

Offroad Alliance: Case Study

I began working with Offroad Alliance as a copywriter in January 2023 through a role with CROUX Digital. An already established brand in the off-roading space, ORA started as a passion project for a small group of friends who had trouble finding quality fog light kits for their beloved Ford Raptors. After designing a product that offered both the functionality and appearance they were looking for, they opened up pre-orders through social media and off-roading forums before making the lead to aftermarket parts retailers online and through two flagship customization shops in Texas and Massachusetts.

Challenges

ORA needed to drive traffic and promote its brand authority. In the wake of the COVID pandemic, consumers were increasingly motivated to get outside and enjoy nature. Meanwhile, manufacturers had evolved to be more customer-order friendly through online sales, and the rise in popularity of dropshipping meant that anyone with an internet connection could create a website and position themselves as an aftermarket parts seller without the need for warehouse space or standing inventory. ORA needed to not only guard its well-earned position in the off-road space but also grow it while differentiating itself from online “pop-up” shops.

Initial Numbers

| offroadalliance.com | Top 10 SERP Rankings | Top SERP Rankings |
|---------------------|----------------------|-------------------|
| September 2022 | 904 | 17 |

Strategy

A website revamp was needed to ensure that each page was rich in keywords, offered unique, search-engine-friendly text, and provided the information a consumer needed to make an informed purchase. In addition, the Offroad Alliance Blog needed content that provided real value to the community, helped establish ORA as an authority in the off-road space rather than just a retailer, and drove sales by helping customers through their journey.

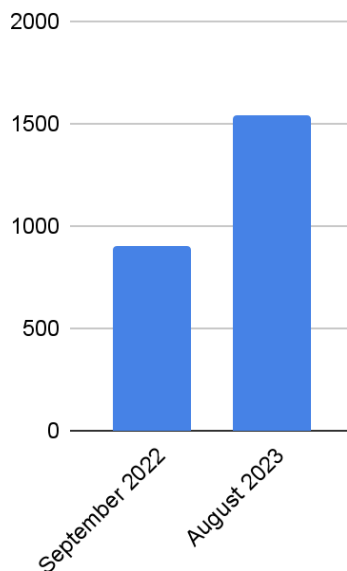
- SEO audits identified key opportunities to improve rankings and drive traffic.
- Category and Product Pages were revamped to remove copy-paste text from manufacturer’s sites and add stylistically consistent, keyword-rich descriptions and CTAs.
- Informational blogs offered build advice for possible parts and helped owners see the lifestyle the parts could help them achieve.

- Lived-Experience blogs based on interviews with select ORA customers talked about show-case level truck builds and the motivations of the people behind them.

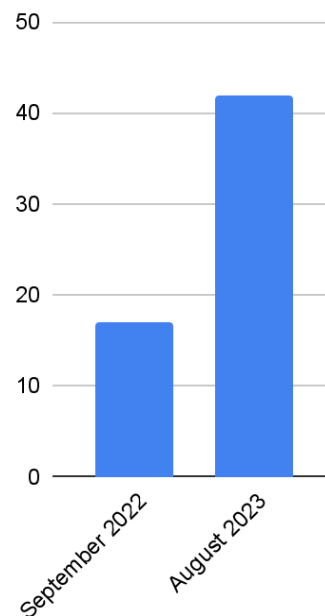
Results

Despite the increasingly crowded off-road space and market saturation ORA faced, top 10 SERP rankings increased by over 70% in a 12-month period. During that same time frame, ORA increased its positioning for the top spot in search results by 147%.

Top 10 SERP Results



Top SERP Results



My Favorite Part of This Project

I loved having the chance to talk with some of the truck owners and get their stories. Many of these outwardly fit the bill of the stereotypical “man’s man” attitude prevalent in outdoor adventure sports and lifestyles, but at their core was a vulnerability and desire for connection that helped turn those blogs into something truly special. Whether connecting with their kids, always ensuring they were ready to help someone in need, or finding ways to have more fun with their dog, these conversations and the chance to tell their real stories to others were a fabulous experience.

