

CASE STUDY

Interstate Batteries

Interstate Batteries delivers Outrageously Dependable® portable power solutions.



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 needed help understanding what their site lacked with regard to SEO best practices. They wanted an analysis of SEO segments including technical factors (indexing / crawling), on-page factors, design, local search, social, and link equity.

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They were also planning a site framework (Endeca) update, and wanted to partner with a knowledgeable SEO agency to help them make a smooth transition.

Solution

To help Interstate Batteries reach those goals, Vizion Interactive conducted an in-depth SEO audit of their website. We identified several areas that needed attention, including:

- > Code revisions
- > Error page redirections
- > Duplicate content
- > Keyword targeting

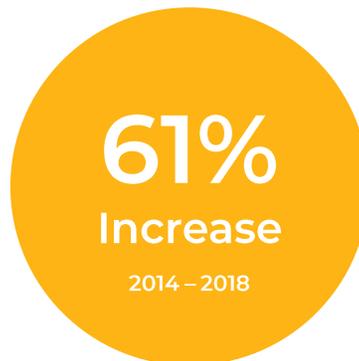
Perhaps the most important outcome of the audit was that we discovered a fantastic opportunity to fully restructure the site's URLs to help improve organic visibility. We created a new URL structure for lower-level pages, which brought their content closer to the root level of the site and aiding in creating more authority for pages, throughout the website. We also removed empty folders, added keyword-rich targeting in folder naming



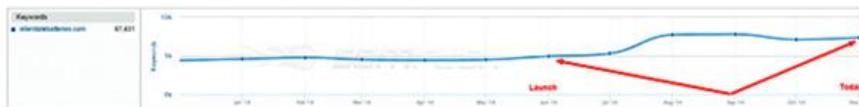
conventions, and created high-quality content for dozens of product category pages on the site.

Results

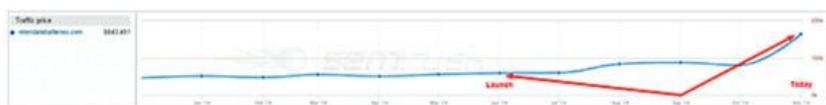
The updated site was relaunched in early June 2014. Shortly after implementation, the site's visibility increased considerably. For example, the total number of Top 20 keywords ranking in Google grew from 4,502 to 7,359, an increase of 61%*



Source: SEMrush Organic Total Keywords



New keyword ranking can be a good thing - if they're valuable keywords. According to SEMrush SE Traffic Value metrics, we found that after the implementation of recommendations the site's Organic Search value has nearly tripled, going from \$56,000 per month to \$164,000 per month!



LIVE UPDATE Overview	
SEMrush rank	7,050
SE Traffic	177,525
SE Traffic price	\$164,068

*Changes in avg. bid price for keywords fluctuates which also affected valuations.



These increases resulted in Interstatebatteries.com realizing an 18 % lift in Organic Search traffic*

*comparing pre-launch month May 2014 to November 2014. Data from SiteCatalyst.

Search Engines - Natural	May 2014 Visits	November 2014 Visits	Change
None	180,787	213,319	32,532 18.0%
Google	99,591	118,070	18,479 18.6%

While some work remains to be done to continue increasing their visibility and improving their site's performance, we're proud to have helped power Interstate Batteries realize significant growth in its presence in the search engines, and organic traffic to its website.