

vividracing



Catch Marketing Services
CASE STUDY

How Vivid Racing used long tail keywords
to bring in 13,000 new weekly visitors

Vivid Racing

- ▶ An automotive racing parts and accessories supplier that provides customers with a wide selection of quality aftermarket tuning products
- ▶ Vivid Racing has become a household name within the world of performance auto tuning.
- ▶ Founded in 2001 by Rob Rohn and Dan Mermelstein



Rob Rohn
Dan Mermelstein
Owners of Vivid Racing

Learn More about Vivid Racing
www.vividracing.com

Goals

Finding an effective way to **increase traffic from long tail keywords** in organic search

Obstacles

Scaling SEO 'best practices' to optimize for long tail keywords with a large number of products

Results

13,000 new weekly visitors from long-tail keywords. A 20% increase in overall traffic

With an ever expanding selection of performance auto parts, Dan and Rob knew they were losing to their competitors when it came to long-tail searches.

They were performing well when it came to 'head' and 'body' keywords, that described its top categories: e.g. Suspension Coilovers, Big Brake Kits etc. However when it came to long-tail unpredictable keywords, they were at a loss. Their product list was too long to be able to effectively optimize for each product.

Dan approached Catch Marketing Services to re-merchandise their products with Catch Matrix Pages in order to capture the long tail traffic they knew they were missing out on.

Empowered with Vivid Racing's data feed, Catch found opportunities to combine brand, category and attribute data to create pages **highly optimized for long tail keywords.**

These pages focused on incorporating the keywords into the H1, URL, Title tag, and a custom paragraph of text telling search engines and users very clearly what the pages were about.

Just six weeks after launch, the pages were bringing in 13,000 new visitors per week; and **all from long tail keywords** that they weren't already ranking for.

Furthermore, the traffic brought in was converting at a higher rate than other organic traffic.

Using Catch Matrix Pages, Vivid Racing was able to quickly and successfully capitalize on the long tail without bogging down their internal SEO team, and without investing tens of thousands of dollars to set it up.



Traffic from Catch Matrix Pages

Catch Matrix Traffic

Sep 6, 2014 - Oct 18, 2014

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions

14,000

7,000

**Additional 13,000 Weekly
Visitors with Catch Matrix Pages.
After only 6 weeks.**

Oct 12, 2014 - Oct 18, 2014
Sessions: 13,192

Sep 8

Sep 15

Sep 22

Sep 29

Oct 6

Primary Dimension: Source / Medium Source Medium Keyword Other

