

How Siege Media Helped One Click earn 200+ links and drive **60%** more traffic to their e-commerce sites.



“

I've been impressed with Siege Media every time I've worked with them...I know that I can always trust their advice because they have research behind it and years of industry experience.

Connor Hitchcock

Digital Marketing Specialist, One Click

siegemedia

CASE STUDY

65%

YEAR-OVER-YEAR INCREASE
IN ORGANIC TRAFFIC TO
READERS.COM

20%

YEAR-OVER-YEAR INCREASE
IN ORGANIC TRAFFIC TO
SUNGLASSWAREHOUSE.COM

200+

QUALITY BACKLINKS EARNED
FOR ONE CLICK BRANDS

INDUSTRY

E-commerce (Eyewear)

LOCATION

Greenwood, IN

The Client

One Click

One Click is a fast-growing e-commerce company on a mission to be the world's most people-focused eyewear company. Their products are sold across three separate brands: Readers.com, Sunglass Warehouse and felix + iris.

The Challenge

Lost rankings and revenue in a competitive niche

In a hyper-competitive online niche like eyewear, strong positioning is vital to keep new customers and revenue coming in.

Deeply entrenched major players and massive brands go toe-to-toe for limited lucrative real estate. This was the challenging scenario that Connor Hitchcock, Digital Marketing Specialist at One Click, found himself up against.

As the man in charge of promoting the e-commerce eyewear brands of One Click, he measures his success on three main metrics: website revenue, organic traffic and keyword rankings.

But Connor had run into a problem. One of their brands, Sunglass Warehouse, had recently gone into a bit of a slump.

Some of their highest-traffic, most valuable keywords had been knocked down in the search rankings, and website revenue was suffering as a result.

Connor needed a partner who could diagnose the reasons for the rankings losses and move quickly to help One Click regain lost ground.

“

The two most important things for us are revenue and website visits...and both of those are driven by the position of big keywords we have on search engines.

One of our brands, Sunglass Warehouse, had dropped significantly in the search engine results for these keywords. It needed a shot in the arm for our organic rankings.

The Solution

A comprehensive SEO audit and action plan

Impressed by some of the work they had done for One Click previously, Connor reached out to Siege Media for an SEO consultation.

Siege Media conducted a comprehensive audit for both the Sunglass Warehouse and Readers.com sites that examined, among other things:

- Current keyword positioning and traffic sources
- The domain authority and backlink profile of both sites relative to successful competitors
- Onsite content and keyword mapping
- Technical SEO issues, site speed, information architecture and more.

The audit identified multiple issues and recommended the following action items:

- Increase internal linking to the home pages and category pages to better define each website hierarchy
- Build an HTML site map, in addition to the already existing XML site map, to increase the depth of content crawled and indexed by search engines
- Develop and share compelling content around eyewear to generate backlinks from other websites and secure their keyword rankings.

With the help of Siege Media, Connor was able to implement the first two recommendations of the audit almost immediately.

The third recommendation would be much more challenging, so One Click enlisted the content marketing expertise of Siege Media.

Together, they generated and validated multiple content ideas to identify the most qualified opportunities, then developed a plan to create and promote one new piece of content per month in order to try to earn more backlinks.

Siege Media handled the entire process, from content creation to conducting outreach for each piece.

“

Siege Media provided an SEO consultation for us and submitted an audit for our keywords. They outlined a lot of actionable items and steps that could help us regain our positioning on the search engine results pages, and they helped us to develop a strategy for driving more traffic and revenue.

The Result

200+ links and a 65% lift in organic traffic

About two weeks after implementing the changes recommended by Siege Media, Connor started to see results.

Several of their biggest keywords jumped to prominent positions in search results, and organic traffic began to pick up on both websites.

It was exactly the shot in the arm that the brands needed.

One Click soon realized the positive effect of the monthly content being created by Siege Media as well.

Over the course of a year, Siege Media designed and promoted infographics on compelling topics such as, “The Sunglasses & Facial Hair Pairing Guide,” and “Famous Eyewear From Pop Culture.”

These infographics were picked up, featured, and linked to by over 200 websites, including quality sources like DesignTAXI, Goodreads and DailyMail.com.

As a result, Sunglass Warehouse has seen a 20% increase in year-over-year organic traffic, and Readers.com skyrocketed by an incredible 65% year-over year.

“

I've been impressed with Siege Media every time I've worked with them. They helped our organic traffic rates return to normal and brought back the rankings of our larger keywords. The content they produced for us was great too – it helped drive better quality traffic to our brands and got us a bunch of new links back to our websites.

“

I just know that I can always trust their advice because they have research behind it and years of industry experience.

Drive more links, sales, and revenue for your e-commerce business.

We love helping e-commerce businesses compete and win in tough niches. Let's grow together.

CONTACT US

siegemedia

