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Case Study: SEO Services

HEDGES & COMPANY'S IN-HOUSE SEO TEAM'S PROPRIETARY TECHNIQUES AND AUTOMOTIVE KNOWLEDGE INCREASED A CLIENT'S ORGANIC WEBSITE VISITS BY 39%.

The Challenge

An ecommerce retailer in a narrow market segment wanted to grow organic visits to their website with the goal of increasing the number of transactions and growing revenue.

Our Approach

Hedges & Company has an in-house SEO content development team who understand the automotive aftermarket and create both technical and marketing content. We conducted a technical, on-page and off-page audit and we researched the competitive landscape. We fixed technical problems and created content that would generate quality traffic, revenue and transactions. We also identified landing pages to optimize and used natural inbound link building techniques to help achieve their SEO goals.

End Results

- Google organic page visits increased 39%.
- Organic conversions increased 12%.
- Organic revenue increased 11%.
- New visits to the site increased 7%.
- The organic bounce rate decreased 5%.

Hedges & Company is a full service digital marketing agency serving the automotive aftermarket, motorsports and powersports industries. We specialize in Internet marketing, market research, analytics and data. We are a Google Partner Agency and members of MRA, AAIA, Auto Care Association, PWA and SEMA.