

BOLTON ENGINEERING PRODUCTS

Plenty of Google traffic. Almost no sales.

How a UK maker of taperlock bushes and V-belts turned search visitors into buyers in 16 months. Every number here comes from their own GA4.

CLIENT

Bolton Engineering Products Ltd

PERIOD

Jan 2025 to May 2026

WORK

SEO and Google Shopping

GOOGLE SHOPPING VISITORS

41,786

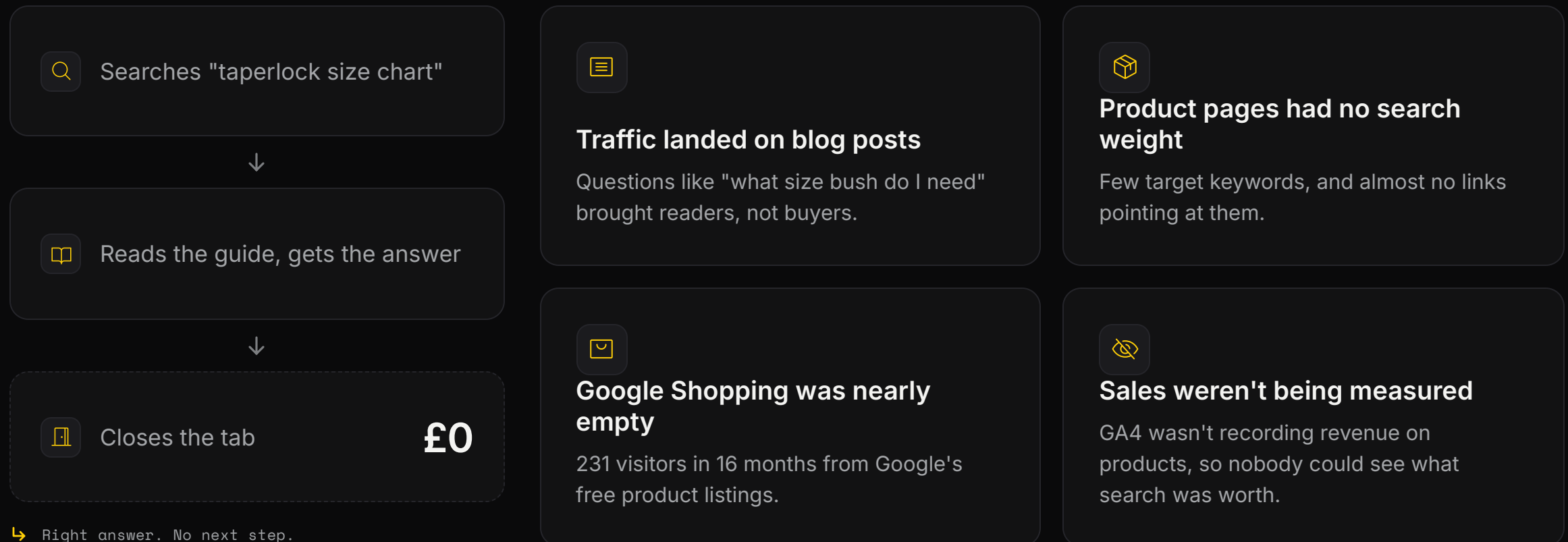
Up from 231 in the 16 months before.

£365,160

Organic revenue recorded in GA4 over the same period.

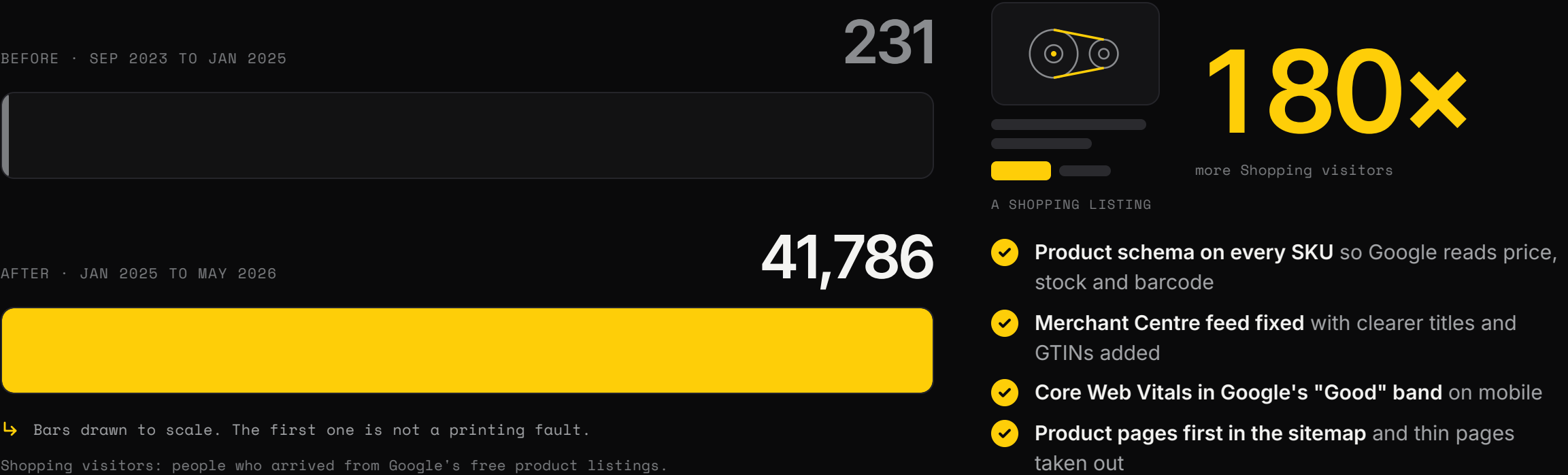
Engineers found the guides. Then they left.

BEP ranked for hundreds of sizing and how-to searches. Visitors got their answer and closed the tab before they ever reached a product.



231 Shopping visitors became 41,786.

Google Shopping shows products with a photo and a price. BEP's catalogue was barely in it, because Google couldn't read most pages as products.

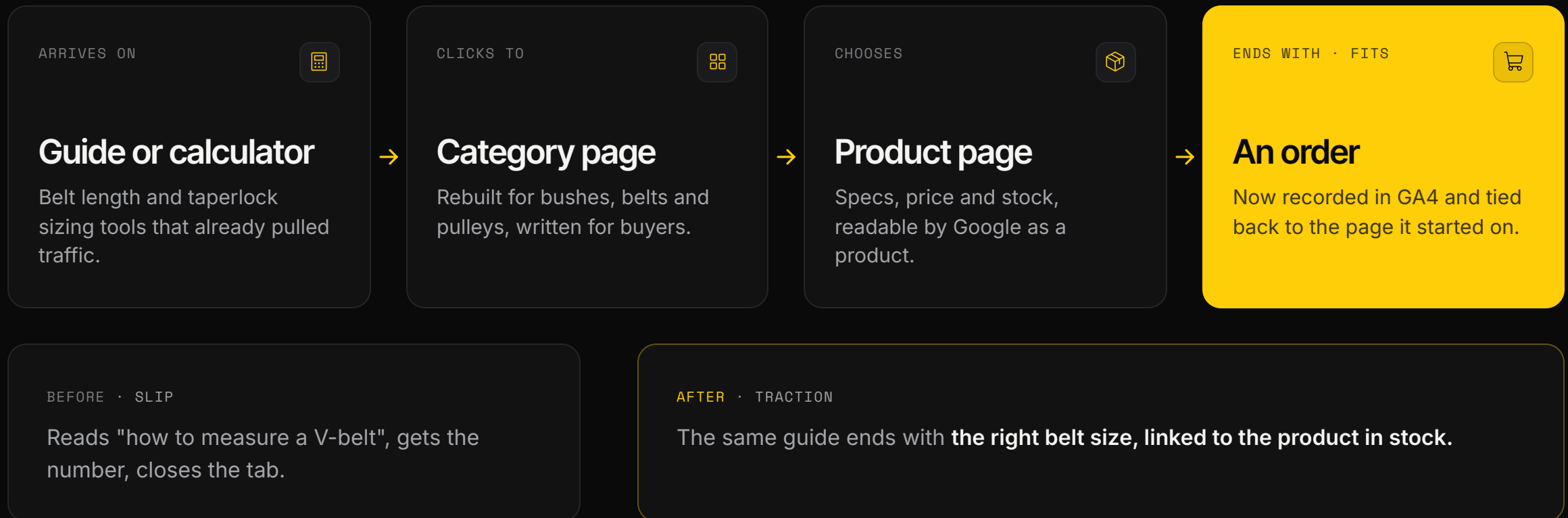


↳ Bars drawn to scale. The first one is not a printing fault.

Shopping visitors: people who arrived from Google's free product listings.

The guide now ends at **the right product**.

Reading the guide was never the problem. Where it ended was. We kept the content that ranked and gave every reader a next step.



What 16 months **added up to.**



The £0 "before" is not a real baseline. GA4 wasn't recording revenue on products before January 2025. The visitor numbers are like-for-like.

ORGANIC REVENUE IN GA4

£365,160

10 Jan 2025 to 11 May 2026, organic channels only. **£299,451** of it from organic search alone.



GOOGLE SHOPPING VISITORS

41,786

180×
from 231



ALL ORGANIC VISITORS

525,899

+46%
from 359,984



KEY EVENTS (GA4 CONVERSIONS)

2,053

New
from 0 recorded

Six steps, in this order.

No tricks. The same work any store with traffic and no sales needs, done in the right order. Skipping ahead is how belts slip.

01 Audit



Crawl, speed, schema and backlinks, plus a GA4 baseline to measure against.

16 MONTHS OF BASELINE DATA

02 Map keywords



Split "how to" searches from "buy now" searches. Matched each product family to buyer terms.

2,400+ KEYWORDS SORTED

03 Fix the technical



Product schema, Merchant Centre feed, Core Web Vitals and the sitemap.

EVERY SKU MARKED UP

04 Build pages that sell



Category pages for bushes, belts and pulleys, buying guides and sizing calculators.

CALCULATORS LINKED TO STOCK

05 Link it together



Guides point to categories, categories point to products. Nothing left unlinked.

40+ ORPHAN PAGES* RE-LINKED

06 Track and refine



Monthly content refreshes, rank tracking, and revenue tied back to landing pages.

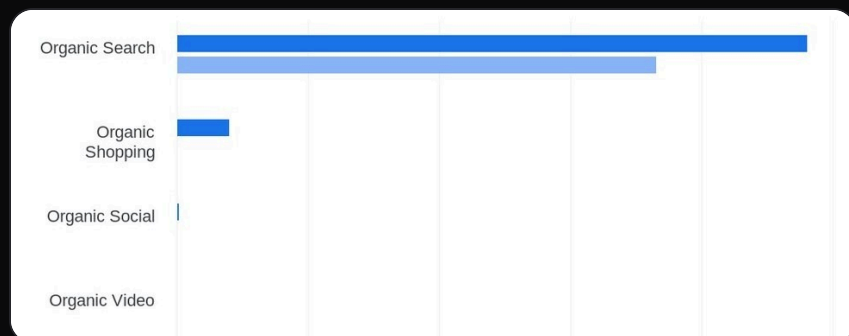
180+ TERMS TRACKED

* Orphan page: a page nothing else links to, so Google rarely finds it and nobody lands on it.

Straight from **their** GA4.

UNEDITED
Inspected • GA4 export

First user prim...channel group)	↓ Total users	New users	Total revenue	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events □	Key events All events □
□ SHOW ALL ROWS								
Total	525,899 vs. 359,984 ↑ 46.09%	470,491 vs. 346,745 ↑ 35.69%	£365,160.07 vs. £0.00	65,559 vs. 58,437 ↑ 12.19%	35s vs. 37s ↓ 5.75%	1.06 vs. 1.12 ↓ 5.41%	7,563,275 vs. 4,132,925 ↑ 83%	2,053.00 vs. 0.00
1 Organic Search								
10 Jan 2025 - 11 May 2026	483,554 (91.95%)	430,433 (91.49%)	£299,451.38 (82.01%)	61,258 (93.44%)	33s	1.07	6,777,642 (89.61%)	1,528.00 (74.43%)
8 Sept 2023 - 6 Jan 2025	359,398 (99.84%)	346,241 (99.85%)	£0.00 (-)	58,386 (99.91%)	37s	1.12	4,126,006 (99.83%)	0.00 (-)
% change	34.55%	24.32%	0%	4.92%	-9.69%	-4.38%	64.27%	0%

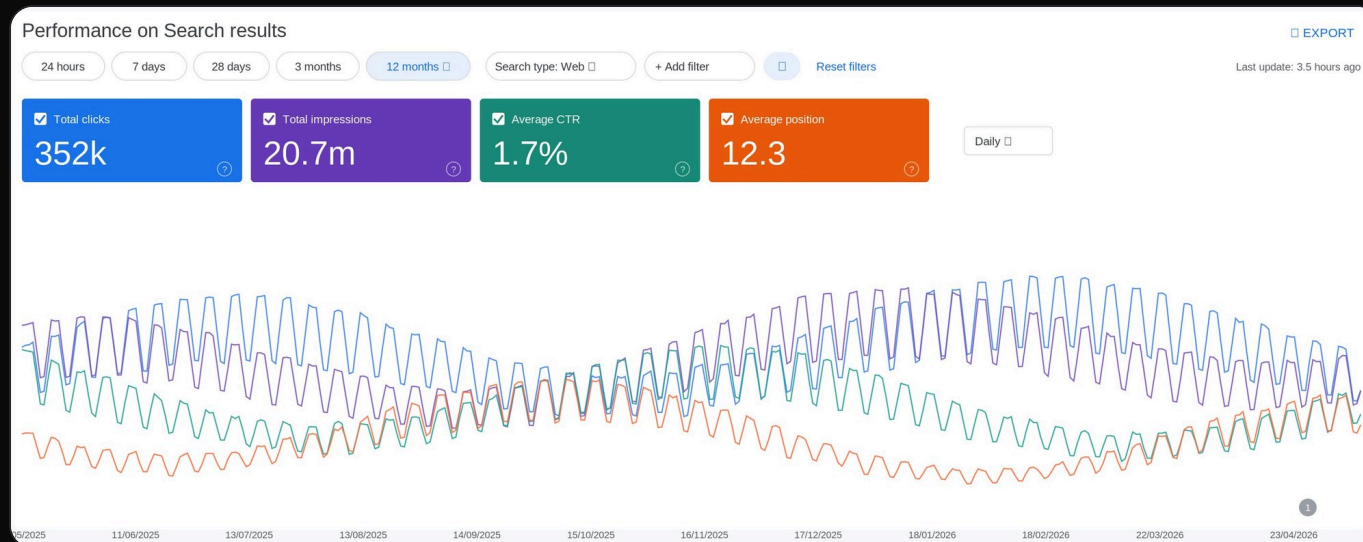


Top: the boxed cell is £365,160 in organic revenue. £299,451 came from organic search alone.

Left: users by channel. Dark blue is this period, light blue the period before. Organic Shopping had nothing to draw before.

Not everything rose. Engagement time slipped from 37s to 35s as traffic grew. We show it because GA4 does.

Google showed BEP 20.7M times. 352K clicked.

**352K**

Clicks from Google

20.7M

Times BEP appeared

12.3

Average position

1.7%

Click-through rate*

* About 17 visits for every 1,000 times BEP showed up in Google.



An average position of 12.3 is the top of page two: close, and still easy to miss. **Getting those rankings onto page one is the next job.**

Where does your organic traffic **stop?**

Send us your store link and what you sell. We reply within 4 hours, and if SEO isn't the fix, we'll say so.

Talk to us →

hello@blinc.design



5.0

Across 311 reviews on the Shopify Partner Directory



4 hours

Reply time, written into every contract



theblinc.com/contact

hello@blinc.design

