Motorsports

SEO Marketing Plan
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:

1. Conducting a keyword audit to identify keywords we can build a content hub around
2. Designing and creating a content hub targeting this keyword along with variations of it
3. 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

<table>
<thead>
<tr>
<th>Surprise Me</th>
<th>Thrill Me</th>
<th>Impress Me</th>
</tr>
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<tbody>
<tr>
<td>Search is fun and entertaining. It is extensive with many unique iterations and shoppers are opened to being influenced.</td>
<td>Search is a quick adventure to find new things. It is brief with just a few words and minimal back-button use.</td>
<td>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.</td>
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<table>
<thead>
<tr>
<th>Educate Me</th>
<th>Reassure Me</th>
<th>Help Me</th>
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<tbody>
<tr>
<td>Search is about competence and control. Shoppers look for: reviews, ratings, comparisons, etc to compare brands and make informed buying decisions.</td>
<td>Search is about simplicity, comfort, and trust. It is uncomplicated and shoppers want to get their questions answered before making a buying decision.</td>
<td>Search is about connecting and practicality. It is to-the-point, and shoppers are looking for products to improve something specific in their lives.</td>
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</tbody>
</table>

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.
Chaparral 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.
Content for SEO Analysis

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.
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 its own page that targets multiple keywords and questions to answer.
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.
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.
<table>
<thead>
<tr>
<th><strong>Keyword Impressions</strong></th>
<th>How many times your website shows up for searches around motorcycle helmets on any given page.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keyword Ranking</strong></td>
<td>Has your keyword improved in ranking from the day we’ve launched it.</td>
</tr>
<tr>
<td><strong>Time on Site</strong></td>
<td>A content hub will keep users on the site longer researching before making buying decisions.</td>
</tr>
<tr>
<td><strong>Profit Increase for Keyword Targeted</strong></td>
<td>If the keyword increased in rankings has it added to your monthly profit?</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Details</th>
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<tbody>
<tr>
<td>Improves Keyword Rankings</td>
<td>From a technical standpoint, Google loves organized, layered pages that target multiple different keywords.</td>
</tr>
<tr>
<td>Attracts Backlinks</td>
<td>Other websites and blogs love detailed content and will go out of their way to link back to your website which will improve rankings.</td>
</tr>
<tr>
<td>Improves UX and Buyers Journey</td>
<td>New riders have lots of questions. Answering all of them on site will target multiple touch points in the buyer’s journey.</td>
</tr>
<tr>
<td>Builds Relationships</td>
<td>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.</td>
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## Deliverables

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

**Week 1**
Onboarding and research of brand data from Google Analytics and Search Console

**Week 2**
In-depth keyword and competitor gap analysis

**Week 3**
Begin design of hub design and deliver first round of content

**Week 4**
Begin planning for next product to turn into a content hub (boots, goggles, etc)

**Week 5**
Deliver 2nd round of content

**Week 6**
In-depth keyword and competitor gap analysis for new product

**Week 7**
Create image alt text formula to be added at scale

**Week 8**
Begin analyzing, measuring results and reporting on content hub implementation

**Week 9**
Compile and finalize a targeted list of keywords from gap analysis for content hub and content creation

**Week 10**
Finalize content hub design, get sign off from team, and work with dev team to implement with SEO in mind