



BRIGHTEDGE CASE STUDIES

National Tyre Case Study

National Tyres Drives Traffic to Retail Stores with SEO

When National Tyres and Autocare set out to drive more customers to its hundreds of stores, the company leveraged its ecommerce team's expertise and BrightEdge to improve its presence in organic search through SEO. Improving its profile online helped the company grow its business offline.

The Business Challenge



Leverage Organic Search to Increase Traffic at Physical Stores

National Tyres and Autocare, established in 1970, serves customers from more than 300 tyre centres and mobile tyre-fitting vehicles across the UK. Its experience with online retail sales, where customers can purchase tyres and other products like batteries and brakes, then schedule a fitting at their choice of National Tyres and Autocare service centres, gave the company valuable practical knowledge about how it could leverage SEO.

With a goal of driving more footfall to their physical locations, National Tyres and Autocare set out to improve its presence in Google's local 3-pack and, as an extension of that goal, improve the website's authority through targeted blog content. To do so, it would first need to understand which locations were underperforming in search and what its biggest content gaps and opportunities were.

↑ **13x**

INCREASE IN TRAFFIC TO THE BLOG

The BrightEdge Solution

Using BrightEdge’s Data Cube and HyperLocal solutions, National Tyres and Autocare worked to identify and quantify the opportunities for both local SEO and content development.

Jack Underwood, Ecommerce Manager, led the SEO effort for National Tyres and Autocare. “We understood in broad terms that we had an opportunity to grow the retail business further through search,” Underwood said, “But in the same way a mining company knows there’s a market for a key mineral, we needed to know where to start digging. BrightEdge helped us formulate an actionable plan to capitalize on the opportunity.”

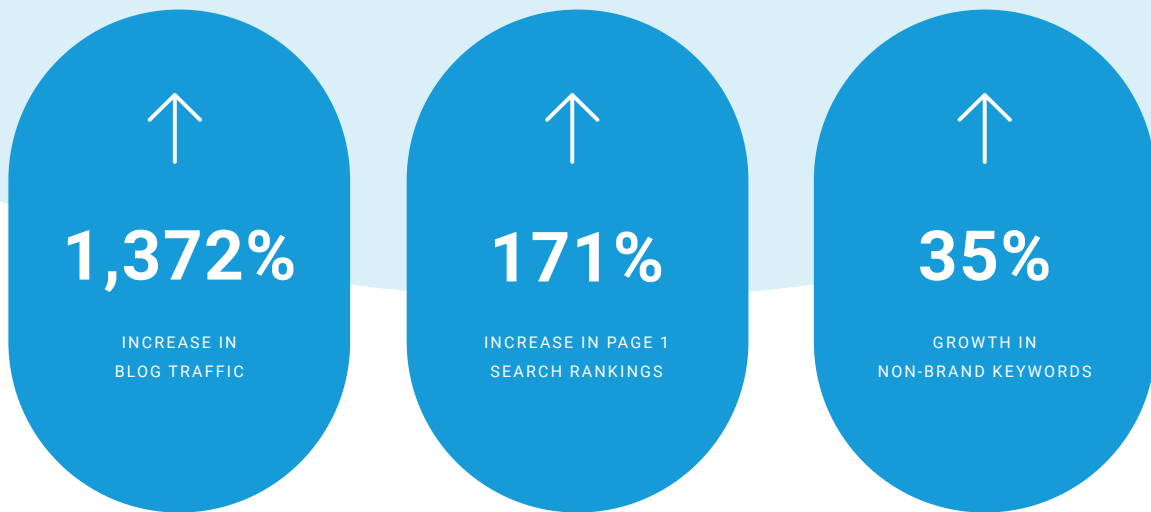
Beginning in early 2021, National Tyres and Autocare focused its efforts on creating and optimizing blog content to help the company fill key gaps in its search engine presence and improve site authority.

“BrightEdge helped us formulate an actionable plan to capitalize on the opportunity.”

— JACK UNDERWOOD, NATIONAL TYRES AND AUTOCARE
ECOMMERCE MANAGER



The Results



SEO Pays Off for National Tyres and Autocare

The effort to grow the company's overall search presence paid off. The optimization and content development campaign delivered a 1,372% increase in traffic to the site's blog section in the first year, and now makes up more than 13% of the site's traffic compared to 1% just a year earlier. The campaign has also grown the blog's presence on page 1 of search by 171% and produced 35% growth in rankings for non-brand keywords.

"Ultimately, our customers must visit a physical National Tyres and Autocare store for service, but the transaction more often than not begins online and a visit to our site begins with a search," Underwood said.

"The content and optimization campaign has dramatically improved our presence in search, driving more foot traffic to our stores."

—JACK UNDERWOOD, NATIONAL TYRES AND AUTOCARE
ECOMMERCE MANAGER