

**canada drives**

**How Canada Drives Tripled its  
Organic Search Traffic Share  
in 2 Years**

**Automotive**

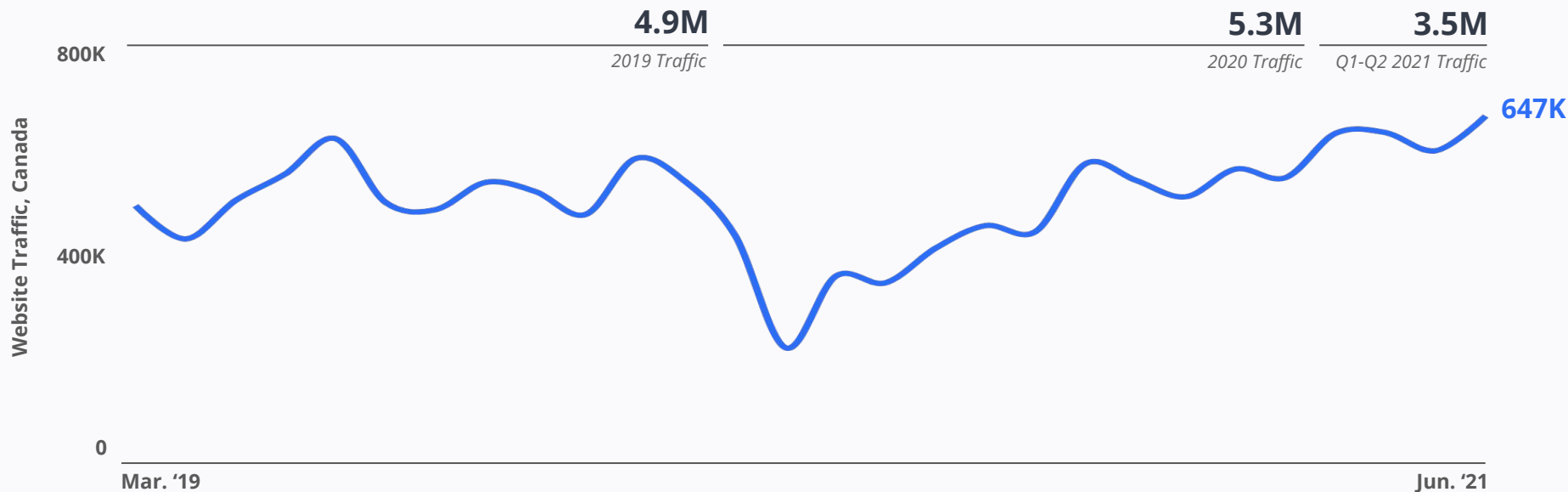


Canada Drives is a Canadian online vehicle retailer. The company allows online consumers to search for and buy pre-owned vehicles online.

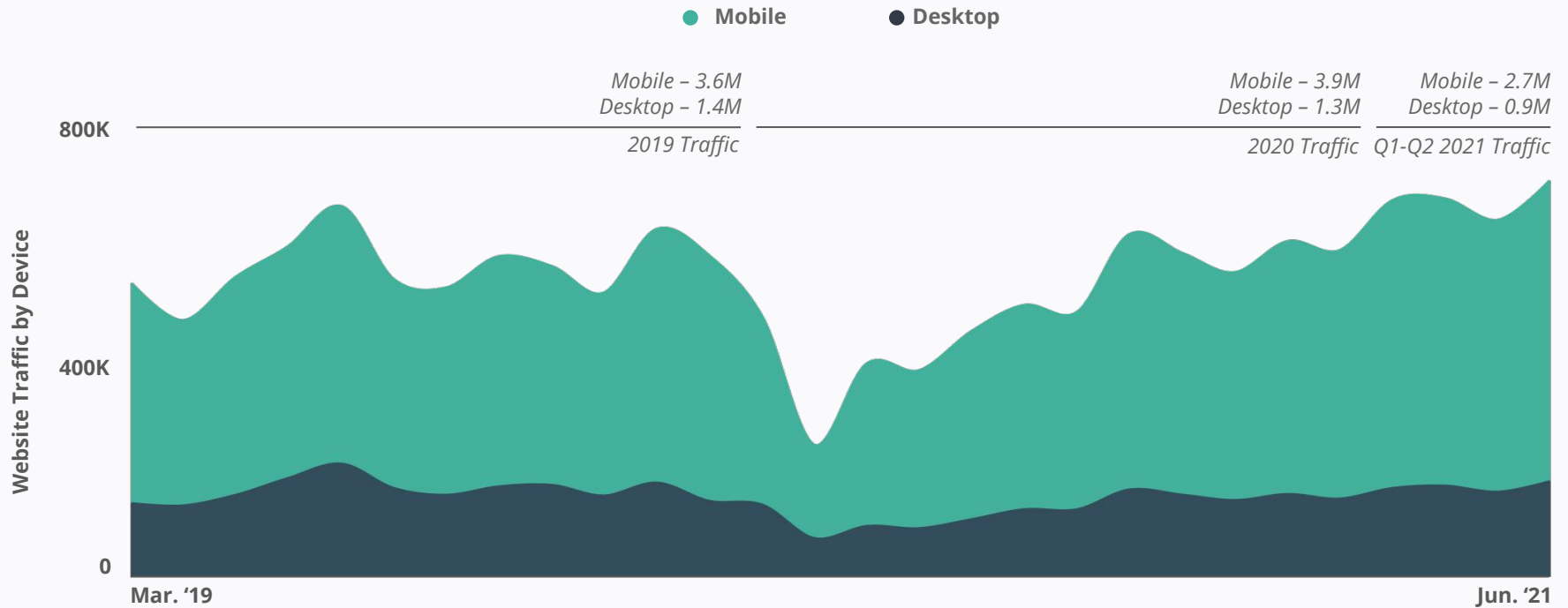
In March 2021, the company reached its all-time-high website visits when 615K online shoppers visited [canadadrives.ca](https://canadadrives.ca).

Starting in 2019, the company persisted in building a powerful content engine, which enabled the brand to triple the share of organic search traffic in just two years.

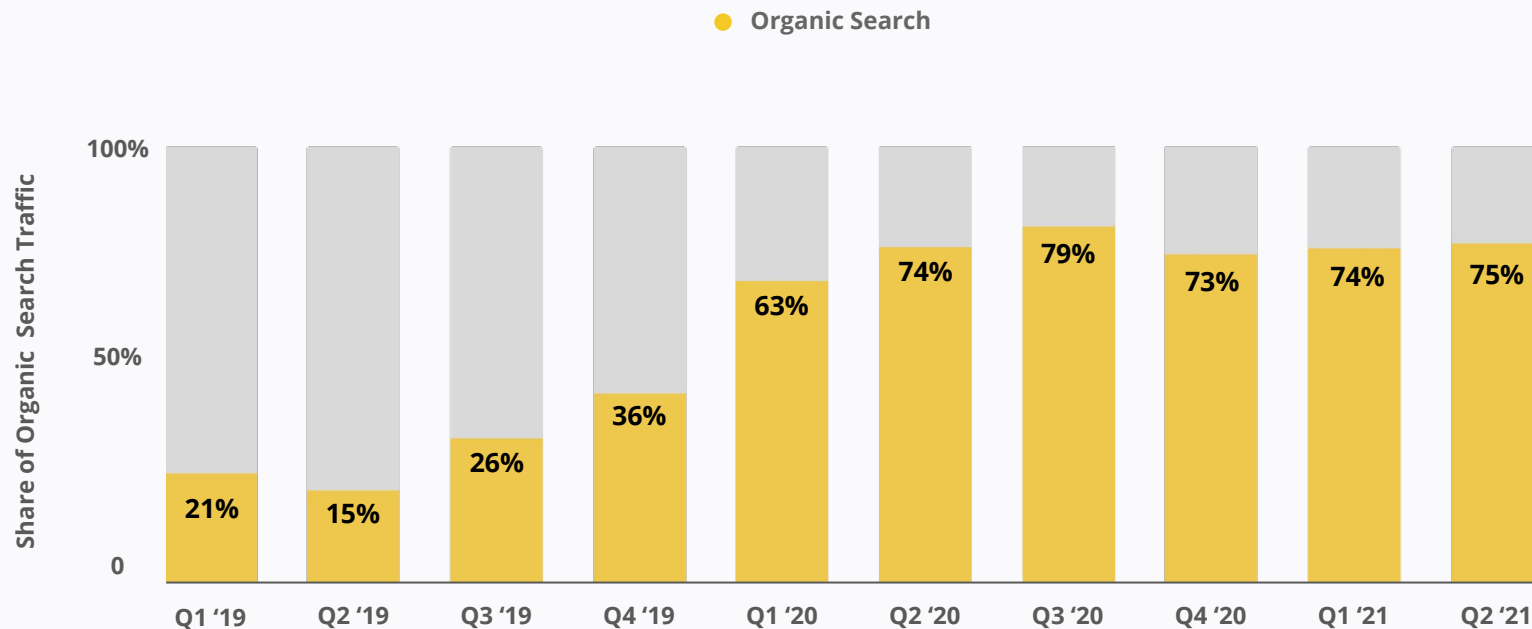
In June 2021, Canada Drives hit its all-time-high monthly website traffic, recording 647K visits in June (+11% vs. the previous month).



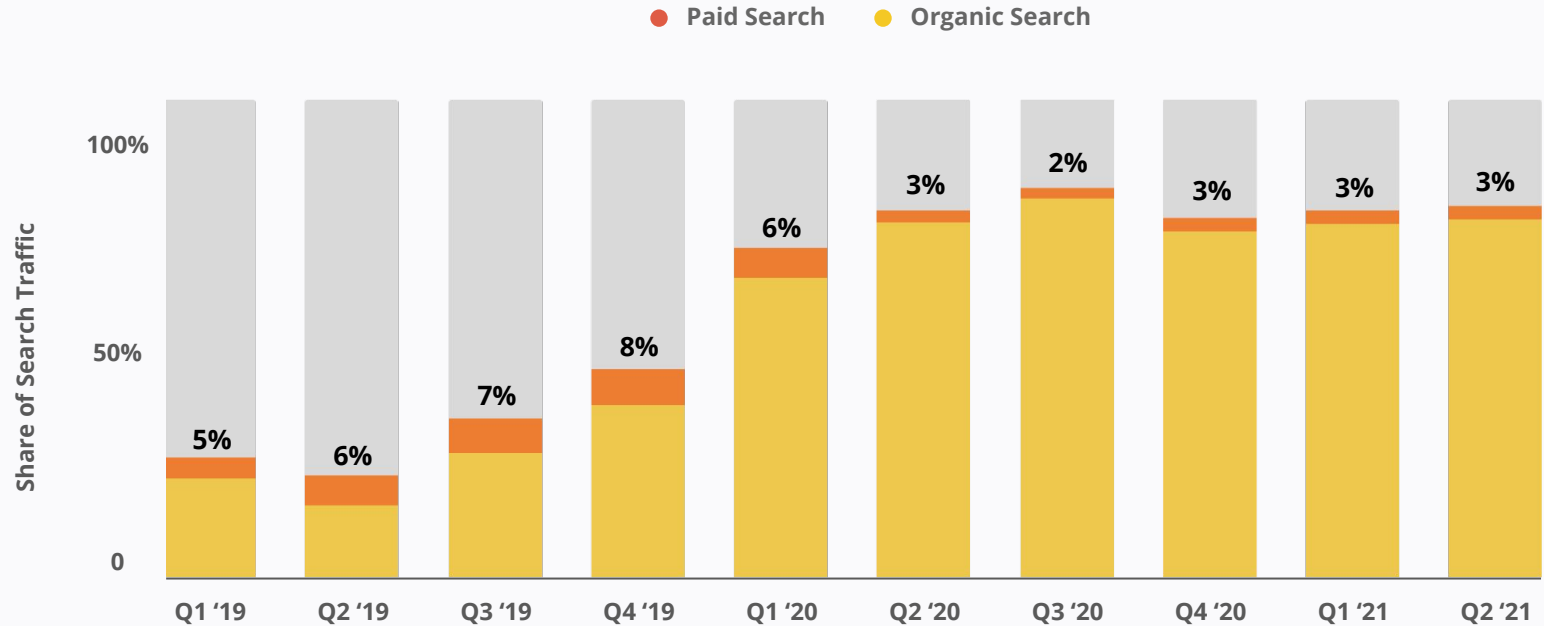
On average, 74% of total Canada Drives' visits come from mobile devices.



Canada Drives tripled its share of organic search traffic from 2019 to 2021, which reached 75% in the second quarter of 2021.

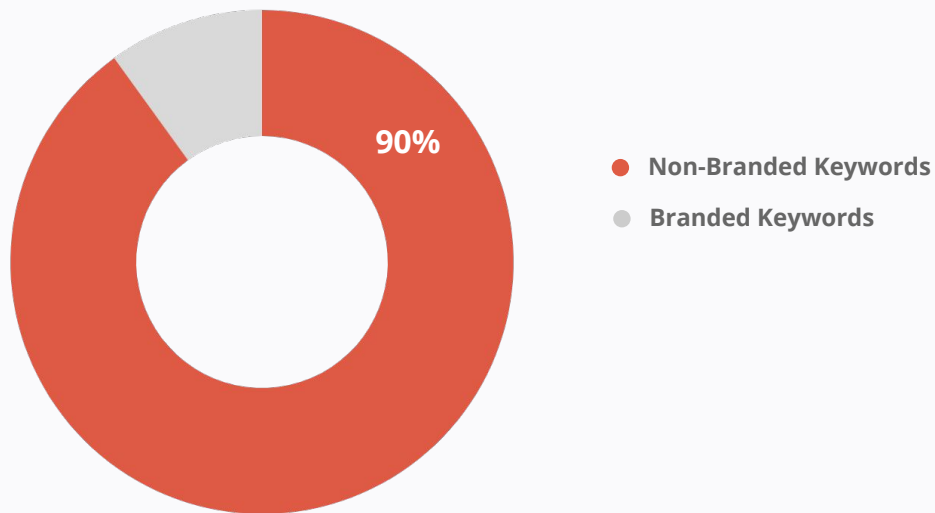


The company supports its organic traffic with paid search ads.

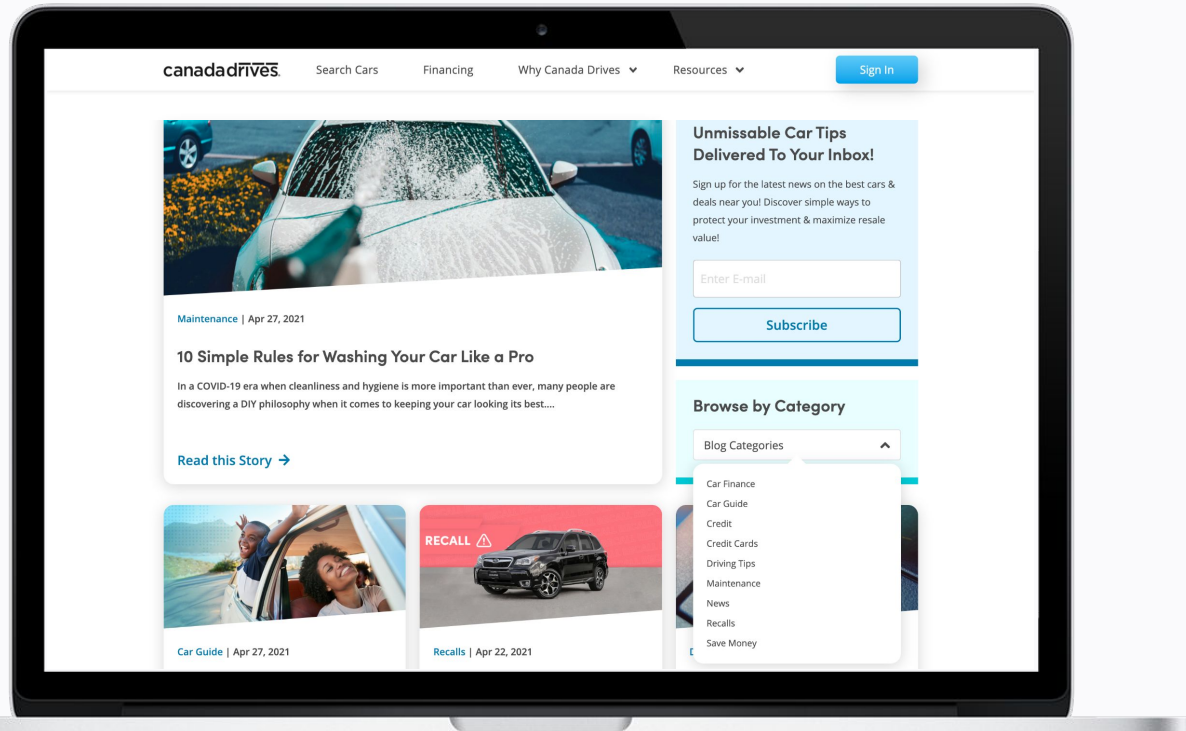


90% of the keywords that drive traffic to Canada Drives are non-branded and cover a vast majority of car-related topics that we'll explore down the road.

**Branded vs. Non-Branded Keywords**



In February 2019, Canada Drives launched its [blog](#). Since then, the company has posted ~200 articles covering topics that revolve around vehicle financing options, driving tips, maintenance and much more.



**Cadence:**

2 articles per week

**Avg. wordcount:**

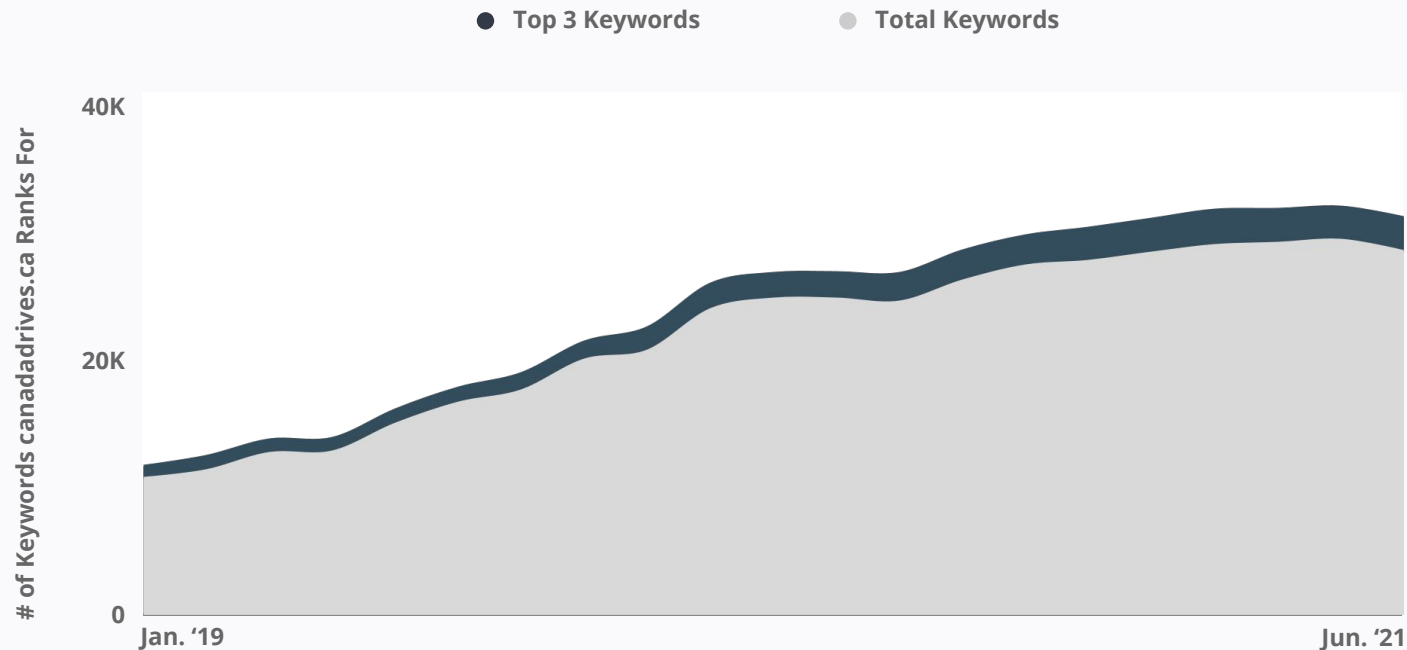
1,330 words

**Topics:**

Car finance  
Car guide  
Credit  
Driving Tips  
Maintenance  
News  
Recalls  
Save Money



Since the blog launch, Canada Drives tripled the total number of keywords it ranks for, from 11K to 33K (+188%).



Canada Drives tailors and evolves its content to meet trending consumer interests. In the first year of active blogging, the company focused on keywords revolving around **used cars** and **leasing options**.

2019

canada drives  
canadadrives  
used cars  
lease takeover  
canada drives careers  
canada drive  
cars for sale  
leasing a car  
used cars vancouver  
car trade in value  
lease a car  
canada drives review  
canada drive  
red deer kijiji  
canada is smoking considered distracted driving

canada drives reviews  
lease a car  
used cars edmonton  
used cars in canada  
car canada winnipeg  
leasing vs financing  
canada post tracking  
free car report canada  
used cars online  
canada active park assist  
buy second hand car  
best used car under 10000  
best website for used cars

2020

canadadrives  
cheapest electric car  
used cars  
rebuilt title  
lease takeover  
free vin check canada  
used cars for sale  
best electric cars 2020  
canadadrives  
lease a car  
all weather vs winter...  
electric cars canada  
cars for sale  
car lease toronto  
certified wintertrek tire

canadadrives  
rebuilt title  
leasing a car  
free vin check canada  
cheapest electric car  
best electric car canada  
best electric cars 2020  
cars for sale  
bc luxury car tax  
lease a car  
how leasing a car work  
lease takeover  
carbon tax rebate bc  
should you buy a rebuilt car  
cheapest electric car

2021

canadadrives  
electric cars canada  
cheapest electric car  
carbon tax canada  
electric vehicles canada  
rebuilt title  
who is offering zero percent financing  
car maintenance  
leasing 2nd hand cars  
used cars edmonton  
canada drive  
affordable electric cars  
carbon tax rebate  
used cars vancouver  
when to change winter tires

electric cars canada  
cheapest electric car  
best used suv to buy  
carbon tax canada  
carbon tax rebate  
carbon tax rebate 2021  
rebuilt title  
0% percent financing  
used cars edmonton  
maximize tax return  
0 financing cars toronto  
electric cars canada

As the content evolved, Canada Drives wrote more articles about **electric vehicles** — reviewing best EVs and suggesting the cheapest options.

2019

canada drives  
canada drives reviews  
canadadrives  
lease a car  
used cars  
used cars edmonton  
lease takeover  
used cars in canada  
canada drives careers  
car canada winnipeg  
canada drive  
leasing vs financing  
cars for sale  
canada post tracking  
leasing a car  
free car report canada  
used cars vancouver  
used cars online  
car trade in value  
canada active park assist  
lease a car  
buy second hand car  
canada drives review  
canada drive  
best used car under 10000  
red deer kijiji  
best website for used cars  
canada is smoking considered distracted driving

2020

canadadrives  
canadadrives  
cheapest electric car  
rebuilt title  
used cars  
leasing a car  
rebuilt title  
free vin check canada  
lease takeover  
cheapest electric car  
free vin check canada  
best electric car canada  
used cars for sale  
best electric cars 2020  
cars for sale  
canadadrive  
bc luxury car tax  
lease a car  
lease a car  
all weather vs winter...  
how leasing a car work  
electric cars canada  
lease takeover  
cars for sale  
carbon tax rebate bc  
car lease toronto  
should you buy a rebuilt car  
certified wintertrek tire  
cheapest electric car

2021

canadadrives  
electric cars canada  
electric cars canada  
cheapest electric car  
cheapest electric car  
best used suv to buy  
carbon tax canada  
carbon tax canada  
electric vehicles canada  
carbon tax rebate  
rebuilt title  
carbon tax rebate 2021  
who is offering zero percent financing  
car maintenance  
rebuilt title  
leasing 2nd hand cars  
electric vehicles canada  
used cars edmonton  
0% percent financing  
canada drive  
used cars edmonton  
affordable electric cars  
maximize tax return  
carbon tax rebate  
0 financing cars toronto  
used cars vancouver  
electric cars canada  
when to change winter tires

Canada Drives also leverages tax season and drives relevant traffic to its website with articles explaining best tactics to maximize **tax returns.**

2019

canada drives  
canada drives reviews  
canadadrives  
lease a car  
used cars  
used cars edmonton  
lease takeover  
used cars in canada  
canada drives careers  
car canada winnipeg  
canada drive  
leasing vs financing  
cars for sale  
canada post tracking  
leasing a car  
free car report canada  
used cars vancouver  
used cars online  
car trade in value  
canada active park assist  
lease a car  
buy second hand car  
canada drives review  
canada drive  
best used car under 10000  
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canada is smoking considered distracted driving

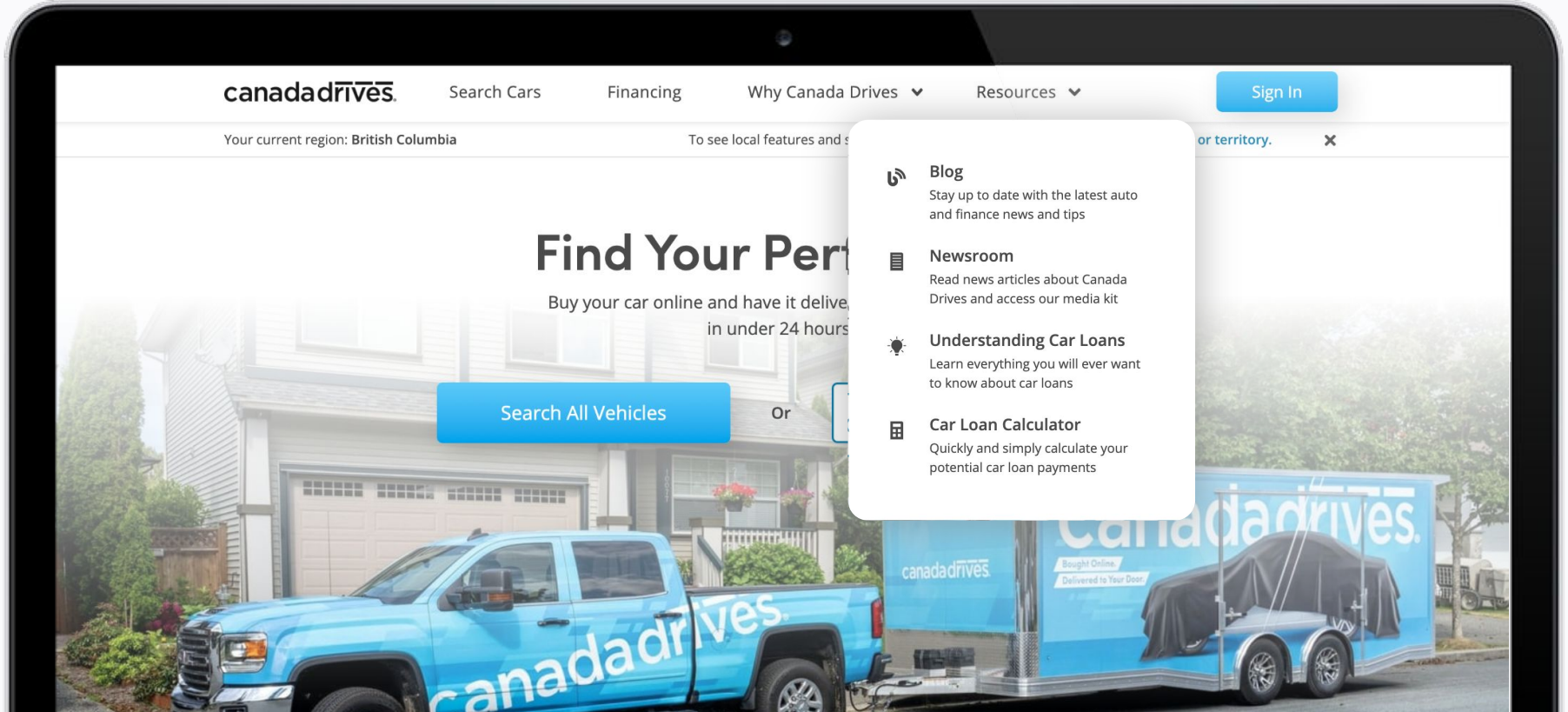
2020

canadadrives  
canadadrives  
cheapest electric car  
rebuilt title  
used cars  
leasing a car  
rebuilt title  
free vin check canada  
lease takeover  
cheapest electric car  
free vin check canada  
best electric car canada  
used cars for sale  
best electric cars 2020  
cars for sale  
canadadrive  
bc luxury car tax  
lease a car  
lease a car  
all weather vs winter...  
how leasing a car work  
electric cars canada  
lease takeover  
cars for sale  
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certified wintertrek tire  
cheapest electric car

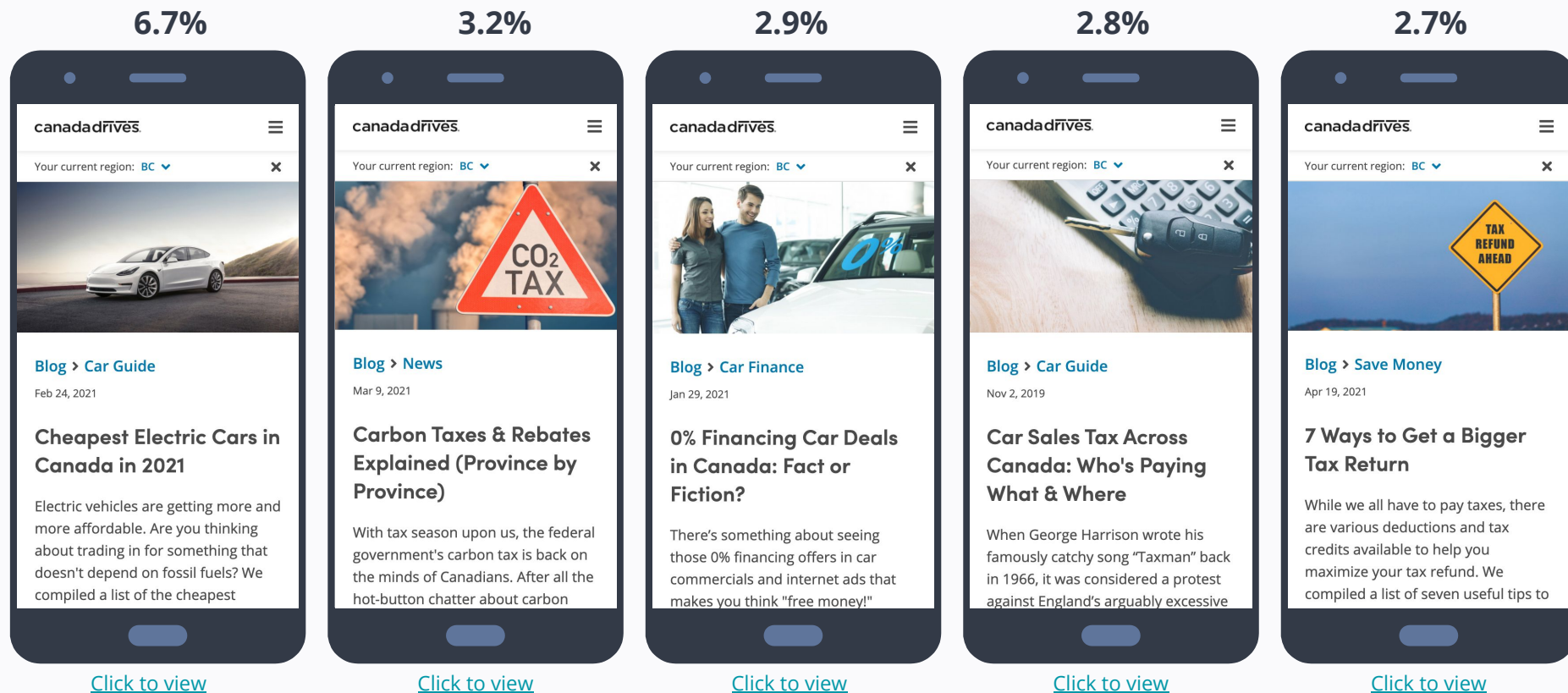
2021

canadadrives  
electric cars canada  
electric cars canada  
cheapest electric car  
cheapest electric car  
best used suv to buy  
carbon tax canada  
carbon tax canada  
electric vehicles canada  
carbon tax rebate  
rebuilt title  
carbon tax rebate 2021  
who is offering zero percent financing  
car maintenance  
rebuilt title  
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electric vehicles canada  
used cars edmonton  
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used cars edmonton  
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0 financing cars toronto  
used cars vancouver  
electric cars canada  
when to change winter tires

Overall, the blog section captures ~80% of all incoming traffic to the website.



Leveraging trending keywords and its domain authority, some of Canada Drives' articles attract 6.7% of total web visits, while many drive about 3% each.



# Key Takeaways

**Website Traffic — Optimized Website to Account for Growing Mobile Traffic:** Canada Drives has seen a stable month-over-month website traffic growth reaching an all-time high in June 2021 (647K visits). Mobile visits drive 74% of total website traffic, and their share has been continuously increasing over the last two years.

**Organic Search — Persistent Investment in Content Marketing:** Search has been the top traffic source for Canada Drives. While the company invests in paid search, which makes up ~3% of total visits (Q2 2021), organic search drove 75% of traffic in the first two quarters of 2021. Canada Drives made substantial investments in its content marketing, which enabled it to increase organic traffic share from 21% in Q1 2019 to 75% in Q2 2021. Since February 2019, when Canada Drives launched its blog, it has published a new piece every two weeks. Over 2+ years, Canada Drives accumulated a sizable content library with 200+ articles which continued driving relevant traffic.

**Content — Long-form Content Tailored to Evolving Consumer Interests:** Canada Drives writes pieces covering various topics revolving around vehicles, financing options and taxation. The company continues to evolve its blog topics and amasses more and more trending keywords. At the start of its content efforts, the company leveraged “used cars” and “leasing options” keywords. In 2020 it evolved its content to capture growing interest in electric vehicles and created manuals explaining how to answer the most popular questions about taxation.