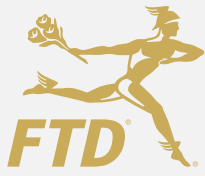


**How Siege Media
Increased Monthly
Traffic Value from
\$0 to \$365,824**

siegemedia

CASE STUDY



139%

increase in organic traffic to FTD.com in 3.5 years

68973%

increase in organic traffic to /blog/ in 3.5 years

34%

increase in organic traffic to FTD.com in the past year

95%

increase in organic traffic to /blog/ in the past year

1100+

referring domains generated

INDUSTRY

Lifestyle

LOCATION

Chicago, Illinois

SERVICES PROVIDED

Content Marketing

The Client

FTD is a premier online floral and gifting company. Their large florist network allows for local same-day and next-day delivery of pre-arranged bouquets.

Growth Summary

Link-driven and search-driven content marketing in the lifestyle industry

Siege Media was hired to develop FTD's content marketing strategy in late 2015.

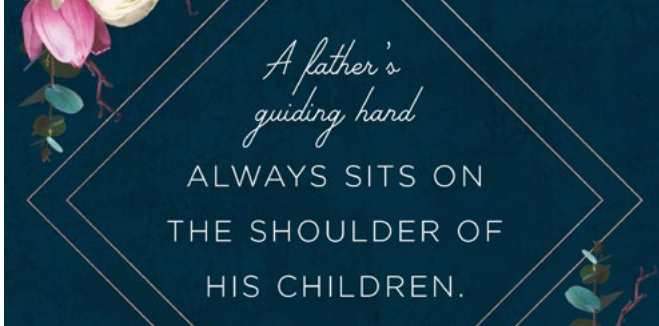
They decided to create mid-top funnel search driven content to drive traffic and conversions, and linkable content to increase brand awareness and build domain authority.

Informational search-driven content also has the secondary benefit of generating high-tier organic links including placements in Smithsonian Mag (DA 87), Wikipedi (DA 93), The Balance (DA 85).

Linkable content targeted topics that aligned with FTD's audience, including entertaining, wedding, and gifting. Siege's in-house photography and videography helped FTD's content stand out in a crowded space. It also gave Siege the opportunity to post the imagery on Flickr, asking users to link to FTD.com if they used the image.

In the past 3.5 years, Siege has generated over 1,100 links to the blog and over doubled traffic year over year.

Featured Content



LRDs: 28

Monthly traffic: 29,713

Monthly traffic value: \$40,457

Rank: 1 for "sympathy"
(152,000 searches/month)

<https://www.ftd.com/blog/share/what-to-write-in-a-condolence-card>



LRDs: 28

Monthly traffic: 14,175

Monthly traffic value: \$21,492

Rank: 3 for "flower meanings"
(33,000 searches/month)

<https://www.ftd.com/blog/flower-meanings-and-symbolism>



LRDs: 89

Monthly traffic: 6,700

Monthly traffic value: \$2,907

Rank: 1 for "types of roses"
(8,000 searches/month)

<https://www.ftd.com/blog/share/types-of-roses>



LRDs: 76

Monthly traffic: 6,500

Monthly traffic value: \$3,107

Rank: 4 for "love coupons"
(3,200 searches/month)

<https://www.ftd.com/blog/share/love-coupons>



“

Siege Media are complete professionals that support my brands as a true partner. They are subject matter experts that help our sites move forward and get a great return on our investment.

Fred Shramovich
Senior SEO Manager

Drive more traffic, links and revenue for **your company.**

We love helping businesses in
lifestyle markets take off.