

# REVITALIZING GROWTH THROUGH CONTENT DEVELOPMENT

## CLIENT NAME:

The Bouqs Company



## SERVICES:

Content + SEO

## PROJECT BRIEF:

The Bouqs Company was a late player to the online floral vertical and was competing with established flower delivery companies.

## INDUSTRY:

Ecommerce + Floral

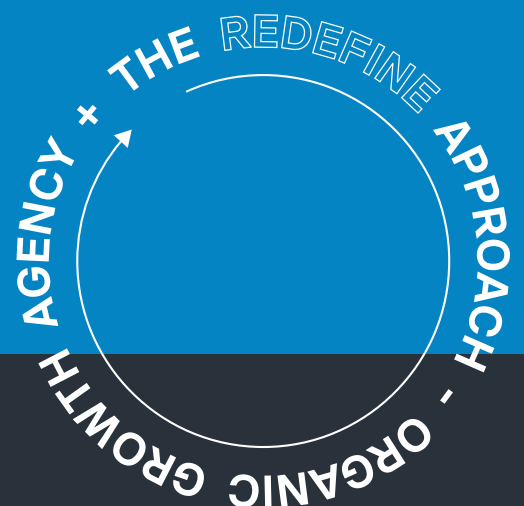
In order to compete with these companies, our client needed to improve their authority and expand its number of keyword rankings.

## THE CHALLENGE:

Growth in sessions had stalled YOY

However, they lacked the internal resources needed to research and create the volume of content desired. Redefine created a monthly editorial process to streamline the research, creation, and publication of 75 pieces of content per month, across six months.

Clients did not have the internal resources to research and create the volume of content they desired

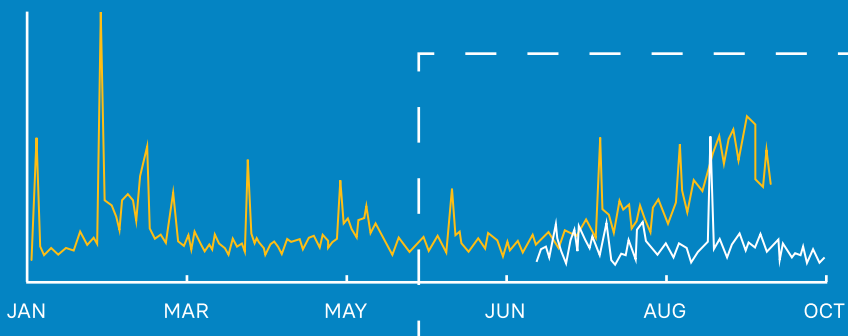


## THE RESOLUTION:

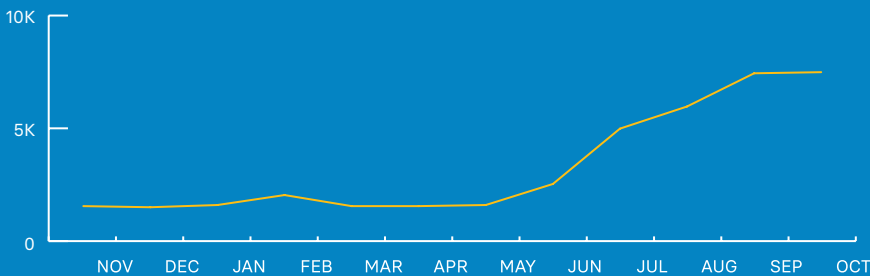
- + Developed a monthly editorial process to streamline research, creation, approval, editing, and posting of 75 pieces of content per month using Redefine's vetted team of writers.
- + Hyper-targeted content topics around the Five W's that trigger featured snippet wins in Google SERPs.
- + Identified striking distance keyword opportunities for inclusion in body copy and as internal links to increase authority.

### ORGANIC BLOG TRAFFIC (YOY)

2017 vs. 2018



### BLOG KEYWORD RANKINGS



Not only has Redefine streamlined a flawless process for on-site + off-site SEO integration, they've tailored a unique go to market strategy to drive incremental sales from an organic perspective. The team truly embodies all aspects of professionalism and sets themselves apart from other leaders in the industry through their attention to detail, innovative solutions + comprehensive knowledge of the digital landscape.

- SERENA WONG, DIRECTOR OF SEARCH MARKETING

### PERFORMANCE OVER 6 MONTHS

**+1,194%**  
NEW USERS

**+1,288%**  
SESSIONS

**+389%**  
# OF KW RANKINGS

**+335%**  
# OF PAGE 1 RANKINGS