

**How Siege Media
Increased Panda
Security's Monthly
Traffic Value by **82%****

siegemedia

CASE STUDY



40%

increase in organic traffic to /mediacenter/ in 1 year

82%

increase in monthly traffic value to /mediacenter/ in 1 year

200+

referring domains generated

INDUSTRY

Cybersecurity

LOCATION

Bilbao, Spain

SERVICES PROVIDED

Content Marketing

The Client

Panda Security specializes in IT security solutions, including antivirus software, identity protection, virtual private networks (VPNs), and more.

Growth Summary

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

Siege Media was originally contacted to help build links for Panda Security to maintain and build their authority in a competitive space.

Shortly, Siege realized that there was an opportunity to create search driven posts to rank and drive organic links, and they took a blended approach creating both linkable and search driven assets. Because of this, blog traffic has nearly doubled in the last year and blog traffic makes up 11% of overall traffic.

Siege created a variety of content that would appeal to different audience bases including long form guides, infographics, surveys, and tutorials. This allowed Siege to reach not only tech sites, but also family and education sites.

Featured Content



LRDs: 18

Monthly traffic: 1,751

Monthly traffic value: \$29,596

Rank: 3 for “how to encrypt email”
(5,600 searches/month)

<https://www.pandasecurity.com/mediacenter/panda-security/how-to-encrypt-email/>



LRDs: 12

Monthly traffic: 891

Monthly traffic value: \$3,559

Rank: 1 for “type of cybercrime”
(250 searches/month)

<https://www.pandasecurity.com/mediacenter/panda-security/types-of-cybercrime/>



LRDs: 12

Monthly traffic: 433

Monthly traffic value: \$29,596

Rank: 3 for “secure file sharing”
(1,200 searches/month)

<https://www.pandasecurity.com/mediacenter/panda-security/secure-file-sharing/>



LRDs: 21

Rank: 2 for “online harassment”
(1,200 searches/month)

<https://www.pandasecurity.com/mediacenter/panda-security/how-to-handle-online-harassment/>



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Siege has helped us a lot in improving our organic traffic, proposing us a strategy of content aimed at both increasing the positioning of strategic keywords and offering users content of interest, very well written and with relevant information.

Francesca Antimi

SEO and Content Specialist, Panda Security

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

We love helping businesses in
technical markets take off.