

How Wheelership Increased Revenue By 123%



Background

The Wheelership is an online source for aftermarket and OEM factory-replica wheels (rims). With their priority being customer satisfaction, they not only have quality auto wheels for sale at affordable prices, but they also provide knowledge to their customers, enabling each to make an educated purchasing decision—whether it be with Wheelership or even a competitor.



"Working with Logical Position has been an incredible experience for us at Wheelership.com. After just one year of working with LP on SEO, we have nearly tripled our monthly organic sales revenue. Their staff is great and keeps constant communication, preventing hiccups, learning the nuances of our business, and driving things forward. Looking forward to another year of organic growth!"

-Joe Grassa, Owner of Wheelership

Goals

- To increase overall targeted traffic to the site
- To increase brand awareness
- To increase site speed
- To increase existing product page rankings

Approach

From the start of the campaign, Logical Position prioritized optimizing the site's existing product pages with keyword-focused metadata and refreshing existing content. On each product page, LP did extensive keyword research to determine the most applicable key phrases that included the manufacturer along with "rims" and/or "wheels" and long-tailed each phrase with the year range or wheel size. Since most of these pages already had existing content, the goal was to make changes that cleaned up the content without jeopardizing any existing keyword rankings the site may have already had. Throughout the campaign, LP also made consistent backlinking and blogging efforts to further increase the site's domain authority.

Results

In April 2019, Wheelership partnered with Logical Position for a National – Basic SEO campaign package. Since working together, Wheelership has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic and continued to help Wheelership grow their online presence throughout the campaign.

Due to Logical Position's efforts, comparing the start of their partnership to the current day, Wheelership keywords have grown 171%. As of April 2019, they were ranking for 6,790 keywords with 58 in the top three positions. By June 2020, Logical Position increased their keyword rankings to 18,398 keywords with 516 of them ranking in the top three positions. When comparing first page keywords, there was an increase of 318% from April 2019 with 706 keywords to June 2020 with 2,950 keywords. It was important to Wheelership to target specific keywords of products/categories that they wanted to promote over the course of the campaign. By June 2020, 21 out of the 25 target keywords were ranking on the first page.

Keywords



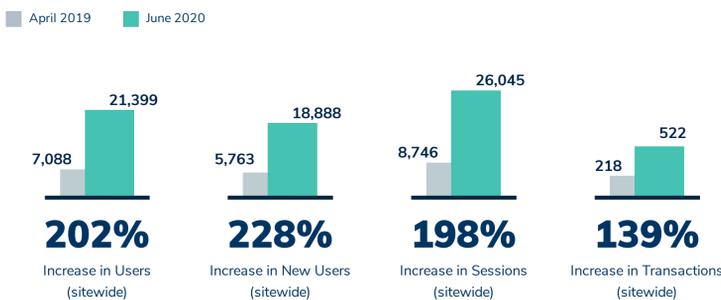
Targeted Keywords

From April 2019 to June 2020

<p>5th → 1st Position</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; margin-bottom: 10px;"> <p>🔍 "2017 honda accord rims" 🔊</p> <p style="text-align: center; font-size: small;">720 searches per month</p> </div>	<p>11th → 4th Position</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; margin-bottom: 10px;"> <p>🔍 "honda accord sport rims" 🔊</p> <p style="text-align: center; font-size: small;">880 searches per month</p> </div>
<p>6th → 3rd Position</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px;"> <p>🔍 "2016 toyota corolla rims" 🔊</p> <p style="text-align: center; font-size: small;">720 searches per month</p> </div>	<p>12th → 5th Position</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px;"> <p>🔍 "2011 hyundai sonata rims" 🔊</p> <p style="text-align: center; font-size: small;">720 searches per month</p> </div>

Analytics

Based on Google Analytics' data, the site's overall organic traffic improved significantly from April 2019 to June 2020. Wheelership saw a 202% increase of users to their site, an 228% increase in new users, as well as an 198% increase in sessions.



Ready to Find Out What Makes Us Different?

GET STARTED NOW



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