ciężki ładunek, ostre zakręty, gwałtowne zmiany prędkości — w tych sytuacjach zawieszenie zostaje wystawione na największą próbę. Niestety, nie każde auto terenowe spełnia swoje zadania w obliczu decydującej próby. Czym wyróżniają się więc pojazdy, które nie zawodzą w wymagających okolicznościach? Jak znaleźć idealne auto terenowe? Dowiedz się!

8) Technical optimization

Technical SEO optimization involved:

- identifying critical issues that may have been contributing to worse results in the SERPs,
- addressing problems previously reported to web developers and refreshing those threads on Jira,
- coordinating and reporting further issues to web developers,
- self-implementing CMS changes that did not require programming intervention,
- verifying indexing and rendering of important subpages,
- solving SEO problems related to the migration of websites to a new CMS.

Row	Address	Content Type	Status Code	Status	Indexability	+
1	https://www.landrover.pl/	text/html; charset=utf-8	200	OK	Indexable	
2	https://www.landrover.pl/umow-serwis	text/html	200	OK	Indexable	
3	https://www.landrover.pl/discovery/discovery-sport/opis	text/html; charset=utf-8	200	OK	Indexable	
4	https://www.landrover.pl/faq	text/html; charset=utf-8	200	OK	Indexable	
5	https://www.landrover.pl/kontakt	text/html; charset=utf-8	200	OK	Indexable	
6	https://www.landrover.pl/build-and-price		301	Moved Permanently	Non-Indexable	
7	https://www.landrover.pl/lista-dilerow		301	Moved Permanently	Non-Indexable	
8	https://www.landrover.pl/fleet-and-business-koszty-utrzymania-pojazdu		301	Moved Permanently	Non-Indexable	
9	https://www.landrover.pl/special-vehicle-operations		301	Moved Permanently	Non-Indexable	
10	https://www.landrover.pl/_nuxt/img/Range-Rover_White-Logo_HOB.e6cbd43.webp	image/webp	200	OK	Indexable	
11	https://www.landrover.pl/serwisowanie-informacje-ogolne		301	Moved Permanently	Non-Indexable	
12	https://www.landrover.pl/_nuxt/img/Discovery_White-Logo_HOB.15a9ec6.webp	image/webp	200	OK	Indexable	
13	https://www.landrover.pl/_nuxt/b4d7e88.js	application/javascript; charset=U...	200	OK	Indexable	
14	https://www.landrover.pl/_nuxt/df10d9b.js	application/javascript; charset=U...	200	OK	Indexable	
15	https://www.landrover.pl/_nuxt/9784de6.js	application/javascript; charset=U...	200	OK	Indexable	
16	https://www.landrover.pl/terms-conditions		301	Moved Permanently	Non-Indexable	
17	https://www.landrover.pl/_nuxt/img/Defender_White-Logo_HOB.a4d2b98.webp	image/webp	200	OK	Indexable	
18	https://www.landrover.pl/strategia-podatkowa	text/html; charset=utf-8	200	OK	Indexable	
19	https://www.landrover.pl/_nuxt/9635d2f.js	application/javascript; charset=U...	200	OK	Indexable	
20	https://www.landrover.pl/liderzy-przyszlosci	text/html; charset=utf-8	200	OK	Indexable	
21	https://www.landrover.pl/defender/opis	text/html; charset=utf-8	200	OK	Indexable	
22	https://www.landrover.pl/discovery/opis	text/html; charset=utf-8	200	OK	Indexable	
23	https://www.landrover.pl/range-rover/nowy-range-rover/opis	text/html; charset=utf-8	200	OK	Indexable	
24	https://www.landrover.pl/testy-dziennikarskie		301	Moved Permanently	Non-Indexable	
25	https://www.landrover.pl/polityka-cookies	text/html; charset=utf-8	200	OK	Indexable	

In addition, the project team deployed **schema markup** throughout the website to improve how search engines interpret page content. This involved adding **FAQ schema** to content-rich pages, which allowed search engines to understand the page's structure better and pull content for **rich snippets** in the search results. The inclusion of FAQ schema, particularly for content like the technical breakdown of hybrid vehicles, improved rankings and enhanced user interaction.

9) Monitoring and analytics

In addition to regular status meetings and analyzing the effects of the SEO campaign, an interactive report was created in the Looker Studio tool to control the impact on the integrated data from Google Analytics and Google Search Console:
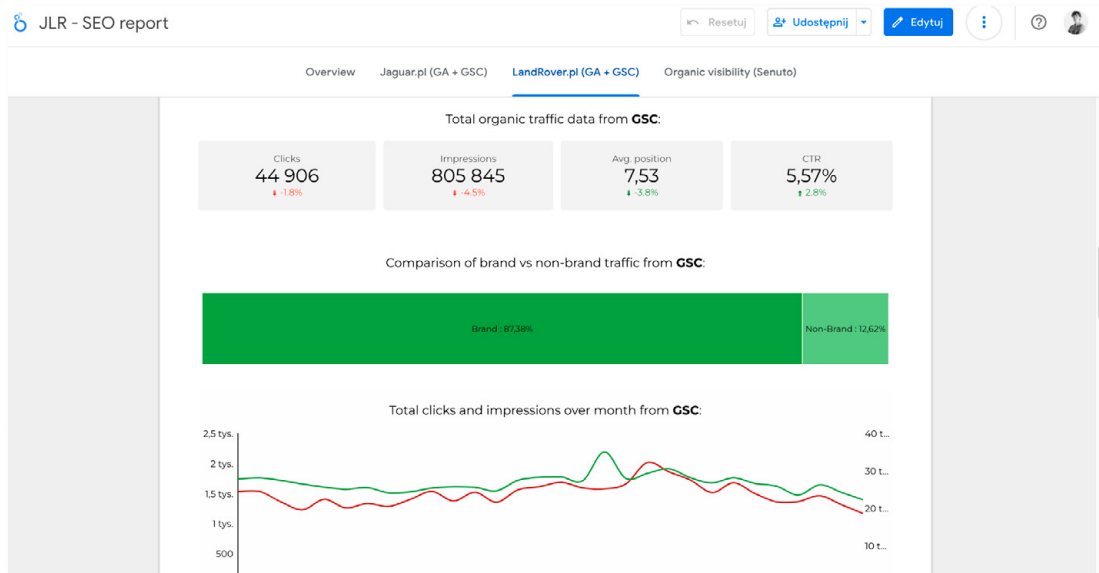
For enhanced analytics, the project team added **data layers** to the pages. Doing so allowed for the collection of specific user interaction data, such as clicks on accordion content. This setup provided valuable insights into user behavior, informing content strategy improvements that aligned with SEO goals.

RESULTS

Since the start of the campaign, 117 knowledge and sales articles have been published, and another 26 are in various stages of the creation and publication process. In addition, more than 180 external backlinks now link to the created articles, primarily leading from mainly from content marketing publications.

Below are the results achieved in August 2024 for **both JLR websites**:

- **17,459 clicks** (Google Search Console) obtained from the subpages covered by the campaign,
- obtained clicks accounted for **25% of all organic clicks** the websites received in this month,
- the pages generated over **600 leads monthly** (SEO generated)
- total number of **all keywords in the top 10 on Google.pl has tripled** and increased from 742 (September 2021) to 2269 today (according to Ahrefs tool).

We also managed to seize a large number of the top 10 SERP rankings for important keywords by building the organic visibility of both websites, along with external publications:
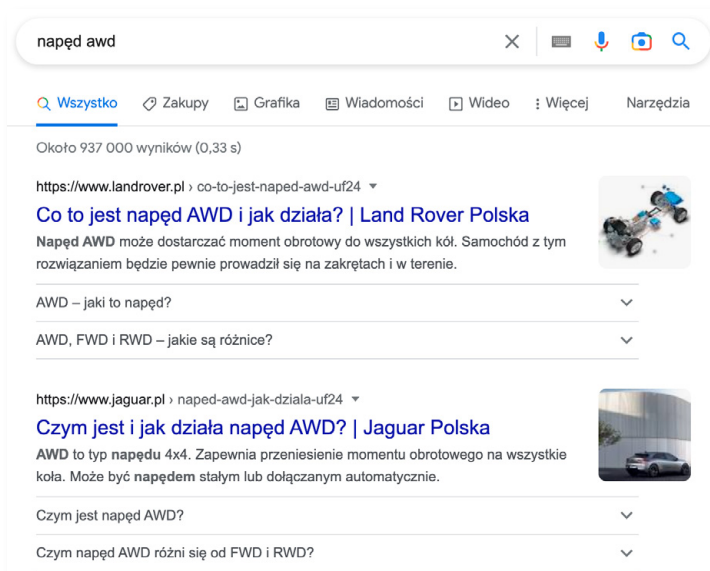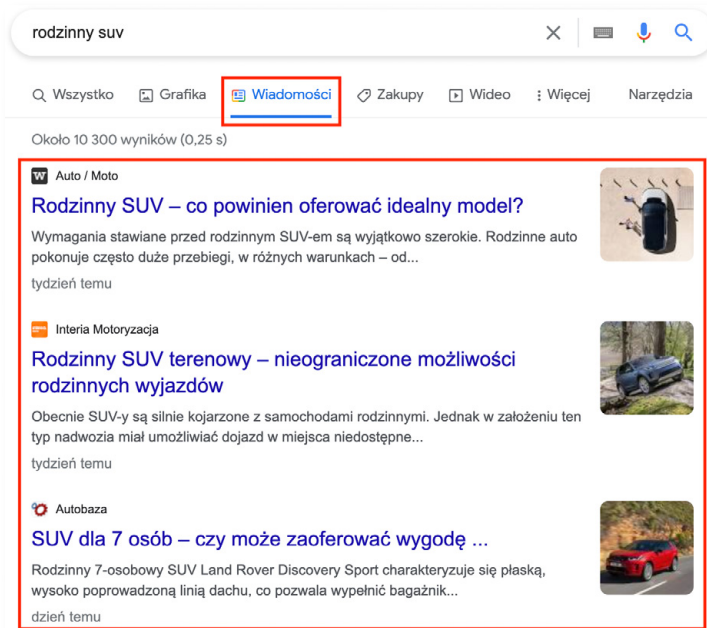
The graph found below indicates the number of clicks from the organic results of **Jaguar.pl** from May 2023 through September 2024, which represents the largest period of time for which the Google Search Console tool can store data. The clicks include only the sub-pages involved in the campaign and have been filtered out through a regular expression. At the time, the campaign generated more than 84,000 clicks and almost 7 million impressions, and the most popular subpage, an article about how the PHEV hybrid works, generated almost 15,000 organic clicks:

☑ Total clicks	☐ Total impressions	☐ Average CTR	☐ Average position
84.2K	6.86M	1.2%	10.1

ⓘ Chart totals and table results might be partial when filters are applied. Learn more

Top pages	↓ Clicks
https://www.jaguar.pl/samochody-hybrydowe/jak-dziala-hybryda-phev-uf23	14,960
https://www.jaguar.pl/suv/czym-sa-samochody-typu-suv-uf24	6,096
https://www.jaguar.pl/samochody-elektryczne/ile-kosztuje-ladowanie-samochodu-elektrycznego-uf22	6,068
https://www.jaguar.pl/samochody-elektryczne/jak-ladowac-samochod-elektryczny-w-domu-uf310	4,875
https://www.jaguar.pl/naped/rodzaje-napedu-4x4-uf24	4,831
https://www.jaguar.pl/samochody-elektryczne/budowa-samochodu-elektrycznego-uf22	4,826
https://www.jaguar.pl/suv	4,320
https://www.jaguar.pl/naped/naped-awd-jak-dziala-uf24	3,807
https://www.jaguar.pl/samochody-elektryczne/akumulator-do-samochodu-elektrycznego-w-praktyce-uf22	3,304
https://www.jaguar.pl/sedan/czym-rozni-sie-nadwozie-sedan-coupe-uf24	2,808

Rows per page: 10 ▾ 1-10 of 170 ‹ ›

Below is analogous data for **LandRover.pl**. In this case, the campaign generated about 128,000 clicks and almost 8 million impressions, and the most popular subpage, which had more than 22,000 clicks, was an article on the characteristics of MHEV hybrids:

Search type: Web ✎   Date: Last 16 months ✎   Page: Custom (regex) ✕   + New   Last updated: 8 hours ago ⓘ

☑ Total clicks	☐ Total impressions	☐ Average CTR	☐ Average position
128K	7.94M	1.6%	8.8

ⓘ Chart totals and table results might be partial when filters are applied. Learn more

Clicks   Impressions

QUERIES	**PAGES**	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

| Top pages	↓ Clicks
https://www.landrover.pl/samochody-hybrydowe/co-to-jest-miekka-hybryda-mhev-uf22	22,352
https://www.landrover.pl/samochody-hybrydowe/jak-dziala-hybryda-uf37	9,472
https://www.landrover.pl/suv/suv-7-osobowy-samochod-dla-duzej-rodziny-lf24	8,635
https://www.landrover.pl/naped/co-to-jest-naped-awd-uf24	7,808
https://www.landrover.pl/off-road/spanie-w-samochodzie-podczas-wypraw-uf311	5,595
https://www.landrover.pl/samochody-hybrydowe/ile-pali-hybryda-plug-in-uf22	5,314
https://www.landrover.pl/suv/suv-a-crossover-czym-sie-roznia-uf24	4,710
https://www.landrover.pl/samochody-hybrydowe/jakiego-paliwa-uzywac-uf23	4,585
https://www.landrover.pl/typy-i-przeznaczenie/samochod-do-ciagniecia-przyczepy-lf23	4,156
https://www.landrover.pl/suv/suv-z-duzym-bagaznikiem-lf23	4,026

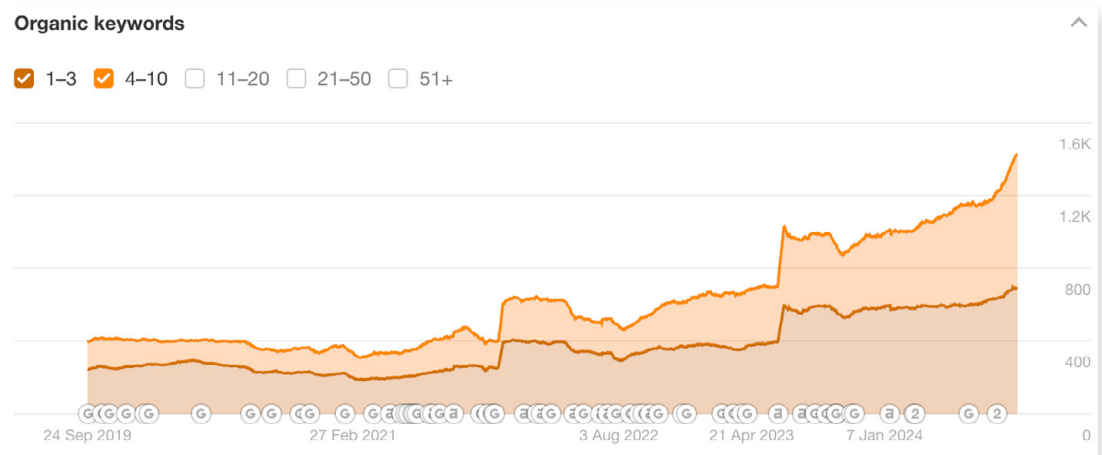Rows per page: 10 ▾   1-10 of 336   ‹ ›

Meanwhile, the organic visibility of both websites, as measured in the **total number of keywords in the top 10 of search results,** regularly increased, which is demonstrated by data from the Ahrefs tool:

Jaguar.pl
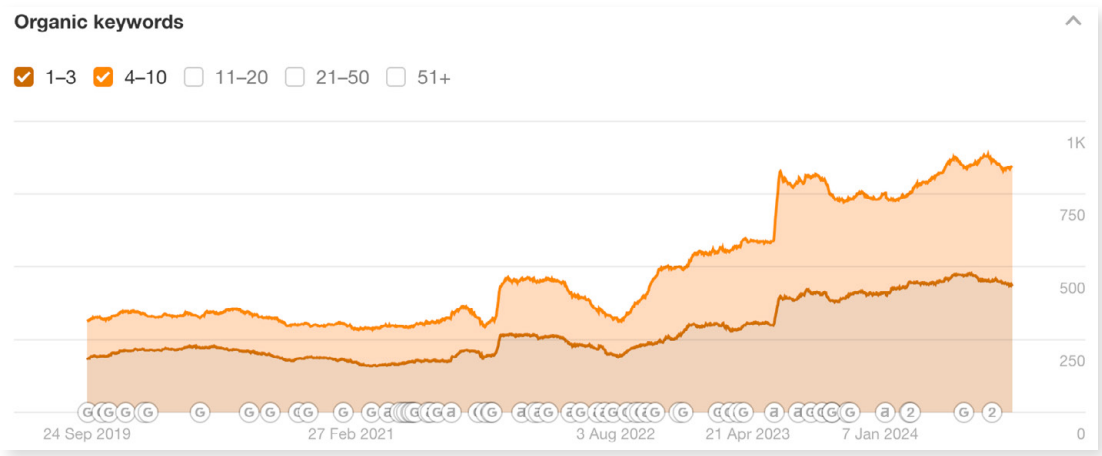
LandRover.pl

Below are examples of popular keywords, along with monthly search volume, for which JLR's sites ranked in the top 10 of Google's organic search results thanks to its SEO campaign (source: Senuto tool):

Keywords – LandRover.pl	Volume	Position
crossover	12100	2
hybryda	18100	3
suv	22200	4
awd	4400	1
fwd	1900	1
v8	5400	3
awd napęd	1300	1
samochód terenowy	8100	5
spanie w samochodzie	1000	1
mhev	1000	1
silnik v8	1900	2
isofix w aucie	880	1
napęd 4x4	2900	3
moment obrotowy	2400	3
phev	1300	2
jak działa hybryda	590	1
samochód suv	3600	5
luksusowe samochody	1000	2
samochód opancerzony	480	1
crossover suv	390	1
zawieszenie pneumatyczne	1900	4
luksusowe auto	720	2
reduktor	3600	7
auto 7 osobowe	5400	9
auto hybrydowe	1900	5
samochód hybrydowy	1900	5
auto hybryda	1900	5
duży suv	720	3
terenówki 4x4	1300	5
samochód terenowy 4x4	1300	5
4x4	2900	8
hybryda plug in	2900	8
suv coupe	590	3
samochód pancerny	320	2
samochody z wysokim zawieszeniem	140	1

Keywords - Jaguar.pl	Volume	Position
sedan	12100	2
crossover	12100	3
coupé	4400	2
zawieszenie pneumatyczne	1900	1
suv	22200	7
awd	4400	3
ile kosztuje ładowanie samochodu elektrycznego	1300	1
phev	1300	1
ładowanie samochodu elektrycznego	1000	1
fwd	1900	2
pług in hybrid	1900	2
samochód suv	3600	4
rwd napęd	1300	2
awd napęd	1300	2
samochód plug in	590	1
isofix w aucie	880	2
sedan auto	880	2
napęd 4x4	2900	5
auto suv	1600	4
układ przeniesienia napędu	260	1
rwd	5400	10
hybryda plug in	2900	7
budowa samochodu elektrycznego	210	1
crossover suv	390	2
sportowy sedan	170	1
luksusowe auto	720	4
zawieszenie adaptacyjne	140	1
sportowy suv	260	2
luksusowe samochody	1000	6
hybryda phev	90	1

The results achieved during this project were nominated by the jury of the **European Search Awards** as a finalist for the category of "Best Use of Search - Automotive" the finalist title:

KEY FACTS

Day-to-day interactions weren't limited to SEO efforts; they extended to an in-depth collaboration between the JLR product and PR teams and a well-coordinated workflow between three key agencies.

Led by Inchcape, the agencies worked without silos: More & Louder, responsible for PR and copywriting; Reffine, managing CMS, web development, and technical support; and Marketing Match, which oversaw SEO campaigns and coordinated the contributions of developers, copywriters, product experts, and PR professionals.

This collective approach enabled us to design and develop a winning strategy.

The campaign strategically addressed this challenge by designing and developing **SEO-friendly, high-quality content that addressed questions and topics suitable for a given funnel step**. The aim was not to create just several "articles" but to build a series of differently structured content pieces reflecting and matching a sales journey as closely as possible. From the outset, the campaign was laser-focused on performance. Every piece of content, every strategy deployed, was chosen for its potential to convert interest into tangible leads.

CONCLUSION

The success of this project was driven by a unified, cross-agency collaboration, spearheaded by Inchcape. The seamless partnership between More & Louder, Reffine, and Marketing Match ensured flexible, agile solutions with a strong "testing by doing" approach. This close-knit structure resulted in high-quality outputs across technological, creative, and analytical fronts. Ultimately, it demonstrated that the power of synergy, continuous adaptation, and mutual cooperation can deliver exceptional business outcomes, elevating SEO performance to new heights.

> *The outstanding success of this SEO project is a testament to the power of collaboration. Through the unified efforts of our internal teams and external partners, we achieved remarkable results.*
>
> *This success was driven by Inchcape's strategic 'search first' approach, which ensured that search was prioritized in every step of our global strategy. I deeply appreciate the support from everyone involved in making this achievement possible.*

Marcin Pawłowski
Website and Search Marketing
Manager, Europe
Inchcape

" *I am very happy to see that a set of simple actions applied consistently generated such great results.*
This case study is a great insight for Inchcape globally, because it proves that a consistent approach to SEO involving various functions in the business and keeping SEO at the core of marketing strategy can lead to substantial results in lead generation, even for a premium automotive brand.
We plan to use it as a blueprint for expending our SEO efforts worldwide.

Alexey Molodyk
Group Digital Marketing
Specialist Inchcape

reffine

Reffine delivers powerful, modular solutions for OEMs in 98 countries, managing content to transform automotive digital sales through seamless experiences. With proven success for Jaguar, Land Rover, and Mazda, our Stock Locator, DXP, and AI tools boost sales efficiency, adapting globally with robust API integrations. From scalability to user-friendly interfaces, Reffine accelerates OEMs toward digital excellence.

MORE&LOUDER

More&Louder – We help customers communicate with the world. We make their products and services known. We build our relationships in partnership. Both with customers and with media representatives and other stakeholders. We support our clients at every step of the communication path – from PR and marketing activities to events.

MARKETING MATCH

Marketing Match is a Warsaw-based team of 15 digital marketing experts specializing in SEO and performance marketing. With nine years of experience, we craft integrated strategies tailored to each client, ensuring effective and impactful use of marketing budgets. Our data-driven approach turns challenges into measurable growth, making us a trusted partner for brands seeking sustainable digital success.

TOOLS USED

Google Search Console

Looker Studio

Looker

Google Analytics

SURFER

SENUTO

ahrefs

SEMRUSH

MARKETING MATCH | MORE & LOUDER | reffine