

CASE STUDY

Alloy Wheel Repair Company



SUMMARY

Rocks Digital created a user-friendly website for this nationwide client in 2022. With multiple addresses across the United States, it was important to provide a city page for each ZIP code – and to accomplish this task in a way that was affordable for the client.

GOAL

Rebuild the website with a focus on customer-friendly navigation. This would include adding a store locator and the ability to request a quote online, with individual franchises receiving notification via email and text.

PROBLEM

The client's website failed to provide a streamlined customer experience. It lacked both content and pages to showcase all the services offered by this multi-location brand. On the original site each location had an individual page with duplicate content, and there was no direct way for the customer to (1) contact the location online or (2) access contact information to request a quote.

SOLUTION

Rocks Digital realized that this brand's business presented a unique hurdle due to the number of locations needing to be represented. Here's how the Rocks Digital team approached this website.

- ✓ Reorganize content, leading to a user-friendly experience.
- ✓ Write unique content for each location and upload it to the store locator.
- ✓ Develop a store locator so that each ZIP code serviced by a location has a city page.
- ✓ Write and optimize service pages to clearly showcase what the business offers.
- ✓ Add a site-wide ZIP code search that brings up the closest location to the user.
- ✓ Provide access to vendor and customer portals, along with the tech center.

RESULTS

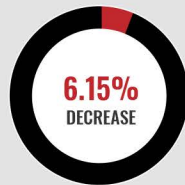
This brand is not an ongoing SEO client. The data extracted below is solely based on the value the store locator provides, and the initial optimization completed by Rocks Digital.

PAGE VIEWS

246,121 from April 25, 2023 to July 24, 2023

230,978 from April 25, 2024 to July 24, 2024

↓ Page Views Decreased **15,143**

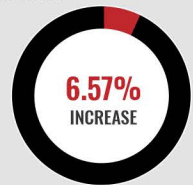


CLICKS TO THE WEBSITE FROM ORGANIC SEARCH

40,399 from April 25, 2023 to July 24, 2023

43,055 from April 25, 2024 to July 24, 2024

↑ Organic Clicks Increased **2,656**



ORGANIC GOOGLE SEARCH IMPRESSIONS

2.34M from April 25, 2023 to July 24, 2023

4.55M from April 25, 2024 to July 24, 2024

↑ Organic Impressions Increased **2.21M**



KEYWORDS IN SEARCH RESULTS

4,868 Keywords in July 2023 with 872 Keywords within the Top 3 Positions

6,467 Keywords in July 2024 with 657 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **3,809**

↓ **24.66%** Top 3 Positions Decrease



KEYWORD POSITION SAMPLING EXTRACTED JUNE 12, 2024

- #2 alloy wheel and repair
- #3 alloy repair specialists
- #4 alloy wheel specialist

DATA SOURCES:

Page views extracted from Google Analytics.
Website clicks, impressions and keyword positions extracted from Google Search Console.
Keywords in search results extracted from Semrush.