

Luminance RED Achieves 110K+ Keywords Ranked and 250K+ Monthly Organic Visits With Content Marketing

ABOUT LUMINANCE RED

Luminance RED was an e-commerce startup selling an FDA-registered light therapy device. Knowing that content is a powerful method for generating sales, the team created a blog and started writing. However, when they struggled to manage both day-to-day operations and content creation, the Luminance RED CEO brought in Fluxe Digital Marketing for help.

THE GOAL: RANK FOR RELEVANT, HIGH-INTENT KEYWORDS IN A COMPETITIVE NICHE

The medical niche is notoriously difficult for ranking well in search engines, especially for a new website. Fluxe created a highly optimized keyword strategy and leveraged experienced medical writers. The plan was to develop valuable medical content that addressed reader problems related to Luminance RED's products.

THE RESULTS:

With a combination of their great products and Fluxe's proven SEO processes, Luminance RED's content resonated with both readers and search engines. Within 16 months, Luminance RED achieved:



110,000+
keywords ranked
and 10K keywords
on page 1 of
Google



250,000
organic visits per
month



HOW WE ACHIEVED THESE RESULTS:

- SEO-focused content strategy and topic planning
- Detailed on-page optimization
- Off-site link building campaign
- Authority-building activities

Through this process, Luminance RED was able to outrank all competitor sites and achieve top rankings for thousands of relevant, high-intent keywords.