



How Emerald Digital Increased Web Traffic by 800% for DuJour Magazine

About the Client:

DUJOUR

DuJour Magazine:

DuJour is a luxury lifestyle media brand focusing on fashion entertainment, art, travel and business with an unrivaled access to an audience of the most affluent and influential consumers who seek out its unique and engaging content.

Through its dynamic and integrated platforms, DuJour reaches a highly-coveted self-selected audience of more than one million readers with both its national and local coverage.

DuJour is where luxury lives -- and connects with its readers through exclusive events, interactive media, and unparalleled content about where they live, work and play.

Industry:

Media

Location:

United States

Services:

Search Engine
Optimization

Website Management

Website Security

SEO



The Challenge:



Increasing Load Times and Web Traffic for a High-End Luxury Magazine

At the start of DuJour's campaign, Emerald Digital was challenged with the task of increasing load times and web traffic rates, in addition to providing extensive security measures for the luxury website.

DuJour's team knew they needed the help of a full-service digital marketing agency with a team of website experts to take their site, which had been experiencing sluggish delays due to large files, imagery and content, and transition it to an optimized site with increased load times, web traffic and search engine optimization. This would ensure the content that was being published by the online luxury platform would be easy to search for online users and would avoid the inevitable non-engaged user that would exit the site due to slow load times.

With hundreds of luxury magazines available online vying for the attention of users and web hits, DuJour knew Emerald Digital was the right Agency to get their site back up to speed and functioning at 100%.



The Solution:



Search Engine Optimization Experts with Proven Success

Jason Binn, Founder and CEO of DuJour, was first introduced to Emerald Digital through Crisis Management Expert and HeraldPR President, Juda Engelmayer. It was then that Jason explained the issues his site was having and was directed to the Emerald Digital team. In the Agency's initial discussion with DuJour, Emerald provided thorough resolutions to the issues DuJour was experiencing and created a priority list for tasks that needed to be addressed first and foremost. It was in that ideation session that DuJour decided Emerald Digital was the best Agency to trust with the project.

After understanding the strategy and time that goes into optimizing content, increasing load times, and providing extensive security measures to the backend of the website, the DuJour team placed their trust in Emerald Digital to implement and deploy a website optimization strategy that worked to resolve all of the website's most pressing issues, which involved minimizing file sizes across the website, categorizing and decluttering content on the backend of the site, implementing security measures to ensure DuJour would be safe from potential hackers, carrying out an extensive search engine optimization campaign for the keyword "DuJour" and other keywords and phrases related to the luxury magazine, optimizing existing content and managing and hosting the site.

Emerald diligently worked to ensure all of DuJour's top issues that decreased web traffic rates were resolved within the first couple of weeks and continued to address other issues to deliver a fully-optimized, user-friendly site.

The Result: A fully-optimized and secure website with increasing traffic rates and load times.

The Result:



An 800% Increase in Web Traffic in Just Nine Months

When DuJour first started with Emerald Digital in June 2019, the high-end luxury website was experiencing load times ranging from 13-20 seconds across the website, additionally the site was experiencing slow web traffic rates. After bringing on Emerald Digital, DuJour quickly saw resolutions to some of its most pressing issues. In just the first two months of working with Emerald Digital, DuJour saw a web traffic increase of 35% and a search traffic increase of over 300%. Additionally, DuJour saw its load times decrease to a mere 3-5 seconds across the site.

Alongside its increased load times and web and search traffic, DuJour also saw a growing authority score, increasing to a 58 with 197K backlinks. While DuJour continued to see steady growth throughout the course of the campaign, the Agency ended its campaign with DuJour at an 800% increase in web traffic in just nine months, this is due in part to our extensive search engine optimization and content optimization strategy, as well as the focus on increased load times across the site.

Today, DuJour, through its search engine and website optimization efforts with Emerald Digital, sits at an authority score of 58 with 197K backlinks, a 690% search traffic increase for the term “DuJour” and a 2,400% search traffic increase for the phrase “DuJour Magazine.”

“**Matt and his team were able to resolve an issue that ultimately made our page look clean and more user-friendly. Thanks so much!**

- Kasey Caminti, Senior Editor, DuJour



Is your search engine optimization campaign delivering results? It should be.

Emerald Digital has an expert team that's ready to move the needle forward for your business.



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