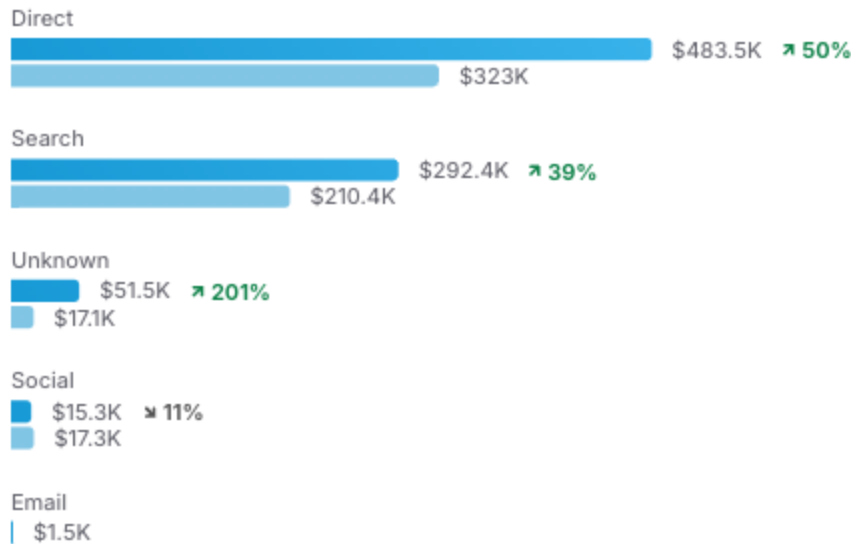


Sales by traffic source



Case Study: 39% Boost in Search Sales Drives \$292K in Revenue Growth

Client Overview | Car Restoration + Auto Parts

A forward-thinking car restoration and auto parts business approached us to improve their digital presence and increase sales through a sustainable SEO strategy. By targeting key traffic sources and optimizing their online visibility, we delivered measurable growth.

Challenges

The client faced stagnant organic traffic and limited visibility on search engines, leaving untapped opportunities for lead generation and sales growth.

Our SEO Strategy

1. Comprehensive Keyword Research

We identified high-intent, low-competition keywords aligned with the client's business goals and audience.

2. **On-Site SEO Optimization**
 - Improved page titles, meta descriptions, headers, and internal linking.
 - Enhanced site structure for better crawling and indexing.
 3. **Fresh, Optimized Content Creation**
 - Published valuable and keyword-focused content targeting customer queries.
 - Developed blog posts, service pages, and resources to position the client as an authority.
 4. **High-Quality Backlinks**
 - Secured strong, authoritative backlinks to improve domain authority and trust.
 5. **Technical SEO Enhancements**
 - Improved site speed, mobile optimization, and overall user experience.
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Results: Measurable Success

- **30% Growth in Organic Traffic:** Consistent SEO improvements resulted in a significant increase in search visibility and website visitors.
 - **39% Increase in Search Sales:** The improved organic traffic directly contributed to a **\$292.4K** in sales, up from **\$210.4K**.
 - **Higher Conversion Rates:** Organic traffic brought in more qualified leads, improving ROI and sales opportunities.
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Key Traffic Impact (Visual Insights)

- **Search Traffic:** Grew by **39%**, showcasing the direct impact of our SEO strategy.
 - **Direct Traffic:** Complemented by our SEO efforts, this source saw a **50% growth**.
 - **Unknown Traffic:** With improved visibility, even new channels surged **201%**.
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By leveraging a data-driven SEO approach—focused on keyword research, content creation, and strong backlinks—we transformed the client's organic search performance. The results speak for themselves: significant traffic growth, improved search visibility, and increased revenue.

Ready to unlock similar results for your business? Let's boost your SEO and drive growth today. 🚀 Visit ProfitParrot.com for your Free strategy session today.