RUMBLE ON
BLOGS

SEO PERFORMANCE HIGHLIGHTS

Q1- Q2 2023



SEO Strategy Milestones

Our smart online strategy is bringing in more visitors, saving us advertising costs, and leading to more sales.

CONTENT DEVELOPMENT

INCREASED ORGANIC SEARCH TRAFFIC BY

700% ▲

KEYWORD TARGETING

ACHIEVED FIRST-PAGE GOOGLE RANKING FOR EVERY 1 IN 5 TARGETED KEYWORDS



MARKET PENETRATION

ACHIEVED FIRST-PAGE RANKING FOR HIGHLY COMPETITIVE KEYWORDS



SERP VISIBILITY EXPANSION

INCREASED SERP FEATURED SNIPPETS BY

627 ▲

Content Strategy Impact

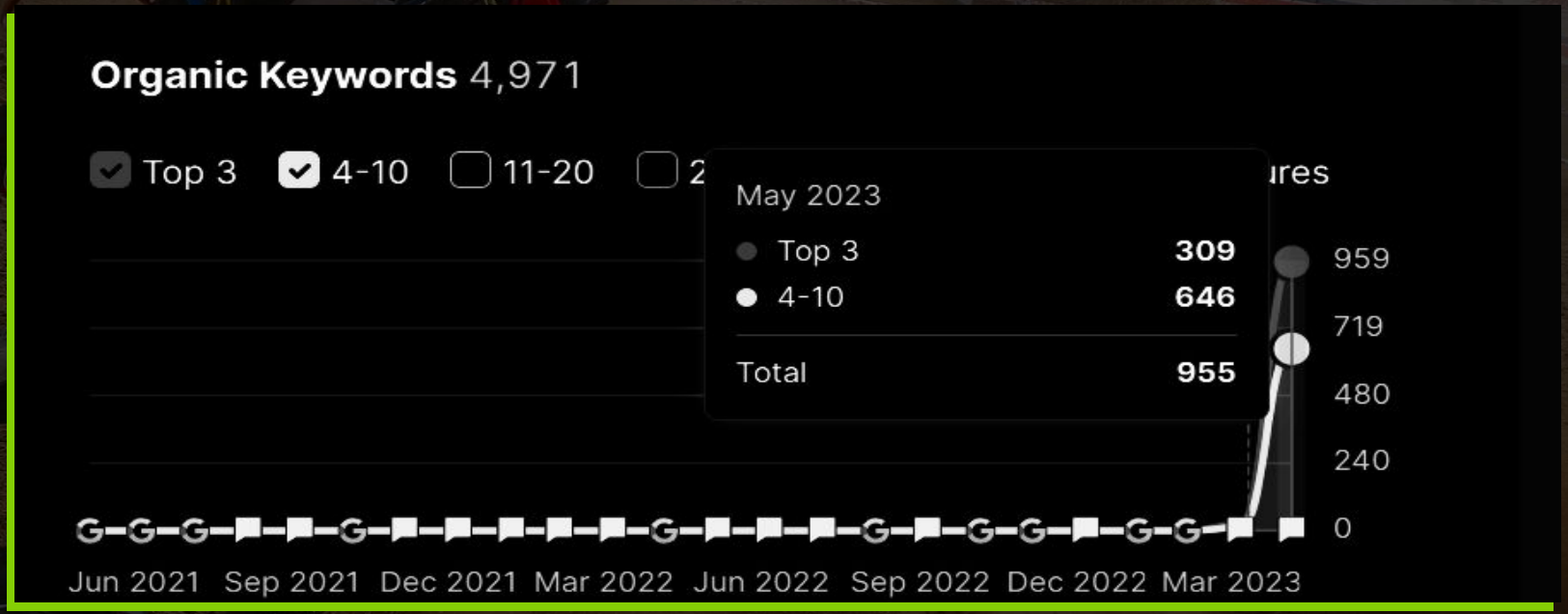
How did our content drive traffic?



700% ORGANIC TRAFFIC INCREASE = $22,600 IN SAVINGS

Keyword Optimization Success

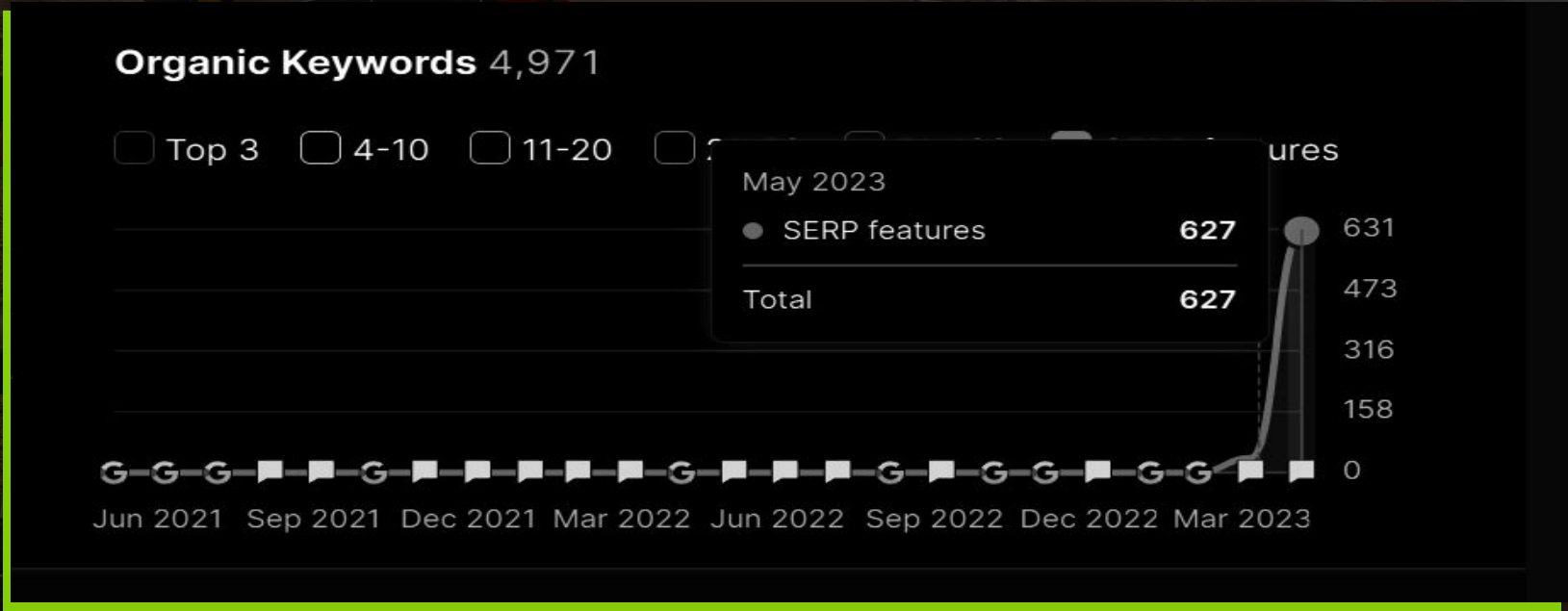
How did we win with keywords?



20% OF OUR TARGETED KEYWORDS ARE NOW RANKING ON THE FIRST PAGE OF GOOGLE. THESE KEYWORDS WERE CHOSEN FOR THEIR COMMERCIAL INTENT, AIMED AT REACHING CUSTOMER WHO ARE CONSIDERING A PURCHASE.

SERP Visibility Highlights

How did we expand our SERP presence?



WE HAVE ACQUIRED 627 NEW SERP FEATURES. THESE FEATURES ENHANCE VISIBILITY, IMPROVE CLICK-THROUGH RATE, AND MAKE OUR CONTENT STAND OUT IN SEARCH RESULTS.

Outperforming Competition

How did we penetrate competitive markets?

Organic Search Positions 1 - 100 (4,971) | + Add to list | Manage columns 11/16 | Export

Keyword	Intent	Position	SF	Tra...	Volume	KD %	CPC	URL	SERP	Updated
dirt bike	C	4	8	14.13	110K	52	0.3	blog.ridenow.com/best-dirt-bikes-names-and-brands		2 days
4 wheeler	I T		10	7.12	60.5K	64	1.5	blog.ridenow.com/best-utility-atvs-money-can-buy		2 days
sports bike	C		7	4.27	12.1K	64	2	blog.ridenow.com/top-sport-bike-types		1 day
4 wheelers	C		7	3.14	18.1K	64	2	blog.ridenow.com/best-utility-atvs-money-can-buy		1 day
four wheelers	C		8	3.10	33.1K	71	1.5	blog.ridenow.com/best-utility-atvs-money-can-buy		2 days
best cruiser motorcycle	C	3	8	1.26	2.9K	41	2.4	blog.ridenow.com/best-cruiser-motorcycles		9

WE'VE SECURED FIRST-PAGE RANKINGS FOR HIGHLY COMPETITIVE KEYWORDS

Simplifying SEO Success



Understanding our SEO wins?

- We've made our website really attractive, and it's working. We're seeing seven times more visitors than before, without spending extra on ads.
- We're smart about the words we use on our site. Because of this, when people search for these words, our website often shows up on the first page of Google.
- Google has given us 627 special mentions in search results. These mentions make us more noticeable, leading to more people clicking on our website.
- Even when the competition is tough, we're still able to make our website show up on Google's first page. This helps us stand out and attract customers.
- The articles on our site that people like the most are directly linked to our products for sale. This makes it easy for visitors to go from reading an article to buying a product.

Overall, our savvy approach is magnetizing a higher volume of traffic, curtailing our promotional expenditures, and catalyzing a surge in revenue generation.