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Built and run by 1Digital
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SEO CASE STUDY · AUTO PERFORMANCE PARTS RETAILER

45% more clicks from *Google*

An auto performance parts store added about 87,000 Google clicks in six months, in a market crowded with national parts chains.

+45% more Google clicks, May-Oct 2026 vs May-Oct 2025 (193,959 to 280,678)

+50%
more clicks, Aug-Oct 2026 vs Aug-Oct 2025

48,996
clicks in Sep 2026, the best month in 18 months

9.4 → 8.0
average Google position, Oct 2025 vs Oct 2026

8.8M
impressions from Aug to Oct 2026

THE CHALLENGE

Performance parts buyers search by vehicle, part and brand, and national chains dominate those results. The store was already on page one for much of its catalog, so further growth meant winning higher positions on thousands of specific product searches.

Google clicks, May to Oct

May-Oct 2025	193,959
May-Oct 2026	**280,678**

Source: Google Search Console, the client's own site.

WHAT WE DID

- Improved category and product pages for the vehicle and part combinations buyers search for.
- Fixed technical issues across a large catalog so Google crawled and indexed the right pages.
- Built internal links between vehicle, part and brand pages to spread authority through the catalog.

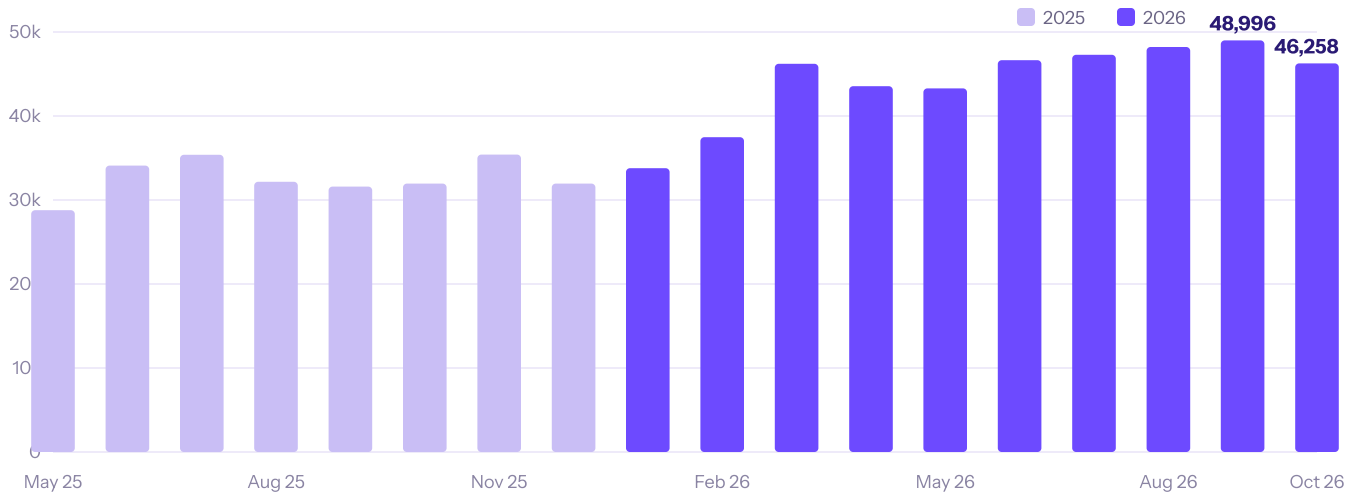
THE RESULT

Clicks from May to Oct 2026 were 45% ahead of the same months in 2025, and 50% ahead from Aug to Oct. Every month from May to Oct 2026 beat the same month of 2025, and average position in October improved from 9.4 to 8.0.

Measured with Google Search Console. Clicks, impressions and position: Google Search Console, May 2025 to Oct 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in SEO is a 1Digital tool. Our team ran this campaign.
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18 MONTHS OF GOOGLE CLICKS



Monthly clicks from Google Search Console. Every month from May to Oct 2026 is ahead of the same month in 2025.

TIMELINE

MAY 2025
28,774 clicks from Google in the month.

MAR 2026
46,218 clicks, a new monthly high at the time.

JUL 2026
47,289 clicks, 34% more than July 2025.

SEP 2026
Best month in the 18 months measured: 48,996 clicks.

OCT 2026
May to Oct clicks 45% ahead of the year before.

YEAR OVER YEAR

AUG TO OCT	2025	2026
Clicks	95,702	**143,465**
Impressions	8,232,560	**8,770,588**

Google Search Console, the client's own site, same three months in each year.

HOW WE MEASURED

- Clicks, impressions and average position: Google Search Console for the client's own site.
- Year-over-year comparisons use the same months in each year.
- Client name withheld. All figures are real and rounded, never adjusted.

Measured with Google Search Console. Client name withheld at the client's request. All figures are real and rounded, never adjusted. Results vary by industry, competition and starting point.