

# CASE STUDY: SITE INTEGRATION GROWS ORGANIC TRAFFIC

## Client

Oxygen Plus  
www.oxygenplus.com  
with EXCLUSIVE since September 2015



## Summary

*A leading company in the recreational oxygen industry, Oxygen Plus, came to EXCLUSIVE with a distinct challenge: it needed to integrate its sister site, OxygenFactor.com, into its OxygenPlus.com website.*

*Through content and URL-mapping, 301 redirects and many small tweaks, EXCLUSIVE was not only able to properly merge the two sites, but the team was also able to grow Oxygen Plus's organic presence and traffic as a result.*

*By integrating Oxygen Factor, Oxygen Plus was injected with a boost of authority and, as a consequence, now had the ability to rank for all the sub brands' keywords.*



## Problem

A few months into Oxygen Plus' SEO campaign, it was brought to our attention that they would be integrating their sub-brand, Oxygen Factor, into their main line of offerings. Not only was Oxygen Factor its own brand – focused on utilizing 95% pure oxygen in athletic training – but it also had its own website and set of keywords for which it was ranking. The time line for this would be a short window of just under a month to complete the project. Knowing that these existing keywords were generating a modest amount of visitors, EXCLUSIVE saw an opportunity to improve organic traffic to Oxygen Plus by properly fully integrating OxygenFactor.com into OxygenPlus.com. Had EXCLUSIVE not stepped in, it is likely that much of the authority Oxygen Factor has gained would have been wasted once the site went dark.

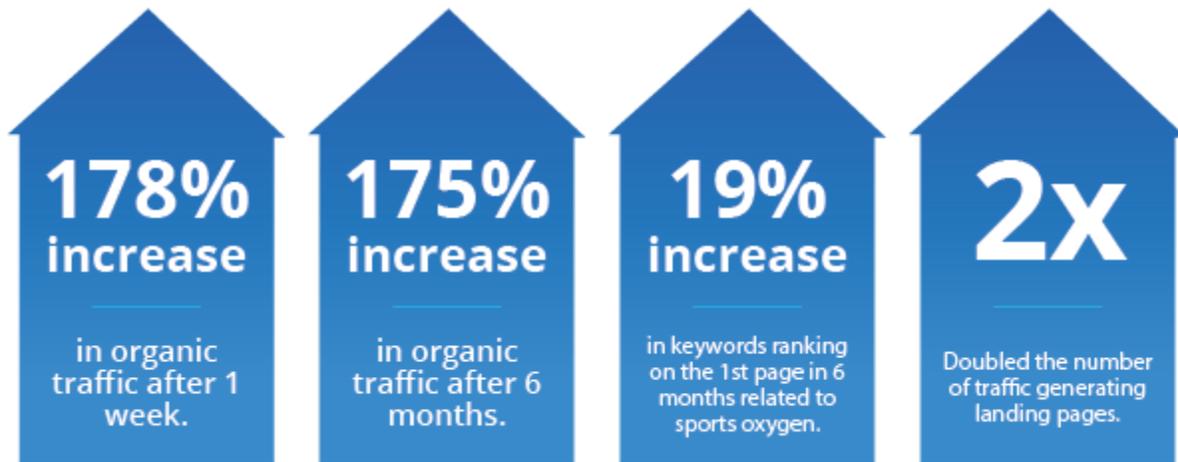
## Recommendation

Being no stranger to site migrations, EXCLUSIVE jumped into action by creating a step-by-step plan of attack. First, would come analyzing the highest value pages on Oxygen Factor. The next step would be to migrate the articles and other content over to Oxygen Plus - ensuring content, videos and meta tags stayed the same and URL structure was as similar as possible. Then came mapping 301 redirects and implementing them via .htaccess to ensure the old pages on Oxygen Factor matched up with the new and existing pages on Oxygen Plus. Finally, after EXCLUSIVE's suggestion, a dedicated page was built out to focus exclusively on Oxygen Factor – featuring the migrated articles, athlete testimonials and links to resource pages.

## Strategy

Using Google Analytics, EXCLUSIVE compiled a list of pages that had received some organic traffic in the past year. With the list in hand, it was then determined if a new page should be built out or if an existing page on OxygenPlus.com would suffice. New pages were built out, keeping the same content and meta tags in hopes Google would accept this new surrogate site, OxygenPlus.com, as the old OxygenFactor.com. The Oxygen Plus team did not sit idle either. They put together an attractive new top-level landing page for Oxygen Factor. URLs were then mapped and the pages were set live. In quick coordination, Exclusive implemented the 301 redirects and submitted the site to Google to be crawled.

## Results



Once the redirects went live, the effects were almost immediate. In the week following the transition, organic traffic to Oxygen Plus increased 178% and the number of new users shot up 184%. The new pages that were built out represented 29% of this growth.

In the next six months, organic traffic grew 175% in conjunction with additional content optimization - the new pages that were built out represented 32% of this growth. Furthermore, Oxygen Plus increased the number of keywords it was ranking for "Sports Oxygen" for on page one by 19%.

Through SEO best practices, dedicated research and customized data, EXCLUSIVE and Oxygen Plus worked in tandem to merge sites in an effort that grew traffic and overall performance.

"EXCLUSIVE was able to do exactly what we imagined – but didn't know how to do – in terms of this site integration's functionality and design. The integration felt seamless, their effort looked effortless, and the impact it had on our overall site was impressive and beyond our expectations."

– LAUREN CARLSTROM, CMO, Oxygen Plus

