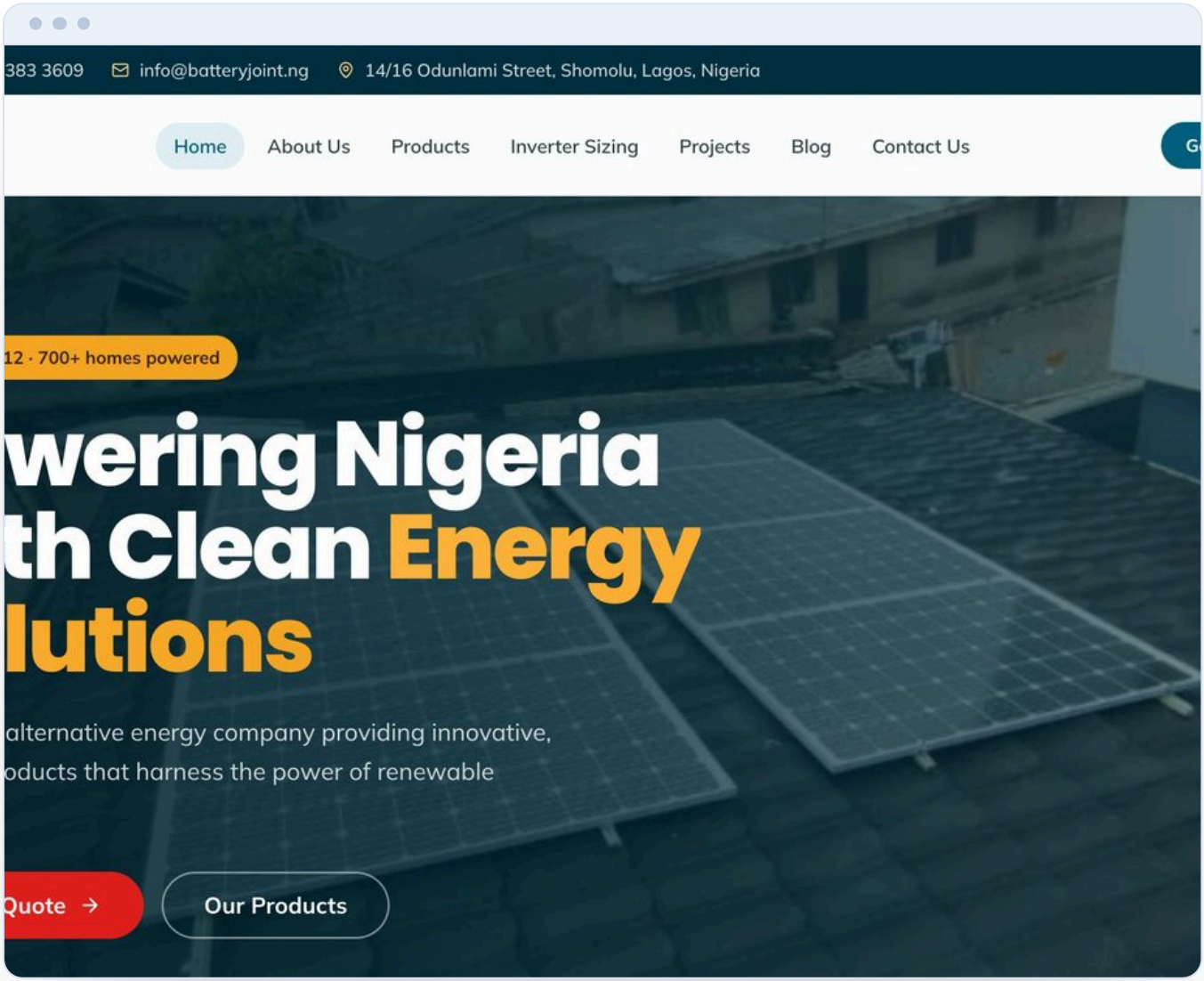
CASE STUDY

Battery Joint

Making a 12-year brand visible

CLIENT	SECTOR	LOCATION	STATUS
Battery Joint	Alternative energy: inverters, solar, batteries	Nigeria	LIVE



01 The client

Battery Joint has powered Nigerian homes and businesses since 2012 — real projects for GTBank, Enyo Retail, Christ Embassy and hundreds of homes. A credible 12-year brand that was nearly invisible in search.

02 The challenge

The website was a lightly-edited purchased theme working against the business: ten-plus links leaking to the theme vendor's demo site, four competing H1s, no product pages or prices, proof points rendered as JavaScript counters that crawlers read as "0+", a blog silent since 2023, and published spam comments. Nothing machine-readable told Google — or ChatGPT — who Battery Joint was.

03 What we did

Rebuilt the site on a custom theme Battery Joint actually owns, with a design system drawn from the brand (petrol teal, the logo's red as a high-urgency accent) — then made every credibility signal crawlable: real product pages with real photos, "Since 2012" and "700+ homes" in text and schema instead of scripts, full LocalBusiness structured data, FAQ schema on every guide, an attributed author with an expertise bio instead of a pseudonym, and fresh Q&A-structured content written for both search engines and AI answer engines.

We also built the **Inverter Sizing Tool** — customers select their appliances, get a recommended inverter capacity and battery bank, and arrive at the quote form pre-qualified. Search traffic becomes sales conversations.

04 Results

- Google PageSpeed (mobile) performance **43 → 97**; accessibility 82 → 95, with Core Web Vitals now passing.
- AI / agentic browsing score **0/3 → 2/2** — full LocalBusiness and FAQ schema make the business readable to ChatGPT, Perplexity and Google AI Overviews.
- A leaner, owned stack: plugins **18+ → 6**, database 51 MB → 8 MB, homepage weight 197 KB → 147 KB — faster, cheaper to host, and no longer a vendor's theme.
- A self-serve **Inverter Sizing Tool** replaces a static load chart — customers pick their appliances, get a recommended inverter and battery bank, and arrive at the quote form pre-qualified.
- Largest Contentful Paint **11.0s → 2.4s**; Speed Index 15.7s → 1.9s (8× faster); cumulative layout shift 0.273 → 0.
- Google Business Profile **claimed and verified** — Battery Joint now appears in Maps, ranks for "near me" searches, and can collect reviews.
- Proof made crawlable: "since 2012" and "700+ homes powered" now sit in text and schema instead of JavaScript counters that crawlers read as "0+".