AUTOMOTIVE PARTS SEO CASE STUDY

Our national client is a successful ecommerce parts store for automotive, marine, power sports, and more. Faced with high competition, they looked to Thrive to improve exposure and sales.

AT A GLANCE

CHALLENGES

- Competition is ramping up across the web
- SEO rankings have been declining and ad costs are getting more expensive
- Revenue and profits have been declining for 6 months with no sign of improvement.

RESULTS

- Increased global SEO rankings 267%
- Increased 1st page rankings 425%
- Stopped revenue decreases, began building revenue back, and hit 737% ROI on SEO efforts at 9 months.
- ROI has continued to grow month-over-month ever since.

ABOUT THRIVE

We are your profit building partner!

With 20+ years of expertise in web development and digital marketing, we know how to capture the attention of consumers to increase your audience and customer base.

To learn more about how Thrive Business Marketing supports eCommerce businesses in their digital marketing and business growth, visit our site:

https://thrivesearch.com

CLIENT PROFILE

Our client is a global aftermarket auto parts ecommerce store who was facing steep competition and increasing marketing costs.

They hired Thrive to increase their organic presence in order to boost market share with less reliance on paid ads.

SOLUTIONS WE IMPLEMENTED

We engaged in an aggressive Search Engine Optimization campaign, comprised of product page optimization, keyword-targeted content creation, and local and global link building efforts.

With a highly targeted approach, and new optimization and content implemented weekly, we were able to keep the website fresh for users and continually optimized for Google .

RESULTS CLIENT SAW

Organic Presence

By combining a number of tactical SEO strategies, we were able to increase global ranking by 267%. but more importantly, we saw a 425% increase in 1st page rankings for our client's website.

Targeted Keyword Improvement

Along with a global lift in presence, we also targeted a handful of our client's most important, profitable keywords. While already ranked well, we aimed to increase their 1st page presence, which created a 37% increase in related traffic, and a 10.7% YoY growth in keyword-specific conversions.

Sales and ROI

Within 3 months, we stopped the revenue decline and started seeing all metrics' trend lines moving back up. After 9 months of positive month-over-month improvements, our client was getting 737% ROI, re-instating a healthy profit margin and continuing to build additional growth through organic SEO success.