



SEO Portfolio for JJ Engine

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

1,375



Average CTR

1.6%



Average Position

17.5



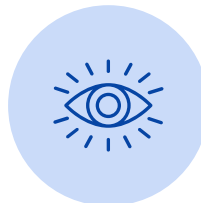
Total Keywords

90



Click

1.27K

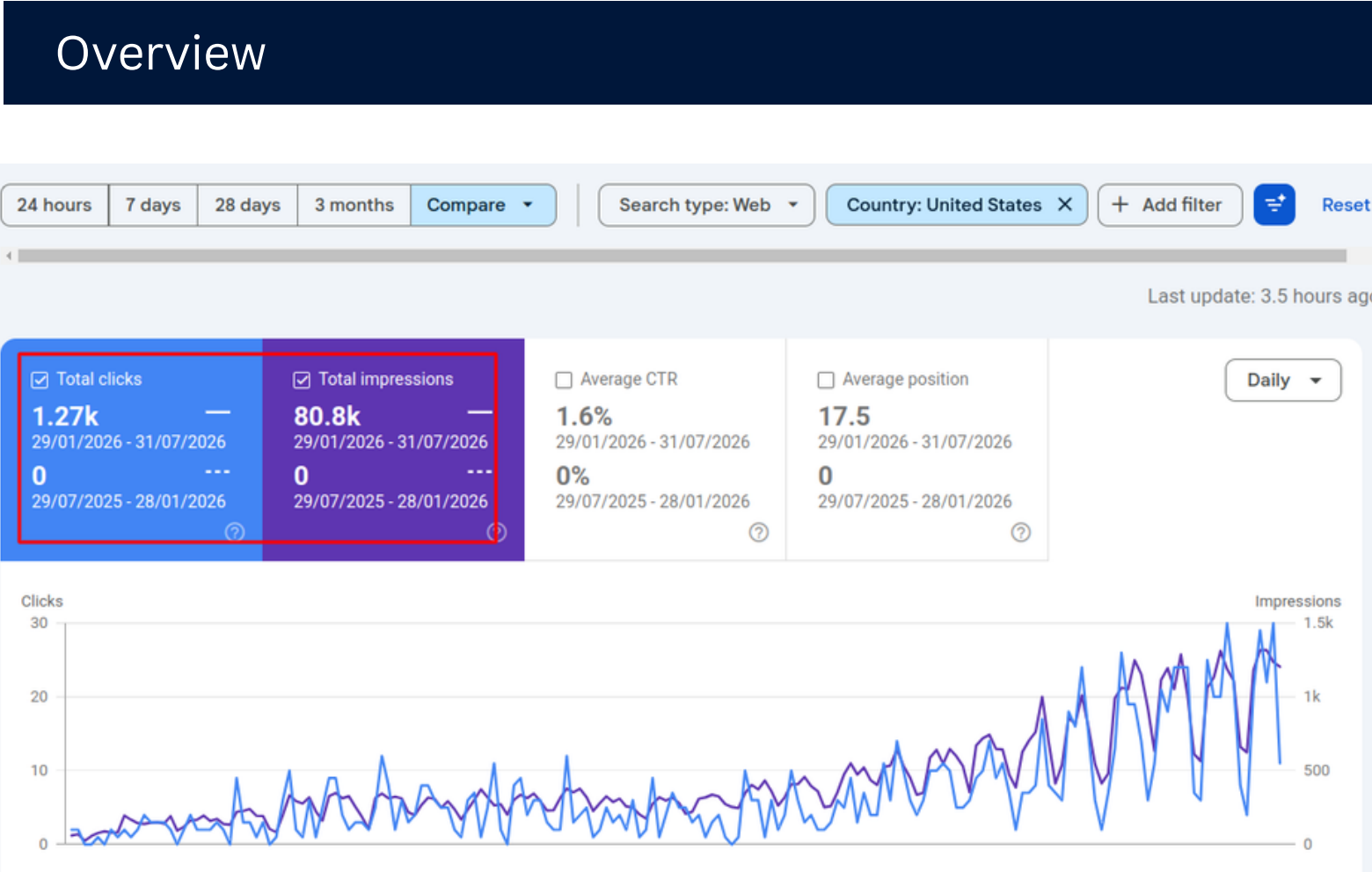


Impressions

80.8K

Organic Traffic

- **1,481** total website visitors were recorded during the reporting period.
- **1375 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

- We received **1.27K organic clicks** and **80.8K impressions** in the United States. This reflects the continued improvement in the website's organic visibility in Google search results.

Keyword Ranking Summary



Top 5 Keywords

8



Top 10 - 20 Keywords

14



Top 20 - 30 Keywords

35



Top 30- 40 Keywords

33

Website Keyword Ranking Overview

- 90 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.
- 35 keywords are ranking in positions 20–30, while 33 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	Ranking
1	Used fan clutch	3
2	Horton cooling system parts	4
3	Used air brake compressor	4
4	Diesel ECM Parts	4
5	Used ECM ECU	5
6	Used Horton fan clutch	5
7	OEM ECM ECU	6
8	Horton fan clutch parts	5

Top 10 - 20 Keywords		
Sr. No.	Keywords	Rankig
1	Paccar ECM ECU	11
2	Diesel air brake compressor	13
3	Isuzu diesel engine parts	14
4	Paccar diesel engine parts	15
5	Mack diesel engine parts	15
6	Used Volvo engine parts	15
7	Fan clutch	15
8	Diesel AC compressor	16
9	used ecm for sale	16
10	Detroit turbocharger parts	18
11	Paccar replacement parts	19
12	MACK ECM ECU	20
13	Used Isuzu engine parts	20
14	Used Cummins engine parts	20

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.

- 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.

AI Keyword

PACCAR MX- 13 fan clutch 09650

Keyword difficulty: 64.38% (for google.com database) — View full report for this keyword

AI Mode All Shopping Images Videos Short videos Forums More Tools

AI Overview

The PACCAR MX-13 fan clutch matching part number suffix 09650 is an **OEM BorgWarner Fan Clutch** (typically part number 1090-09650-01B or 1090-09650-01). Used and tested replacement units generally price around \$350 to \$425 CAD, while new or alternative assemblies vary by distributor.

Part Specifications

- **Brand:** BorgWarner
- **Engine Model:** PACCAR MX-13
- **Part Numbers:** 1090-09650-01B, 1090-09650-01
- **Base Part Number:** 010024558
- **Number of Grooves:** 12

YouTube · Koon Trucking

BorgWarner OEM Fan Clutch for Paccar MX-13 Engine 1090 ...
BorgWarner OEM Fan Clutch for Paccar MX-13 Engine 1090-09650-01B...

JJ Engine Parts

BorgWarner OEM Fan Clutch for Paccar MX-13 Diesel Engine 109...
* PART SPECIFICS. * Make: BorgWarner. * Engine Model: Paccar MX-13. * Part #:...

JJ Engine Parts

Cummins fan clutch 601811

Keyword difficulty: 68.40% (for google.com database) — View full report for this keyword

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AI Overview

The Horton base part number 601811 is a **heavy-duty fan clutch assembly** used on medium-duty and commercial vehicles equipped with **Cummins ISL-G** and International MaxxForce 9/10/DT diesel engines.

Specifications & Cross-References

- **Base Part Number:** 601811
- **Compatible Engine Models:** Cummins ISL-G, International MaxxForce 9, MaxxForce 10, MaxxForce DT
- **Common OEM Part Numbers:** 98A4717, 98A4225
- **Common Service Numbers:** 99A5563, 99A4717, 99A4702
- **Alternative / GoldTop Upgrade Number:** 24-256

2 sites

Horton fan clutch for cummins and international engine ...
JJ Engine Parts * PART SPECIFICS. * Make: Horton. * Engine Model: Cummins ISL-G Engine and International Maxforce...

JJ Engine Parts

Horton 99A4717 Fan Clutch for International, Cummins ...
(GOOD USED/ TESTED) Horton Fan Clutch for Cummins ISL-G Engine and Internation...

MyLittleSalesman.com

Organic Search Growth

Before SEO

Current



Referring Domains

4



Referring Domains

91



Organic Keywords

49



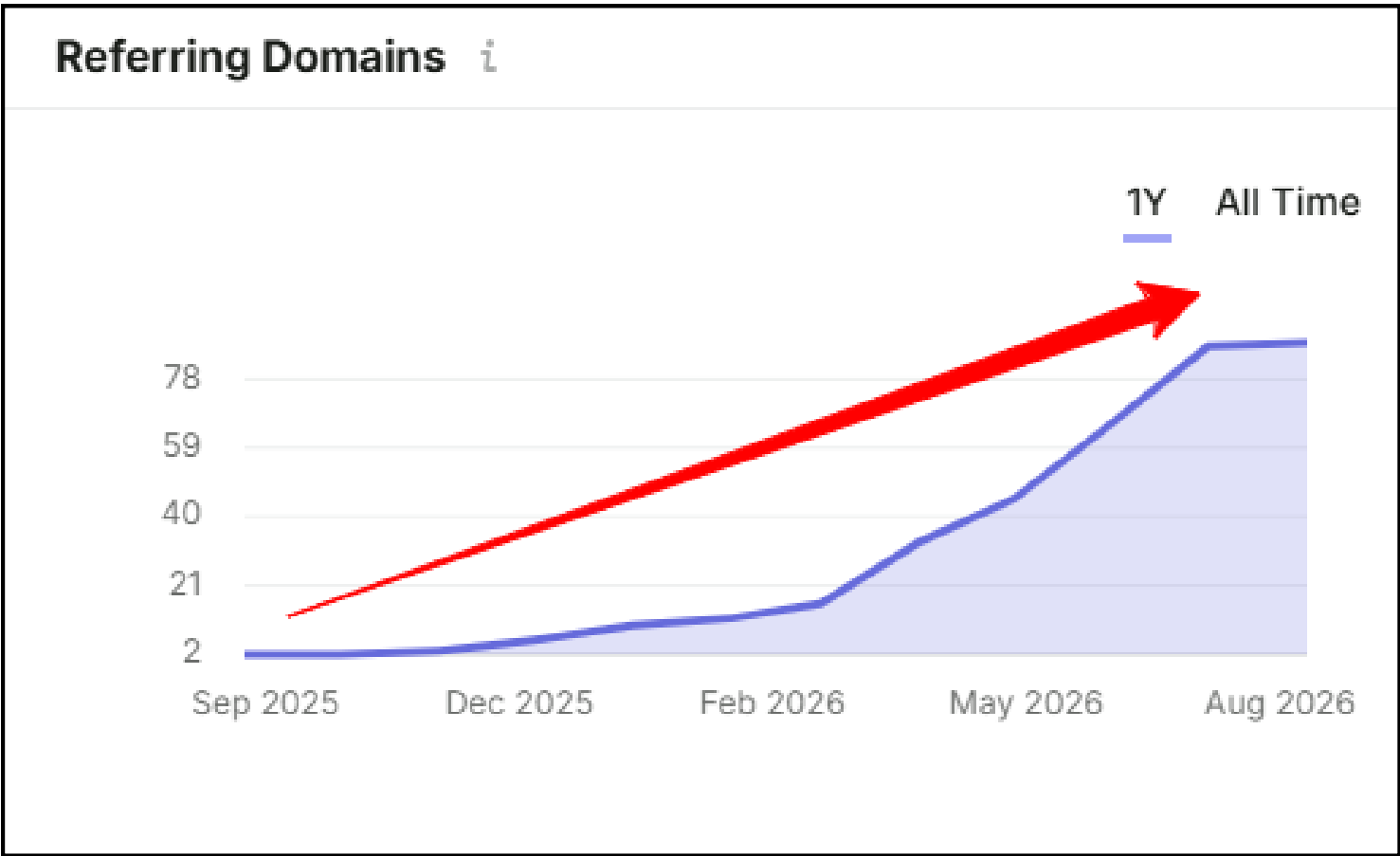
Organic Keywords

484

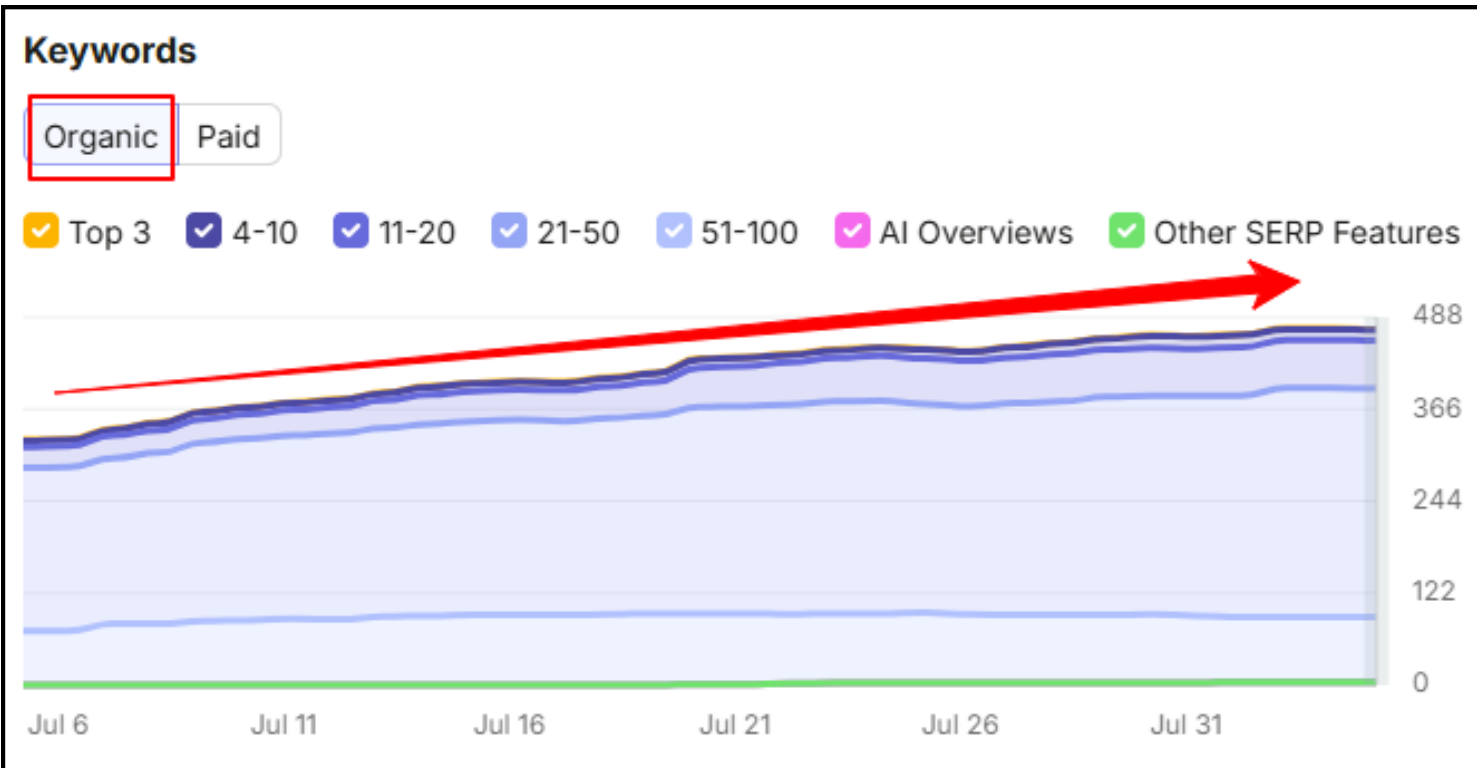
SEO Growth Highlights

- **Organic Keywords:** The website is now ranking for 484 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



Organic Keywords



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 10**



Page Speed Score Improved from **30 to 75**



Page Authority Improved from **10 to 15**



Core Web Vitals Now **Passed**



Indexed Pages Grew from **250 to 2.25K**



Broken Links Fixed Reduced from **140 to 0**

Website Health Overview

Metric	Before SEO	Current	Change
Domain Authority	3	10	↑ +7
Page Authority	10	15	↑ +5
Page Speed Score	30	75	↑ +45
Core Web Vitals	Failed	Passed	—
Indexed Pages	250	2.25K	↑ +2K
Broken Links Fixed	140	0	↑ -140

Impact

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