

Client since 2019.

# Boutique Watch Brand Website

This American boutique watch brand offers a direct to consumer model and wanted to increase their visibility on Google.

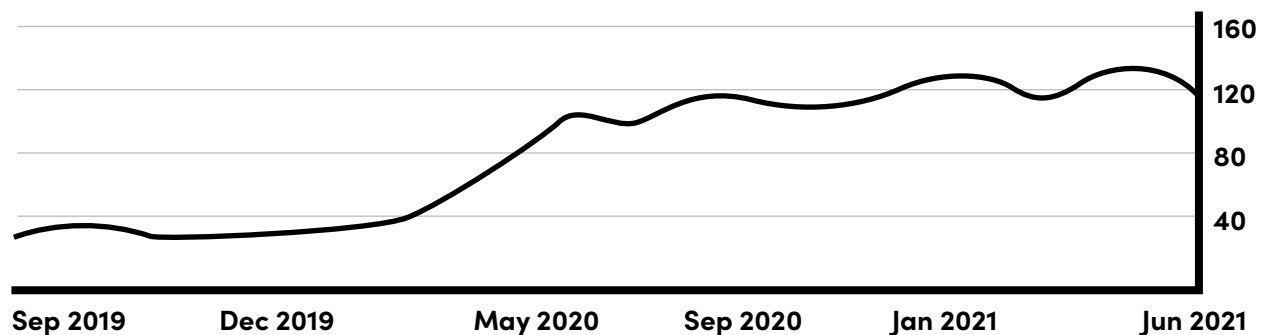
We baked on-site SEO fundamentals into their Shopify store and then leveraged a long-tail content strategy.

Phase two, which is still ongoing, is levelling up their content strategy with video so as to dominate their niche on YouTube. We are owning the strategy, production, and optimization of this campaign end to end.

In just two years, this watch brand has grown their organic traffic by 157% (to more than 30,000 organic pageviews/mo) and earned more than 900 new front-page rankings.

## Organic Keywords

After



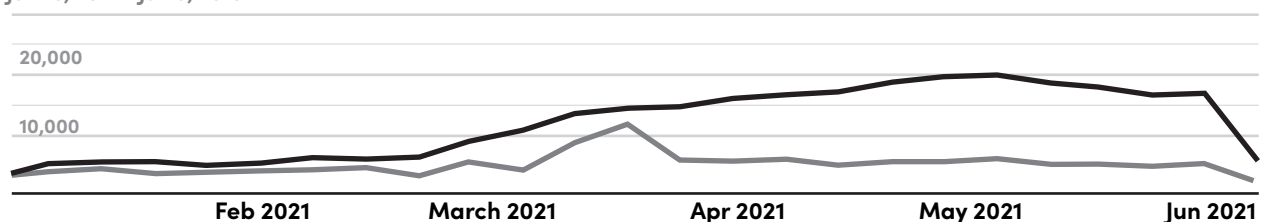
Before

\* Data pulled from Semrush

## Organic Traffic

2019-21 vs. 2017-19

Jun 10, 2019 - Jun 10, 2021  
Jan 10, 2017 - Jun 9, 2019



\* Data pulled from Google Analytics

Google Analytics

# The Strategy

This watch brand had excellent in-house media production capabilities, so we leveraged it to help build a strong media library to support our content. This brand was already excellent at engaging their audience and being present in the community, so we focused our efforts on website SEO fundamentals and the long-tail content strategy.

## Content Strategy

We paired an education strategy with a mix of lifestyle topics. We identified several high-opportunity keyword groups and created a plan for each piece of content on how to tackle it.

## Team Alignment

Connecting specialized content resources with internal experts within the client organization.



## Closing Thoughts

As watch fanatics ourselves (ask Cam about his watch collection), being able to deliver results like this and see how it has helped grow this American company has been rewarding on multiple levels.

And we get to try their latest watches - BONUS!

### KEY STATS

- **+900** new front-page rankings
- **+157% increase in organic traffic** June 10, 2019 - June 10, 2021 vs. same period prior.
- Organized their remote content and Pinterest teams