



Digital Marketing Portfolio for JJ Engine Parts

Google Ads | SEO

LAST 6 MONTHS

Managed marketing campaigns for an engine parts supplier promoting new and used engine parts.



Google Ads Results

JJ Engine Parts

Google Search Ads targeting high-intent new and used engine parts keywords.



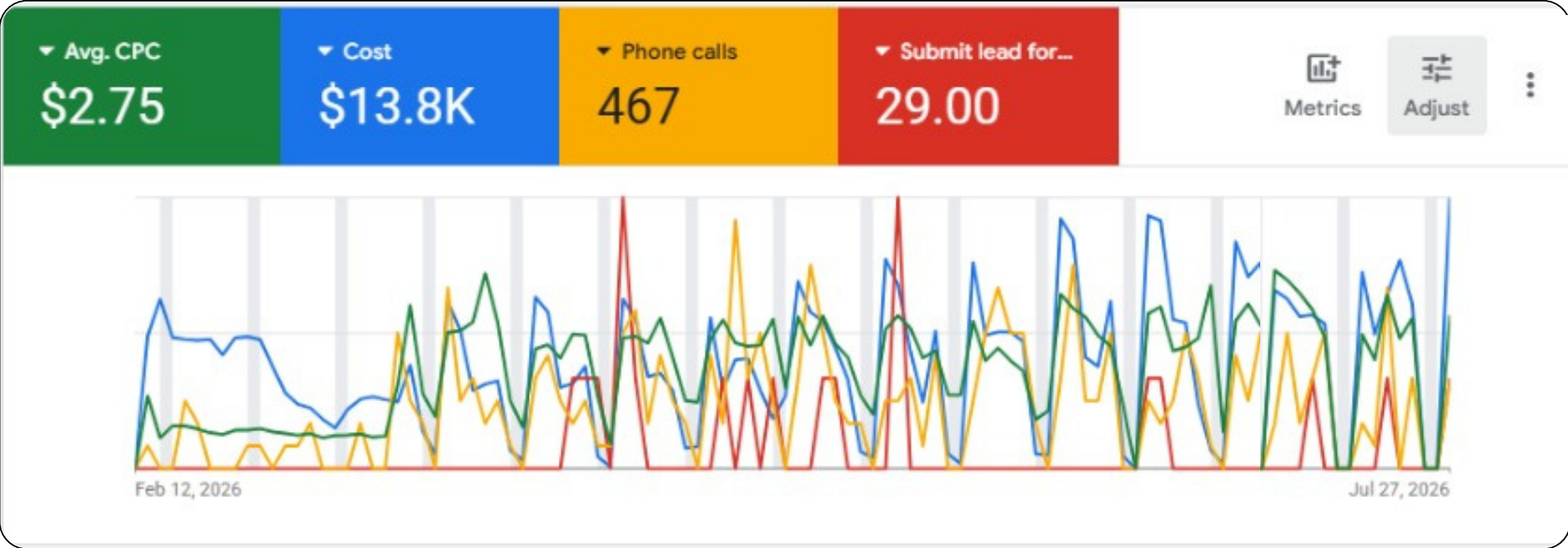
INDUSTRY

Quality New & Used Diesel Engine Parts



LOCATION

532 West 20th Street
Hialeah, FL 33010



Campaign Highlights

- Generated **496 qualified leads** over a six-month period through Google Search campaigns.
- Achieved an average **Cost Per Lead of \$27.82**, delivering cost-efficient lead generation.
- Maintained a low average **Cost Per Click of \$2.75**, driving high-quality traffic at an efficient cost.

Performance Summary



Cost

\$13.8k



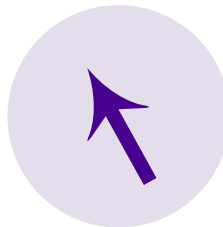
Total leads

496



Cost Per lead (CPL)

\$27.82



Average CPC

\$2.75

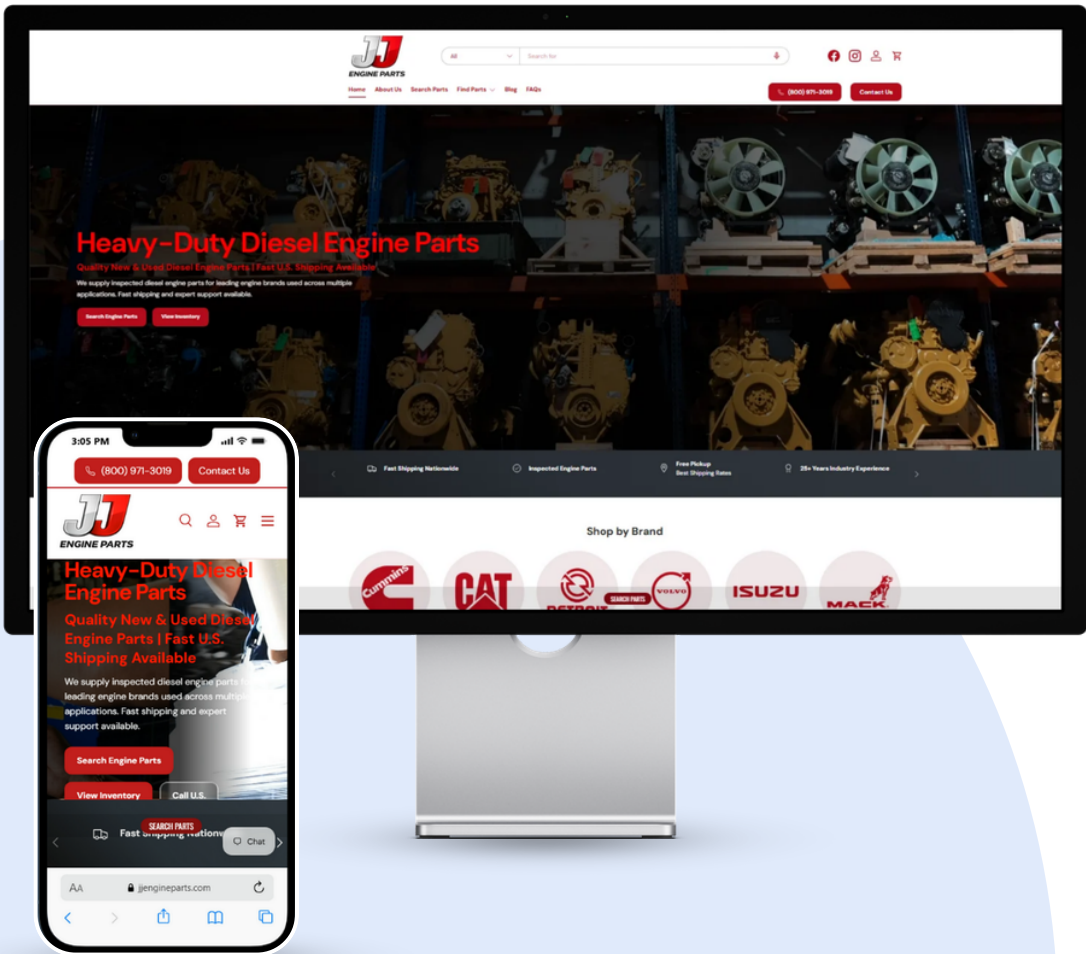
SEO Results

JJ Engine Parts

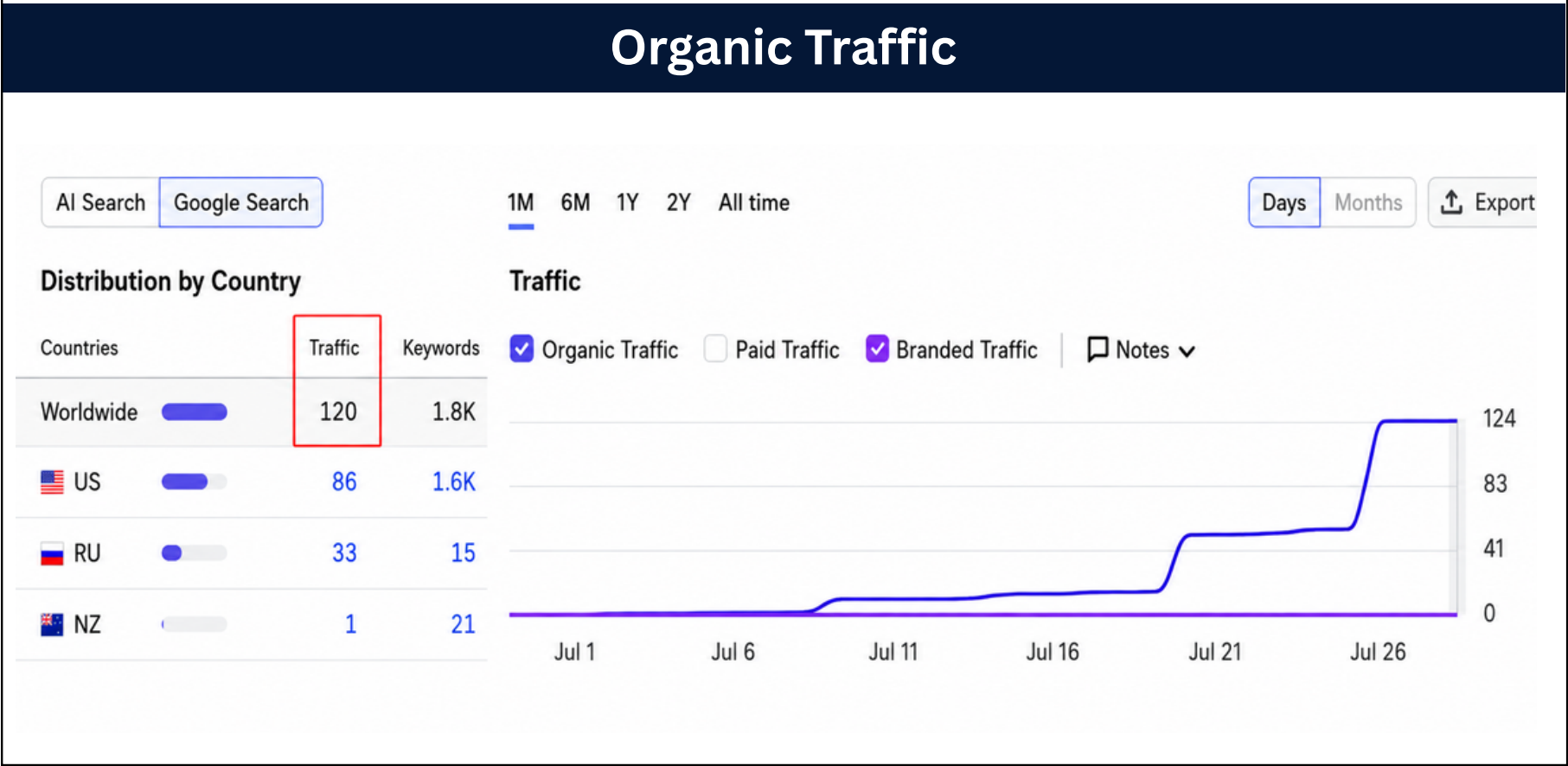
Service

New & Used Diesel Engine Parts,
OEM Parts, Parts Sourcing, Fast
Quotes & Expert Support.

Target Location
USA



Keyword Ranking Status		
S. No	Keywords	Current Ranking
1	Cummins fan clutch 601811	2
2	Horton cooling system parts	4
3	Used ECM ECU	4
4	Used fan clutch	5
5	Used air brake compressor	5
6	Diesel air brake compressor	5
7	Used Horton fan clutch	6
8	dd13 engine life expectancy	6
9	Horton fan clutch parts	7
10	d62-6067	7



Performance Summary



Target Keywords

100



Top 10 Keywords

8



Top 20 Rankings

26



Organic Keywords

453

SEO Overview



Organic Traffic

Increased to 1,314 organic visitors (USA), showing strong growth in traffic and online visibility.



Google Search Performance

The website generated 1.18k organic clicks and 75.7K search impressions, increasing its visibility in Google Search.



AI Visibility

Increased AI visibility with 14 mentions, 55 cited pages, 43 ChatGPT mentions, 8 AI Mode appearances, and 11 Gemini mentions.