



**36%**

INCREASE IN NEW  
WEBSITE VISITORS YOY

**45%**

INCREASE IN CLICKS  
TO WEBSITE FROM  
ORGANIC SEARCH YOY

**39%**

INCREASE IN ORGANIC  
SEARCH IMPRESSIONS YOY

# TIRE PIRATES

## ABOUT

Tire Pirates is a tire shop and auto repair center that has been service the Calgary area since 1991. They provide top of the line tires and pride themselves on delivering great customer service.

## CHALLENGES

The team at Tire Pirates was relying on Yellow Pages to market their business and wanted to find a way to take their marketing online to increase brand awareness and reach new customers.

## SOLUTIONS

Tire Pirates works with ReachLocal for all their marketing, which includes their website, SEO, and search engine marketing.

## RESULTS

Since working with ReachLocal, Tire Pirates has received more calls from new customers finding them online.

They appreciate working with the ReachLocal team and the collaborative approach to their marketing strategy they experience through having a team of experts behind them.

“Our experience [with ReachLocal] has been very good working with everybody, and they’ve been very helpful.”

*Daryl Taylor,  
Co-Owner & President, Tire Pirates*