

How Siege Media Increased Everlywell's Organic Traffic by 83%

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CASE STUDY

83%

**INCREASE IN
ORGANIC TRAFFIC
IN SIX MONTHS**

75%

**INCREASE IN
TRAFFIC VALUE**

150+

**LINKS GENERATED
IN ONE YEAR**

INDUSTRY

B2C, Health & Wellness

LOCATION

Austin, Texas

SERVICES PROVIDED

Content Marketing

The Client

Everlywell provides reliable, verified at-home laboratory testing to encourage wellness no matter the location.

Challenges

Everlywell saw a significant opportunity to become the leader in the laboratory testing and health education space through high-quality content. With the intent to drive traffic from organic sources, their team wanted to collaborate with a partner that would help improve their organization, consistency and execution—to uphold long-term link building and ranking goals. Due to a need for improved blog content and digital PR, the Everlywell team was ready to fulfill the final pillar of their content marketing strategy and sustain the momentum of the company's impressive growth since 2015.

Growth Summary

High-Quality, Search-Driven Posts to Support Category Pages During On-Set of Coronavirus

In March of 2020 the pandemic solidified its presence and the need for coronavirus testing grew. Behind the scenes, Everlywell was working relentlessly to launch a contact-free at-home testing kit. While Everlywell had the tools to bring high-quality laboratory tests to every home, we had the tools to bring high-quality, search-driven content to support their category pages.

We quickly went to work developing content that would support their category page for “at-home coronavirus test” with blog posts like “[72 Coronavirus Statistics](#),” which highlighted informative coronavirus facts and statistics with an infographic attached. This topic proved to be successful, earning 24 links in only four months. From there, we shifted to mixed assets in order to reinforce their several other at-home tests with content like, “[Can Allergies Make You Tired?](#)” and “[Sexuality and Aging](#)”—both, in the first three months, earning 19 and 16 links respectively. We continued to create engaging content with promotable elements like printables, interactives, and shareable assets to establish their business of at-home laboratory testing further. With passive link acquisition being the forefront of our strategy, it became a rinse and repeat process, tying strategically to search volume, while amplifying their digital PR opportunities.

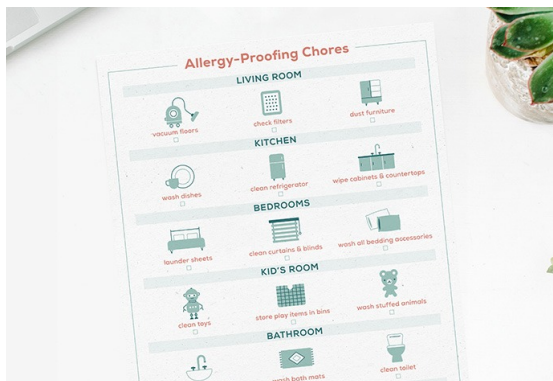
Featured Content



[Can Allergies Make You Tired?](#)

Rank: #3 for “can allergies make you tired”

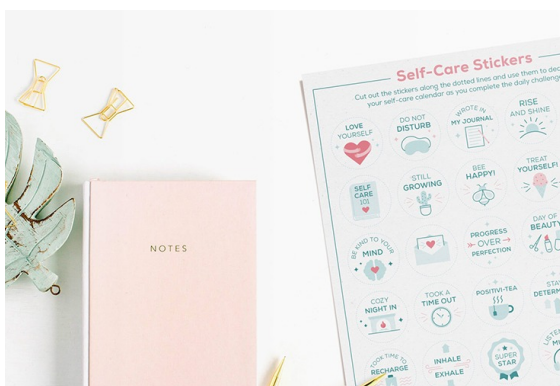
Links: 26



[18 Ways to Allergy-Proof Your Home](#)

Rank: #2 for “how to allergy-proof your home”

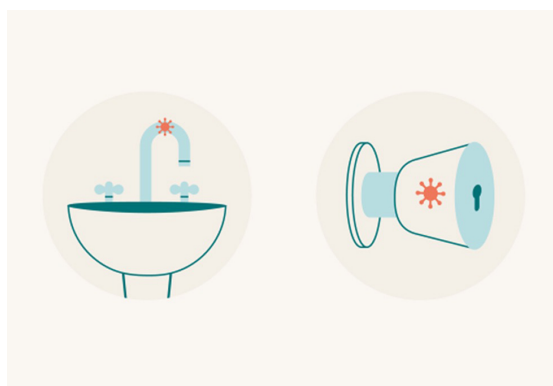
Links: 22



[30-Day Self-Care Challenge](#)

Rank: #1 for “self-care challenge”

Links: 15



[72 Coronavirus Statistics You Might Not Know](#)

Links: 28

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

We love helping businesses
in Health & Wellness take off.

Let's Grow Together.

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