

How Siege Media Increased ProFlowers' Organic Traffic **200%**

siegemedia

CASE STUDY

200%

increase in
organic traffic to
ProFlowers.com in
4 years

532%

increase in organic
traffic to /blog/ in
4 years

1150+

referring domains
generated

INDUSTRY

Lifestyle

LOCATION

Chicago, Illinois

SERVICES PROVIDED

Content Marketing

The Client

ProFlowers is an e-commerce gifting and flower delivery service that specializes in fresh-cut flowers, mixed bouquets, and potted plants.

Growth Summary

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

Siege Media was hired to re-envision ProFlowers' content marketing strategy in early 2015.

Before partnering with Siege, the ProFlowers' team was creating some search-driven content in-house, though much of their content focused on gifting tips and guides.

Siege helped level-up their design and refine their content strategy to include a mix of shareable mid-funnel content and search-driven mid/bottom-funnel content.

Informational, search-driven content has been beneficial for driving traffic and conversions. For example, Peace Lily Care generated \$3,410 in the first half of 2018 alone.

By leveraging in-house photography for linkable posts, Siege has been able to create additional assets that are used across channels like Facebook, Instagram, and YouTube. Videos have had the secondary benefit of ranking in video snippets and Youtube search, generating thousands of views.

Over the past 4 years, Siege has generated 1150+ links and increased blog traffic by over 5x.

Featured Content



LRDs: 21
Monthly traffic: 14,455
Monthly traffic value: \$11,567
Rank: 1 for “sympathy” “blue flowers” (48,000 searches/month)
<https://www.proflowers.com/blog/blue-flowers>



LRDs: 25
Monthly traffic: 11,458
Monthly traffic value: \$3,900
Rank: 4 for “valentines day quotes” (37,000 searches/month)
<https://www.proflowers.com/blog/valentines-day-quotes>



LRDs: 61
Monthly traffic: 10,624
Monthly traffic value: \$16,855
Rank: 2 for “types of flowers” (48,000 searches/month)
<https://www.proflowers.com/blog/types-of-flowers>



LRDs: 113
Monthly traffic: 4,143
Monthly traffic value: \$679
Rank: 1 for “poisonous flowers” (11,000 searches/month)
<https://www.proflowers.com/blog/poisonous-plants>



LRDs: 24
Rank: 4 for “flower chandelier” (500 searches/month)
<https://www.proflowers.com/blog/flower-chandelier>



LRDs: 39
Monthly traffic: 10,200
Monthly traffic value: \$6,100
Rank: 1 for “how to make a terrarium” (6,200 searches/month)
<https://www.proflowers.com/blog/how-to-make-a-terrarium>



“

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.