

● LIVE SEO CASE STUDY · [bepltd.com](https://bepltd.com)

# FROM TRAFFIC TO REVENUE.

*How Blinc turned an industrial engineering site's organic channel into a £365K revenue engine — and made Organic Shopping users grow 180x.*

CLIENT

Bolton Engineering Products Ltd

DOMAIN

[bepltd.com](https://bepltd.com)

PERIOD

16 months · Jan 2025 – May 2026

DATA

GA4 + Google Search  
Console

## 01 TOP-LINE RESULTS · 16 MONTHS

# THE NUMBERS THAT MATTER.

*Before Blinc, GA4 tracked £0 in organic revenue. 16 months later — over £365K, with a near-dead Shopping channel now alive at 180x growth.*

**Zero paid spend. Pure organic.**

## ORGANIC REVENUE

**£365K** from £0 tracked

## SHOPPING GROWTH

**180x** 231 → 41,786 users

## KEY CONVERSIONS

**2,044** from 0 tracked

## TOTAL ORGANIC USERS

**525K** +46% vs. prior 16 mo

## 02 THE CHALLENGE

# TRAFFIC WITHOUT REVENUE.

Bolton Engineering Products is a UK manufacturer of taperlock bushes, V-belts and power transmission components. Their site had 16 months of organic traffic before Blinc — 372,116 users from search alone. But GA4 tracked exactly zero in organic revenue. The site ranked, but it didn't sell.

THE NUMBER NO AGENCY WANTS TO SHOW

# £0

organic revenue tracked across 16 months before Blinc engaged.

## WHAT WAS BROKEN

### Blog-heavy traffic

High-volume informational keywords pulling tyre-kickers, not buyers.

### Zero commercial intent

Product & category pages buried with no SEO weight behind them.

### Shopping invisible

Only 231 Organic Shopping users in 16 months. £0 from feed.

### No conversion tracking

GA4 wasn't even capturing key events on products.

## 03 OUR APPROACH · 6 STEPS

# THE BLINC SEO FRAMEWORK.

*Six disciplined steps. Not vanity metrics — commercial outcomes. The next six slides walk through exactly what we did on bepltd.com.*

**01****AUDIT**

Technical, content, backlink & GA4 baseline.

**02****KEYWORD MAP**

Commercial intent mapping vs competitor SERP.

**03****TECHNICAL SEO**

Schema, Core Web Vitals, Shopping feed fixes.

**04****COMMERCIAL CONTENT**

Product pages, category landing, BOFU pages.

**05****INTERNAL LINKING**

Topical clusters routing readers to buyers.

**06****MONITOR & ITERATE**

Weekly rank tracking, monthly content re-tune.

01 STEP 01 OF 06

# AUDIT & BASELINE.

*We don't start with tactics. We start with truth.*

Before touching a single page, we built a complete picture of where bep ltd.com stood — technically, commercially and competitively. This baseline became the measuring stick for every decision that followed.

## KEY OUTCOME

**16 MONTHS · 372,116 USERS · £0 REVENUE**

*The hardest truth: traffic without commerce alignment is a liability, not an asset.*

## WHAT WE DELIVERED

### Technical SEO audit

Crawl, Core Web Vitals, schema coverage, indexation issues.

### Content & intent audit

Mapped every URL to informational, commercial or transactional intent.

### Backlink profile review

Authority distribution, toxic link sweep, anchor diversity.

### GA4 + GSC baseline

Recorded 16 months of pre-engagement data as our control.

02 STEP 02 OF 06

# KEYWORD & COMPETITOR MAP.

*Strategy lives in the keyword map — not in the report.*

We rebuilt their entire keyword universe around commercial intent. For every product line — taperlocks, V-belts, pulleys, calculators — we mapped what high-intent buyers searched, which competitors owned those terms, and where the ranking gaps were.

## KEY OUTCOME

### 180+ COMMERCIAL KEYWORDS TARGETED

*Volume wasn't the goal. Intent was. Every keyword on the map had to map to a sellable outcome.*

## WHAT WE DELIVERED

### Commercial intent audit

Separated 'how-to' from 'buy-now' across 2,400+ keywords.

### SERP gap analysis

Identified 180 high-value commercial terms competitors owned.

### Product-to-query mapping

Each SKU mapped to its target query cluster.

### Topical authority plan

Designed hub & spoke clusters for taperlock + drive systems.

03 STEP 03 OF 06

# TECHNICAL SEO.

*Where most agencies stop. Where buyers actually convert.*

The store was technically sound but commercially invisible. We rebuilt product schema, optimised the Google Merchant feed, fixed Core Web Vitals issues, and made sure every commercial page Google crawled was machine-readable as a product, not just a page.

## KEY OUTCOME

# 100% PRODUCT SCHEMA COVERAGE

*This single fix unlocked the Organic Shopping channel — the biggest growth lever of the engagement.*

## WHAT WE DELIVERED

### Product schema rollout

Markup on every SKU — price, availability, reviews, GTIN.

### Merchant Centre fix

Resolved feed errors, enriched titles, added GTINs, country targeting.

### Core Web Vitals

LCP, CLS and INP brought into 'Good' band across mobile.

### Sitemap + indexation

Removed thin pages, prioritised product URLs in sitemap.

04 STEP 04 OF 06

# COMMERCIAL CONTENT.

*Stop ranking. Start selling.*

We shifted the centre of gravity from informational blog posts to commercial pages — category hubs, product landing pages and bottom-of-funnel buying guides. Existing high-traffic blog posts were rewritten with embedded buying paths, calculators and product CTAs.

**KEY OUTCOME****1,800–1,900 CLICKS PER KEY GUIDE**

*The taperlock guides and belt calculators became the spine of the funnel — and the proof topic-authority converts.*

**WHAT WE DELIVERED****Category page rebuild**

Long-form category pages for taperlock bushes, belts, pulleys.

**BOFU buying guides**

Decision-stage content with product comparison & specs.

**Calculator & tool pages**

Belt length, taperlock sizing — tools that pulled buyers in.

**Spanish-language content**

Unlocked Latin American demand worth tens of thousands of sessions.

05 STEP 05 OF 06

# INTERNAL LINKING & CLUSTERS.

*Authority compounds. Traffic doesn't.*

Internal linking was the unlock. We built topical clusters around each product family — blog posts pointed to category hubs, hubs pointed to SKUs, SKUs pointed back to supporting content. Every internal link was an intent vote, routing readers from research to purchase.

## KEY OUTCOME

### TOPICAL AUTHORITY ESTABLISHED

*Google rewards depth, not just volume. The clusters proved bepltd.com is the authority on industrial drive components.*

## WHAT WE DELIVERED

### Hub-and-spoke clusters

10+ topical clusters across product families.

### Contextual linking

Embedded product CTAs inside high-traffic blog content.

### Anchor diversity audit

Natural anchor mix to avoid over-optimisation flags.

### Orphan page sweep

Surfaced & re-linked 40+ commercial pages with zero internal links.

06 STEP 06 OF 06

# MONITOR & ITERATE.

*SEO isn't a project. It's a system.*

Weekly rank tracking, monthly content re-tuning, quarterly technical re-audits. Every metric — clicks, impressions, position, key events, revenue — feeds back into the next sprint. This is what separates one-off campaigns from compounding growth engines.

## KEY OUTCOME

### OVER 16 MONTHS OF COMPOUNDING GAIN

*Average position moved from 15.2 to 8.6. Organic revenue climbed every quarter. The system is the moat.*

## WHAT WE DELIVERED

### Weekly rank reports

Tracking 180+ commercial keywords + competitor movement.

### Monthly content sprints

Refresh under-performing pages, build new commercial assets.

### Quarterly tech re-audits

Catch regressions before they kill rankings.

### Revenue attribution

Every organic £ attributed back to keyword + landing page.

## 04 RESULTS · BEFORE VS AFTER

# THE PROOF IS IN THE DATA.

**BEFORE SEO · AUG 2023 - DEC 2024**
*16 months · Organic only · No commercial intent focus*

Organic Search Users	372,116
Organic Shopping Users	231
Total Revenue Tracked	£0
Key Events / Conversions	0
Total Events	4.35M
Engaged Sessions / User	1.13

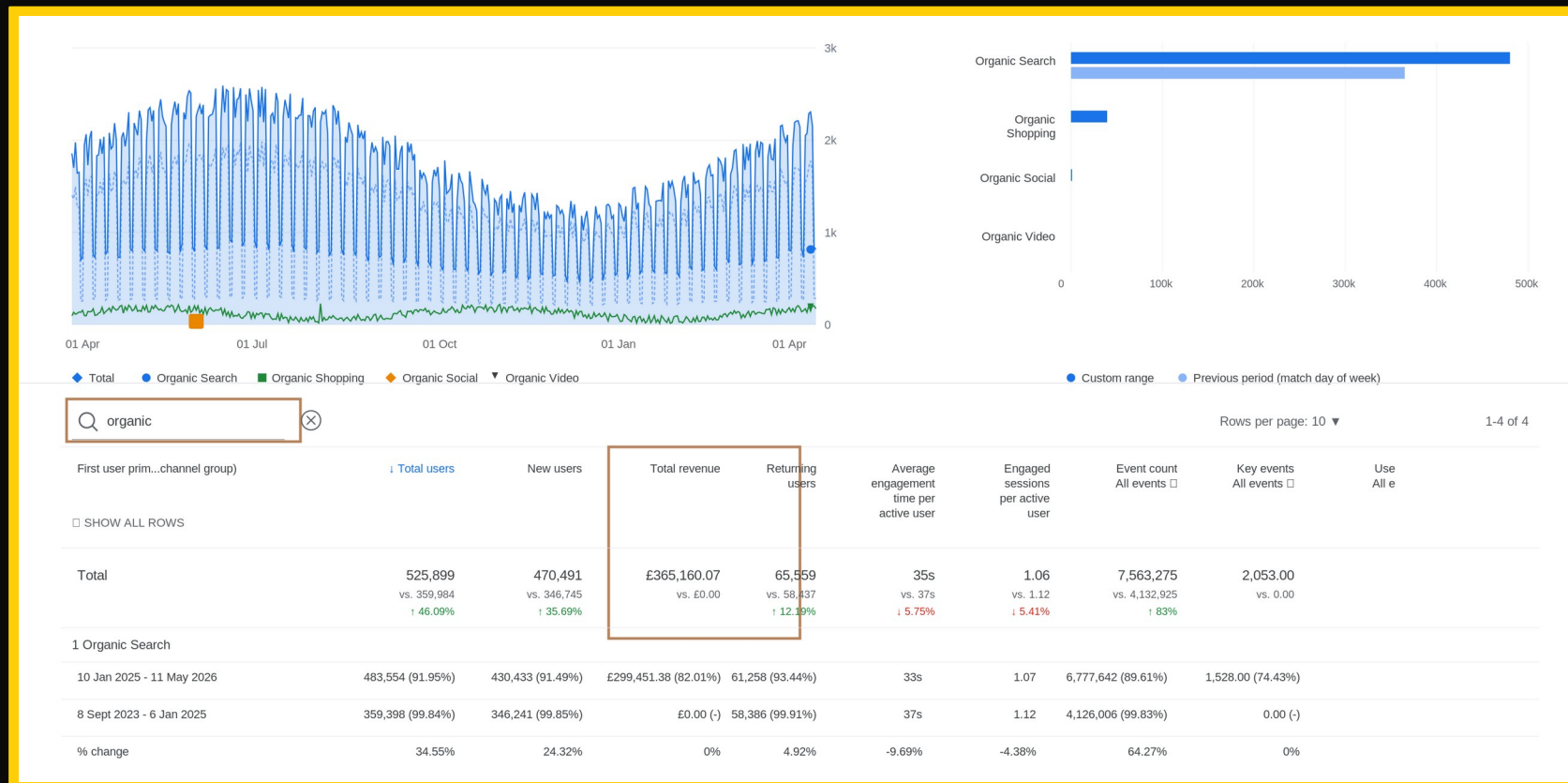
**AFTER SEO · JAN 2025 - MAY 2026**
*16 months · Commercial content + Shopping optimisation*

Organic Search Users	482,732	+30%
Organic Shopping Users	41,786	180×
Total Revenue Tracked	£365,089	—
Key Events / Conversions	2,044	—
Total Events	7.55M	+74%
Engaged Sessions / User	1.07	—

## 05 PROOF · GA4 ORGANIC CHANNEL DASHBOARD

# RAW DATA. NO FILTER.

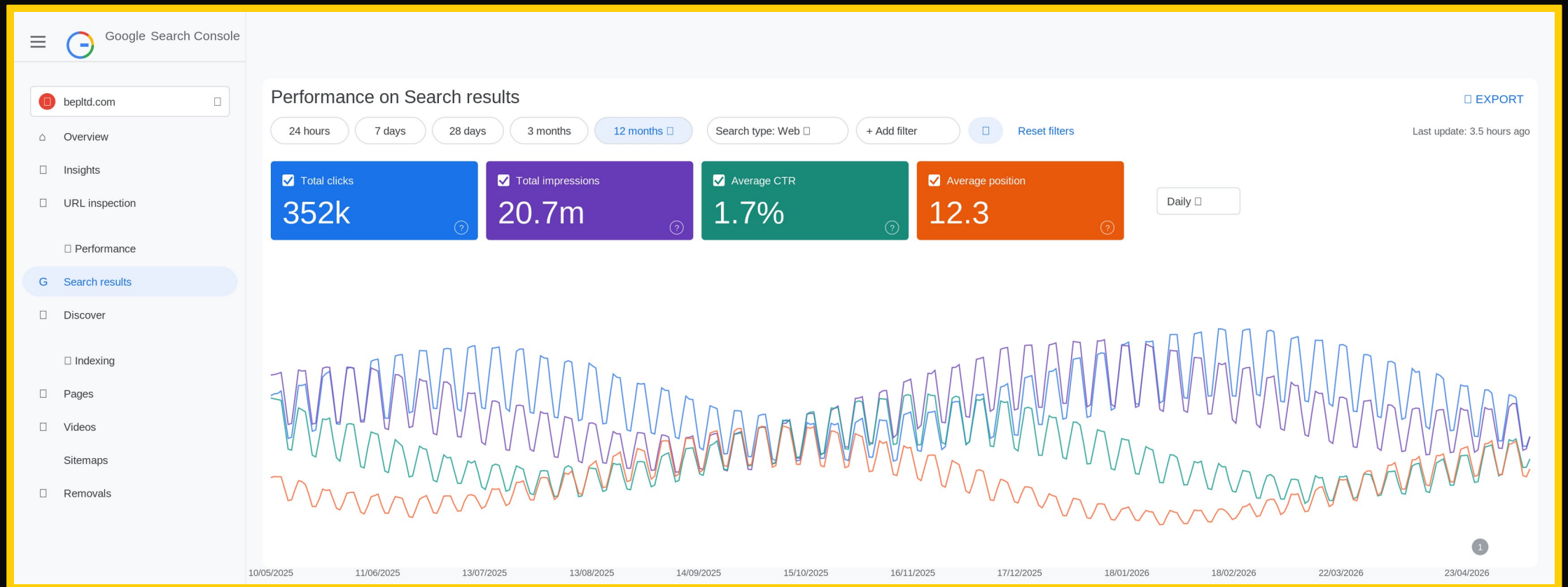
Direct from Bolton Engineering's GA4 — Organic channel breakdown, Jan 2025 – May 2026 vs prior 16 months.



06 PROOF · GOOGLE SEARCH CONSOLE · 12 MONTHS

# 352K CLICKS. 20.7M IMPRESSIONS.

Google Search Console performance for bepltd.com — last 12 months. Average position 12.3, CTR 1.7%.



● WANT THESE NUMBERS FOR YOUR STORE?

# GET A FREE SEO AUDIT.

*60-minute teardown of your Shopify store. We'll show you exactly where the £365K-equivalent revenue is hiding inside your current organic channel — and what it takes to unlock it.*

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**TURNAROUND**

Audit delivered in 5 working days