

CASE STUDY

CLEARWATER CYLINDER HEAD

Scaling an eCommerce Engine from Thousands to Millions in Revenue

OVERVIEW / SITUATION

Clearwater Cylinder Head (CCH) was heavily reliant on phone orders and its eBay store, while its eCommerce website generated only a few thousand dollars per month due to poor functionality.

By partnering with Websults, the company transformed its website at <https://www.cylinder-heads.com/> into a high-performing sales channel.

THE CHALLENGE

Before working with Websults, Clearwater Cylinder Head faced several key challenges:

- Outdated website structure that limited scalability
- Poor search engine visibility for high-intent keywords
- Inefficient product navigation for a large catalog
- Missed opportunities in organic traffic and eCommerce conversions
- Need for a reliable hosting environment to support growth

The goal was clear: build a platform that could scale into a dominant online sales channel.

THE SOLUTION

Websults implemented a comprehensive digital strategy focused on performance, usability, and search visibility:

1. Custom eCommerce Website Development

- Built on WordPress + WooCommerce for flexibility and scalability
- Optimized product architecture for thousands of SKUs
- Vehicle-based search and filtering for improved user experience
- Conversion-focused design to guide users from search to purchase

2. High-Performance Hosting & Infrastructure

- Cloud-based hosting optimized for speed and uptime
- Advanced caching and CDN integration
- Scalable infrastructure to handle growing traffic and transactions

3. Ongoing SEO Strategy

- Keyword targeting for high-intent automotive searches
- Technical SEO improvements (site speed, indexing, structure)
- Content and category optimization for long-tail search traffic
- Continuous monitoring and optimization for rankings and conversions

THE RESULTS

The impact of Websults' work is best measured in revenue growth and sustained performance:

Massive Revenue Growth

- Over \$6.5 million in gross online sales generated
- Over \$6.27 million in net sales
- Nearly 10,000 orders placed through the website

Consistent Monthly Performance

- Average \$93,000+ in monthly gross sales
- Average \$89,000+ in monthly net sales

Breakthrough Growth Moment

- Revenue scaled from approximately \$1,000/month to over \$100,000/month

This transformation turned the website into a primary revenue driver for the business, not just a marketing asset.

CLIENT TESTIMONIAL

Clearwater Cylinder Head highlights the value of Websults' partnership in delivering not just a website—but a system that drives real business growth.



Tim Mather
Sales Manager,
Clearwater Cylinder Heads



Working with Websults completely transformed our online presence. They didn't just build us a website—they built a system that actually drives sales.

Before, our site wasn't generating the kind of traffic or revenue we knew was possible. After partnering with their team, everything changed. From the design to the SEO strategy, every piece worked together to bring in more customers and increase conversions.

What really stood out was how responsive and knowledgeable they are. Anytime we needed something, they were quick to help and always had the right solution.

If you're serious about growing your business online, Websults is the team to trust.

WHY THIS WORKED

This success was not the result of a single tactic—it came from aligning multiple disciplines:

- SEO + UX working together to capture and convert traffic
- Strong technical foundation ensuring speed, uptime, and scalability
- Data-driven iteration to continuously improve performance
- Deep understanding of eCommerce behavior in a niche industry

KEY TAKEAWAY

When website development, hosting, and SEO are executed as a unified strategy, the result is more than improved rankings—it's measurable revenue growth.

Clearwater Cylinder Head's success demonstrates how the right digital partner can transform a website into a high-performing sales engine.

LOOKING TO SCALE YOUR BUSINESS ONLINE?

If you're ready to turn your website into a revenue-generating asset, Websults can help.