



Digital Marketing Portfolio for HD Engines

Google Ads | SEO

LAST 6 MONTHS

Managed marketing campaigns for an engine supplier,
promoting rebuilt and remanufactured engines.



Google Ads Results

HD Engines

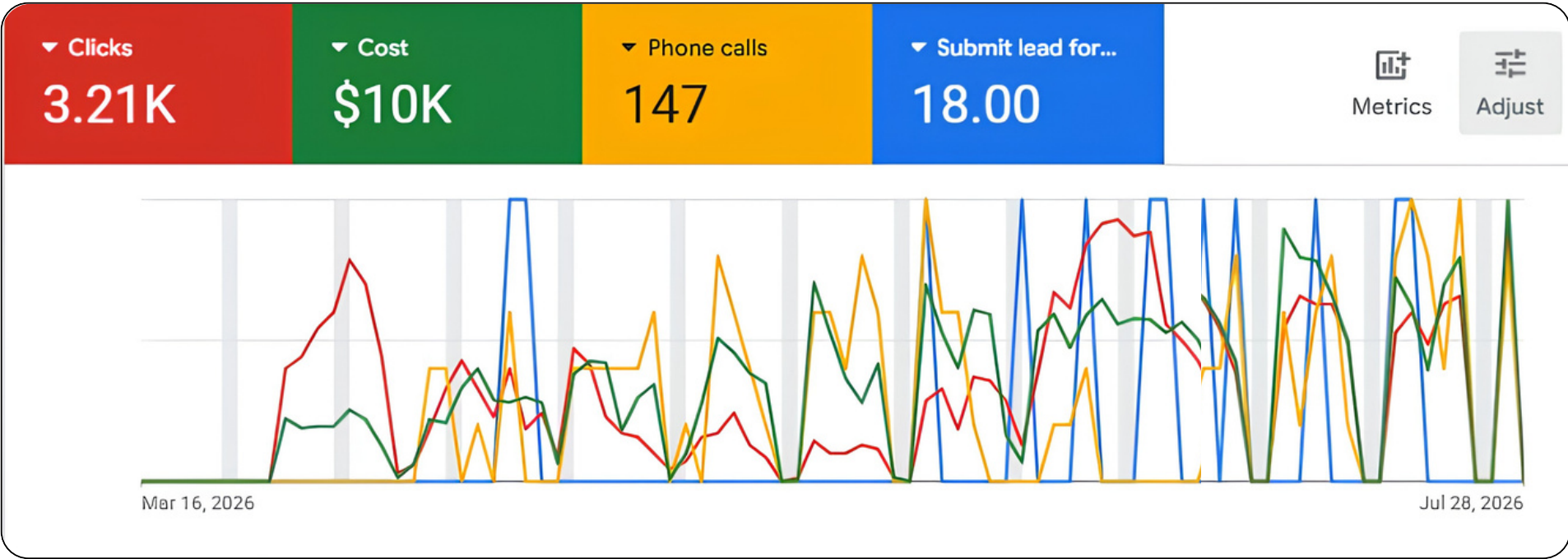
Google Search Ads Targeting High-intent Reliable Rebuilt Truck Engines Keywords.



INDUSTRY
Reliable Rebuilt Truck Engines



LOCATION
532 West 20th Street
Hialeah, FL 33010



Campaign Highlights

- Generated **165 qualified leads** through Google Search campaigns with a total ad spend of \$10,000.
- Achieved an average **Cost Per Lead (CPL) of \$60.61**, delivering cost-effective lead generation in a competitive market.
- Maintained an average **Cost Per Click (CPC) of just \$3.12**, driving high-intent traffic while keeping acquisition costs efficient.

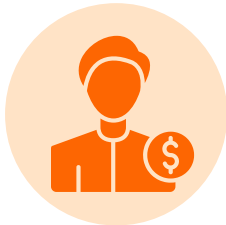
Performance Summary



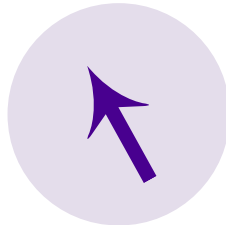
Cost
\$10,000



Total leads
165



Cost Per lead (CPL)
\$60.61



Average CPC
\$3.12

SEO Results

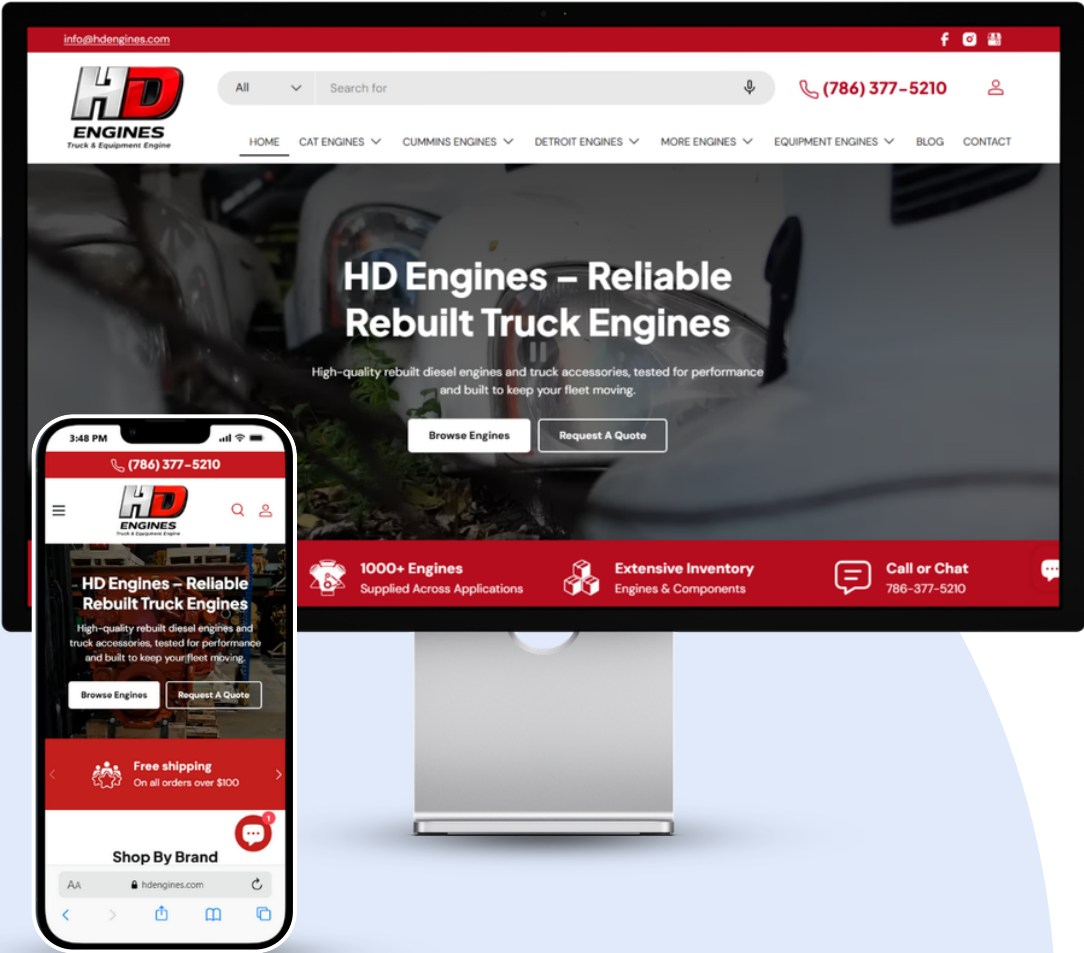
HD Engines

Service

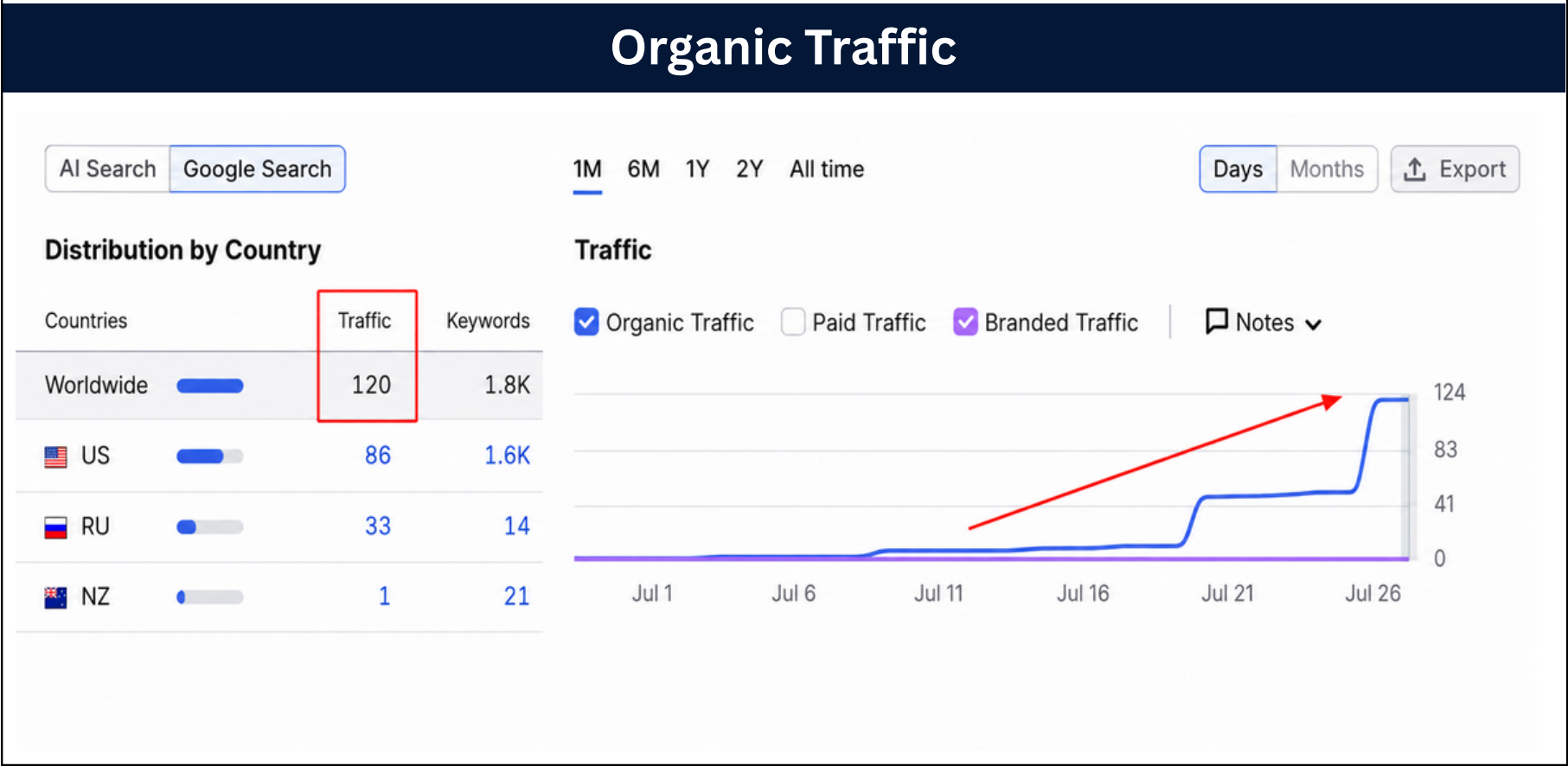
New Diesel Engine Sales, Used Diesel Engine Sales, Rebuilt & Remanufactured Engine Sales, Engine Replacement Solutions.

Target Location

USA



Keyword Ranking Status		
S. No	Keywords	Current Ranking
1	dd15 cummins engine specs	3
2	cat c15 horsepower	4
3	cummins isx rebuild cost	4
4	buy JCB diesel engine	5
5	c15 cat engine specs	7
6	cat c15 hp	7
7	d914la3 deutz	7
8	caterpillar c15 engine specs	7
9	diesel engine cost	9
10	c15 caterpillar engine specs	9



Performance Summary



Target Keywords

120



Top 10 Keywords

10



Top 20 Rankings

24



Organic Keywords

1.8K

SEO Overview



Organic Traffic

Increased to 1,458 organic visitors (USA), showing strong growth in traffic and online visibility.



Google Search Performance

The website generated 514 organic clicks and 75.3K search impressions, increasing its visibility in Google Search.



AI Visibility

Increased AI visibility with 14 mentions, 44 cited pages, 27 ChatGPT mentions, and 9 appearances across Google AI Overview, AI Mode, and Gemini