

CASE STUDY

Textivia

How Textivia helped Action Gator Tire increase total conversions by over 234%

14.88%

CONVERSION
RATE

+288%

GOOGLE ADWORDS
CONVERSIONS

70%

LOWER COST
PER LEAD

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“With Textivia’s help, we’re finally getting found in search. More importantly, we’ve earned the trust of our local community. As a family owned and operated business, that community support is invaluable.”

FREDDY CHRISTENSEN, JR.
COO, Action Gator Tire



Action Gator Tire is a tire shop and auto repair center with 29 locations across Central and South Florida.

Their peerless customer service and commitment to quality have made them the go-to local business for all maintenance, repair, and tire needs.

HIGHLIGHTS

CHALLENGES

- Website in need of redesign and content overhaul
- Ad campaigns needed to be optimized to drive more traffic and convert leads
- Average cost per lead of \$46.18 was unsustainable
- Previous agency left website project unfinished

SOLUTION

- Reduced on-site friction to minimize clicks to conversion
- Expanded keywords to increase organic visibility
- Optimized paid search campaigns

Challenges

AN OUTDATED WEBSITE AND UNSUSTAINABLE CPL (COST PER LEAD)

In early 2017, Action Gator Tire's website was in dire need of an overhaul. They'd built a reputation for themselves as one of Florida's most trusted local tire shops and auto repair centers, but their visibility in search didn't reflect their commitment to quality, integrity, and reliability.

"Many of our problems stemmed from our outdated website," recalls Freddy Christensen Jr., Action Gator Tire's COO. "Our website wasn't keeping up with current design trends or search engine optimization best practices."

"We had virtually no search presence, our ad campaigns were underperforming, and we didn't have any content on our website to show people that we're a leader in car safety and maintenance," he adds.

In addition to a new website, Action Gator Tire also needed to improve their organic and paid search campaigns. Their current campaigns were expensive but weren't yielding satisfying results. Their average cost per lead conversion was \$46.18—an unsustainable amount for any growing business.

"Our ad campaigns were consistently underperforming," Freddy says. "People couldn't find us in search; most of our traffic came from ads. But then they'd land on the website and wouldn't buy anything, so conversions were really low."

RESULTS

- 234% increase in overall conversion rate
- 288% increase in Google AdWords conversions
- ~70% reduction in total cost per conversion
- >9,700 indexed keywords

Action Gator Tire took proactive steps to fix these problems, by hiring a large internet marketing company which boasted a lot of experience in the automotive industry. Unfortunately, their new website never got off the ground.

“We started the new website project with our previous provider, but they didn’t really listen to our needs,” Freddy sighs. “The template site was poorly executed and didn’t match our branding.”

Frustrated that they’d been left in the lurch by their previous provider, Action Gator Tire reached out to Textivia for help. The difference in quality and service was night and day.

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Solution

A DIGITAL DESIGN & MARKETING AGENCY WITH A NICHE IN AUTOMOTIVE AND MULTI-LOCATION MARKETING

Freddy and his team were immediately impressed by Textivia's professionalism and its familiarity with marketing for multi-location businesses, when they began their partnership in February 2017.

"We didn't know what to expect," Freddy admits. "But Textivia came up with a plan to reduce our cost per lead, and their rigorous process convinced us they were the right solution."

Working with Textivia proved to be far easier than Freddy had initially anticipated. They kicked off their collaboration with a thorough discussion about Action Gator Tire's long-term goals, key performance indicators, and current concerns.

Textivia used these insights to create a plan of action, which defined the necessary research phase, design phase, content phase, development phase, review phase, and launch process Action Gator Tire would need to optimize their site.

Textivia's primary goal was to solve Action Gator Tire's high cost per acquisition, improve the conversion rate of their ad campaigns, and create a wealth of valuable content.

"Textivia drilled down to the core problems," Freddy says. "They pulled together all of our resources and created a plan to support a large internet presence."

The first thing Textivia did was revamp Action Gator Tire's website. The new site was mobile-friendly, allowed visitors to easily find any of Action Gator Tire's 29 different locations, and minimized the number of clicks required to turn a visitor into a qualified lead.

"Textivia built our website from the ground up. They helped us redesign our site and logo, they helped us with our rebrand, and they created a content plan from scratch," Freddy confirms.

Next, Textivia increased Action Gator Tire's organic visibility through keyword expansion. They quickly produced a large quantity of high-quality content, such as blog posts, to improve Action Gator Tire's ranking for key terms.

"Textivia has probably had the biggest impact on our content—we didn't really have any before," Freddy says.

"Now we have content on our site, including location-specific content and useful how-to guides. It's rich and engaging and on another level compared to the repetitive, automotive jargon we had before," he elaborates.

Finally, Textivia optimized Action Gator Tire's paid search campaigns. By streamlining the website conversion process and creating dedicated landing pages, they aimed to increase Action Gator Tire's monthly conversions.

"They helped us refine our Facebook targeting, our Google ads are performing better than ever before, and they've helped us dig into and understand our analytics," Freddy says.

And, to Freddy's relief, Textivia's team was always available and happy to listen to suggestions when it came to Action Gator Tire's look and messaging.

"They assigned us an account manager. He listened to all of our suggestions, and we knew we could trust him with our brand," Freddy explains. "We also knew we could reach him whenever we needed help—that level of support is amazing."

Textivia's unique experience working with and scaling for multi-location companies made them the perfect partner for Action Gator Tire.

"Textivia's deep knowledge of both the automotive industry and multi-location marketing has been essential to our success," Freddy affirms.

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Results

A FRICTIONLESS CONVERSION FUNNEL THAT MAXIMIZES SALES WITHOUT INCREASING OVERALL SPEND

Action Gator Tire's new website was up and running by May 17, 2017, less than four months after partnering with Textivia. The average visitor now spends less time on the site and explores fewer pages, but the on-site conversion rate has increased by a massive 234.38 percent.

"We launched a new website in less than four months, and the difference is amazing. Visitors have an easy time finding exactly what they need, and our sales are higher than ever before," Freddy explains.

Thanks to the new, custom-written content Textivia created for Action Gator Tire, they've greatly increased their organic visibility. Action Gator Tire now has more than 9,700 indexed keywords and rank in the top three positions for many key search terms in their industry.

"With Textivia's help, we're finally getting found in search," says Freddy. "More importantly, we've earned the trust of our local community. As a family owned and operated business, that community support is invaluable."

Last but not least, Action Gator Tire's average Google AdWords conversions are up 288 percent from the time they began working with Textivia.



By maximizing Action Gator Tire's budget, Textivia achieved these results without any increase in overall spend. As a result, the average cost per lead conversion has fallen from \$46.18 to \$13.95—a substantial 69.79 percent decrease.

"They're experts when it comes to pulling data from Google analytics and driving sales through ads," Freddy smiles.

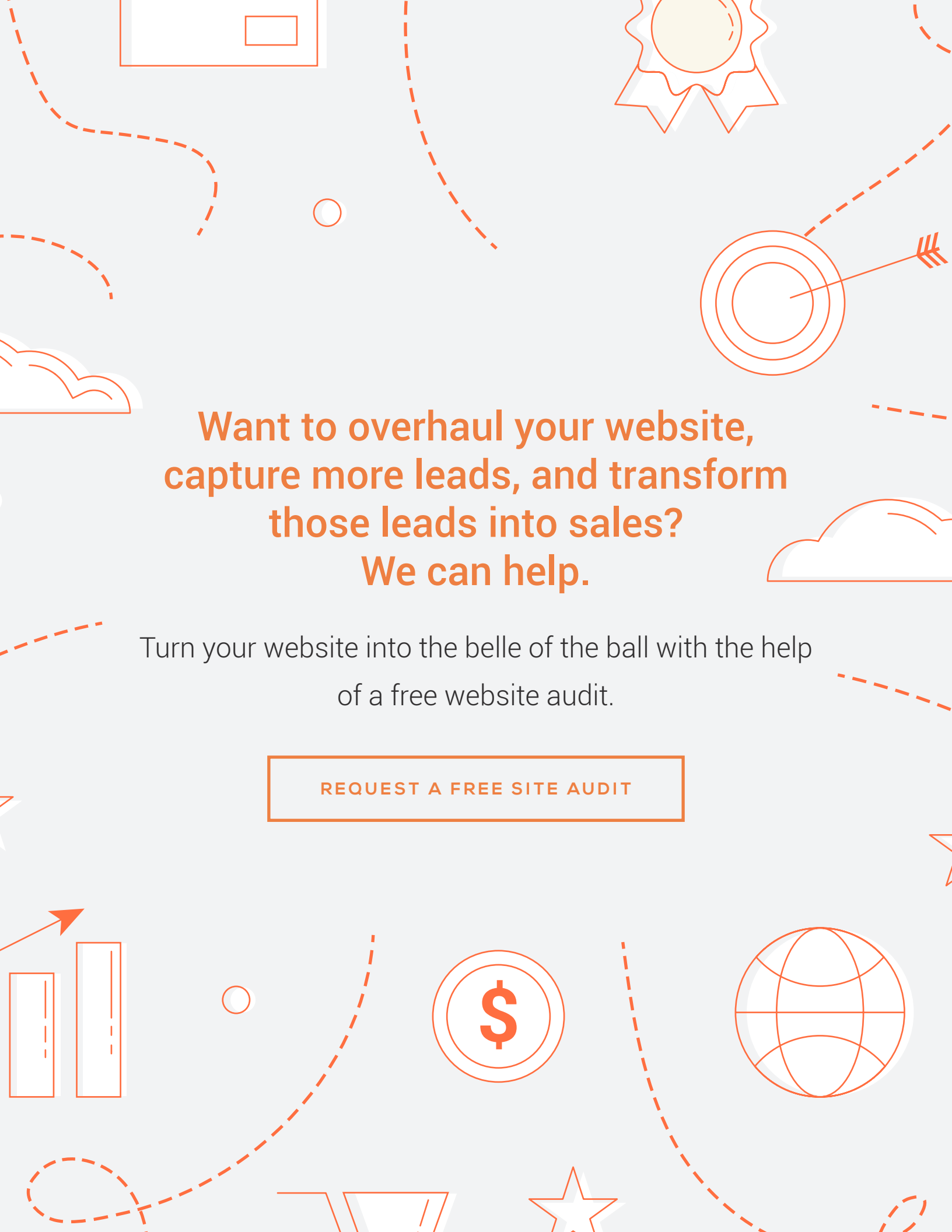
In less than a year, Action Gator Tire's web presence has been completely revitalized. Freddy has nothing but positive takeaways from their collaboration with Textivia.

"Would I recommend working with Textivia?" Freddy asks. "Well, their customer service is great, and our conversion rates are almost four times higher without any increase in cost. I think that speaks for itself."

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**Want to overhaul your website,
capture more leads, and transform
those leads into sales?
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