

**How Siege Media Helped
Gallant Grow from 0 to 80,000
Monthly Organic Visits in 6
Months**

siegemedia

CASE STUDY

0 to 80,000

**ORGANIC VISITS IN
UNDER A YEAR**

87%

**OF ORGANIC TRAFFIC
FROM /BLOG/**

INDUSTRY

Medical (pet)

LOCATION

Los Angeles

SERVICES PROVIDED

Content Marketing

The Client

Gallant is a collective of respected veterinarians, scientists, and some unbelievably dedicated entrepreneurs. Their work is the result of over 100 years of regenerative medicine experience, and a commitment to invest millions into the future of stem cell therapies.

Challenges

Gallant is pet stem cell banking for dogs, offering a completely new and revolutionary technology to veterinary medicine. With venture backing and a recent appearance on Shark Tank, Gallant was looking for an agency who could help them add credibility to their brand and educate customers on this new wave of medicine.

Growth Summary

SEO-driven content marketing for startup medical brand

Gallant had a small team and needed an outside agency to start building trust with their customers. Having spent decades building their stem cell technology, they were ready to share it with the world. But with a market that was completely unaware of stem cell potential, and potentially weary of its efficacy, we got to work immediately on content to address those concerns.

We focused our strategy two-fold: first on link-driven content to start building domain authority to a brand new website and second on search-driven articles addressing common health related concerns that fit Gallant's target audience.

During brainstorming, we focused our search efforts around topics that were realistic for the Gallant brand to rank for. We took into account competition factors like keyword difficulty and traffic value to build a 50+ keyword document of relevant terms for them to tackle first. This ensured we weren't wasting time on creating content they couldn't realistically rank for in the short term.

On the link building side, we created a variety of guides and infographics geared towards pet owners and their common dog health concerns.

The end result was skyrocketing growth in just six months, with 80,000 monthly organic visits at an estimated monthly value of \$64,500.

Featured Content



CONSISTENCY:

Scale from 1 (solid) to 7 (liquid), 2-3 is ideal

CONTENTS:

Free of all foreign objects

COATING:

No coating, clean pick up

Dog Poop 101
Rank: Page 1 for “dog poop” (10,000 searches/mo)



SPAY

PUPPY: 4-5 months

ADULT DOG: Anytime if healthy

NEUTER

PUPPY: 4-5 months

ADULT DOG: Anytime if healthy

What Should a Spay Incision Look Like?
Rank: #1 for “spay incision” (400 searches/mo)



Cost to Spay a Dog
Rank: #1 for “cost to spay a dog” (2,000 searches/mo)



Microchipping is **NEARLY PAINLESS** for dogs.

Cost to Microchip a Dog
Rank: Page 1 for “how much does it cost to microchip a dog” (1,200 searches/mo)

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

We love helping businesses
take off.

Let's Grow Together.

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