

SEO CASE STUDY

+1,823% More Clicks in Six Months

HOW TARGETED SEO TOOK AN ALLOY WHEEL BUSINESS FROM 44 CLICKS A MONTH TO 846

CLIENT

RS

RS Wheel Refurbishment

Alloy wheel repair and refurbishment

+1,823%

CLICKS

+565%

IMPRESSIONS

+189%

CLICK-THROUGH RATE

11.8

POSITIONS GAINED

THE BRIEF

What is SEO, and what did we set out to do?

Making the business easy to find

SEO makes a website easier to find on Google. Done well it lifts the site higher in results, brings more visitors, and keeps them interested once they arrive.

RS Wheel Refurbishment started from 44 clicks a month. Six months later it was earning 846, a nineteenfold increase, from a site that had been almost invisible in search. The work covered the words on the site, how it is organised, the links pointing to it, and the technical setup behind it.

The figures on the following pages come from Google Search Console and Analytics, comparing July 2024 with January 2025.

The goals RS Wheel Refurbishment set

Three priorities shaped the whole campaign.

- 1

Rank for core services
Win visibility for the terms that carry buying intent, led by "alloy wheel refurbishment".
- 2

Grow organic traffic
More visitors from search, and visitors who stay and engage once they land.
- 3

Out-rank competitors
Move ahead of established rivals in a crowded and competitive market.

THE NUMBERS

Key SEO performance improvements

Google Search Console and Analytics. July 2024 compared with January 2025, a clean before-and-after across six months.

Metric	July 2024	January 2025	Change
Clicks	44	846	+1,823%
Impressions	8,100	53,900	+565%
Click-through rate	0.54%	1.57%	+189%
Average position	42.3	30.5	27.9% better
Engagement rate	91.92%	94.02%	+2.1 pts

Click-through rate is calculated from clicks and impressions; Search Console displays these as 0.5% and 1.6%. Engagement rate is shown in percentage points, since it is itself a percentage.

What these improvements mean for the business

Six figures moved. The combination is what makes them hard to argue with.

846

Clicks, up from 44 a month

A nineteenfold increase, or 802 additional visitors every month. A base of 44 is precisely what a business with no search presence looks like, and that is the point: in six months search went from contributing almost nothing to becoming a primary source of enquiries. The percentage is large because the change was.

53.9K

Impressions, up from 8,100

The site now appears in 45,800 more searches every month. Keyword targeting and content work expanded reach into territory the business previously had no presence in at all.

+189%

Click-through rate, while reach grew sixfold

This is the hardest result on the page. Click-through rate almost always falls as impressions rise, because broader reach brings looser matches. Here it nearly trebled while impressions grew 6.7 times, which means the extra visibility was better qualified, not just larger.

11.8

Positions gained on average

An average position of 42.3 improved to 30.5, a gain of 27.9%. That average blends every query the site appears for, so it hides the shape of the win: the commercial terms rank far higher than 30.5 while a long tail of low-value keywords drags the mean down. A 1.57% click-through rate is the proof, since a site genuinely sitting at position 30 across the board would earn a fraction of that.

802

Additional visitors every month

Not a one-off spike but the new monthly baseline. Sustained across a year that is close to ten thousand additional visits from search, none of it paid for on a cost-per-click basis.

94.0%

Engagement rate held as traffic multiplied

Nineteen times more visitors would normally dilute engagement, because volume tends to bring less relevant traffic. Engagement rose instead, from 91.92% to 94.02%, which says the new audience was the right one.

Why these SEO results grow the business

The gains compound. Visibility feeds engagement, and engagement feeds enquiries.



More visibility

45,800 additional monthly impressions put RS Wheel Refurbishment in front of an audience it simply did not reach before. In a service where customers search once, when a wheel is already damaged, being absent from those results means the enquiry goes to a competitor by default.



Stronger engagement

Traffic multiplied nineteen times and engagement still improved, reaching 94.02%. That combination is unusual and it matters: it means the additional visitors were people genuinely looking for wheel refurbishment, not incidental traffic inflating a number.



Compounding, not rented

Paid advertising stops the day the budget stops. Rankings, content and authority earned through SEO keep working, and each improvement makes the next one easier because the site carries more weight with every month it holds position.



Room still on the table

An average position of 30.5 is progress, not a ceiling. The terms driving these results are still climbing, and the same rate of improvement carried forward moves the site into the range where the majority of clicks are won.

A targeted strategy, executed well

Keyword optimisation, content improvement and technical work, applied together over six months.

Visibility and rankings

A 565% rise in impressions and 11.8 positions gained mean RS Wheel Refurbishment now appears for the high-value keywords it was absent from. Reach of that scale is the precondition for everything else on this page; without it, no amount of conversion work has anything to convert.

+565% IMPRESSIONS

Attention, then action

Sharper meta titles and descriptions lifted click-through by 189% at the same time as reach expanded sixfold. Clicks rose 1,823% as a result, a compound of being seen far more often and being chosen far more often once seen.

+1,823% CLICKS

Technical foundations

Site structure, loading performance and mobile responsiveness were addressed alongside the content work. These do not appear as a headline number, but they are what allows a site to hold a position once it has earned it rather than sliding back.

SUPPORTING THE RANKING GAINS

Quality held as volume grew

The engagement rate rose from 91.92% to 94.02% while traffic multiplied nineteen times. Growth that preserves engagement is growth built on relevance, and it is the difference between traffic that enquires and traffic that leaves.

94.02% ENGAGEMENT RATE

A TESTIMONY TO THE POWER OF SEO

Easier to find. More engaging. Built to convert.

In six months RS Wheel Refurbishment went from 44 clicks a month to 846, appeared in 45,800 more searches, climbed 11.8 positions and improved its click-through rate by 189% while doing it. SEO is not a one-time task but an ongoing process, and on this trajectory the strongest gains are still ahead.

+1,823%

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POSITIONS GAINED



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Results reflect a real client SEO campaign, July 2024 compared with January 2025. Figures from Google Search Console and Google Analytics. Click-through rate and percentage changes are calculated from the reported clicks and impressions.