

# How Specialty Performance Vehicle Parts Increased Their Revenue By 211%



## Background

Specialty Performance Vehicle Parts (SPV Parts) provides industry-leading custom lighting and accessory solutions for your car, truck, SUV, UTV, camper, RV, boat, and more. They offer customizable options to provide their customers with a one-of-a-kind look. SPV Parts is available 24/7 for its customers' convenience.



**211%**  
Increase in Revenue



**655%**  
Increase in Keywords in Top Three Positions

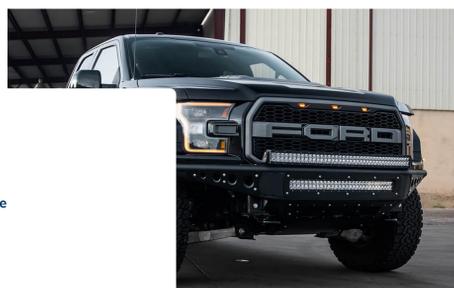


**533%**  
Increase in Transactions

"Our experience with Logical Position and Paige has been incredible. Continuing our relationship with them is an easy decision. The straightforward, down-to-earth, professional, and helpful advice has been phenomenal. We could have never scaled our business to the point it is now without the help of LP. We have great products and are savvy, but getting to the front page of Google or getting people to find our site organically seemed incredibly daunting. Paige has been wonderful to work with, as she gives clear and concise advice that has truly helped sales. With Logical Position, the only way seems to be up! Before using their services, we attempted to do all SEO manually.

If we were still doing that today, I suspect our sales would be halved. We here at SPV Parts couldn't be happier with the level of service we have received and look forward to scaling even further. Thanks for putting us on the map."

-John Trischler, Owner & Max Laine, Sales Executive



## Goals

- 🎯 To increase overall targeted traffic to the site
- 🚀 To increase site speed
- 👁️ To increase brand awareness

## Approach

With a wide variety of product offerings, it was important to increase the amount of high-quality content across Specialty Performance Parts' website. Logical Position (LP) worked to identify key phrases and terms that potential customers search for online and reflected those terms within the content. Beginning with a selection of category page URLs that reflected the business' main priorities, LP began to apply the findings of the research toward optimizing metadata and onpage content. Throughout the SEO campaign with LP, continuous keyword research was done to determine the optimal language to use when creating new and engaging content for the website's numerous category pages. This ensured that incoming users were greeted with useful and relevant information within each page's content.

Additionally, LP guided Specialty Performance Parts through website theme migrations to ensure there were not any technical issues that would hinder the company's organic performance. Over time, LP also created onsite blog content, offsite articles, and featured news pieces to help push SPV Parts' domain authority to a point that surpassed their competitors, leading to an increased presence in Google's organic rankings.

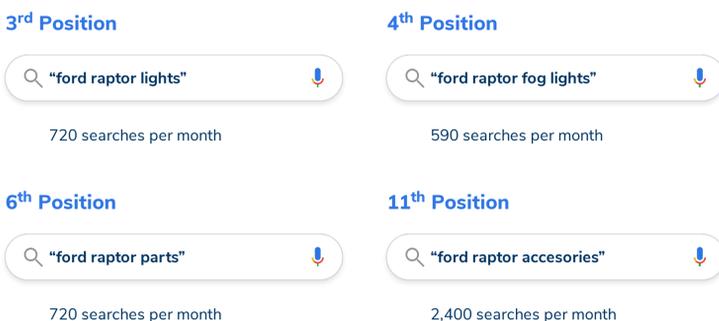
## Results

Back in October 2019, SPV Parts partnered with LP with a National – Intermediate campaign, as they were not seeing great results up until this point. Since working together, SPV Parts has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic, and they helped SPV Parts continue to grow throughout the campaign. Due to LP's efforts, comparing April 2019 to April 2020, SPV Parts' keywords have grown over 650%. Further, Google Analytics shows an increase in targeted users to their site by 424%, new users by 356%, sessions over 378%, and an increase in revenue over 200%.

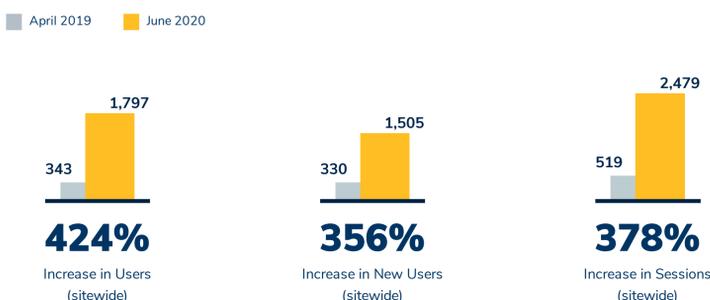
## Keywords



## Targeted Keywords



## Analytics



Ready to Find Out What Makes Us Different?

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