

BE UNIIC | FUEL2ELECTRIC

SEO CASE STUDY



BE UNIIC



INTRO

FUEL2ELECTRIC

Fuel2Electric is a forward-thinking company focused on converting traditional vehicles to electric, offering comprehensive solutions for electric vehicle (EV) conversion kits, motors, and systems. Fuel2Electric sought to enhance its online presence and drive more organic traffic to its website. They engaged with Be Uniic in February 2024 to implement an SEO strategy that would increase visibility, domain authority, and rankings for relevant keywords.

CHALLENGES & STRATEGY

Zero Organic Traffic

Challenge: When the project started, Fuel2Electric had no organic traffic, making it difficult to attract potential customers through search engines.

Strategy: Conducted thorough keyword research to identify high-potential keywords relevant to EV conversions. Optimized existing content and created new content focused on targeted keywords.

Low Domain Authority

Challenge: The initial domain authority was between 12 and 14, which is relatively low and indicates weak online presence and influence.

Strategy: Acquired high-quality backlinks to boost domain authority and improve search rankings. Implemented a PR strategy to get featured in relevant automotive and EV publications.

Irrelevant Keyword Ranking

Challenge: Many of the keywords ranking for Fuel2Electric were not relevant to their business, leading to non-targeted traffic with low conversion potential.

Strategy:

- **Re-wiring Keywords:** Identified pages that were indexing irrelevant keywords and made changes to ensure only relevant keywords were targeted. Re-optimized content to align with the business's core offerings.
- **BoFu Content:** While writing educational pieces, added more bottom-of-funnel content to attract and convert more relevant traffic. Focused on keywords directly related to EV conversions, kits, and motors.

High Competition in the EV Space

Challenge: The EV conversion market is highly competitive, with many established players vying for top spots in search engine results.

Strategy: Developed detailed buyer personas to understand the target audience's needs, behaviors, and pain points. Mapped out the buyer journey to identify key touchpoints and optimize content and interactions for each stage of the funnel. Utilized data-driven insights to tailor marketing messages and campaigns to effectively engage and convert prospects.

PERFORMANCE

The strategy yielded significant improvements in Fuel2Electric's online presence and traffic over a few months:

**Organic Traffic
Surpassed**

1,300

Monthly Visits

Domain Authority of

19

In June

**Secured top 10
rankings for**

69

**Highly-Competitive
Keywords**

Monthly Highlights

March 2024:

- Organic traffic increased by 23.3%.
- One keyword, "EV Motor Kit," improved from rank 14 to 11.
- A 69% increase in organic keywords quarter over quarter.
- Traffic increased by 110%, and backlinks were up by 56%

April 2024:

- Organic search traffic was up by 75% month-over-month.
- Gained 11 improved keywords, with 6 being directly relevant to the business.
- Acquired 92 new backlinks

May 2024:

- Organic search traffic surged by 88%.
- Increased domain authority despite a temporary drop due to a site revamp.
- Improved rankings for 25 competitive keywords, driving 15% of the overall traffic.
- Ranked 3rd for "Best EV Conversion Kits"

June 2024:

- Organic traffic surpassed 1,300 visitors per month.
- Achieved a domain authority score of 19, edging towards 20.
- Secured top 10 rankings for several relevant keywords.
- Ranked 1st for "How much does it cost to convert a car to electric"

Conclusion

The collaboration between Fuel2Electric and Be Uniic resulted in significant improvements across key performance metrics. Starting with zero organic traffic, low domain authority, and irrelevant keywords, Fuel2Electric saw a remarkable transformation. The domain authority increased from 12-14 to 19, thanks to high-quality backlink acquisition and technical SEO improvements. Strategic keyword research and content optimization led to better search engine rankings and increased visibility.

Content creation focused on bottom-of-funnel (BoFu) content, targeting users closer to making purchasing decisions, and educational content to boost discovery keyword rankings. Buyer mapping provided insights into the target audience, optimizing content and interactions for higher engagement and conversions.

The results were impressive:

- **March 2024:** Organic traffic increased by 23.3%, with a 69% increase in organic keywords quarter over quarter.
- **April 2024:** Organic search traffic up by 75% month-over-month, with gains in relevant keywords and backlinks.
- **May 2024:** Organic search traffic surged by 88%, with improved rankings for competitive keywords.
- **June 2024:** Organic traffic surpassed 1,300 visitors per month, with several top 10 keyword rankings and domain authority nearing 20.

These strategic efforts positioned Fuel2Electric as a leading player in the EV conversion market, laying a strong foundation for sustained growth. The continued optimization of their digital strategy ensures ongoing success, driving more organic traffic, increasing domain authority, and securing higher keyword rankings.

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