



CONTENT MARKETING CASE STUDY

Content Marketing for a Fitness
Apparel Brand



Client

An emerging San Francisco fitness apparel brand focusing on activewear products wanting to increase brand awareness.

Objective

Improve organic search rankings and drive traffic to the e-commerce site through an SEO-driven content strategy.

Solutions

Blog Posts: Created a series of detailed blog posts covering topics such as the benefits of eco-friendly materials, yoga for beginners, and advanced yoga techniques.

SEO Optimization: Each blog post was optimized for keywords identified through extensive SEO research, focusing on terms with high search volumes and relevance to the brand's products.

Email Newsletters: Distributed the blog posts through weekly email newsletters to the brand's subscriber list, including special promotions for subscribers.

Results

Boosted Web Traffic: Website traffic increased by 60% over a three-month period.

Enhanced Search Engine Rankings: Significant improvements in SERP rankings for targeted keywords, with five key terms reaching the first page of Google results.

Increased Engagement: The blog's average time on page increased from 1 minute to 3 minutes, indicating higher engagement with the content.