MEDIA CASE STUDY

Local Sports Media: **Ready for Fall Season**

Organic SEO that grew traffic and engagement in just 90 days.

OVERVIEW

Client
Local sports media outlet

Campaign length
Three months

Geography
Eastern U.S.

Total investment
$3,300

Products used
Organic SEO

OBJECTIVE

Increase website traffic and grow the audience ahead of fall sports coverage.

90 days
to big gains in traffic and engagement.

STRATEGY AND SOLUTIONS

In a highly competitive space, our goal was to build the site's **authority** before fall sports coverage kicked off, by earning **quality backlinks**.

Alongside link building, we focused on **on-site optimization** so the outlet's already-strong content could rank as high as possible.

Within 90 days, traffic, users, and engagement all showed major increases.



RESULTS

223%
more traffic

124%
more users

249%
more engagement

Great content not getting found? SEO helps the right readers discover it.

Results from a single advertiser; individual results vary.