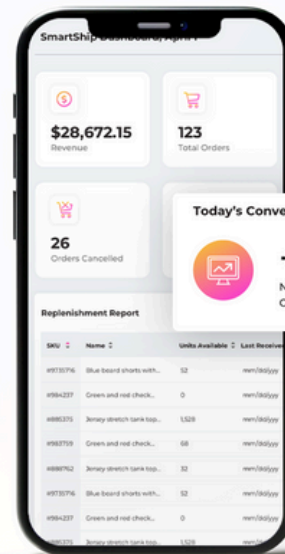




# NOGIN CASE STUDY

From 358 to 1,527 Keywords Ranked: How Our SEO and Content Strategy Boosted Organic Traffic by Over 1,200% and Secured 72 SERP Features.

[nogin.com](http://nogin.com)



## OBJECTIVES

Nogin, a leading D2C commerce solutions provider, needed to enhance its online visibility and drive organic traffic. Initially, Nogin struggled with poor search visibility, only ranking for 358 mostly branded keywords with an organic traffic value of \$2.3K.

They needed a comprehensive content and SEO strategy to boost keyword rankings, domain authority, and traffic while supporting its rebranding from Branded Online. Nogin launched in 2021 and to prepare for its public offering on August 29, 2022, it required extensive help with a website migration and new content across all channels, including PR, blogs, service pages, emails, social media, video, and ads.

### Initial Metrics:

- **Keywords:** 358 (mostly branded)
- **Traffic Value:** \$2.3K
- **Backlinks:** 65

The primary objective was to significantly enhance Nogin's search engine visibility, improve keyword rankings, drive valuable organic traffic to the website, and successfully launch their new brand as they prepared to go public.

## SOLUTION

- **Content Strategy:** Developed an editorial calendar and produced long-form, SEO-optimized articles focused on relevant topics.
- **SEO Optimization:** Conducted thorough content audits and keyword research and implemented on-site SEO improvements.
- **Email & PR:** Drafted press releases and built conversion funnels and email campaigns to nurture prospective clients.
- **Social Media & Paid Campaigns:** Led social media strategy, generated leads through LinkedIn ad campaigns, and nurtured prospects using HubSpot workflows.

## RESULTS

- **Keyword Growth:** Increased from 358 to 1,527 keywords ranked organically.
- **First Page Rankings:** Achieved first-page rankings for high-value keywords such as D2C app, ecommerce product listing, 3PL ecommerce fulfillment, 3pl ecommerce, omnichannel ecommerce platform, ecommerce data platform, how to compete against Amazon, most important KPIs for ecommerce.
- **SERP Features:** Gained 72 SERP features, including featured snippets for key industry topics like benefits of customer segmentation, ecommerce service, D2C Ecommerce, and D2C marketing strategy.
- **Traffic Value:** Organic traffic cost surged from \$2.3K to \$30.8K (July 2023 Evaluation).
- **Backlinks:** Grew from 65 to 7,689, significantly boosting domain authority and ranking potential.
- **Content Impact:** Previously, most organic traffic went to the Nogin homepage, which generated 10,407 clicks and 228,039 impressions on Google between Jan 10 and Dec 31, 2022. During the same period, the top nine blogs I drafted added 10,519 clicks and 1,295,119 impressions.
- **Lead Generation:** Launched LinkedIn ad campaigns that generated new prospects and led organic social media management efforts, which increased followers by 220 from November 2022 to May 2023.

## AT A GLANCE

### CHALLENGES

- **Limited keyword rankings** and content depth, with a heavy reliance on branded terms.
- **Low traffic value** and minimal non-branded keyword visibility.
- **Minimal backlinks**, affecting domain authority and rankings.
- **Website migration**
- **Launching IPO**

### BENEFITS

- **Enhanced Online Visibility:** Nogin now ranks for 1,527 keywords, with 34 in the top 3 positions and 74 in positions 4-10, solidifying its presence in the competitive D2C space.
- **Increased Organic Traffic:** The vast majority of Nogin's organic traffic is now driven by in-depth, SEO-optimized content, rather than solely the homepage.
- **Domain Authority:** The significant increase in backlinks has bolstered Nogin's domain authority, leading to higher rankings and more qualified traffic.



## JACK SCULLIN

Founder of Scullin Media  
Executive Content and SEO Director

For more than a decade, Jack has created comprehensive content and SEO plans to help brands rank higher and faster.

# CONTENT ASSETS



## [D2C Ecommerce Strategy Guide](#)

### August 2023 Results:

- **Rich Snippets:** D2C strategy, D2C ecommerce, D2C e-commerce, & d2c marketing strategy
- **“People Also Asked” SERP Feature:** Direct to consumer sales strategy, direct-to-consumer strategy, direct to consumer strategy, and d2c marketing strategy

### 2024 Organic Rankings:

D2C ecommerce strategy (#3) D2C marketing strategy (#3) D2C strategy (#4) D2C ecommerce best practices(#5)

## [3PL Ecommerce Fulfillment Guide](#)

### April 2023 Results:

- **Sitelinks:** ecommerce fulfillment 3PL. ecom 3PL, 3PL fulfillment, 3PL ecommerce, 3PL business fulfillment, fulfillment 3PL, e commerce 3PL, and 3PL order fulfillment.
- **Organic Rankings:** 3PL ecommerce fulfillment (#3), 3PL fulfillment (#8), third party ecommerce fulfillment (#9), 3PL solution (#11), 3PL for ecommerce (#11), e commerce third party logistics (#11), 3PL vs fulfillment (#12), 3PL fulfillment warehouse (#13), 3PL e commerce (#13), e-commerce 3PL (#15), third party fulfillment (#15), and ecommerce 3PL (#15).

## [Product Listing Guide](#)

### April 2023 Results:

- **Featured Snippets:** Ecommerce product listing
- **“People Also Asked” SERP Feature:** Ecommerce product listing services, examples of ecommerce products, ecom or ecomm, what is ecom, e-commerce products, ecommerce ecom
- **Sitelinks:** Ecommerce product list, product listing, product listing, ecommerce products list, listing strategies.
- **Image Links:** Product listing, ecommerce product listing services, ecommerce products lists, products listed, product lists.

## [Benefits of Customer Segmentation](#)

### August 2023 Results:

- **Featured Snippets:** Benefits of customer segmentation, customer segmentation benefits.
- **“People Also Asked” SERP Feature:** Benefits of market segmentation, segmentation benefits, why segment customers.
- **Organic Rankings:** benefits of customer segmentation (#1 August 2024), benefits of segmentation (#12), e-commerce customer segmentation (#12), advantages of segmentation (#12), ecommerce segmentation (#14)

**CONTACT:**

**JACKSCULLINMARKETING@GMAIL.COM**