



# How Siege Media helped Fundera increase their organic traffic by **164%**

## CASE STUDY



*"I feel like Siege Media is going above and beyond constantly. They understood our business needs from the get-go, and they've always been willing to work around our priorities. They're one of the best external services that we've ever used. I would recommend them, without a doubt, to anyone."*



**Georgia McIntyre**

SEO Manager, Fundera

**164%**

**INCREASE IN ORGANIC  
TRAFFIC**

**300,000+**

**NEW WEBSITE VISITORS**

**375 Links**

**GENERATED WITH AN  
AVERAGE DOMAIN AUTHORITY  
SCORE OF 36**

INDUSTRY

**Finance**

LOCATION

**New York City**

## The Client

### Fundera

Fundera is a marketplace for small business financial solutions.

## The Challenge

### Building links in a highly competitive market

One of the biggest challenges about working with an outside marketing agency is making sure that both teams are on the same page. If you're not in sync, things can quickly go wrong.

This was the situation they were trying to avoid at Fundera. According to Georgia McIntyre, SEO Manager, they were looking for ways to grow their organic traffic and build domain authority, but they didn't want to rely on cheap tactics or shady shortcuts to get there.

If they were going to grow, they knew it had to be through a clean and powerful content strategy. Georgia says they just needed to find the right agency to help them achieve their vision.

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*“We were looking for someone who aligned with how we think about SEO. Our focus was on producing high quality content so that we could place higher on search engines and earn more backlinks to Fundera. It wasn't just about getting the content out there for different eyes to see...It was about building the authority of our website.”*

## The Solution

### End-to-end content creation and promotion services from Siege Media

To help grow their domain authority, Fundera brought on Siege Media to create a series of high quality content pieces for their website.

The team from Siege Media took responsibility for the entire process, from coming up with creative ideas to optimizing each article with multimedia and graphics.

Once each piece was complete, Siege Media would also create and execute an outreach campaign on behalf of Fundera. By sending out hundreds of customized messages to journalists and influencers, they were able to secure over 375 links from high quality websites, such as Entrepreneur Magazine, MarketWatch, The Charlotte Observer and Small Biz Trends.

Georgia says she was impressed by not only the caliber of content that Siege Media created, but also the quality of links they were able to secure.

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*Siege Media managed to get us brand recognition from major media outlets such as Business Insider, Entrepreneur Magazine, Inc., FastCompany, and many others. This valuable recognition is hard to come by, but Siege Media achieves it for us on a regular basis.*

## The Result

### 164% increase in organic traffic

Since starting their work with Siege Media, Georgia says they have seen consistently impressive results.

Their organic traffic has gone up by an astounding 164%, which translates to over 300,000 new website visitors.

Now, Georgia says Fundera's domain authority is stronger than ever. And with every new piece of content Siege Media helps them produce, it just keeps improving.

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*“We are where we are because of Siege Media. They’re constantly producing more than what we’d expect. Since we started working with them, our organic traffic has been growing more than 10% month-over-month. That gives me peace of mind, because I know their links are overperforming.”*

# Create amazing content for your website.

Get end-to-end content marketing services to help you earn high quality traffic, links and rankings.

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