

Channel:



SEO

Industry:



Work Boots

Focus:



SEO Content Development & Strategy

Goal:



Grow Brand Awareness & Reach

The Situation

Thorogood® is an employee-owned company that's been making high-quality, job-fitted boots designed for hard-working people since 1892. With so much expertise and authority in the field, the brand wanted to showcase their competitive edge and grow brand awareness. With limited bandwidth and a disjointed content strategy in place, Thorogood® turned to the SEO experts at ROI Revolution.

Opportunity Identified

When it comes to buying a high-AOV item that has to be able to get the job done, customers want to feel confident that they're making the right purchase. ROI Revolution's SEO team discovered that Thorogood®'s competitors weren't creating content that answered shoppers' most common questions about work boots, and developed a strategic SEO content plan to fill the gap.

ROI in Action

The ROI team researched competitors and audited content to develop a robust content strategy. Their approach included writing new articles covering information across multiple product sets, and routinely revising and updating content to reflect new trends and information. ROI Revolution worked as an extension of Thorogood®'s team to understand their goals and create a strategy that would drive customer acquisition and grow brand awareness.

Results Achieved

ROI Revolution was not only able to **create multi-channel content** and take work off of Thorogood®'s plate, but also provide a **significant boost to new users and sessions** while decreasing bounce rate.

136.8%

Increase in New Users YoY

123.6%

Increase in Sessions YoY

5.73%

Decrease in Bounce Rate YoY