

**How Siege Media
Helped Zola Grow Their
Expert Advice Section
from 0 to 50k Visits**

siegemedia

CASE STUDY



0 to 48,600

increase in monthly organic traffic

\$76,900

increase in monthly traffic value

185+

referring domains generated

INDUSTRY

Wedding registry

LOCATION

New York

SERVICES PROVIDED

Content marketing

The Client

Zola is a wedding startup that is reinventing the wedding planning and registry experience with a free suite of planning tools.

Growth Summary

SEO-driven content marketing in the lifestyle industry.

Siege Media was hired to level up Zola's Expert Advice section, which was meant to inspire and educate their customers who were planning a wedding.

Although Zola had already been publishing content to the section, they were having difficulty generating traction.

Siege created several high fidelity pieces while also focusing on top-funnel rankings to break that pattern, building assets such as these bridal shower printables and mason jar cocktail assets that focused on inspiring design and a faux original photography style to take their content to the next level.

From there, Siege generated high quality links in the wedding industry through outreach, pushing the rankings up for the assets as well as the bottom-funnel pages associated with them.

Additionally, Siege used their SEO expertise to advise Zola on a migration from longer URLs to a shorter URL structure. After a short lull, the section jumped in rankings in February of 2020.

Featured Content



LRDs: 23

Monthly traffic: 1,000

Rank: 1 for "bachelorette party themes"
(700 searches/month)

<https://www.zola.com/expert-advice/bachelorette-party-themes>



LRDs: 21

Monthly traffic: 712

Rank: 2 for "free bridal shower printables"

<https://www.zola.com/expert-advice/free-bridal-shower-printables>



LRDs: 5

Monthly traffic value: \$905/mo

Rank: Page one for "wedding themes"
(6,200 searches/month)

<https://www.zola.com/expert-advice/wedding-themes>



LRDs: 13

Rank: Page one for "wedding send off ideas"
(1,100 searches/month)

<https://www.zola.com/expert-advice/wedding-send-off-ideas>

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

We love helping businesses
in lifestyle markets take off.