



# Jasper Engines Case Study

Full-Service Marketing Campaign

## At a glance

Jasper Engines & Transmissions, a leader in remanufactured automotive engines and transmissions, selected VIV from over 20 competing vendors due to our unmatched customer service, design capabilities, competitive pricing, and a solid partnership. The goal was to revamp their online presence to enhance user experience, lead generation, and overall visibility. Since launching their new website in December 2023, Jasper Engines has experienced significant growth in key performance areas, including organic traffic, keyword rankings, and paid traffic conversions.

## Key metrics

Mirrolure was able to drive the following results in a short amount of time.



**1.38M+**

Impressions Generated



**24%**

Increase in CTA



**279%**

Ranked Keywords



1099 Stahl Rd Newburgh IN, 47630



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



3,000+ Clients Nationwide

## CHALLENGES

- A dated website that was no longer optimized for modern user experiences.
- Limited organic visibility and keyword rankings on search engines.
- Suboptimal paid traffic performance, lacking targeted ad campaigns and clear conversion paths.

## SOLUTIONS

- **Website Design & Development:** VIV designed a mobile-first, user-friendly website that improved the customer experience and made it easier to find the information users need.
- **SEO Strategy:** The website was optimized for search engines, focusing on relevant industry-specific keywords such as "remanufactured engines" and "transmission rebuilds."
- **Content Optimization:** Blogs and product pages were carefully optimized to increase organic visibility and drive traffic.

## BENEFITS

1

### Increased Visibility and Traffic

The comprehensive SEO and paid advertising strategies led to 279.2% growth in organic keywords and a 12.8% increase in organic traffic (144k more impressions). Jasper Engines is now highly visible across relevant search queries, helping attract more qualified leads.

2

### Improved User Experience

The mobile-first design and optimized content improved user engagement metrics, with users spending more time on the site and engaging with content more effectively.

3

### Effective Lead Generation

Through conversion rate optimization (CRO) strategies, Jasper Engines saw a significant increase in both organic and paid leads, driving more inquiries and boosting revenue.