

**How Siege Media
Helped BigRentz Grow
Organic Traffic **138%****

siegemedia

CASE STUDY



138%

INCREASE IN ORGANIC TRAFFIC OVER 1 YEAR

838%

INCREASE IN ORGANIC TRAFFIC TO /BLOG/

175+

LINKS GENERATED

INDUSTRY

Construction

LOCATION

Irvine, CA

SERVICES PROVIDED

Content Marketing

The Client

BigRentz is an online construction rental marketplace with over 1600 rental partners and 8000 partner locations across the nation.

Challenges

BigRentz came to us with a blog lacking direction and an off brand link building strategy. Marketing to such a niche industry makes link building at a large scale difficult, and it was important to speak to their construction partners while not exhausting that audience.

In addition to their blog, BigRentz was missing key middle-funnel content related to their product offering. What was available was performing poorly, leaving traffic on the table for their competition.

Growth Summary

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

We were contacted to help expand BigRentz's link building efforts as well as help some of their core products rank.

After pruning under-performing blog posts from the site, we were ready to start creating a mix of link building assets and search-driven pieces.

Our team delivered some major wins to gain industry links and press coverage with their link building content. They also created top- and middle-funnel informational content around rental equipment in their industry. As this search-driven content began to rank and bring in more organic traffic, they also saw those core rental page rankings improve across the board.

The strategy was to drive content relevant to customers in the construction space. Identifying linkable content that could drive high DA industry links like educational content, surveys and industry technology advancements was the main focus.

To stand out in a niche industry like construction, we created linkable content through a mix of illustrations, photography and animated content.

Featured Content



Types of Forklifts

Rank: 1 for “types of forklifts” (1,800 searches/mo)

Monthly traffic: 2,800

Monthly traffic value: \$10,500

Links: 23



Women in Construction

Rank: 2 for “women in construction” (2,400 searches/mo)

Links: 88



American Skylines Survey

Links: 12 links, including ABC News, Philly Voice and Houston Chronicle



Construction Statistics

Rank: 3 for “construction statistics” (80 searches/mo)

Links: 36



Siege Media has helped bring our blog content to new levels, which helps improve other areas of the site and has had a noticeable positive effect on rankings for core keywords.

Lior Zitzman

Director, Digital Audience at BigRentz

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

We love helping businesses
take off.

Let's Grow Together.

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