

THE DRIVE TO SURVIVE

Category: Best SEO Campaign

THE CLIENT

Based out of Phoenix, Arizona, AutoHausAZ.com is a national eCommerce warehouse which stocks high-quality, competitively-priced OEM & aftermarket European car parts.



THE CHALLENGE

When they launched their new eCommerce website in February 2018, they failed to garner the online traction they expected and lost search engine visibility. Their site had just over 1,100 keywords ranking in the top 3 positions of Google leading into July 2018, historically lower they were accustomed to.

However, when dealing with a new website with over 1,000,000 pages, even the smallest technical tweak to the backend could have severe implications to the overall functionality of the site.

THE STRATEGY

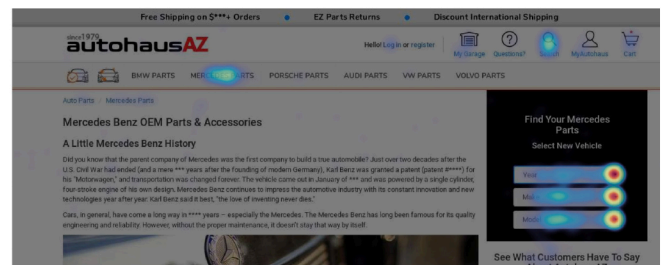
Rather than adding new pages, we strategically prohibited Google from crawling hundreds of thousands of indexed pages which offered little to no SEO value to the client's primary objectives.

Although it took a few months to restructure the site, determine which pages were needed, and block those unnecessarily indexed, 1SEO was able to identify the pages with the most potential. 1SEO's team elected to optimize the core vehicle makes (Mercedes, BMW, Volvo, VW, Porsche, Audi) pages, producing a more comfortable shopping experience for the users who visit those pages. We first focused our efforts on the vehicle makes that will generate the most revenue, so AutoHausAZ and 1SEO collectively agreed to set our sights on the Mercedes Benz pages.

We also worked to improve user experience for both mobile and desktop users, utilizing tools such as HotJar "heatmaps" to see how users were physically interacting with particular pages. We found that users weren't having the "traditional" eCommerce experience they were used to. The pages they were landing on had too much content and few actual products to interact with.

Our team used these heat maps to help guide us in terms of restructuring the core pages to mimic a more comfortable eCommerce experience, such as adding a popular product feed and shuffling the vast majority of content to the bottom of the site's core pages.

Through 1SEO's technical & user-experience audits of AutoHausAZ.com, our team noticed that there was a tremendous amount of duplicate content on the client's website, as well as a lack of optimized content throughout the category level pages.



Not only were the core pages busy, but there was no clear direction in terms of where the user should go next to make a purchase. The client's only direction was completely reliant upon getting site visitors to use the search tool, so if a user didn't take advantage of that on-page

feature, whichever page they landed on was basically a dead end. We added more clear paths for the user to follow, improving their overall shopping experience.

To address these issues, 1SEO's development team took a silo approach to pass along page power and send maximal link equity to the correct group of similar core web pages. For example, when a user visits a Mercedes page, the page power is only passed down to the other Mercedes pages, instead of diluting the equity across every page.

Scholarship Strategy

To gain valuable .edu/.gov backlinks, 1SEO's team implemented an AutoHausAZ Scholarship campaign which ran from September 2018 - March 2019 that provided financial awards to the top three entries from young adults looking to pursue secondary education. This not only created a unique opportunity for the client to engage with their audience, but it also allowed them to give back to those who were loyal to the AutoHausAZ brand throughout their online struggles.

Given the on-page opportunity created by the scholarship page, the 1SEO team structured the essay prompts around "Mercedes Benz" and "BMW" components to drive more traffic to their respective pages.

THE OUTCOME

In just one year since turning to 1SEO Digital Agency, AutoHausAZ has seen tremendous growth not only in terms of generating organic traffic to the site, with a focus on Mercedes Benz pages, but in earning more purchases and revenue as well.



When AutohausAZ signed on with 1SEO Digital Agency in June 2018, they did not rank on the first 10 pages of Google for "bmw parts" and now they are position 4 on the 1st page.

Our work increased their ranking keywords in the top 3 positions from 1,100 to over 1,800.

Mercedes Benz Pages: Year-over-year Results

Users saw a 37.5% surge from 25,918 to 35,63

New users increased 39% from 22,041 to 30,630

Transactions rose 52% from 243 to 369

Revenue increased by 65% — earning \$17,805 more than last year

Through organic traffic alone, AutoHausAZ generated just over \$250,000 in revenue in May 2019.

This client came to 1SEO Digital Agency during their time of need. Our team set the expectation that implementing the necessary changes would take a significant amount of time to achieve the positive results they sought. The strong relationship forged from day one allowed them to place their trust in us.

Slowly, but surely, multiple departments in our agency came together to accomplish our client's objectives. Leading into December 2018, after months of trial, error, and further down trends, our client never lost that faith; and sure enough with the turn of the new year our client's campaign began to climb and has yet to stop.

Currently, AutoHausAZ is dominating their competition and is in the process of moving to a larger facility to keep up with the ever-rising demands of their customers.

38%
INCREASE IN
ORGANIC TRAFFIC



52%
INCREASE IN
TRANSACTIONS



65%
INCREASE IN
REVENUE

