



An SEO

CASE STUDY ON ACHIEVING
A 454% TRAFFIC SURGE





CHALLENGES

Titan Paint Sprayer, a leading provider of paint spraying equipment, faced a significant challenge in increasing online visibility and driving website traffic. Despite offering high-quality products, the company struggled to compete with larger competitors in search engine results. To overcome this hurdle, Titan embarked on a comprehensive SEO campaign to improve organic search rankings and generate qualified leads

PROJECT GOALS

- Increase organic traffic to the website
- Improve search engine rankings for targeted keywords
- Boost sales and revenue

THE CHALLENGE

- Before the SEO campaign, Titan Paint Sprayer experienced low organic traffic, poor search engine visibility, and limited brand awareness.
- The company's website struggled to rank for relevant keywords, resulting in missed opportunities to connect with potential customers actively searching for paint spraying solutions.



PROJECT ACHIEVEMENTS

- Achieved 19.2K clicks and 628K impressions over the past three months.
- Increased average engagement time to 2 minutes 33 seconds.
- More than 1000 keywords rank in the top 15 position
- Significant growth in organic traffic, with 4,700 new users from search engines.
- Expanded international reach, particularly in the United States and Canada.

SEO STRATEGY

1 On-Page Optimization:

Keyword Research: Identified relevant keywords for Titan paint sprayer parts.
Content Optimization: Enhanced existing content and create new, high-quality content targeting identified keywords.
Technical SEO: Addressed site speed, mobile optimization, and meta tags to improve search engine rankings.

2 Off-Page Optimization

Link Building: Acquired high-quality backlinks through guest posts, industry forums, and partnerships.

Social Media Engagement: Leveraged social platforms to share content and engage with the community, albeit with limited impact initially.

3 User Experience (UX):

Site Navigation: Improved the site's layout and navigation to enhance user experience and reduce bounce rates.

Engagement Features: Added features such as user reviews, FAQs, and detailed product descriptions.



IMPLEMENTATION

1 CONTENT STRATEGY:

Published informative articles, how-to guides, and product comparisons focused on paint sprayers and parts.

Regularly updated the blog with relevant industry news and tips to keep the content fresh and engaging.

2 TECHNICAL ENHANCEMENTS:

Conducted regular audits to fix broken links, optimize images, and ensure fast loading times.

Implemented structured data to improve search engine understanding of the content.

3 MONITORING AND ANALYSIS:

Used Google Analytics and Search Console to track performance metrics and user behavior.

Made data-driven adjustments to strategies based on performance insights.

CURRENT STATUS OF GOOGLE SEARCH CONSOLE

The Google Search Console data for AllTitanParts.com over the past three months showcases significant achievements and insights into the website's performance. Here's a detailed explanation of the key statistics:

- **Total Clicks**

The website received 19.2K clicks, indicating the number of times users clicked on the website's links in search results. This metric reflects the effectiveness of the website's content and SEO strategies in attracting user interest.

- **Total Impressions**

There were 628K impressions, which represent the number of times the website's links appeared in search results. High impressions combined with a good click-through rate indicate strong visibility in search engines.



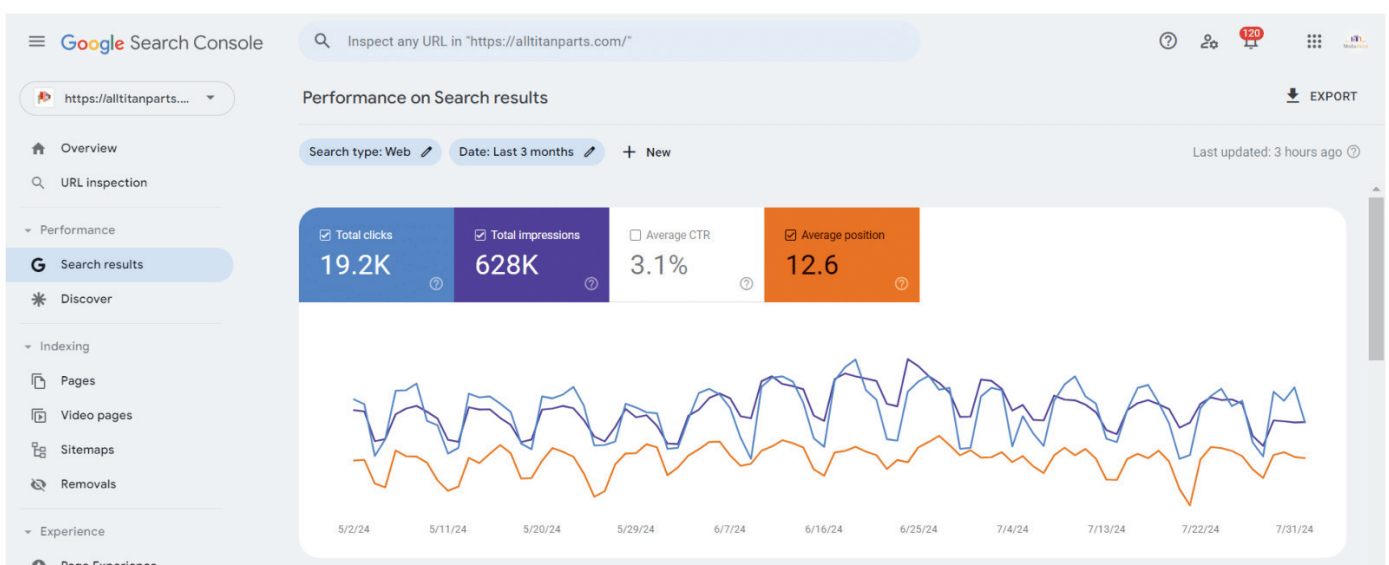
• AVERAGE CLICK-THROUGH RATE (CTR)

The site achieved an average CTR of 3.1%. CTR is calculated by dividing the total number of clicks by the total number of impressions and then multiplying by 100. A 3.1% CTR shows that a significant portion of users who see the website in search results are compelled to click on it.

• AVERAGE POSITION

The website's pages had an average position of 12.6 in search results. This metric indicates how high the pages rank on average when they appear in search results. Being around the 12th position suggests that many pages are ranking on the second page of search results, highlighting room for further optimization to reach the first page.

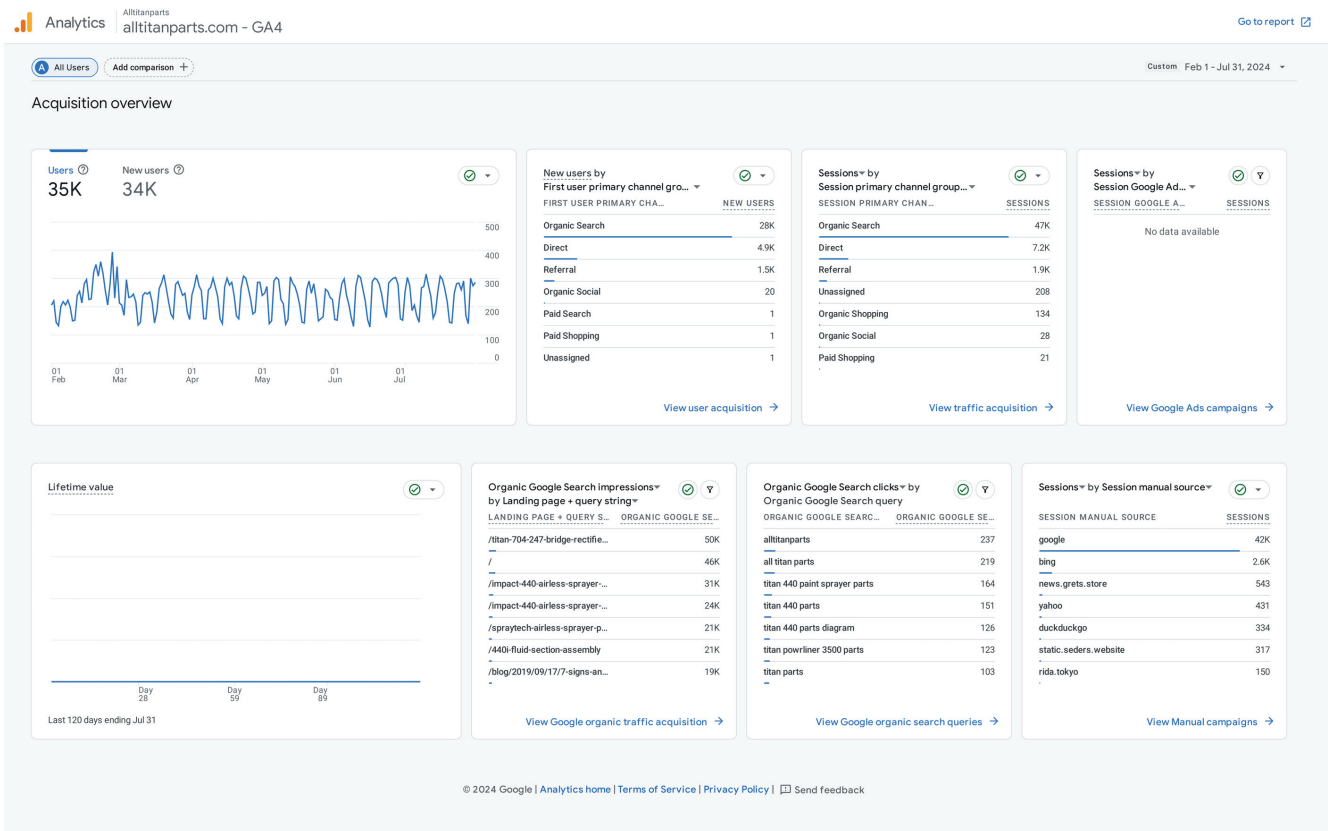
These statistics underscore the successful implementation of SEO strategies, which have significantly enhanced the website's visibility and user engagement. The data provides a clear indication of the site's performance, guiding future SEO efforts to improve rankings and drive even more traffic.





GOOGLE ANALYTICS

From February 1 to July 31, 2024, AllTitanParts.com experienced notable growth and engagement as reflected in its Google Analytics statistics. The website attracted a total of 35,000 users, with 34,000 being new users. This influx of visitors was primarily driven by organic search, which accounted for 28,000 new users. Direct traffic brought in 4,900 new users, while referral sources contributed 1,500 new users. Other sources included organic social with 20 new users, and both paid search and paid shopping each bringing in 1 new user. There was also one unassigned new user.





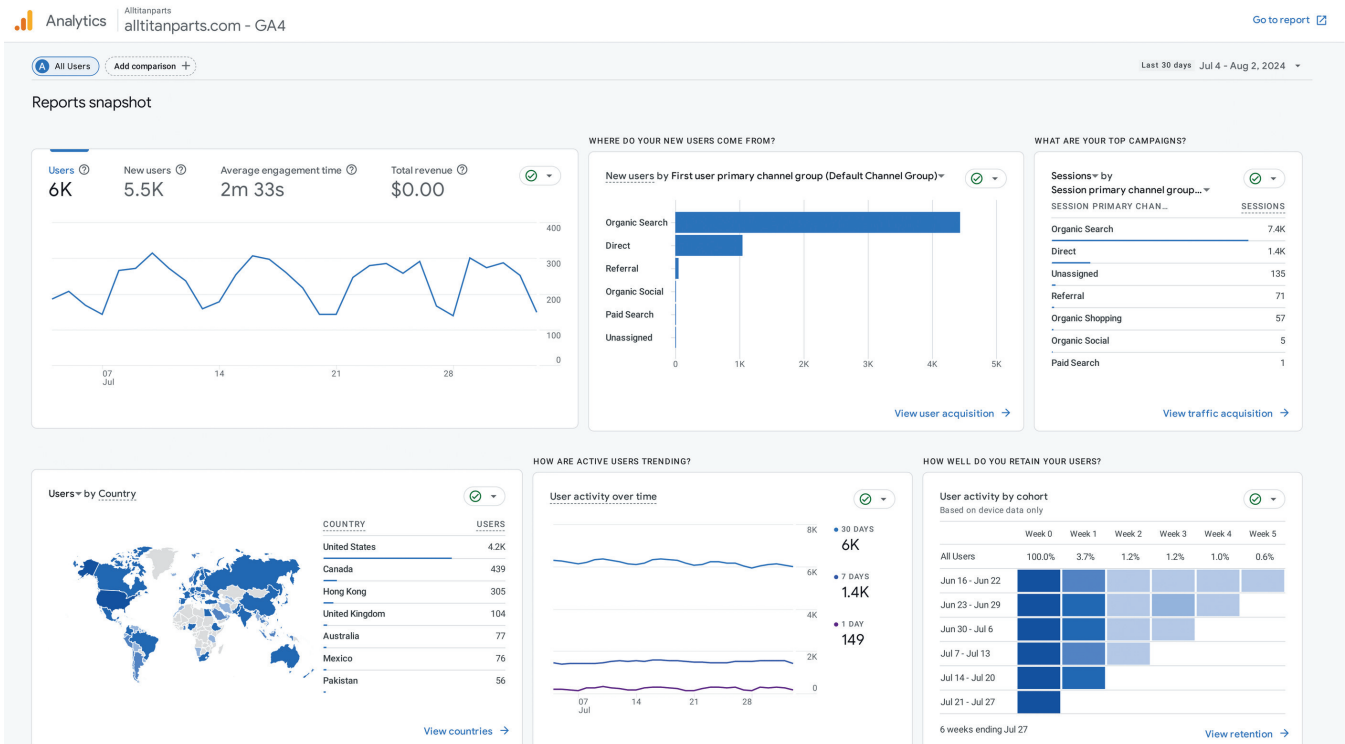
In terms of sessions, organic search led with 47,000 sessions, followed by direct traffic at 7,200 sessions. Referral traffic accounted for 1,900 sessions, and unassigned traffic added 226 sessions. Organic shopping and organic social brought in 134 and 28 sessions respectively, while paid shopping contributed 21 sessions.

The top-performing landing pages by organic Google search impressions included the Titan 704-247 Bridge Rectifier page with 50,000 impressions, the homepage with 47,000 impressions, and the Impact 440 Airless Sprayer Parts page with 31,000 impressions.

USER ENGAGEMENT

From July 4 to August 2, 2024, AllTitanParts.com saw significant user engagement and growth, as detailed by its Google Analytics data.

- The website attracted a total of 6,000 users, with 5,500 being new users. Visitors spent an average of 2 minutes and 33 seconds on the site per session.
- The primary source of new users was organic search, which brought in 4,700 new users, demonstrating the effectiveness of the site's SEO strategies.
- Direct traffic accounted for 625 new users, suggesting a strong brand presence and user loyalty.
- Referral traffic contributed 187 new users, highlighting the benefits of backlinks from other websites.
- Additionally, there was 1 unassigned new user, which may require further investigation to accurately categorize.



Geographically, the United States was the dominant source of traffic, with 4,200 users. Other notable countries included Canada with 439 users, Hong Kong with 305 users, and the United Kingdom with 77 users. This geographical distribution highlights the website's broad international reach, with a significant concentration of users in North America.

Overall, the data from Google Analytics illustrates successful SEO efforts, strong direct traffic, and substantial international reach.

RESULTS

This strategic approach and its effective implementation led to a marked improvement in AllTitanParts.com's online presence and user engagement, setting the stage for continued growth and success.