

Revving Up Organic Growth: An Award-Winning Success Story in the Automotive Industry



PREFACE

October 21, 2024, Edgartown, MA — Logical Position is honored to win the Best Commerce Search Marketing Initiative – SEO for our work improving Driven Racing Oil's Visibility & Increased Traffic by more than 1000%.

KEY METRICS



+2372%
Organic Revenue



+1280%
Traffic



+529%
Keyword Rankings

Born on the racetrack, Driven Racing Oil now fuels everyday vehicles with powerful, premium lubricants. Looking to dominate online, they teamed up with Logical Position—and the results were nothing short of game-changing. Explosive growth in traffic and visibility earned us the 2024 Best Commerce Search Marketing Initiative – SEO award at the Search Engine Land Awards.

ABOUT DRIVEN RACING OIL

Driven Racing Oil is based in Memphis, Tennessee, and specializes in high-performance oils for racing and performance vehicles. Focused on direct-to-consumer sales, the company offers lubricants designed to optimize engine performance and provide superior protection. Known for its strong presence in motorsport communities, Driven Racing Oil has built a reputation for delivering top-tier solutions for high-performance automotive needs.



RACING TOWARD ONLINE DOMINANCE

Driven Racing Oil's Objectives

- Boost online presence with improved keyword rankings and traffic growth.
- Convert traffic into conversions and revenue.

Our Approach

- Expand keyword rankings and increase first-page keywords.
- Target niche automotive enthusiasts with tailored strategies.
- Compete with industry giants like Amazon and Walmart.



Challenges

Competing with e-commerce giants like Walmart and Amazon was a formidable challenge. However, we turned the tide by pinpointing and capitalizing on niche opportunities, enabling Driven Racing Oil to flourish by engaging highly targeted audience segments who appreciated its specialized products.

Understanding the Target Audience

First, we needed to understand their audience, who were passionate automotive enthusiasts—from professional racing teams to dedicated hobbyists. This group values high-performance, precision-engineered products and constantly seeks innovative solutions to maximize engine efficiency and reliability. Then, we got in the pit and began fine-tuning the strategy, putting all the pieces in place to launch the campaigns into over drive.

STRATEGY DEPLOYMENT

We rolled out a dynamic SEO strategy built on four key pillars:

Keyword Analysis: Identifying high-value keywords tailored to the automotive industry and Driven Racing Oil's audience.

Content Creation & Optimization: Producing four optimized blog posts per month, featuring engaging infographics and strategic internal links.

Internal Linking: Developing a smart internal linking structure to boost SEO and enhance user navigation.

Backlinking & Partnerships: Partnering with authoritative sites to generate quality backlinks and referral traffic, strengthening domain authority and rankings.



WINNING RESULTS

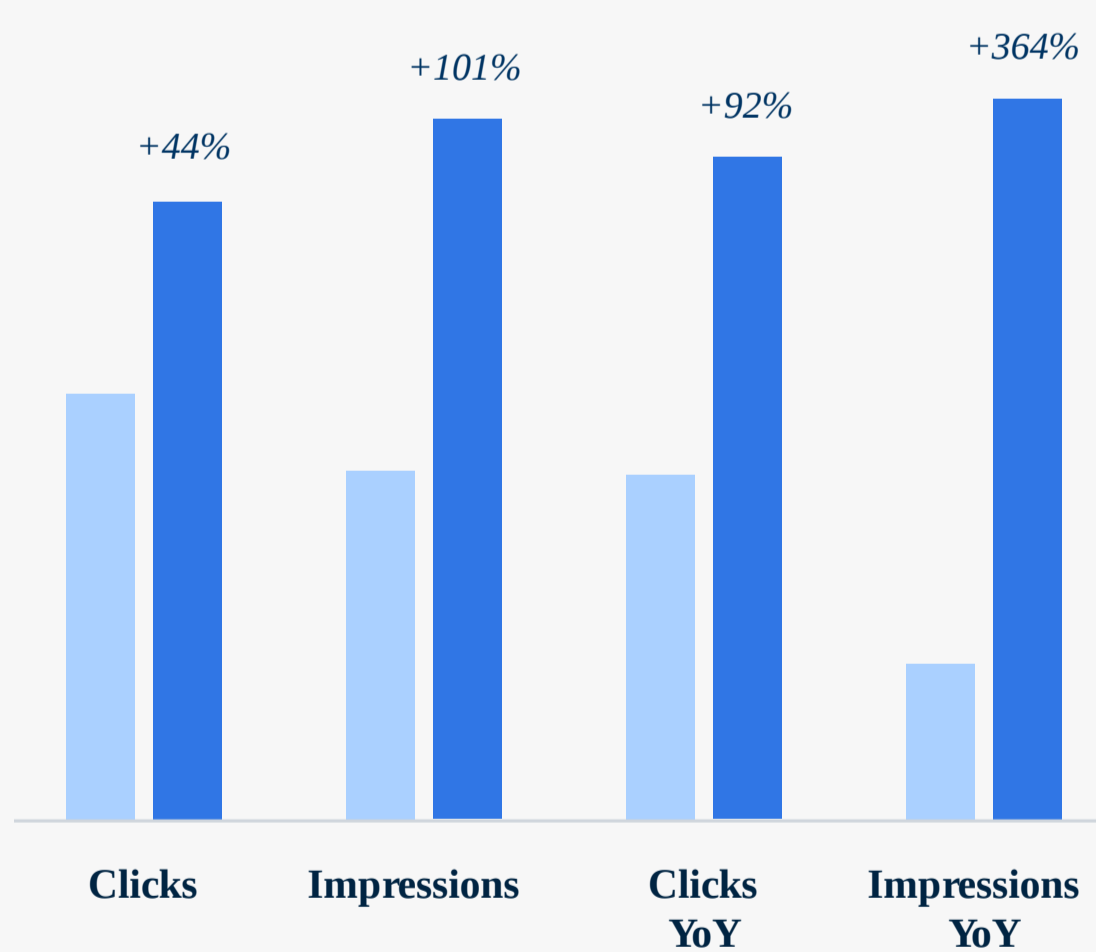
The campaign produced remarkable results, positioning Driven Racing Oil as a leader in organic search:

Keyword Growth:

- Overall keyword rankings increased by **76%**
- First-page keyword rankings rose by **488%**
- Top 3 keyword rankings grew by **529%**

Organic Traffic:

- Traffic surged by over **1,280%**, with users increasing from 2,100 to 29,000
- Sessions increased by **1,334%**
- Revenue shot up by **2,371%**



Google Search Console Metrics (December 2023 to April 2024)

IMPACT OF A WINNING FORMULA

Driven Racing Oil's SEO campaign far surpassed expectations, establishing the brand as a dominant force in organic search within the automotive space. By shifting into high gear with niche opportunities and leveraging its unique product strengths, Driven Racing Oil outpaced larger retail giants.

The remarkable boost in keyword rankings and organic traffic reflects the success of Logical Position's data-driven strategy, transforming the site into an "organic search powerhouse," with over 180% of its traffic now fueled by organic sources.

Tips For Achieving Similar Results

- 🎯 Target niche audiences with focused SEO tactics to improve visibility and reach.
- 🔧 Create high-quality, relevant content to engage and attract users.
- 🔗 Build strong, authoritative backlinks to enhance domain authority and rankings.
- 🚗 Drive sustained success by continuously optimizing SEO strategies in a competitive market.

Ready to put the pedal to the metal and leave the competition in the dust. Contact us today for a consultation to get you across the finish line.

[Learn More](#)