CASE STUDY

At SEO.CO, our goal is to help entrepreneurs, businesses brands, and marketers gain visibility and exposure online through content marketing. We've helped countless clients dramatically increase their brand exposure and build long-term online strategies to attract new customers.

This is just one of their stories.

HostGator.com

ENTER HOSTGATOR

HostGator is an online service provider based out of Houston, Texas which offers domain registration, web hosting, and many other services related to building and maintaining a website. Already possessing a strong lineup of services and a recognizable brand, HostGator knew there were ways to further increase its visibility online. HostGator decided to execute an inbound marketing strategy, and began looking for a partner with established strategic relationships to maximize the ROI and reach of the campaign.

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> - Increase domain authority through high-quality offsite brand mentions and inbound links, thereby increasing search engine visibility and organic search traffic.
> - Increase well-qualified referral traffic.

THE CAMPAIGN

Of course, achieving these goals wouldn't be easy. Inbound marketing campaigns require time and consistency to yield their true potential. To maintain the highest quality without ever losing sight of the client's end goals, we built a custom campaign for HostGator.

First, we identified which publishers HostGator stood to benefit from the most. We agreed on six high-quality, recognizable publishers with whom we've developed strong media relationships that also shared at least one vertical with HostGator. For HostGator, we created a customized list of publishers, balancing authority with relevance and visibility, while maintaining link diversity.

Leveraging our relationships with each publisher, we pitched topic ideas. Upon approval, we developed and submitted the content to the publishers directly. In HostGator's case, each of the original articles was published within a week of submitting to publishers.

Our work with HostGator became more streamlined and more efficient as the weeks went on. We immersed ourselves in the values and characteristics of the brand, refined our approach to conceptualizing articles, and improved our capacity for writing brand-relevant material in a unique and authoritative way.

Nearing the peak of our multi-month content campaign, we pitched upwards of 15 unique, engaging pieces of content per month for HostGator, covering topics ranging from web hosting to cloud computing and online marketing practices for businesses. Gradually, we bolstered HostGator's online visibility, driving thousands of new visitors to HostGator's website over the course of the campaign.

HostGator reported additional benefits as a benefit of the campaign, including increases in organic search traffic and domain authority, as provided by Moz.

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Brian Rakowski
Global SEO Manager, HostGator

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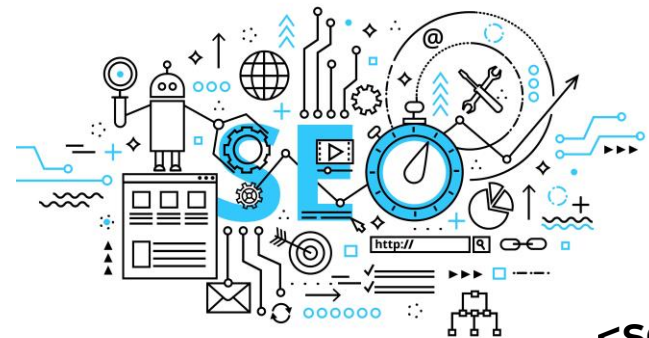
THE RESULTS

Our goal is to achieve tangible, measurable results. For HostGator, the numbers validated our ongoing work, and continue to provide a positive ROI.

INCREASED REFERRAL TRAFFIC

Through our ongoing content marketing campaign, we were able to achieve a direct line of new traffic for HostGator, via referral traffic. Readers of the published content followed the links to HostGator's website, resulting in more than 10,000 new visitors since the beginning of the campaign, with more new visitors still arriving every day. This amount of targeted traffic would have likely cost over $100,000 if achieved through a pay-per-click advertising campaign such as Google Adwords.

INCREASED SEARCH VISIBILITY

Organic search traffic (incoming traffic from online searches) also increased for HostGator during the campaign. Circumstantial keyword phrases, brand mentions, and affiliations with high-quality publications likely contributed to an increase in the overall domain authority of Hostgator.com, and drove organic search traffic to over 175,000 unique monthly visits, according to SEMRush – up from a little over 100,000 at the start of the campaign.

INCREASED BRAND EXPOSURE

Brand awareness is difficult to measure through quantitative data, but the new customers and increased website traffic speak volumes about HostGator's improved online brand exposure. These results suggest that HostGator is seen, more than ever, as a thought leader in the web hosting community, and their presence on dozens of high-authority external publications has greatly contributed to this effect.

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The SEO.CO team have been great to work with and are definitely a valued partner. They've always been very responsive, they proactively communicate what is happening with our campaign and are always willing to go over and above the call of duty. Most importantly, they deliver quality work that brings fantastic results. SEO.CO rocks!

Brian Rakowski
Global SEO Manager, HostGator

THE BOTTOM LINE

HostGator began its campaign with SEO.CO with potential for greater online visibility. Through an integrated content marketing campaign, SEO.CO was able to help HostGator build domain authority, drive website traffic, and improve its overall online brand presence. Now, HostGator is enjoying more monthly visitors to its website as well as increased organic channel sales.

SCRACH TRAFFIC OVER THE COURSE OF ONE YEAR.

Unique monthly visits increased 75%

— SE traffic   — Ads traffic
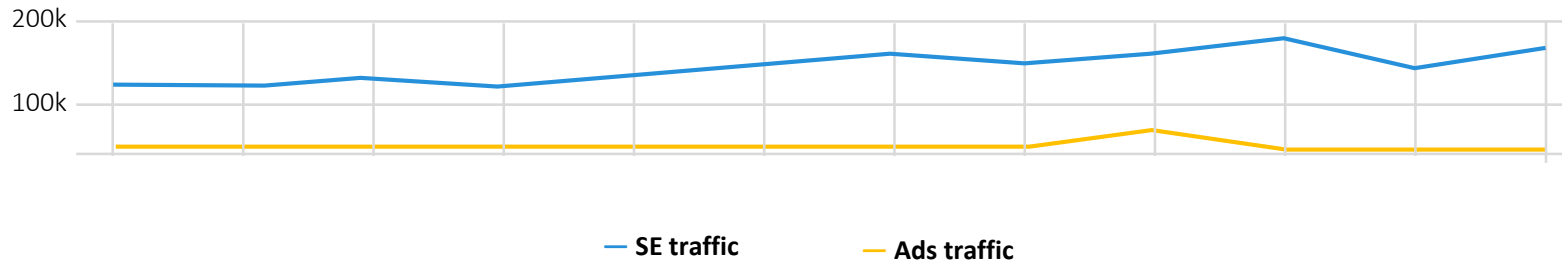
GENERAL ONLINE VISIBILITY ACCORDING TO SEARCHMETRICS

— SEO Visibility