

GIGAOM

Client Profile

GigaOM is the leading global voice on emerging technologies. A blog-related media company, GigaOM, offers news, analysis, and opinions on startups, emerging technologies, and IT related topics, humanizing technology and providing deep insight on disruptive companies, people, and trends.

“We have engaged with Blast Analytics & Marketing on three fronts and have been impressed with their knowledge, speed of response, and follow through”

Dan Burke
Director of Project
Management



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Increased Traffic Value 197% & Eliminated Site Migration Risk



Overview

As one of the most influential and highly visited blogs on the web, GigaOM was looking into consolidating their network of blogs from separate domains into the main GigaOM.com domain.

Challenge

GigaOM engaged with Blast Analytics & Marketing to benchmark the sites, establish the business case, and develop a detailed strategy for consolidating their multiple sites. Together we identified and assessed the many risks and opportunities for this project. The main concern was the risk of possibly losing visitors/revenue due to the impact on search engine visibility as a result of the platform/domain consolidation. However, the biggest opportunity, which outweighed that risk, was a substantial increase in advertising revenue (RPM), based on increasing the average RPM for all GigaOM blog properties when all blogs are combined to one domain and each benefit from sharing the aggregate traffic volume for ad monetization calculations.

Solution

Blast developed a phased plan for transitioning each site to GigaOM.com starting with the lowest risk site first. This allowed for us to minimize the impact of any implementation mistakes or unforeseen issues. This plan included working closely with GigaOM's engineering team on technical SEO items that would prove to be critical. There were periods of intense monitoring during, immediately following, and ongoing weekly and monthly checks. the migrations so that issues could be immediately resolved.

12% Traffic Increase
immediately following migration, and grew to a 30% increase within weeks (despite traffic loss as the biggest project risk)

Execution of the transition plan involved the following strategies and tactics:

- A phased approach to allow for proper monitoring and adjustments at the lowest risk sites were transitioned first
- Active monitoring at the point of transition and immediately following
- Rapid execution to resolve issues that would negatively impact search engine performance (resolving issues in hours or even minutes that would have typically taken weeks to notice)

Results

The planning and execution paid off with results including the following:

1

Traffic was up 12% immediately following the migration, and grew to a 30% increase quickly (despite traffic loss as the biggest risk)

2

Video traffic was up 30% due to a greater than 50% increase in non-branded search traffic

3

Non-branded search traffic to GigaOM.com/Apple site (formerly TheAppleBlog.com) quickly increased by 25%

4

Ad Monetization increased on TheAppleBlog from \$10/RPM to \$25/RPM and traffic value increased by 197%



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