

CASE STUDY

# REMY BATTERY



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# THE BIG PROBLEM

Remy Battery is a successful privately owned business established in 1931. The company operates four stores, two located in Milwaukee, WI and two in Michigan's Upper Peninsula. Remy Battery offers a wide line of brand name batteries, cables, and connectors for all types of vehicles and devices. They also sell internationally from an ecommerce website at [remybattery.com](http://remybattery.com)

Although the Remy Battery stores were performing well, the website struggled with extremely low activity and revenues. Remy needed vast improvement in website online visibility as soon as it could be achieved. Although the website was well organized and offered a wide line of brand name batteries at competitive pricing, they received only 'Remy Battery' keyword organic search traffic. Their Google shopping ad also performed poorly. The company's paid and organic search problem resulted in infrequent transactions and low website revenues.

## ABOUT WEB 2 MARKET

Most small to midsize companies search for outside assistance to achieve visibility and sales growth online. Selecting a digital marketing agency can be a hit or miss proposition, and many companies have had past results which were disappointing.

Web 2 Market offers a complete range of digital marketing services for any size budget, small up to six figure budgets.

We begin with a discussion and in-depth review of your industry and company, resulting in a tailored marketing strategy. Our approach maximizes the results of your marketing investment and is more adaptive to the inevitable change in the digital world.

Our services include search engine optimization, website conversion optimization, purchased search, social, and display advertising, content marketing, inbound marketing, and email marketing.

## ABOUT REMY BATTERY

Remy Battery is a family-owned business established in 1931 for the manufacture and sale of automotive batteries in Milwaukee WI. Nearly 100 years later Remy Battery is operated by the third generation and has expanded both geographically and product offerings.

Remy Battery offers a wide line of brand name batteries for any vehicle or device, and the most consistently knowledgeable, experienced, and service-oriented team of employees in our markets. Battery power for every possible power need is available at [remybattery.com](http://remybattery.com).

Remy Battery works responsibly in its communities. The company was also an early and active leader in environmental efforts and has long offered free recycling for all battery types. In recent years, Remy converted its transportation fleet to compressed natural gas vehicles to ensure a clean, socially responsible system of delivery.

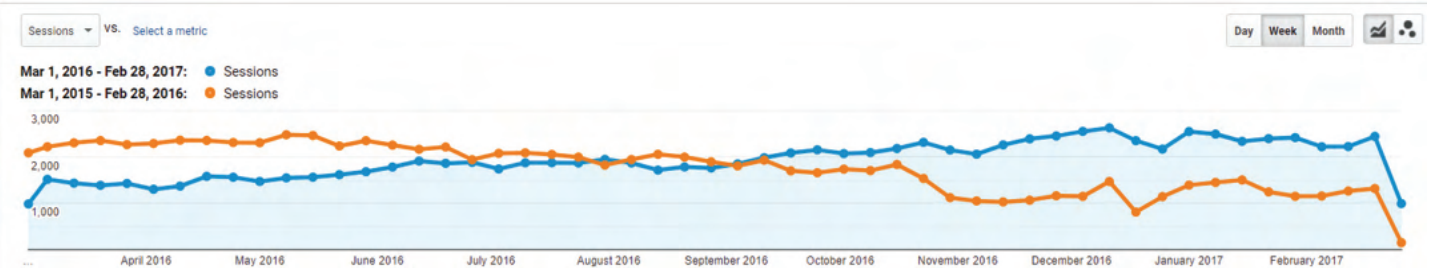
# THE WEB 2 MARKET SOLUTION

Since search engine optimization was necessary to improve both organic visibility and Google Shopping results, Web 2 Market began optimizing existing website pages. Each page was optimized around its appropriate search term, meta data edited to best practices, and incoming links were audited. Additional content pages were added for search terms important to Remy Battery's sales goals.

Web 2 Market also improved the Google Shopping feed settings with good results. In subsequent years, user conversion testing identified changes to be made to the website checkout process. Also, local advertising for Remy store and service locations was added.

## THE RESULTS

Significant improvement in organic visibility came quickly even though are in a competitive industry. Website sessions regularly increased and monthly sessions had increased significantly by end of the first year.



Additionally, due to organic search and shopping feed improvement, paid search revenues more than doubled over the previous year with an identical Google Shopping budget.



Organic and direct session revenue increased by 73% and 98%. Website revenues grew dramatically in the subsequent two years, largely due to the following:

- ▶ The ecommerce conversion rate improved by 80% from better targeted organic traffic and user conversion optimization.
- ▶ Direct sessions increased 16% as the number of returning direct users consistently increased.
- ▶ Improvement in the mobile format improved first time user interaction, including improved bounce rate and session duration.

