

Conair **Grows Revenue by 25%** With Enhanced Organic Content Strategy



Channel:



SEO

Industry:



Home Improvement

SEO Pillar:



Content

Goal:



Grow Website Traffic

The Situation

Conair produces and sells high-quality HVAC air filters for business and residential use. At the onset of the pandemic in early 2020, Google Trends reflected an increase in searches for information about the novel coronavirus and ways to combat it - including air filtration and face masks.

Opportunity Identified

In early March 2020, the need to provide up-to-date information about the differences between the flu and coronavirus became apparent. There was an opportunity to highlight the company's expertise in creating a clean, safe environment at home and at work. By late March, face masks had become a hot search topic. One trending topic was how to create a face mask with a pocket for added filtration - and one of Conair's filter fabrics in particular was a perfect fit.

ROI in Action

A Content Specialist on ROI's SEO team researched the most relevant keywords for each article. The team then found the most reliable sources of information about those terms, compiled key points that needed to be made, and wrote three articles and kept them regularly updated with the most relevant information during an ever-changing situation. The SEO Outreach Specialist contacted media personnel and influencers to gain quality backlinks in order to increase brand recognition and improve perceived expertise, authority, and trustworthiness (EAT).

Results Achieved

One of the blog articles written led to 2.3 million impressions, 162,375 sessions, and 511 transactions. As a result, organic traffic increased 165% sitewide and transactions grew 15% year-over-year. Another article brought a 31% increase in website sessions. Combining referral traffic revenue and organic search revenue from all of the articles, Conair saw an amazing 25% increase in total sitewide revenue year-over-year!

165% Surge in Site Traffic

25% Increase in Yearly Revenue

31% Increase in Website Sessions