How Siege Media Increased Tushy's Organic Traffic by 168%

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CASE STUDY

TUSHY

168%
INCREASE IN MONTHLY ORGANIC TRAFFIC IN 1 YEAR

400%
INCREASE IN MONTHLY BLOG TRAFFIC IN 1 YEAR

Top 3
MOST TRAFFICKED BLOG POSTS

INDUSTRY
eCommerce

LOCATION
New York

SERVICES PROVIDED
SEO Consulting & Content Marketing

The Client

Tushy is a team of toilet crusaders fighting for clean bums, reduced global wastefulness and turning consumers into born-again bidet lovers.

Challenges

Following Tushy's launch as the premiere easy to install at-home bidet brand, they wanted to broaden their reach beyond "bidet" keywords. They needed help on content strategy and advising their editorial team on how to get content ranking.

Growth Summary

SEO consulting and content marketing for unique startup

We never like to pick a favorite client, but Tushy tops the list as one of the most fun brands to work with. Tushy was new to search-driven content marketing and needed an agency that could not only tie keywords back to their unique product, but also get their playful "cut the crap" brand voice.

At the start we conducted a keyword opportunity analysis to find non-branded keywords around terms like "poop," "butt," and "toilet." Yes, you read that right.

Following our research, we outlined topics to split between our content writing team and this internal team. For any topic handled by Tushy, we provided strategic guidance to their writing team to execute content efficiently and ensure it was optimized. In addition to blog content, we looked at content across all their properties and provided recommendations for product pages, YouTube, UX/UI and more. We also took on creating link building content end-to-end for them to continue to improve their domain authority.

The end result was skyrocketing performance, with a 400%+ increase in organic traffic to their blog and 168% increase to their site as a whole.

Featured Content

Funny Poop Puns
Rank: #3 for “poop puns” (1,300 searches/mo)
Monthly traffic: 1,100

How to Do a Natural Colon Cleanse
Rank: #1 for “homemade colon cleanse” (400 searches/mo)
Monthly traffic: 1,100

How Do I Make My Poop More Solid?
Rank: #3 for “stool hardener” (1,500 searches/mo)
Monthly traffic: 900

Best Position to Poop In
Rank: #1 for “best position to poop” (450 searches/mo)
Monthly traffic: 630

Drive more traffic, links and revenue for your company.

We love helping businesses take off.

Let's Grow Together.

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