

Case Study

oktire.com

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Executive Summary

The following is a case study for the work we did on oktire.com for OK Tire.

OK Tire is the largest independent tire and auto service retailer in Canada with over 300 locations coast to coast.

We worked with OK Tire for two years, starting in August of 2015 and finishing in August of 2017.

OUR PROCESS

Our work with OK Tire followed four steps:

STEP 1: SEO Audit

STEP 2: Redesign & Build

STEP 3: Monitoring, Upgrades, & Improvement

STEP 4: Final SEO Results

SEO Audit

Our work began with an SEO audit, to help determine the current state of the site and what work should be prioritized.

Redesign & Build

This is where the bulk of the work was done: designing and building pages that met with the SEO priorities as well as with OK Tire's business needs.

Monitoring, Upgrades, & Improvement

After launching the redesign, we spent time observing how users interacted with the new site in order to make small adjustments, based on the SEO results, and to make minor improvements to the site based on requests from OK Tire.

Final SEO Results

Once our work was complete, we looked at the final SEO results to see the state of the site.

SEO Audit

17
METRICS

Description

An SEO audit is a **comprehensive review of current state of a website's SEO** (Search Engine Optimization)—how optimized the site is to appear in organic search results. A good SEO audit also provides recommended follow-up actions to improve the scores.

Lunarstorm has developed a comprehensive SEO Website Audit process to review 17 metrics under 3 separate areas.

This audit is performed using a number of in-house and 3rd party tools. Each of the 17 items measured have been **consistently highlighted by Google and industry standards as fundamental to a website's SEO health**.

While our process itself is proprietary, we use tools that are widely available, like Google Keywords.

Our SEO audit is unique in that, following the Audit process, **we provide a detailed report including a Full Scorecard**, with Analysis and Recommendations on each of the 17 metrics.

Results

Our SEO audit for oktire.com gave **an overall result of 35%**, which is well below average, and showed many areas for improvement.

SEO Executive Summary

SCORE
39
%

After our initial review, we have given oktire.com an **overall 39% for Organic Search Engine Optimization (SEO) effectiveness**. This is below average and leaves much room for improvement. Lunarstorm has provided a prioritized list that will show the main items that require optimization.

PRIMARY CONTENT ACTION ITEMS

Keyword Focus

The main focus of the audit was on the keyword focus. The audit found that the website is not using the right keywords to attract the right audience. The audit found that the website is not using the right keywords to attract the right audience. The audit found that the website is not using the right keywords to attract the right audience.

URL Structure

The audit found that the URL structure is not optimized. The audit found that the URL structure is not optimized. The audit found that the URL structure is not optimized. The audit found that the URL structure is not optimized. The audit found that the URL structure is not optimized.

Navigation

The audit found that the navigation is not optimized. The audit found that the navigation is not optimized. The audit found that the navigation is not optimized. The audit found that the navigation is not optimized. The audit found that the navigation is not optimized.

Heading Tags

The audit found that the heading tags are not optimized. The audit found that the heading tags are not optimized. The audit found that the heading tags are not optimized. The audit found that the heading tags are not optimized. The audit found that the heading tags are not optimized.

2 | SEO EXECUTIVE SUMMARY
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SEO Scorecard

CONTENT:	Keywords Focus	6/10
	URL Structure	5/10
	Heading Tags	4/10
	Meta Description	5/10
	Meta Robots	0/10
	Canonical Tags	3/10
	Alt Text	4/10
	Link Structure	0/10
	Page Load Time	34%
	INDEXING:	Page Indexing
Page Canonical		5/10
Link Structure		4/10
Canonical Tags		10/10
Meta Robots		5/10
Page Load Time		6/10
Page Load Speed		4/10
Page Load Time		53%
LINKING:	Internal Links	5/10
	External Links	3/10
	Page Load Time	40%

4 | SEO SCORECARD
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Redesign & Build



Description

This is where we do the bulk of our actual work: designing and building each webpage. The oktire.com Redesign & Build was ambitious, with every page of the site needing an overhaul, and many completely new elements being added.

Results

There were Five major parts to our work on oktire.com:

PART 1: LOOK & FRAMEWORK

PART 2: STORE PAGES

PART 3: CONTACT FORM

PART 4: TIRE SEARCH

PART 5: COMMERCIAL SITE

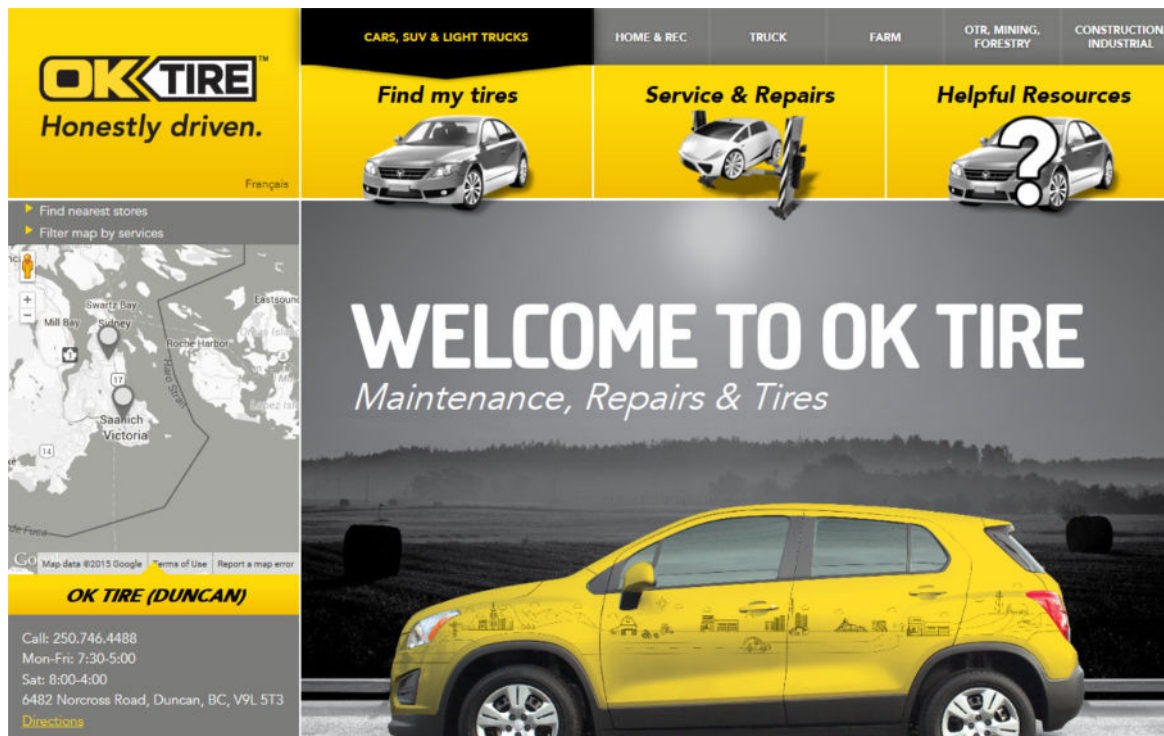
REDESIGN & BUILD

Look & Framework

Description

The site was using a custom Content Management System (CMS), which meant that updates were difficult, as they were limited to what the CMS could do. There was **very little flexibility in terms of design or functionality**: they were completely limited to the scope of the site when the custom CMS was built.

Additionally, the team that build the CMS was no longer working with OK Tire, and they had left very limited documentation, so there was a lot of trial and error determining how to make even minor site updates.

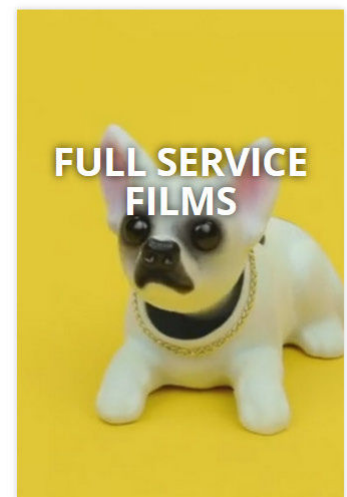
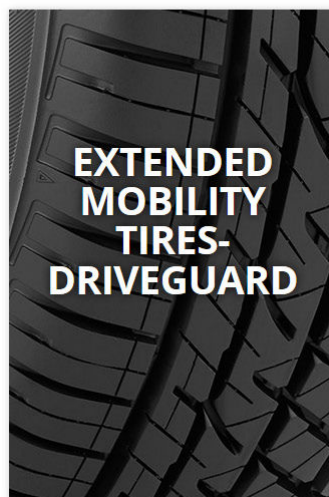
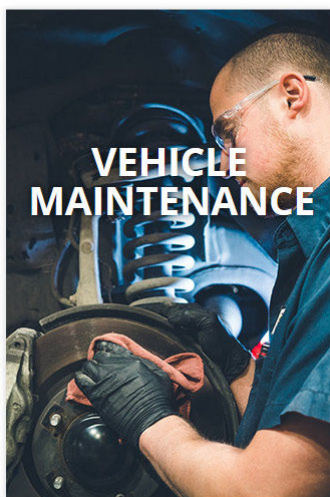
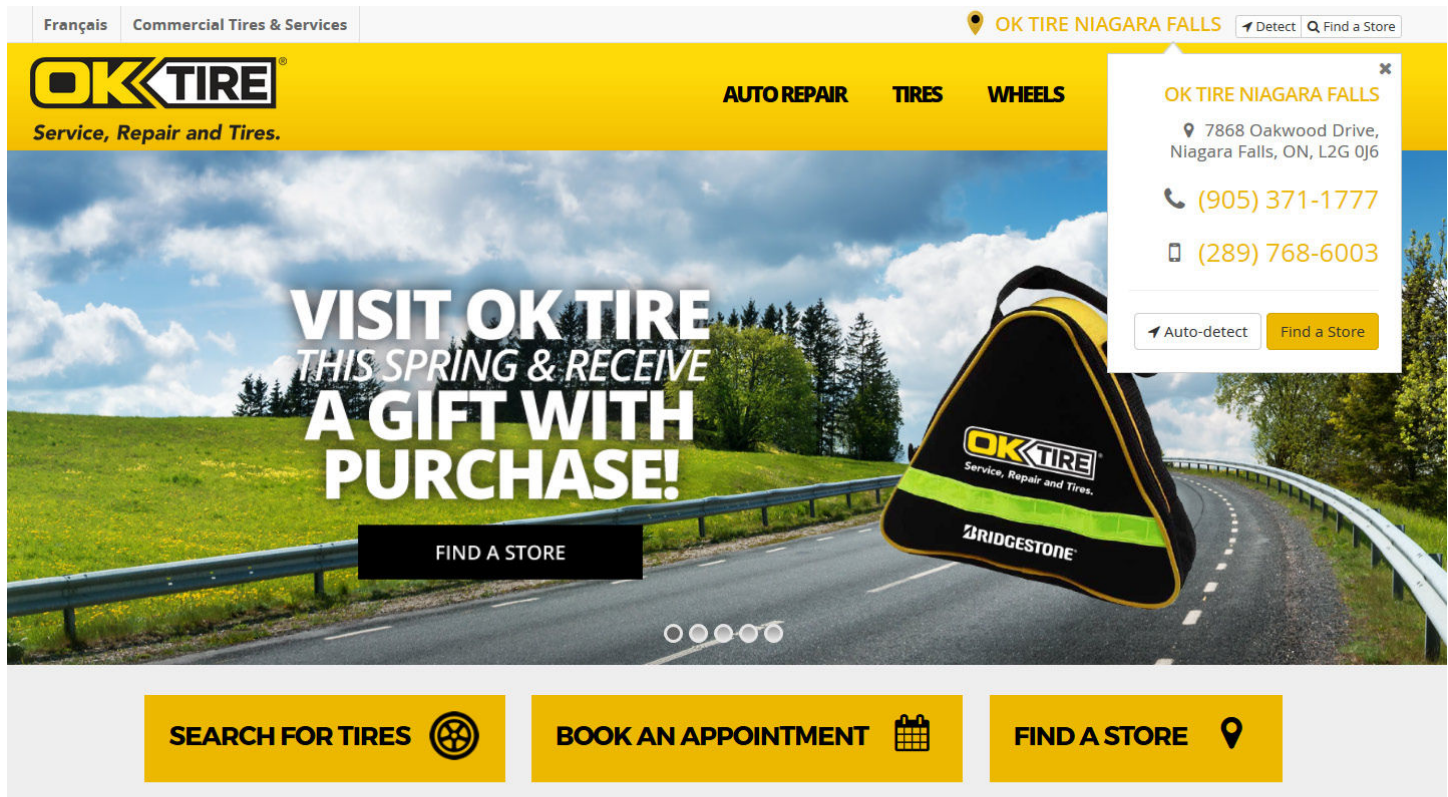


Previous design of oktire.com

Solutions

We moved the site to Wordpress. **Wordpress powers about 27% of all sites on the internet;** it is constantly being updated, and there are thousands of tools, plugins, and resources available. On top of that, there is good evidence to show that Google likes Wordpress sites (especially when they are configured properly) so just being on the Wordpress framework can give a site an SEO boost.

We also made a **significant design upgrade** to keep the site looking modern. This included having prime space on the home page to feature current marketing material, like promotions.



Lunarstorm's redesign of oktire.com

FINAL SEO RESULTS

Organic Searches

UP
58%

Description

Organic Searches are hits to **oktire.com** that come from someone searching for a term in a search engine. The visitors have not clicked on a paid search link or typed the address directly into their browser; they have searched for a term and clicked on the results, and that has taken them to the site.

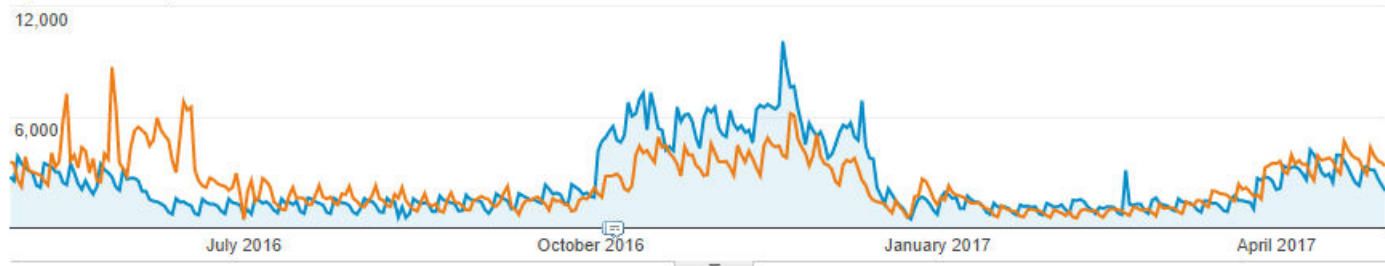
These results are especially valuable, as **it is a true indicator of users who are finding the site** in an organic, i.e. non-inflated, way.

Results

When compared to the “before” year, organic searches were up 58%—over 430,000 for the “after” year, compared to over 270,000 for the same time for the “before” year.

Apr 30, 2016 - Apr 30, 2017: Sessions

Apr 30, 2015 - Apr 29, 2016: Sessions



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows		Secondary dimension	Sort Type: Default	advanced			
	Default Channel Grouping	Acquisition			Behavior		
		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		2.58% ↑ 910,431 vs 887,530	4.84% ↑ 77.98% vs 74.37%	7.55% ↑ 709,913 vs 660,085	19.73% ↑ 36.31% vs 45.23%	40.43% ↓ 4.63 vs 7.77	12.97% ↓ 00:02:20 vs 00:02:41
1.	Organic Search						
	Apr 30, 2016 - Apr 30, 2017	431,476 (47.39%)	76.82%	331,471 (46.69%)	31.46%	5.64	00:02:48
	Apr 30, 2015 - Apr 29, 2016	272,357 (30.69%)	78.67%	214,251 (32.46%)	30.85%	11.30	00:02:44
	% Change	58.42%	-2.34%	54.71%	2.00%	-50.12%	2.64%

FINAL SEO RESULTS

Bounce Rate



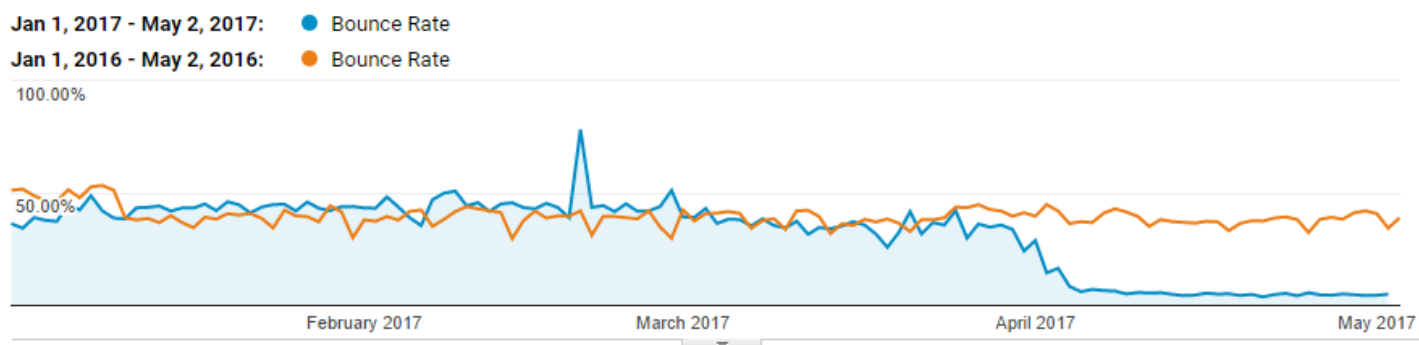
Description

Bounce Rate is a measure of the percentage of users who visit a site but leave after only visiting one page. A high bounce rate shows a lack of engagement in users. **A low bounce rate shows that users are engaged** and diving into further exploration of the site.

Results

By all metrics, the “after” Bounce Rate on **oktire.com** was exceptional. Anything lower than 40% is usually considered good: **oktire.com’s** “after” bounce rate was at 5%.

Below is a graph that shows that the Bounce Rate dropped drastically after the last minor website redesign.



FINAL SEO RESULTS

Store Pages

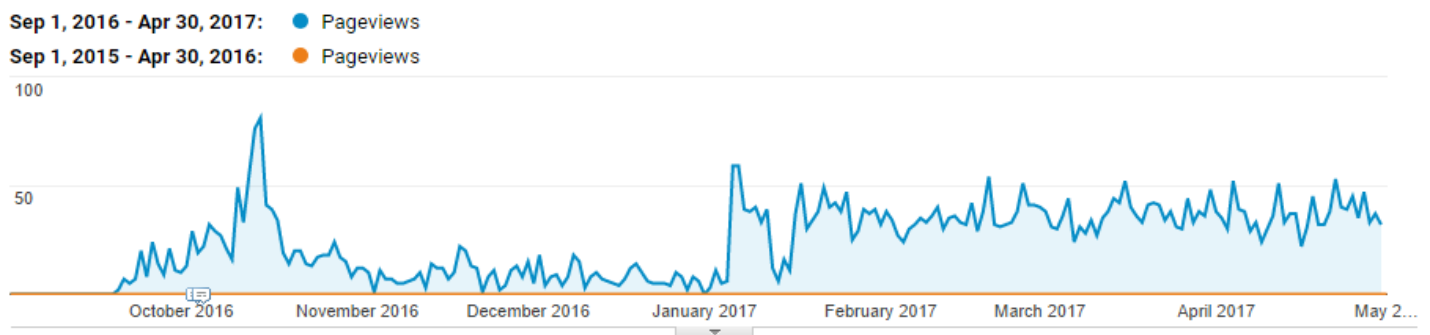
Description

In our last minor website redesign, store pages were tweaked so they could include more personalized content, including customized photo galleries, a Facebook feed, and store-specific promotions.

We also incorporated geo-location, so the site used technology to locate a user geographically and display the store closest to them.

Results

Analytics for most stores showed continually improving and more consistent traffic. There was no data for “before”, as the store pages were served up in a way that precluded getting analytics data, but the data in the graph below shows the initial results and improvement and consistency when we made a few tweaks in late January.



FINAL SEO RESULTS

Home Page

UP
74%

Description

One of the greatest metrics is to view statistics on visits to the site's home page. While other pages may change, visits to a site's home page are a good metric for the site's health.

Results

Visits to the home page of oktire.com were strong and much more consistent "after" compared with the same period "before", up to 163,000 from 93,000 in 2016.

