

CASE STUDY

THE SITUATION

The leading men's lifestyle publication in Australia that has existed since 2013 and is well known for their target audience. They experienced a decline after experiencing the COVID bump due to seasonality and lack of technical SEO management. In addition, they were looking to better organize site and grow their baseline traffic.

THE STRATEGY

- 1 Content pillar cluster /editorial strategy and assisting with developing pillar pages
- 2 Tagging and site architecture rollout
- 3 News SEO and post launch content promotion coaching
- 4 Technical SEO management and implementation
- 5 Performance monitoring and CTR optimisation

THE RESULT

Contributed to their **300% increase** in organic traffic across a 6-month period and **179% YOY** improvement (comparing September 2021 vs. September 2020).

Their publication became **#1 in its category** based on unique monthly visitors, as reported by Nielsen (see below), with the help of SODP.

NIELSEN DIGITAL MEDIA RATINGS TAGGED JULY 2021
UNIQUE AUDIENCE FOR MALE 18+

