

MEN'S JOURNAL

51%

INCREASE IN
ORGANIC TRAFFIC

80%

INCREASE IN
EMAIL CLICKS

Background

Men's Journal Magazine lost traffic and rank after a major algorithm change on Google search in 2019. Maison Digital was tasked with initially growing traffic through paid and SEO efforts, eventually leading to an audience development strategy.

Project Scope

- Search engine optimization (SEO)
- Paid media buying to drive traffic
- Weekly and monthly analytics and analysis
- Social media strategies and tactics for follower and traffic growth
- Facebook traffic driving optimizations
- Partnership marketing for email growth

Results

Year over year traffic from natural search (or SEO) is up +51%

Pages per session from SEO increased by 10.5%. Partnering with edit we optimized articles with the most SEO value and potential determined through an SEO analysis.

Implemented a partnership strategy to grow the email list. Growth in clicks from email as much as 80% year over year comparing by month.



51% Increase in organic search traffic



10.5% More pages per session



80% Growth in clicks from email

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