



SEO Portfolio for HD Engines

LAST 6 MONTHS

Executed a comprehensive SEO strategy to improve organic visibility, keyword rankings, and traffic for a diesel engine supplier.



SEO Performance Overview



Organic Search

1,512



Average CTR

0.7%



Average Position

32.1



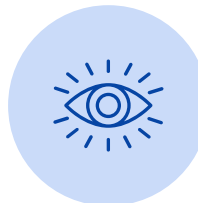
Total Keywords

60+



Click

646

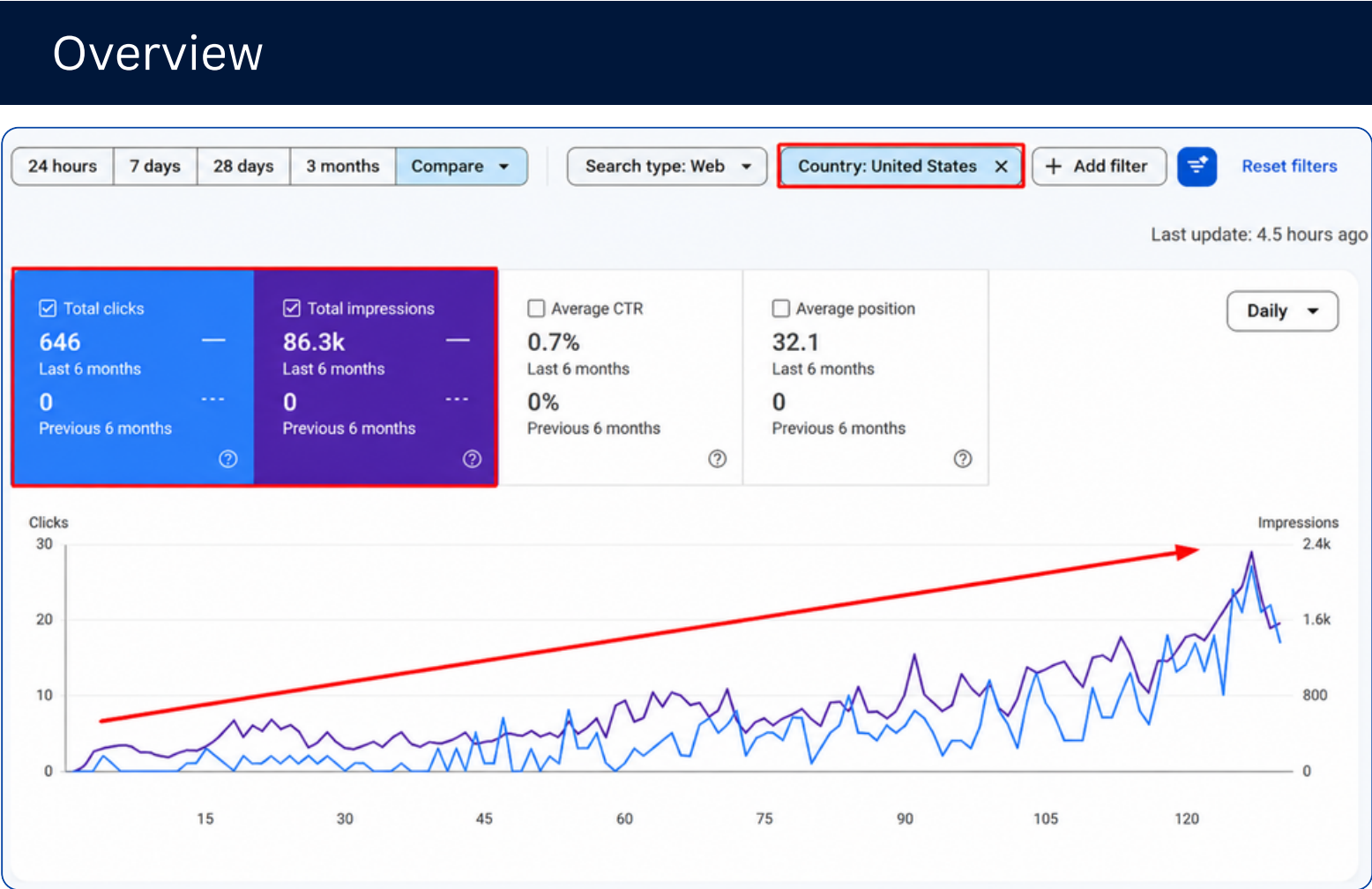


Impressions

86.3k

Organic Traffic

- **1,527 total website visitors** were recorded during the reporting period.
- **1,512 visitors came through Organic Search** (USA), making it the primary source of traffic.
- Organic Search remained the dominant traffic source, driving the vast majority of website visits.



Click & Impressions

- **646 organic clicks** and **86.3K Google Search impressions** were generated from users in the United States.
- Organic visibility continued to improve, with increased impressions and clicks reflecting stronger search performance and growing organic reach.

Keyword Ranking Summary



Top 5 Keywords

8



Top 10 - 20 Keywords

14



Top 20 - 30 Keywords

16



Top 30- 40 Keywords

29

Website Keyword Ranking Overview

- 67 target keywords were optimized, improving the website's visibility in Google search results.
- 8 keywords are now ranking in Google's Top 5, increasing website visibility and driving more organic traffic.
- 14 keywords are now ranking in positions 10–20, bringing more target keywords closer to the first page of Google.
- 16 keywords are ranking in positions 20–30, while 29 keywords are now within Google's Top 40, strengthening the website's organic visibility and overall search performance in just 6 months.

Top 5 Keywords		
Sr. No.	Keywords	Jul 31, 2026
1	hialeah isuzu engine dealer	3
2	c15 cat engine specs	3
3	diesel engine replacement cost	3
4	cat c15 horsepower	4
5	cat c15 hp	4
6	new 2021 Cummins B6.7 200HP truck engine for sale	4
7	903 cummins engine for sale	4
8	cummins v8 for sale	5

Top 10 - 20 Keywords		
Sr. No.	Keywords	Jul 31, 2026
1	d914la3 deutz	6
2	50 series detroit for sale	6
3	new 2021 Cummins B6.7 280HP truck engine for sale	7
4	caterpillar c15 engine specs	7
5	4 cylinder perkins diesel for sale	7
6	diesel engine cost	7
7	perkins 2.2 diesel	7
8	Cummins B6.7 engine for sale	13
9	jcb 444 engine for sale	13
10	cummins 903 for sale	14
11	buy JCB diesel engine	16
12	rebuilt hino engine	16
13	new detroit engine for sale	16
14	jcb diesel engine for sale	19

GMB Performance

Before starting



Current



GMB Overview

- 12 GMB Posts added to improve local visibility.
- Products added to increase customer engagement.
- Logo & Cover updated to strengthen branding.
- GMB Profile optimized for better local search performance.

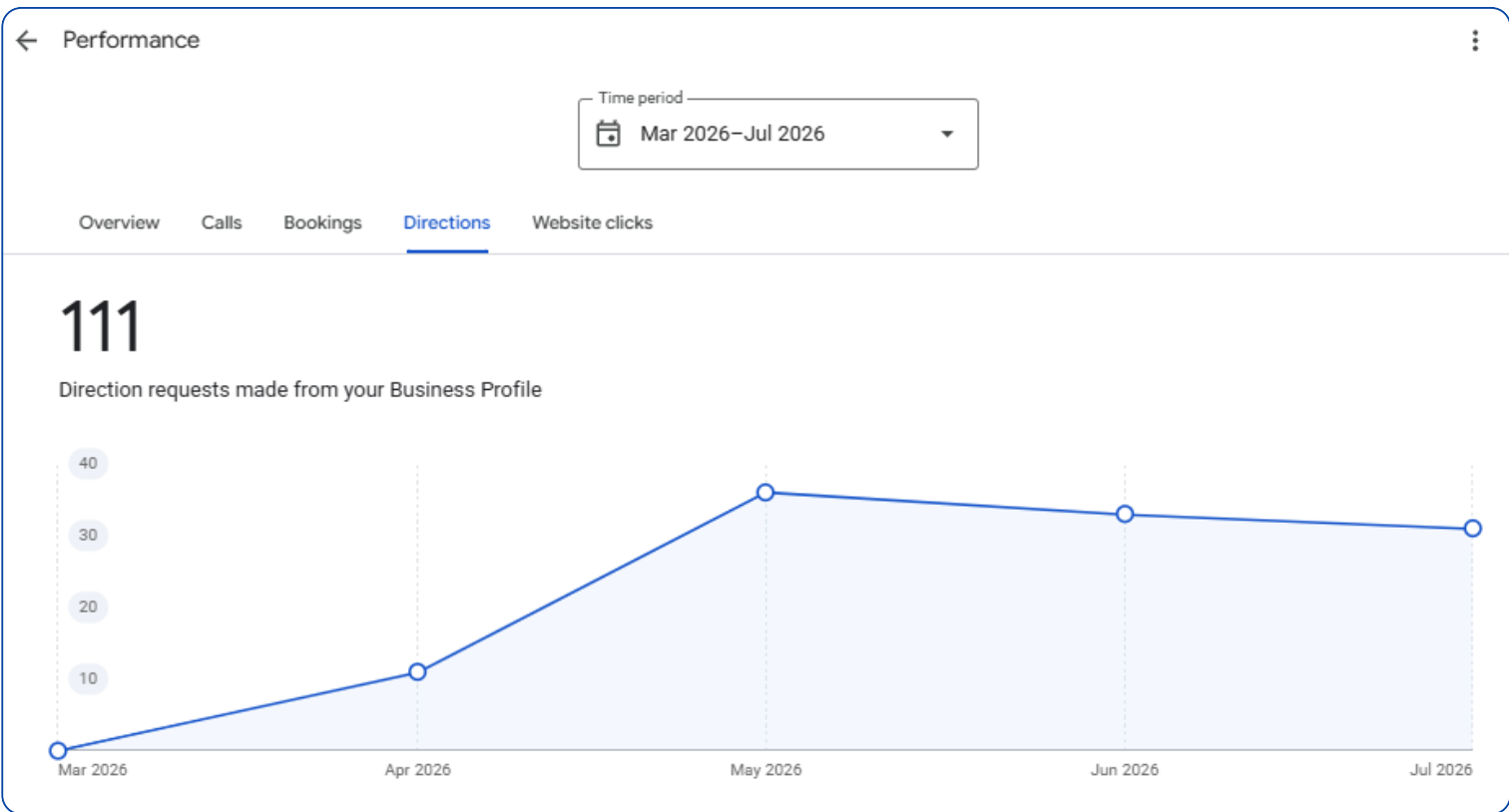
GMB Keywords

kohler diesel engine for sale	2
mitsubishi diesel engines for sale	5
Doosan diesel engine for sale	7
new detroit engine for sale	7
buy JCB diesel engine	10
international engine for sale	10
volvo engine for sale	18

Interactions



Directions



AI Keyword Rankings



Appearing in Google AI Overview

Featured in AI Overview results for multiple targeted keywords and products.



Improved Organic Visibility

Stronger presence in Google Search results through AI-powered Insights.



More Relevant Visitors

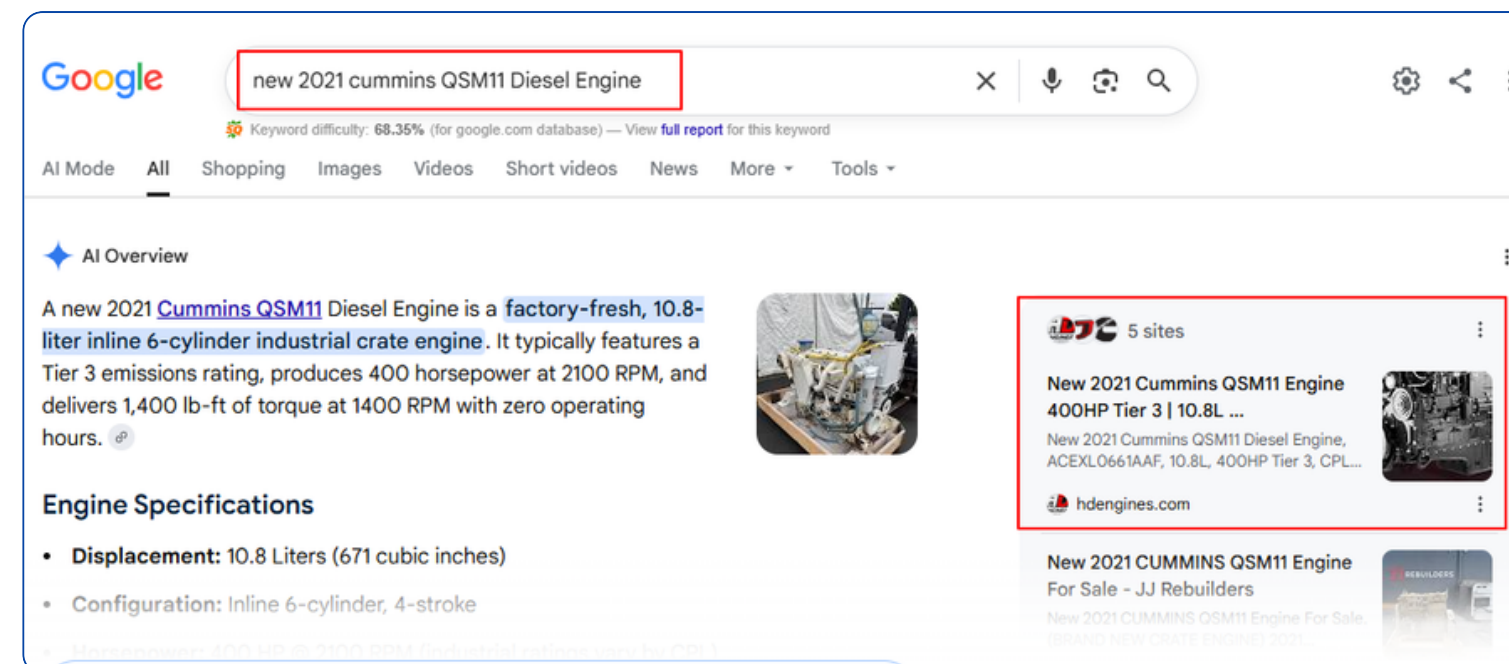
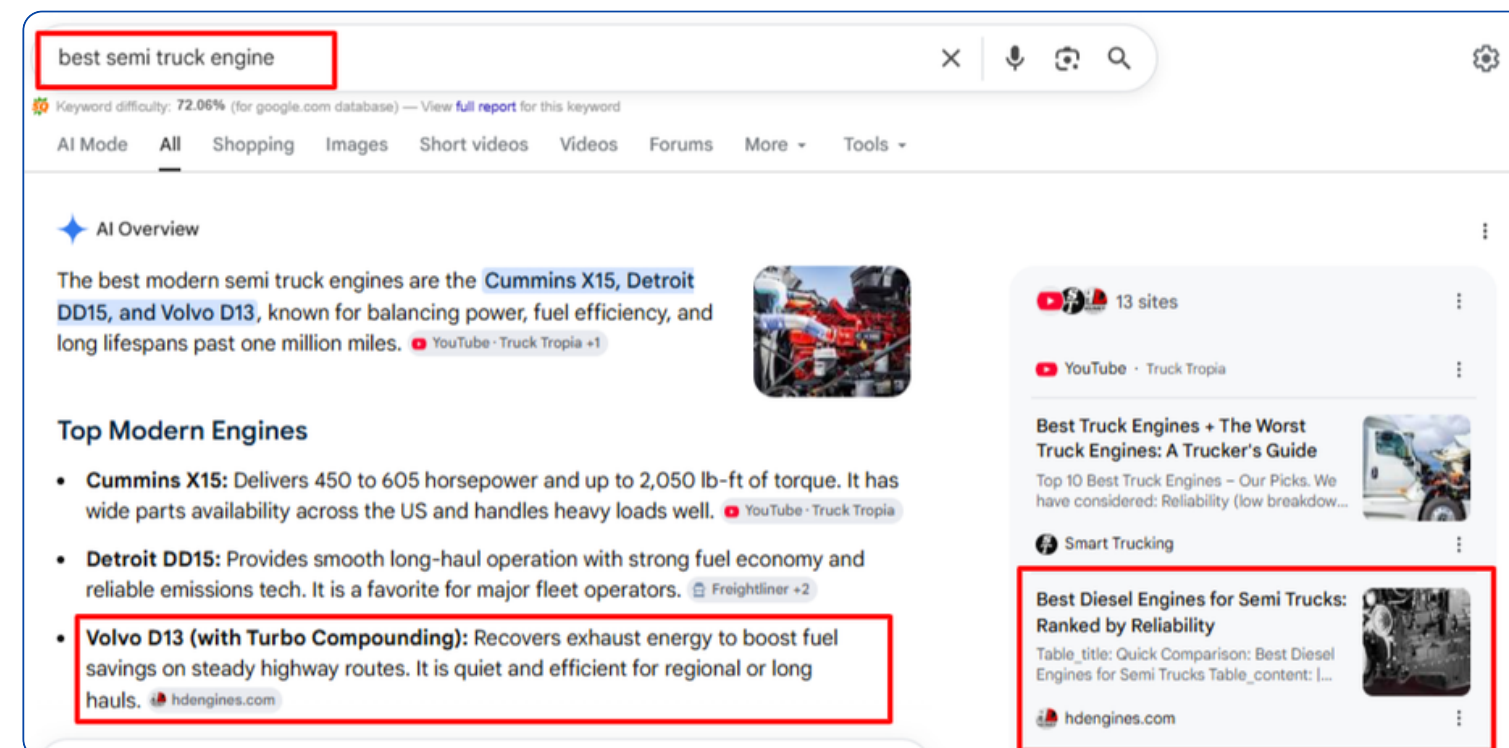
Attract users with high interest through information and product-related searches.



Increased Conversion Opportunities

Greater visibility across the buying journey leading to more qualified leads.

AI Keyword



- The website is now appearing in Google AI Overviews for several targeted keywords and products.
- This has improved the website's organic visibility in Google search results.
- Increased visibility is helping attract more relevant visitors and generate more conversion opportunities.

Organic Search Growth

Before SEO

Current



Referring Domains

12



Referring Domains

136



Organic Keywords

63



Organic Keywords

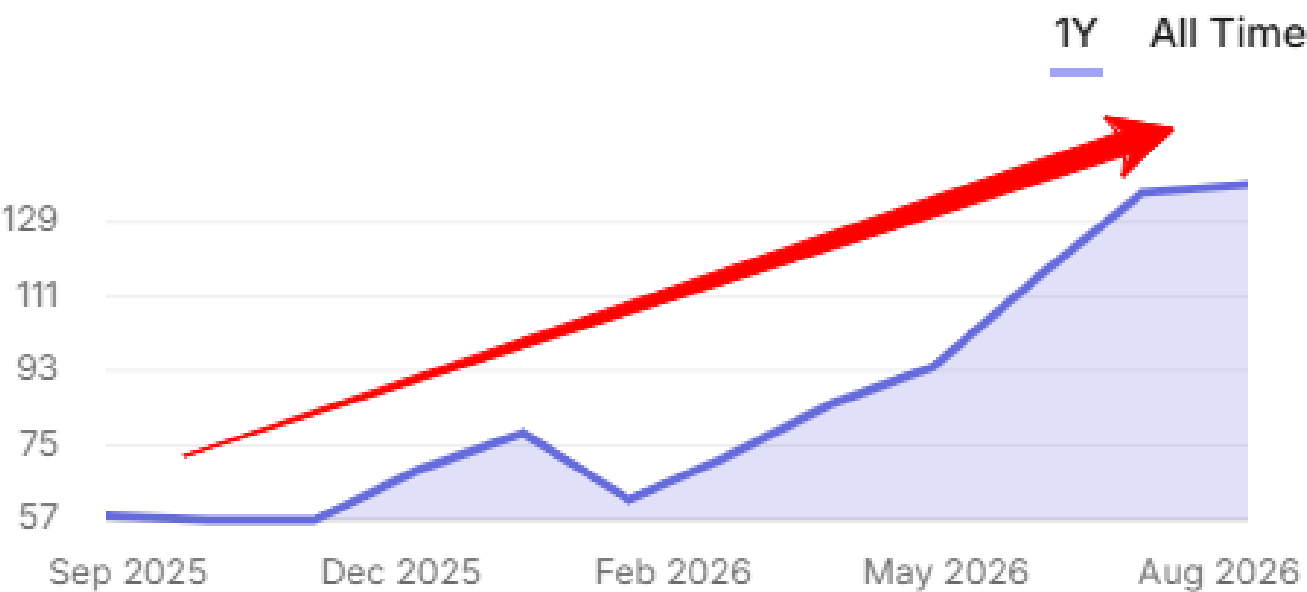
2K

SEO Growth Highlights

- **Organic Keywords:** The website is now ranking for 2K organic keywords, increasing visibility across Google Search and attracting more potential customers.
- **Referring Domains:** Built high-quality referring domains through strategic link building, strengthening the website's authority and trust.
- **SEO Improvement:** Better keyword rankings and strong backlinks have improved the website's search visibility and overall SEO performance.
- **Increased Reach:** Expanded presence across more relevant search queries, helping the website reach more users organically.

Referring Domains

Referring Domains



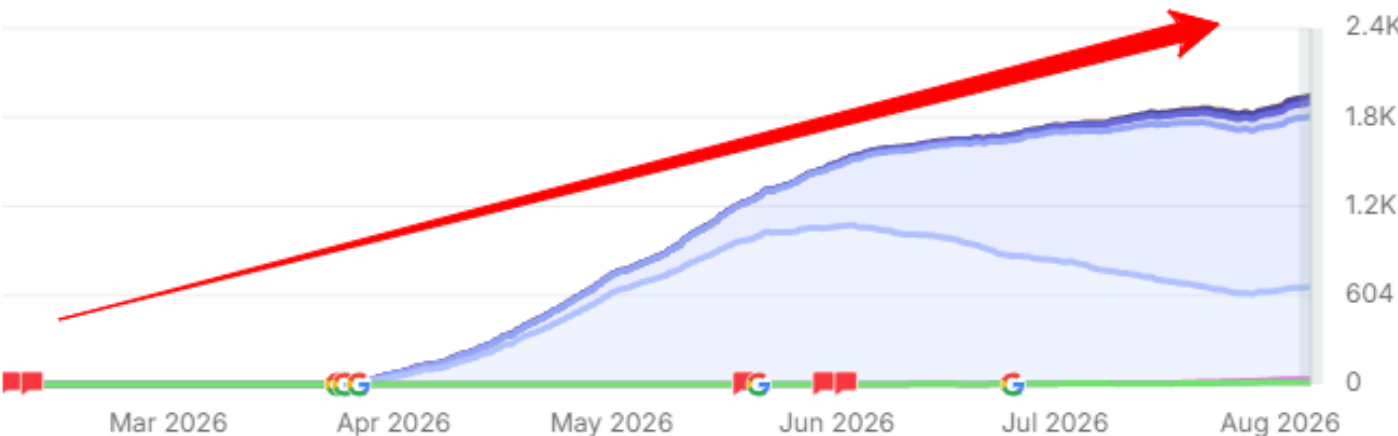
Organic Keywords

Keywords

Organic

Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



Website Health & Technical Improvements

We fixed critical technical issues and optimized key on-page factors to improve the website’s performance, user experience, and search engine visibility.

Key Highlights



Domain Authority Increased from **3 to 9**



Page Speed Score Improved from **40 to 77**



Page Authority Improved from **11 to 23**



Core Web Vitals Now **Passed**



Indexed Pages Grew from **200 to 668**



Broken Links Fixed Reduced from **137 to 0**

Website Health Overview

Metric	Before SEO	Current	Change
Domain Authority	3	9	↑ +6
Page Authority	11	23	↑ +12
Page Speed Score	40	77	↑ +37
Core Web Vitals	Failed	Passed	—
Indexed Pages	200	668	↑ +468
Broken Links Fixed	137	0	↑ -137

Impact

- Stronger search engine visibility
- Better website performance
- Improved user experience
- Solid foundation for long-term growth