

## CASE STUDY

# Interstate Batteries

Interstate Batteries needed help with getting control of their 200+ locations.



The Dallas-based company distributes automotive batteries, franchises and operates retail battery stores, recycles batteries, and provides motive and critical power products. Interstate sells products throughout North America, Australia, the Caribbean and Latin America. Interstate employs more than 1,700 team members throughout North America.

## Objective

Interstate Batteries had over 200 locations, several were doing their own online marketing, several were not and there were several more that were inaccurate or needed to be removed.

Interstate Batteries needed help with getting control of their 200+ locations and making sure they were all consistent. They wanted to ensure that when they added locations or updated hours this was all done from one login, which their corporate headquarters could control.

Specific access level also needed to be given to key individuals at Interstate Batteries once this process was completed.

## Solution

Vizion Interactive worked with Interstate Batteries to get their accounts verified at the corporate level for both Google & Bing.

Then Vizion worked with removing old listings, updating incorrect ones and claiming rogue listings.

Vizion Interactive (along with partner: RIO SEO) enrolled Interstate Batteries into a local listing management program. This would ensure that they would get regular syndication to the largest aggregators online:

- > Axiciom
- > Localeze/Neustar
- > Factual
- > Infogroup (Yahoo)
- > Google
- > Bing
- > +350 other directories



## Results

Within the first year, Interstate Batteries was verified at the corporate level on Google & Bing. Over half of the locations were verified on Yahoo and grandfathered into their own individual Yahoo program when Yahoo retired this platform.

---

Before we began this initiative, Interstate Batteries had a 50% accuracy on Google, 60% accuracy on Bing and a 30% accuracy on Yahoo. To date, Interstate Batteries has a 100% accuracy on Google, 98% on Bing and 96.7% on Yahoo. The other online directories are at 80% accuracy.

---

**169%**

Increase in  
Referral Traffic

In addition to the improvement of the accuracy of the listings online, we also noted improvement to the local pages organically and from referral traffic on Interstate Batteries' site. To date, Interstate Batteries has seen an increase of 57% organic and 169% increase in referral traffic. In addition, there have also been increases of 55% organic new users and 187% in referral new users.

**57%**

Increase in  
Organic  
Traffic

**55%**

Increase in  
Organic New  
Users

**187%**

Increase in  
Referral New  
Users