

A blurred horizontal bar with a gradient of dark red and purple colors, positioned to the left of the word 'Motorsports'.

# Motorsports

## SEO Marketing Plan

# Chaparral Motorsports Marketing Strategy Overview

Chaparral is an industry leader when it comes to motorsports. They have a great looking websites with lots of incredible images and a massive catalog of gear.

They are also ranking well for some important keywords and have a growing backlink profile with solid content in their blog section. However, they would like to rank better for keywords that will drive more profit.

They are also ranked 4th when compared to their primary competition when it comes to backlinks and organic traffic.

We need to find a way to begin outranking their competition while also finding keywords that produce more profit and push them into the top spot.

Additionally, they want to build better relationships with their customers with content that targets multiple touchpoints in the buyer's journey.

**The best way to do that is by choosing a keyword that is ranking just outside the top spot and building a content hub around it.**

The steps to do that are:

1. Identifying keywords that produce more profit that are ranking just outside of the top spot
2. Design and create a content hub targeting those keywords to drive traffic and sales
3. Ensure the content hub is formatted and organized correctly for SEO
4. Launch the content hub and repeat the steps with other profitable keywords

# How to Find the Right Keywords

It's more about precision than power. Chaparral is already ranking for lots of different keywords. We need to find the right keyword to target to push into the top spot.

This keyword should drive significant profit for the company, have lots of search volume, and rank within the first 2 pages of Google.

## We will do this by:



Conducting a keyword audit to identify keywords we can build a content hub around



Designing and creating a content hub targeting this keyword along with variations of it



Launching the new content hub and identifying new keywords to continue optimizing for

# The 6 Search Need States – What Shoppers are looking for on your

## Surprise Me

Search is fun and entertaining. It is extensive with many unique iterations and shoppers are opened to being influenced

## Thrill Me

Search is a quick adventure to find new things. It is brief with just a few words and minimal back-button use

## Impress Me

Search is about influencing and winning. It is laser focused, using specific phrases and shoppers want to see something new or different on the PDP

## Educate Me

Search is about competence and control. Shoppers look for: reviews, ratings, comparisons, etc to compare brands and make informed buying decisions.

## Reassure Me

Search is about simplicity, comfort, and trust. It is uncomplicated and shoppers want to get their questions answered before making a buying decision

## Help Me

Search is about connecting and practicality. It is to-the-point, and shoppers are looking for products to improve something specific in their lives

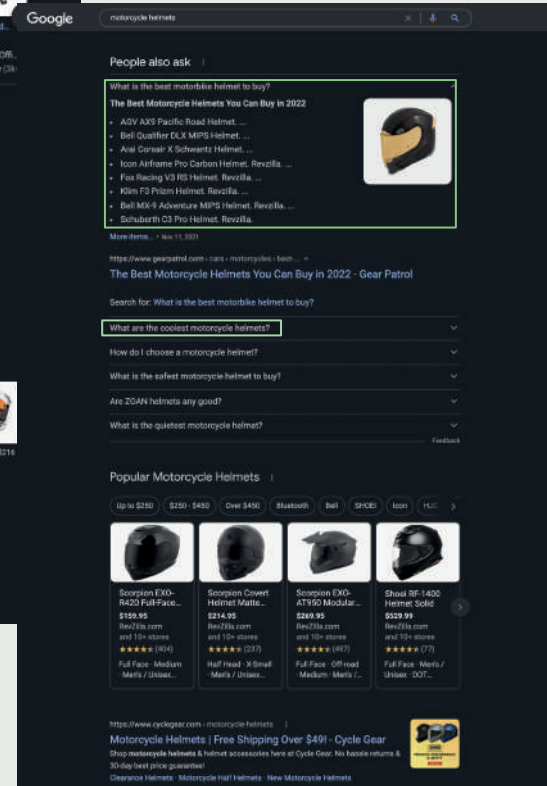
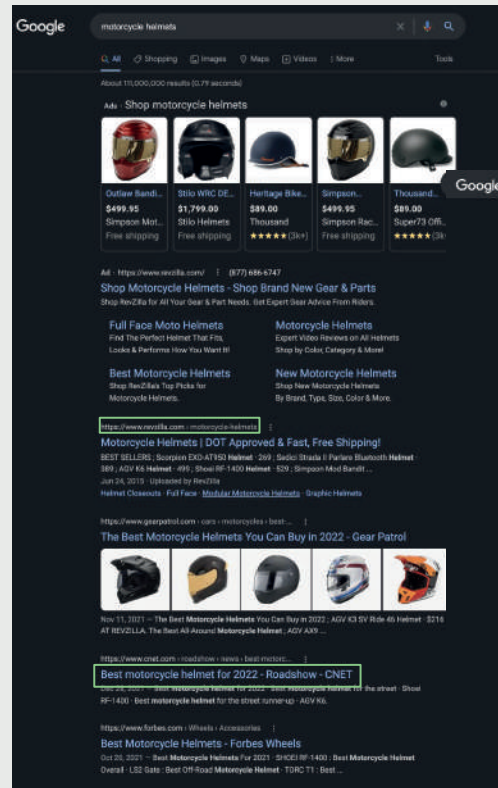
**Chaparral needs more content in the “Educate Me” and “Help Me” category.**

# Getting to the Top of the Page

## Various Ranking Factors:

- UX
- User search intent
- Keyword analysis
- Technical SEO
- On-site optimization
- Content and amplification
- Google Ads
- Inbound links
- PR
- Crawlability
- Speed
- Authority, etc.

There are 10,000+ ranking factors. Instead of memorizing them all we focus on **great UX, keywords, and content while using data to optimize over time.**



A horizontal bar with a blurred, dark reddish-brown gradient, positioned to the left of the word 'Motorsports'.

# Motorsports

SEO Analysis and Solution

# Competitor Analysis

Chaparral is currently 4th when comparing avg. organic traffic and referring domains.

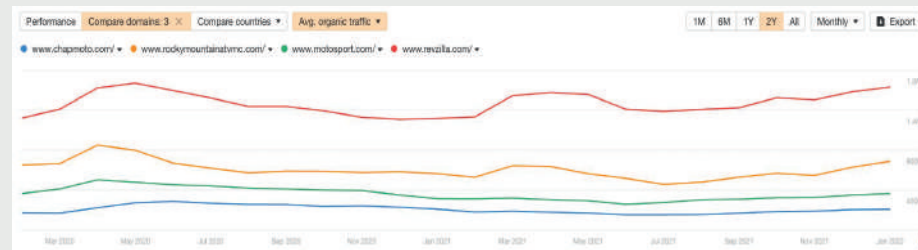
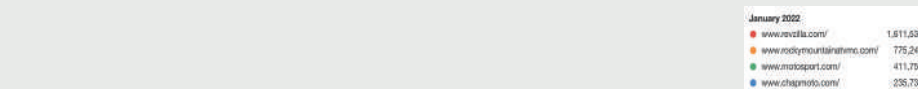
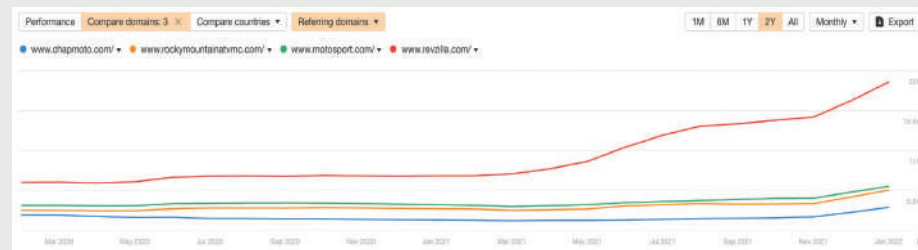
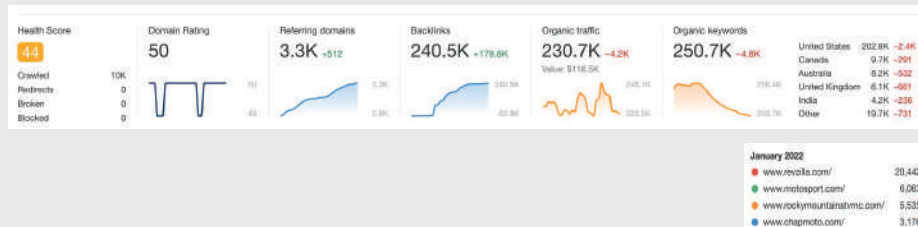
Their organic keyword rankings are currently dropping as well as their organic traffic.

They do have an influx of backlinks.

However, their referring domains are only at 3,300.

**Chaparral would benefit from more backlink diversity from other websites.**

This can be accomplished by creating a content hub that will attract more backlinks.



# Content Hub Approach

A content hub is interlinked collections of content that target multiple similar keywords and steps in the buyer's journey.

Google improves website rankings when they take UX and content organization into account. A content hub is an excellent way to target both.

Examples of content hubs are:

<https://www.hubspot.com/resources/content-creation>

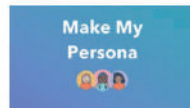
**A content hub becomes a keyword magnet and also attracts more backlinks which also improve your rankings.**

In this case, Chaparral would greatly benefit from a content hub targeting all the different types of content someone needs when shopping for new gear.

## Free Content Creation Resources

All of HubSpot's content creation resources, in one place

Recent ▾ Showing 1 - 15 of 42 (Show 45)



### Make My Persona

Generate professional, customizable buyer persona documents with the help of this quick and intuitive generator.

Tool



### Infographic Templates

Infographics are a powerful tool for capturing the attention of your target audiences. In fact, businesses that publish infographics grow th...

Template



### 6 Blog Post Templates

Let's face it -- blogging can be daunting. Staring at a blank, white screen can be incredibly debilitating, especially when you're starting ...

Template



### 18 Free Ebook Templates

Ebook creation can be overwhelming. Not only do you need to write the content, but you also need to design and format your content into a pr...

Template



### Content Marketing Calendar for 2022

Create An Easy-To-Maintain Content Marketing Framework To Boost Your Online Performance.

Partner Contribution



### State of Marketing Report 2021

A new report by HubSpot, Litmus and Wistia to help marketers prioritize their strategies and outperform their goals. Data from over 1,500 ma...



Chaparral does have excellent content on the site.

However, it is not organized in a manner that would help new riders who are searching for shopping tips.

For example, There are 2 articles here with the same image but different keywords.

“How to clean dirt bike goggles” and “how to choose the right motocross Goggles” should be collapsed into one hub where riders can find everything about choosing goggles.

Riding can already be overwhelming enough.

**Making it easy for them to make decisions on the site will increase the likelihood they buy from you vs another competitor.**

**It will also boost keyword rankings so you get more customers.**

Whether you've been riding a motorcycle for 10 years or 10 days, we'll show you everything you need to know with How-To blogs and videos.



HOW-TO  
**How to Clean Dirt Bike Goggles**  
May 1, 2021



HOW-TO  
**8 Ways To Improve Dirt Bike Horsepower  
and Performance**  
April 28, 2021



**HOW-TO**  
**How to Choose the Right Motocross Goggles**  
April 28, 2021

Chemical Abstracts    April 28, 2011    Last Updated: May 3, 2011

Most people who like motorcycles like the lifestyle and the feeling of adventure they get from straddling the engine, but rational riders are a different breed. For them, the experience is not very exciting at all. It's pushing the machine to its limit, using every ounce of skill and energy they have to decompress their control and dominance over tough terrain, blinks at off-center turns, potholes, and other nasty obstacles—even at high speeds. Despite the stark difference between a street motorcycle rider and a dirt bike rider, much of the equipment is mutually exclusive across disciplines, with several rules between both the various species of riders.

Fluorescent aluminum eye protection for steel fibers typically consists of sunglasses or the face shield found on full face helmets. All face fibers depend on [proper use](#) to protect their eyes. In all face welding or molten work, your eyes are vital to your survival and safety. Unfortunately, the stresses and loads are not too forgiving to the overly confident rider opting for cheap goggles or non-coverage at all. Between the dirt, tree branches, roots, and rocks, your eyes are in constant danger on the back of your

As critical as gingham.com, it is necessary to find a pair that clean and last as a utility, meaning you want to be working as much with different gingham components to make selections easier.

### CONSIDER YOUR FIELD OF VISION

The primary concern for a user of OR like one is the **Total of votes**. Making up second numbers about winners and losers means being completely aware of your surroundings at all times. Your postcard vote is essential to spiritual awareness. Furthermore people that do not take the postcard vote account can be a significant disadvantage when on the back of Fall.

Unfortunately, as most teens soon discover, getting the extra help of new comers with a higher price tag will most people. For most teens, the extra-mile view is worth it, especially when taking through tight roads with multiple twists and turns. While a few extra minutes might not seem like that big of a deal, it can drastically affect your line of sight and ability to make a safe decision, giving you an advantage that can mean the difference between life and death.



Beyond looking for goggles with a broader field of view, you also want to be aware of any blind spots that come because of poor design. For example, some goggles initially appear to have a significant peripheral benefit, but it is less when considering the placement of accessories or trim. While a more expensive goggle is worth a slightly higher price tag, it is also a good idea that never the expanded view without

**PREVENT GOOGLE FOGGING**

One of the worst things for any site is lagging pages. Again, just right is one of the most essential tools you have on the back end, and if anything compromises your users, it can lead to disastrous consequences. Most common page lag comes from too much data in the design, but the unoptimized assets are not enough to prevent loading for some sites.

The kind of fog can have a big effect: **water, perspiration, and design flaws.** For many years, the weather only plays a negligible role, especially during races at high or very decent speed. However, some teams do sweat more than others, leading to even big disparities of the vehicles.



Regardless of the reason for logging, you have a couple of options to feel safe. First, you can use an **anti-logging server**. These servers are especially helpful from users who tend to be used to not sharing a file. Alternatively, there are **no-log servers** which are easy to run with an on-site web site. We offer a collection of **anti-log servers**.

\*There are some small variations in the data for the 1990s and 2000s, but the overall trend is the same. The data for the 1990s and 2000s are based on the 1990s and 2000s data.

Finally, we can opt for a different set of norms that would better maintain

## HOW TO CLEAN DIRT BIKE GOGGLES

Chapters: Motorsports May 1, 2021 Last Updated: December 31, 2021

If you have a premium pair of [dirt bike goggles](#), then you want to make sure you keep them clean to preserve them as long as possible. Typically, you should clean your goggles after every ride, removing excess mud and gunk to ensure they are as pristine as the day you bought them. While many riders do not get in the habit of cleaning their goggles so frequently, you should at least do it occasionally to limit potential damage.

Cleaning your goggles is relatively straightforward. Do not use any harsh chemicals, and follow this simple three-step process:

1. **Remove the lenses and soak:** Use the lenses in a lukewarm water bath with a bit of hand soap. Let the lenses sit for a few minutes to soften up any mud or dirt, reducing the risk of scratches when wiping them off, then carefully wipe them with a nonabrasive cloth.
2. **Soak and clean the foam padding:** Use the same process as step one. Let the pads soak for a few minutes before attempting to scrub them clean.
3. **Let the parts dry:** Hang the pads to dry and use a microfibre cloth to dry the lenses. You do not want to throw the goggles in the dryer. Muc-off offers a cloth that can suit this purpose.

# Keywords Identified

Keyword	Volume	KD	Current position
motorcycle helmets	105000	50	7
helmet	74000	73	43
helmets	40000	62	7
riding boots	33000	23	71
motorcycle helmet	33000	50	7
bell helmet	26000	20	24
motorcycle parts	22000	70	10
motorcycle boots	20000	34	12
motorcycle gloves	20000	20	11
motorcycle gear	20000	74	5

The keyword identified is “motorcycle helmets” and variations. It has a total of 252,000 searches/mo and 3 million searches/yr. Chaparral currently ranks on the 1st page for 3 of the keywords.

**If we focus our efforts on the motorcycle helmets keyword we will be able to push it into the top spot which gets 30% of all clicks and traffic.**

# What Type of Content Should We Target?

A great starting point is the motorcycle helmets page.

<https://www.chapmoto.com/motorcycle-helmets/>.

Each bolded header can be turned into a piece of content and added to a motorcycle helmet hub.

They will also want to know what helmet accessories to buy and about important motorcycle helmet safety.

Each one of these topics deserves it's own page that targets multiple keywords and questions to answer.

The screenshot shows the Chaparral Motorsports website. The header includes the logo, navigation links for Low Price Guarantee, Fast Free Shipping, and Same Day Service, a search bar, and links for Account, Ride, and Cart. The main navigation bar lists categories: Helmets, Gear, Tires, Parts, OEM, Accessories, Riding Style, Womens, Vehicles, Sale, Brands, and Side Garage. The page content is titled "MOTORCYCLE HELMETS" and includes several sections: a welcome message, a "BEST PRICES ON MOTORCYCLE HELMETS ONLINE" section, a "CHOOSING THE RIGHT HELMET SIZE" section, a "TOP MOTORCYCLE HELMET BRANDS" section, and a "HELMET ACCESSORIES" section. Each section contains detailed text about the products and services offered.

## MOTORCYCLE HELMETS

Shop Chapmoto.com if you are in the market to buy **motorcycle helmets** online. Chapmoto is the best place to buy motorcycle helmet related items as well. Items like visors, Bluetooth, chinstraps and so much more! Browse our blog and learn more about motorcycle helmet reviews as well. It seems like highway hazards are on the rise and according to the department of transportation, motorcycle riders are at high risk for this riding injuries. So, make sure that you are protected! Purchase a motorcycle helmet on Chapmoto.com today... not just for the low price & comfort, but for the safety!

Perhaps you searched online for "where can I buy a cool **motorcycle helmet**... If so, you are in the right place. From street bike to motorcycle, we carry the helmets riders want. Whether you are into Harley Davidson, motorcycle racing, or are a long-time motorcyclist aficionado, you can count on us to have the motorcycle gear and helmets you are looking for. From dirt bike accessories to off road gear, to just plain cool moto gear, Chapmoto has what you are looking for. Need a half shell helmet in matte black that's Made in America? We have it! How about a light weight leather helmet? We got it! Check out inventory now!

### BEST PRICES ON MOTORCYCLE HELMETS ONLINE

Looking for the best motorcycle helmet prices online? Then look no further! We have the most **affordable helmet deals** online. More than just the best motorcycle helmets for sale, we also have cheap motorcycle helmets. The price might be cheap, but the quality isn't! Getting a low cost for a helmet and paying a low price for motorcycle is important to our customer, which makes it important to us. That's why we also offer **free shipping on motorcycle helmets** when your order is over \$9.00. From **leather helmets**, to **off road bike helmets**, to the **best motorcycle helmets** online, we have what you need. DOT approved helmets, ECE approved helmets, and SNELL approved helmets are just the beginning! Whether you are looking for a low-price cruiser helmets, cheap Harley helmets, or affordable Victory motorcycle helmets, you will find it on Chapmoto.com. While you're here, check out our clearest helmets and clearance helmets as well!

### CHOOSING THE RIGHT HELMET SIZE

When choosing the right helmet size to purchase, it's important to consider a variety of different factors. Visibility, ventilation, and the use of a chin strap are some of the important items to consider. While we all want to wear the helmet that is the right size, shape and color, what is more important is that the shape of the **helmet** head fit appropriately to reduce head injury and save the riders life if there is a traffic collision. Some folks prefer to have their eyes, ears and nose completely covered, perhaps with a full face shield, while other opt for **open face helmets**.

Whatever you choose, consider if eyeglasses or goggles will want to be worn in conjunction with your new helmet. Whether you are a size small, medium, or large, Chapmoto has motorcycle helmets in a variety of colors from **matte black motorcycle helmets** to bright orange. Whichever you choose, you can count on our customer service team to assist with your purchase if you have any questions about your helmet safety. Also, check out the motorcycle helmet reviews on Chapmoto.com!

### TOP MOTORCYCLE HELMET BRANDS

Chaparral Motorsports carries top motorcycle helmet brands like **Street Helmets**, **Arad Helmets**, **Bell Helmets**, **Fox Racing Helmets** and many others. From dirt bike helmets to street helmets of all styles, Chapmoto.com is your source for top of the line motorcycle helmets for men as well as motorcycle helmets for **women** in a variety of colors from a simple all **black motorcycle helmet** to helmets with wild graphic designs and various colors. If want a motorcycle helmet with a dark color or just need some new cheek pads you'll find what you are looking for when shopping Chapmoto.com.

If it's a specific material you are looking for such as leather, thermoplastic, or polycarbonate we have a ton of different designs and styles that are either American made or come from high quality overseas manufacturers. If it's a matte black German style helmet, a flip front **modular helmet**, or you're on a tight budget and want something simple with a cheap price without sacrificing quality we have you covered at Chapmoto.com. And don't worry, if you're not sure about a helmet you'll find a list of helmet reviews on Chapmoto.com that will help you make your decision.

### HELMET ACCESSORIES

When searching for **helmet accessories** or motorcycle accessories on Chapmoto.com you will find a bevy of options that includes different colored visors, goggles, headsets, as well as a stick-on mirror for the top of your helmet. We even have quite a few helmets that offer a chip down sun shield. It doesn't matter if you own a half face helmet, flip up helmet, or are in the market for graphics on your helmet, with our extensive selection you will be sure to find what you are looking for.

Our inventory includes the latest technologies where you'll find helmets with **Bluetooth**, with a camera, with speakers, and even with intercom systems. If you are a moto-vlogger or frequently ride with a passenger or groups of other riders you will be very impressed with the various communication systems we have to choose from. Motorcycle headwear can develop a faulty smell after extended use, but have no fear! Chapmoto.com has helmet cleaning supplies, replacement helmet liners, and new cheek pads to help make your helmet look and smell like new again.

### MOTORCYCLE HELMET SAFETY

There are a lot of options to consider when shopping for a motorcycle helmet on chapmoto.com such as polycarbonate or carbon fiber! One thing you don't want to gloss over is motorcycle helmet safety. There are various helmet ratings such as DOT approved motorcycle helmets, ECE certified helmets, and Snell certification. Before purchasing a helmet, make sure it meets the safety standards and laws in your state. Wearing a motorcycle helmet can help protect your brain in the event of a crash or impact. Aside from protecting your head in an accident, a motorcycle helmet can also deflect dirt and debris, protect your forehead and debris, provide eye protection, and guard your eyes.

When choosing a motorcycle helmet you want to make sure the helmet is safe and doesn't obstruct or reduce your field of vision. It is recommended to replace your motorcycle helmet after a crash or fall because the structural integrity of the helmet and/or the impact absorbing liner can be compromised and make the helmet unsafe. There are risks of riding a motorcycle, and if worst comes to worst and you end up falling a car your chances will be better with a good motorcycle helmet.

# What Keywords Should We Target?

We should not only target high volume keywords but also important questions that shoppers have about motorcycle helmets.

In this case, keywords like “How do I choose a motorcycle helmet?” and “What is the safest motorcycle helmet to buy?” should be answered in the content hub.

The content answers the question before shoppers come into the store so they feel like they’re making a more informed decision.

**By creating content that helps them make informed decisions, it builds trust and they see you as an expert and authority.**

## People also ask

What is the best motorbike helmet to buy?

What are the coolest motorcycle helmets?

### 37 Cool Motorcycle Helmets

1. NECA Master Chief Motorcycle Helmet. ...
2. GDM Duke Helmets DK-120 Full Face Motorcycle Helmet. ...
3. ScorpionExo Covert Unisex-Adult Half-Size-Style Matte Black. ...
4. AUTOPDR Open Face Vintage with Goggles Mask. ...
5. Moto Loot Helmet Cover. ...
6. HJC Star Wars Storm Trooper Full Face Motorcycle Helmet. ...
7. Bell Bullitt Carbon.



More items... • Feb 24, 2021

<https://manofmany.com/rides/motorcycles/cool-mot...>

### 37 Cool Motorcycle Helmets | Man of Many

Search for: What are the coolest motorcycle helmets?

How do I choose a motorcycle helmet?

What is the safest motorcycle helmet to buy?

Which helmet is better open face or full-face?

Do motorcycle helmets really expire?

Feedback

# Wireframes

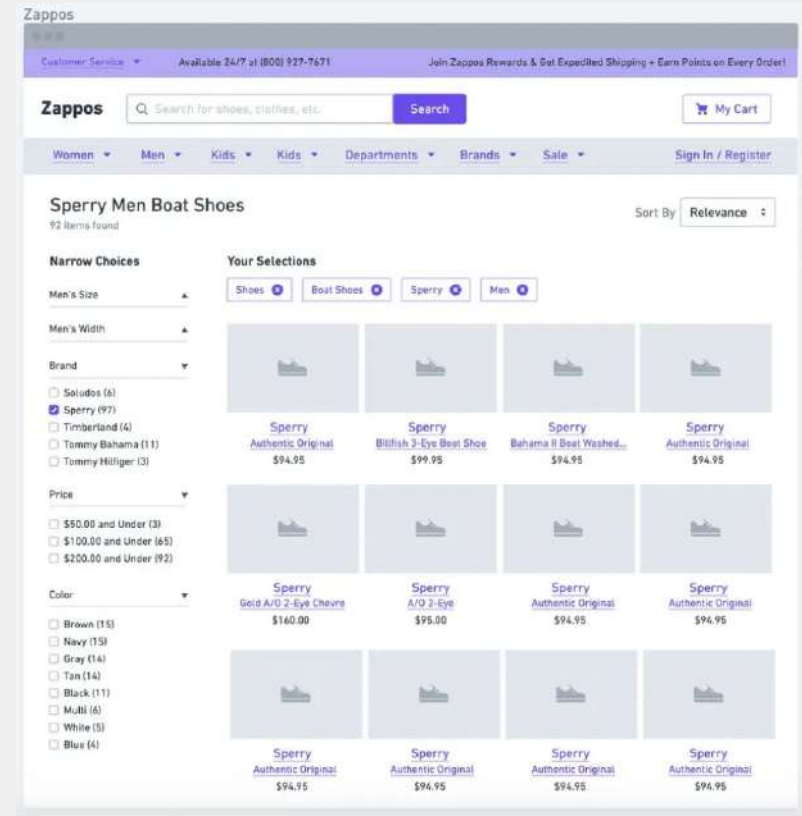
Design is an underrated aspect of SEO.

**If you design correctly, Google will record interactions as positive on your website which will improve your rankings.**

If users go to your website and leave, Google counts this as a negative interaction and your rankings will drop.

First we will plan out content and then create wireframes that ensures content is strategic in it's order and where keywords are placed on the page.

From there, we will work with your development team to make sure it's implemented correctly.



# KPIS

Keyword Impressions	How many times your website shows up for searches around motorcycle helmets on any given page.
Keyword Ranking	Has your keyword improved in ranking from the day we've launched it.
Time on Site	A content hub will keep users on the site longer researching before making buying decisions.
Profit Increase for Keyword Targeted	If the keyword increased in rankings has it added to your monthly profit?

Once we've created and launched the content hub, the above KPIs will tell us how successful we are over the coming months.

# Recap

The biggest opportunity that Chaparral has to begin outranking their competitors and increase profit is a content hub. A content hub has the following benefits:

Improves Keyword Rankings	From a technical standpoint, Google loves organized, layered pages that target multiple different keywords.
Attracts Backlinks	Other websites and blogs love detailed content and will go out of their way to link back to your website which will improve rankings.
Improves UX and Buyers Journey	New riders have lots of questions. Answering all of them on site will target multiple touch points in the buyer's journey.
Builds Relationships	New riders will have an easier time researching the best products. This will build trust and establish you as an authority which will increase the likelihood they will buy from you vs competition.

# Deliverables

Wireframes for content hubs	To ensure the pages are built on solid UX fundamentals to target the entire shoppers journey
Keyword lists for each new content hub	To improve rankings and target the right keywords
Content to create for the hub (3x per month)	Content will be outlined in a way that touches multiple points in the shoppers journey
Design changes for homepage to maximize ranking	Where and how you place your links matter when it comes to SEO
Supporting in distribution efforts	Work with Chaparral team to ensure content is promoted and generates backlinks



# Growth Plan Timeline

