

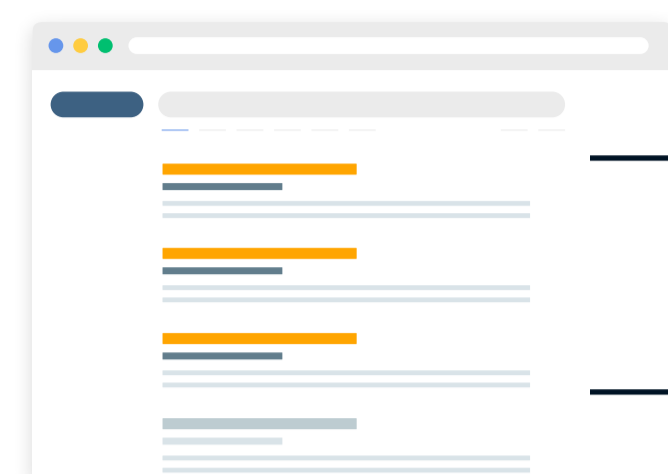
# Hustle Hard Racing Performance



Hustle Hard Racing Performance (HHR Performance) has been in the competitive racing scene for some time now. They offer high-performance motorcycle parts for racing that boost performance and have the necessary durability to see you to the finish line.



**100%**  
Increase in Revenue



**16,482%**  
Increase in Keywords in Top Three Positions

## About HHR Performance

When you shop for motorcycle parts and accessories from HHR Performance, you can rest assured you're getting parts that their team has personally analyzed and tested. For racing or performance boosts, professional race teams around the world use HHR Performance's aftermarket motorcycle performance parts to help guide them to victory.

Whether you're merely an enthusiast, a professional racer, or part of a team, HHR Performance has numerous high-performance motorcycle parts available in our online shop. They also work with and supply teams in the Professional Paddock.

## Goals

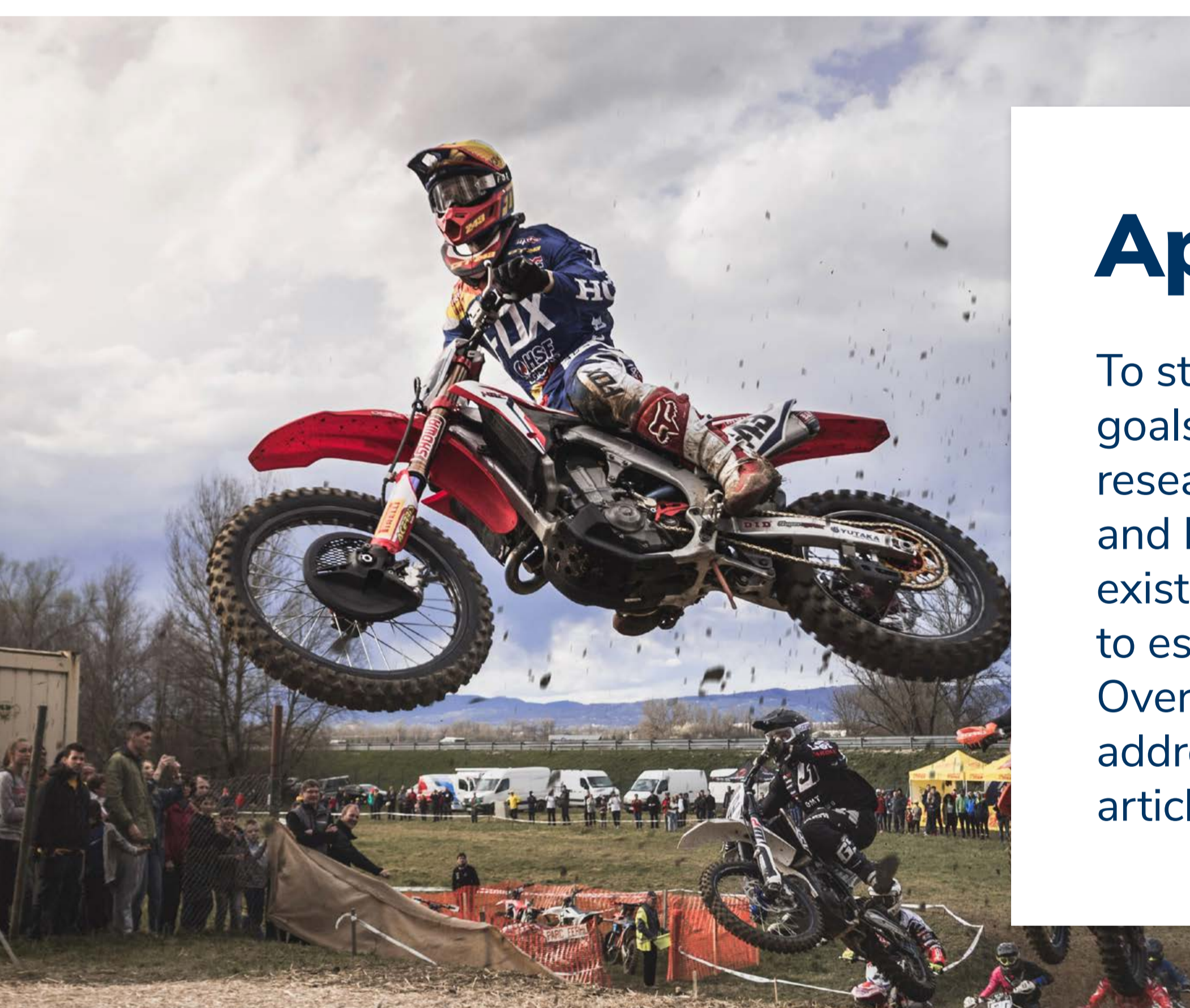
To increase overall targeted traffic to the site

To increase site speed

To increase brand awareness

"As an online performance parts store that sells many products that other companies also sell, we really had to take a look at how our money was best spent in marketing and advertising. Today, SEO is everything, and we found that we were not showing up on Google on the first page for those parts that we compete online with other more established companies. This is where Logical Position helped. They optimized our SEO and continued to grow our rankings which has put us on page one of Google search engines and has increased sales. In an industry like ours just like in racing 'If you're not first you're last' and working with Logical Position has certainly put us on the Podium."

-Mark Harper, President of HHR Performance



## Approach

To start the SEO strategy off on the right foot and meet the client's goals, Logical Position started by performing extensive keyword research. This allowed the team to gain more insight into the industry and HHR Performance's competitors. LP then focused on optimizing existing category pages with keyword-focused metadata and content to establish a healthy foundation for the site's online presence. Over time, LP worked on optimizing content for the rest of the site, addressed any technical issues, and created onsite blogs and offsite articles to further build the site's domain authority.

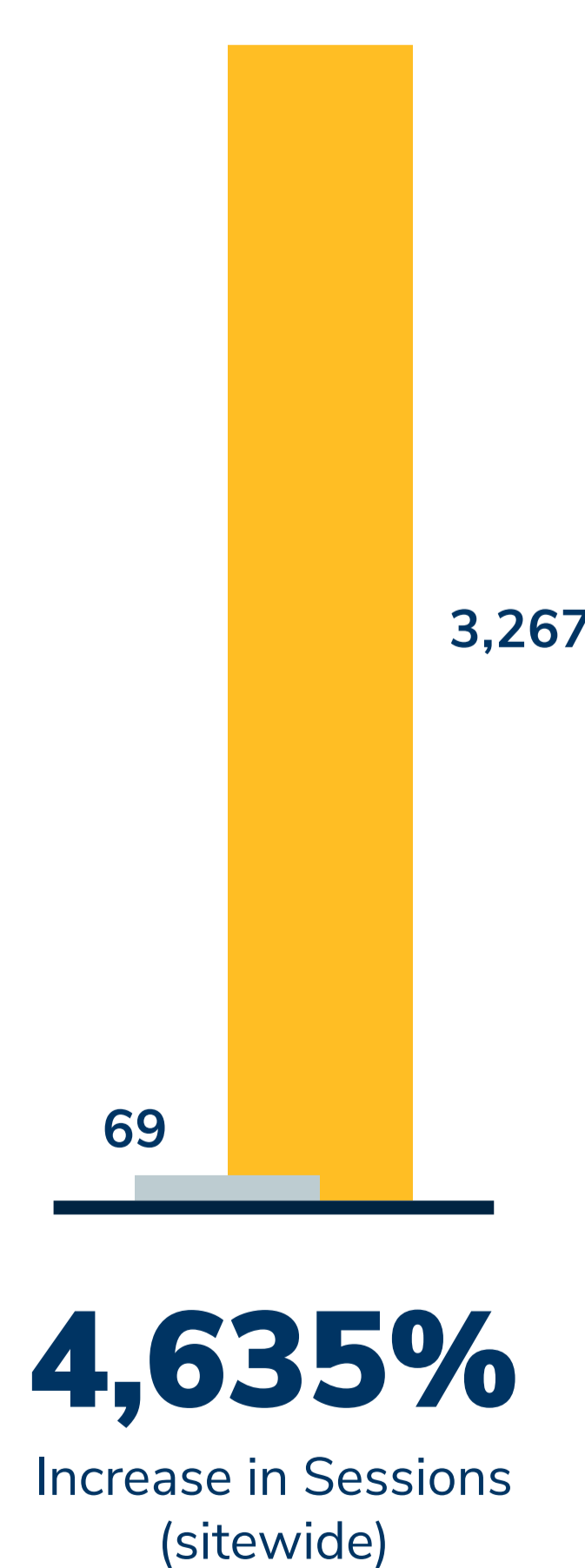
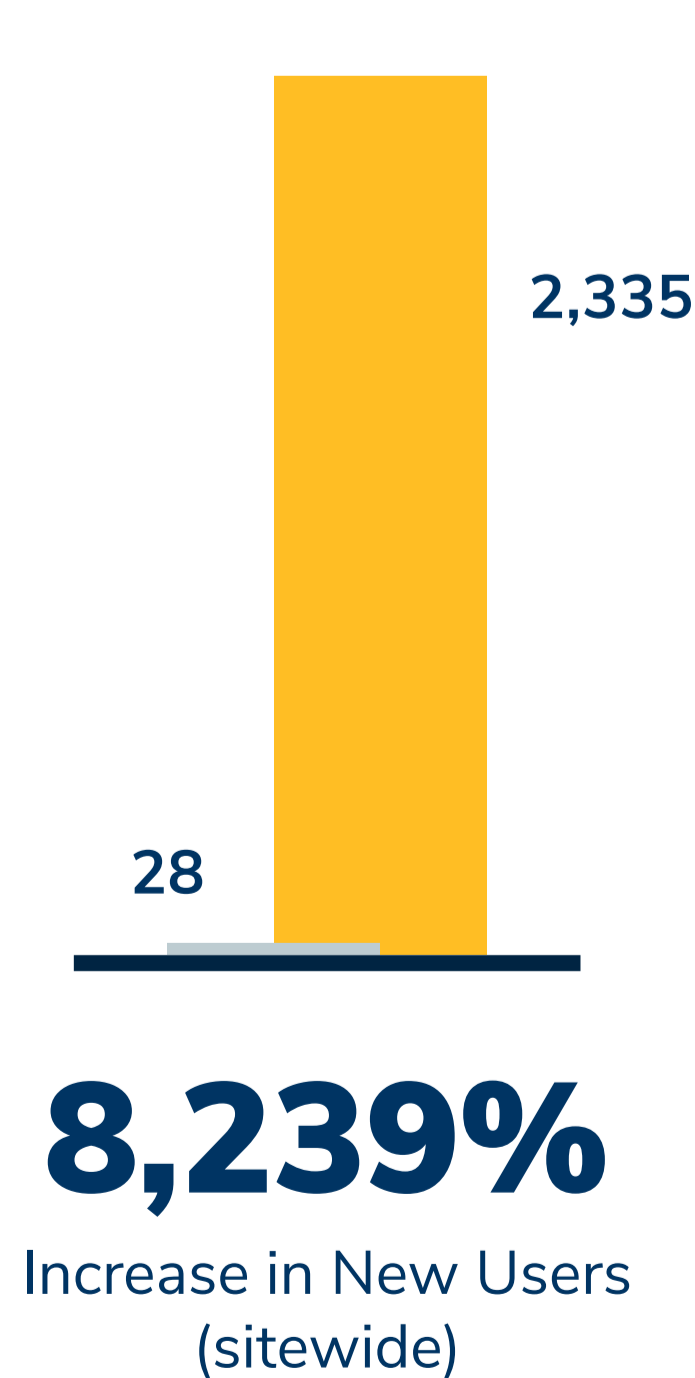
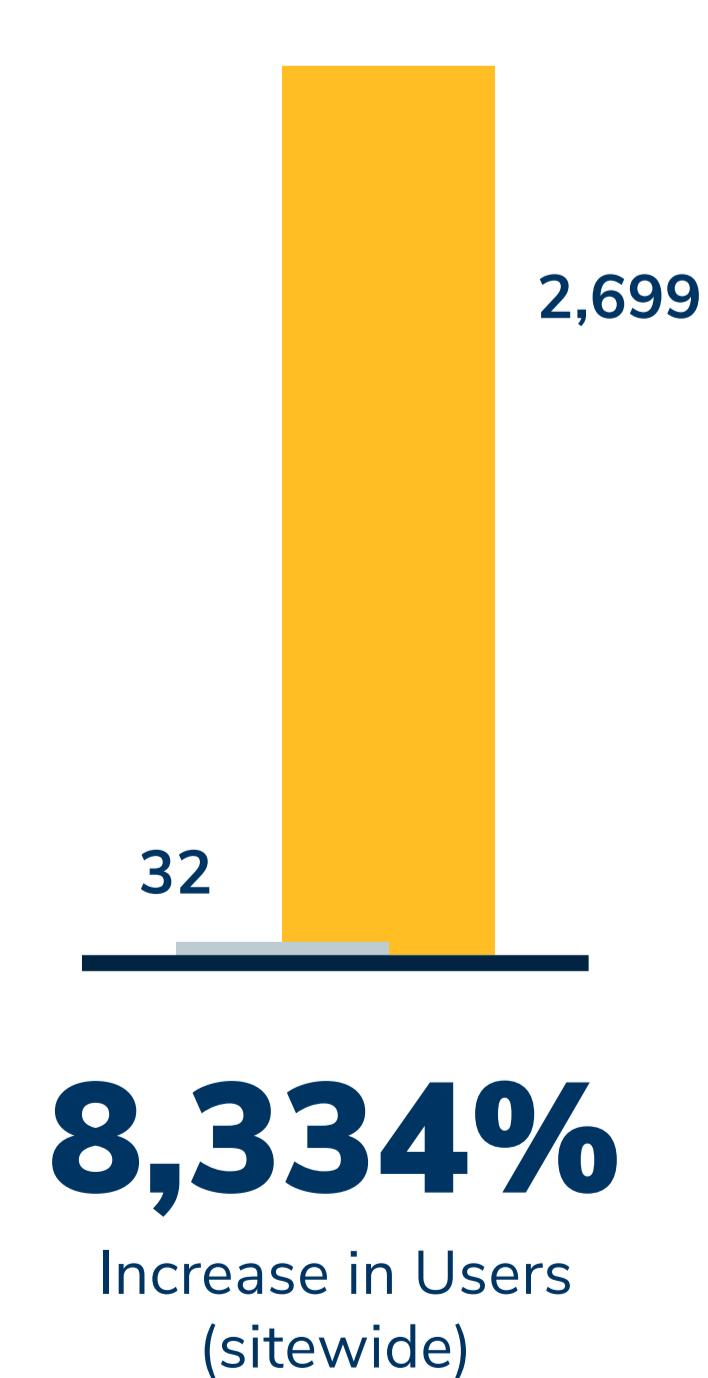
## Keywords

45 Keywords  
0 in Top 3 Positions  
Feb. 2019

7,462 Keywords  
47 in Top 3 Positions  
Feb. 2020

## Analytics

■ Feb. 2019   ■ Feb. 2020



Ready to Find Out  
What Makes Us Different?



GET STARTED NOW