

seo case study

Auto Repair

Campaign Information

Industry: Auto Repair — Custom Corvette Parts and Accessories

Location: Manassas, VA

Campaign Start Date: 07/21/2017

SEO Hours per Month: 13

Campaign Type: National

Goal: Increase rankings and traffic to bring in more organic business

Results

The client wanted to build out a new site which required a bit of leg work from the team. A new site's ability to recoup as much authority and relevance from the old site as possible is key to a successful transition. Redirects and targeted metadata helped connect the two sites and elevate keyword rankings faster than would have been possible otherwise. As H1 tags, onsite copy, and redirects were settling in with improved keyword rankings, the team shifted focus to backlinking and blog posting, two powerful techniques for building site authority.

Performance

KEYWORD PHRASE	START	CURRENT
chevy corvette exhaust system	72	1
chevy corvette exhaust system online	42	1
corvette accessories	39	1
corvette exhaust systems	77	1
corvette car cover	101	2



15

Keyword rankings improved

#1

Current top rank

15

Keywords in Google's top 10

Top SEO Tasks

- 126 custom blog posts
- 459 links built
- 320 offsite articles engaged
- 1454 work items completed