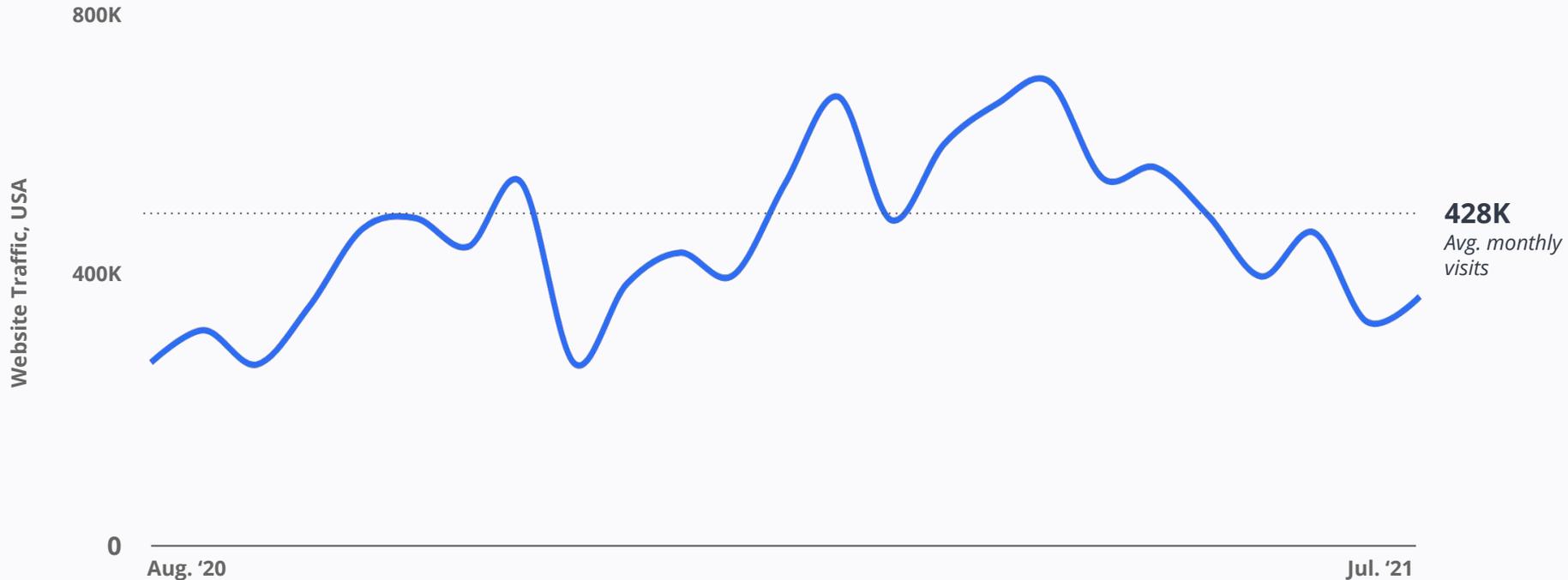




**How Outdoor Research  
Relies on Search Traffic to  
Drive Website Visits**

**Sporting Goods & Outdoor**

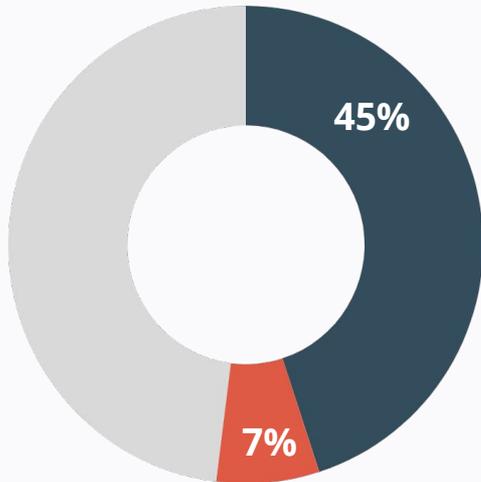
Outdoor Research (OR) is an activewear brand with a high-volume traffic website that attracts ~428K visitors per month.



52% of OR's traffic is driven by search, where 45% comes from organic sources and 7% is paid. Traffic driven by organic search has been on the rise and OR has seen a monthly average of 94K visits from organic search alone.

Web Traffic Channels, USA

- Organic Search
- Paid Search
- Other



Web Traffic Driven by Organic and Paid Search, USA

- Organic Search
- Paid Search

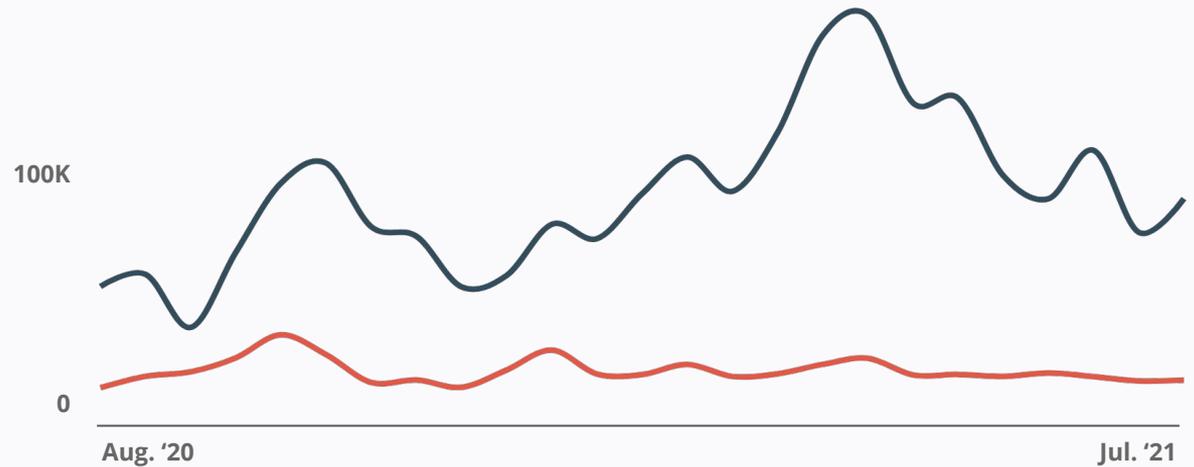
200K

100K

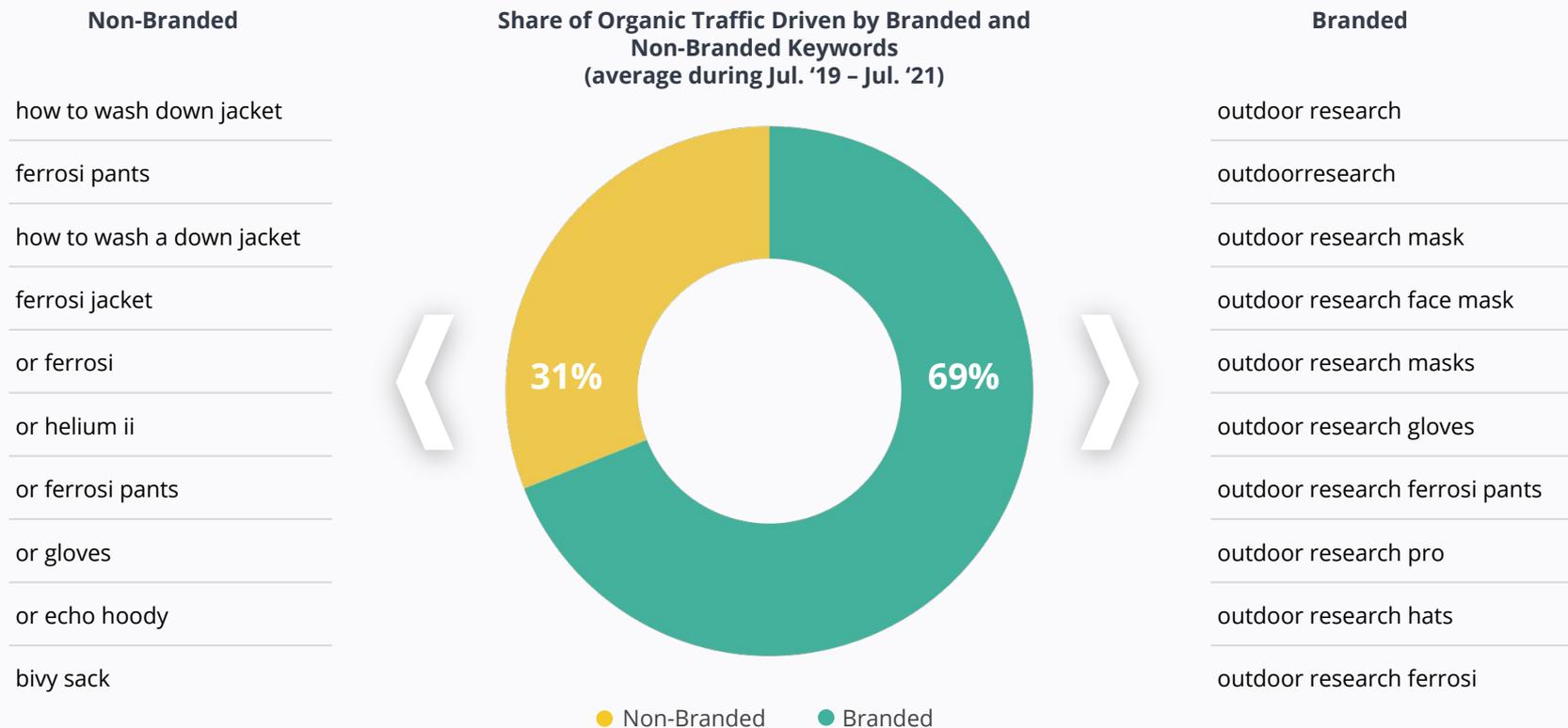
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Aug. '20

Jul. '21

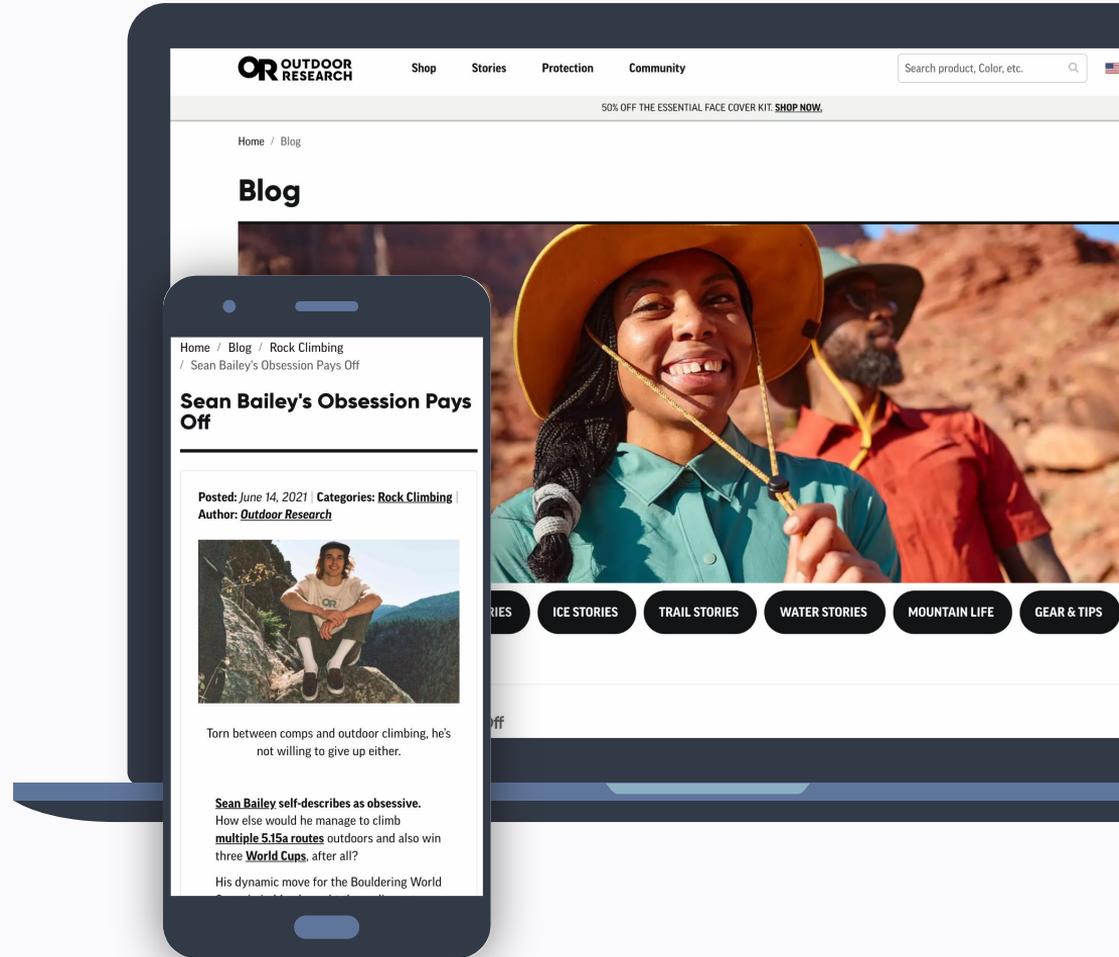


While branded keywords are responsible for 69% of organic search visits, non-branded traffic has been recently on the rise (35% in Jul. 2021 vs. 31% in Jan. 2021)



Organic Research maintains an ever-green blog section, where the brand shares impactful stories of solo adventurers, company news and tips about outdoor life.

The brand invests in editorial content to strengthen the brand attribute of a credible and authentic outdoor company. At the same time, continuous content production helps strengthen domain authority, improve SEO ranking and drive new relevant traffic to the site.



OR writes blog posts relevant to the outdoor audience. Company's most popular articles fall in the education category. The [article](#) about washing a down jacket has been the most visited blog post in Outdoor Research's blog.

### Top Blog Posts by Organic Search Traffic

0.9%

Home / Blog / Rock Climbing  
/ How to Wash Your Down Jacket

## How to Wash Your Down Jacket

Posted: September 10, 2020 |  
Categories: [Rock Climbing](#), [Skiing and Snowboarding](#), [Alpine Ice Climbing](#), [Paddling](#)  
Author: [Outdoor Research](#)



Keep your prized puffy jacket clean and working well year after year.

As an outdoorsperson, your down jacket is likely one of your most prized possessions. But living in your down (something we're all guilty of in the winter)

[Click to view](#)

0.7%

Home / Blog  
/ 20 Survival Movies to Get You Through The Winter To Come

## 20 Survival Movies to Get You Through The Winter To Come

Posted: December 10, 2020 |  
Author: [Outdoor Research](#)



It could be worse—take it from these films. Some are even based on true stories.

Congratulations, you've made it to December, 2020. Maybe you were running laps around the block during the spring lockdowns. Maybe you were doing pull-ups as much to blow off steam from isolating with your

[Click to view](#)

0.6%

Home / Blog / Hiking and Backpacking  
/ 10 Tips For Backpacking in the Rain

## 10 Tips For Backpacking in the Rain

Posted: May 28, 2021 |  
Categories: [Hiking and Backpacking](#)  
Author: [Jaeger Shaw](#)



A few adjustments can go a long way to making a wet trip way more fun.

Heading out for a stormy, three-day-weekend of backpacking on the coast? Perhaps a rainy overnight in the foothills? Or how about a soggy thru-hike of your

[Click to view](#)

0.4%

Home / Blog / Hiking and Backpacking  
/ How to Hike And Backpack In the Heat

## How to Hike And Backpack In the Heat

Posted: July 03, 2020 |  
Categories: [Hiking and Backpacking](#)  
Author: [Hilary Oliver](#)



Maybe your summer vacation to a cooler high elevation was canceled. Or the window for that cool-weather springtime trip passed while you were under lockdown. Wherever you live, odds are you're looking for someplace closer to home for a summer adventure—and, odds are, that might be ... hot. But you can still hike and backpack in the heat—it sure beats sitting at home! Here are 11

[Click to view](#)

0.4%

Home / Blog / Hiking and Backpacking  
/ What To Wear To Hike A 14er

## What To Wear To Hike A 14er

Posted: July 14, 2020 |  
Categories: [Hiking and Backpacking](#)  
Author: [Hilary Oliver](#)



Hiking my first 14er was the first time I learned that "cotton kills." Thankfully, I didn't actually die. I was 16 at the time, on top of Longs Peak, one of Colorado's 53 peaks over 14,000 feet high, a.k.a., 14ers. And I learned the hard way how much colder it can be at 14,000 feet than 8,000—and that wearing a cotton shirt soaked with sweat while a storm is rolling in is a surefire way to feel

[Click to view](#)





Whether you're sending a multipitch, putting 15 miles on your boots, or tackling a technical 14er, the Ferrosi Convertible Pants have got your name written all over them. One of our best-selling bottoms of all time, these award-winning, lightweight, quick-dry outdoors pants have everything you need to ace your next adventure. Convert from shorts to pants in a cinch, with easy zip-off legs that can stow away in your pack mid-activity. If the weather is warm, you'll enjoy their unparalleled breathability, UPF 50+ sun protection, and drawcord cuffs. If you're doing an impossibly high heel hook, you'll be able to nail it thanks to these softshell pants' versatile stretch. If you're glissading your way down a mountain, you'll appreciate this garment's made-to-last, abrasion-resistant construction. Great as hiking pants, climbing pants, or mountaineering pants, these weather-resistant bottoms are designed to play nice with harnesses and boots alike. And did we mention how much people love their fit? So slip a protein bar into one of these pants' many pockets, grab your pack, and head out to take on your next summit feeling fantastic.

Explore the entire [Ferrosi Collection today](#).



Outdoor Research also makes sure its [product detail pages](#) are keyword-rich.

The company adds a brief product description underneath the title, which is typical for many ecommerce websites. In addition, OR provides lengthy product descriptions elaborating on item features. Such descriptions are usually ~200-300 words in length and help search engines serve the product for relevant searches.

Combined, all articles collected in the [Stories](#) section have driven ~11% of OR's total inbound search traffic.

Share of Inbound  
Search Traffic

11%

**OR** OUTDOOR  
RESEARCH

Shop

Stories

Protection

Community

Search product, Color, etc.



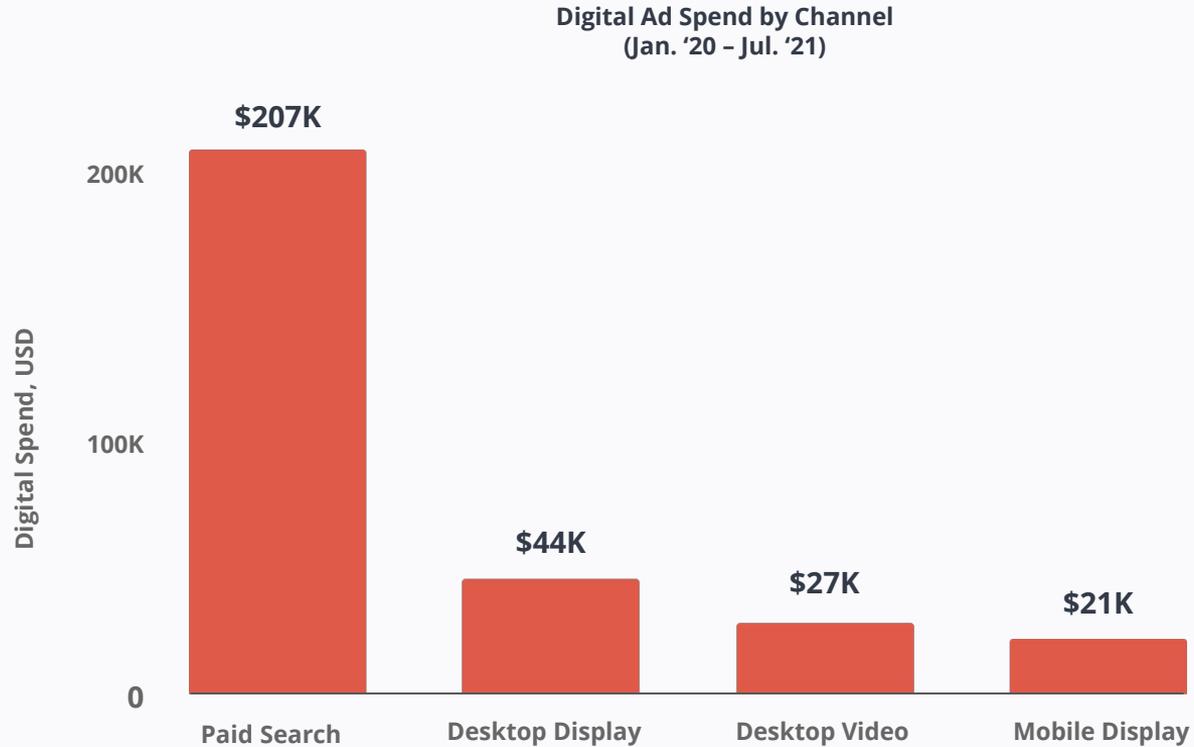
50% OFF THE ESSENTIAL FACE COVER KIT. [SHOP NOW.](#)

Home / Blog

## Blog



When it comes to paid advertising, since January 2020 Outdoor Research invested twice as much in paid search than in all other digital advertising channels combined.



Outdoor Research publishes more product than text search ads. Since January 2020, the brand ran 2,865 product ad variations and only 1,451 text ads.

[www.outdoorresearch.com/](http://www.outdoorresearch.com/)

### [10 Backpacking Food Mistakes To Avoid](#)

Outdoor Adventure Gear So Durable, It's Covered By Our Infinite Guarantee®.  
Keep America Wild. We Support the Preservation of & Access to the Wild World.

[www.outdoorresearch.com/](http://www.outdoorresearch.com/)

### [Outdoor Research® Hats | Get Award-Winning Outdoor Gear](#)

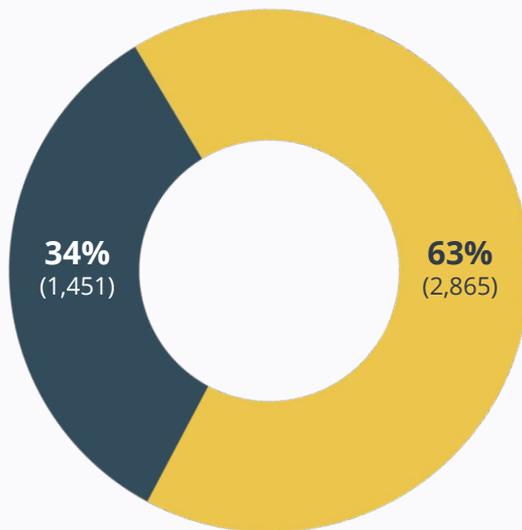
All-Season Outdoor Apparel & Accessories Built for the Journey Ahead - Shop Now!

[www.outdoorresearch.com/](http://www.outdoorresearch.com/)

### [Cross Country Ski Clothing | Outdoor Research® Gear 4 Life](#)

Outdoor Adventure Gear So Durable, It's Covered By Our Infinite Guarantee®.  
Does Your Outdoor Gear Make the Cut? Shop Waterproof, Lightweight, Breathable Gear & More.

## Split of Text and Product Ads Ran Between Jan. '20 - Jul. '21



● Text Ads ● Product Ads



**\$29.00**  
Adrenaline Face Mask Kit - Black, One Size  
Outdoor Research



**\$159.00**  
Alti Gloves - Black, L  
Outdoor Research



**\$45.00**  
Ironsight Sensor Gloves - Coyote, M  
Outdoor Research

OR sets a very wide targeting for its product ads. Some product ads are set up to capture traffic for up to a hundred different keywords ranging from descriptive titles to need-based and competitors searches.



**\$14.50**

Adrenaline Face Mask Kit - Black, One Size  
Outdoor Research

**Selected product ad keywords:**

outdoor research mask

best mask for long flights

best face masks that don't stick to your face when you breathe

outdoor research adrenaline face mask

facemask for people with big heads

work out masks for large face

most comfortable sport mask



**\$65.00**

Men's Echo Hoodie - Black, L  
Outdoor Research

**Selected product ad keywords:**

sweat wicking moisture wicking hoodie men's

best hiking sunshirt hoodie

best hiking sunshirt hoodie

arc'teryx sun hoody

best hiking sunshirt hoodie

men's echo hoodie

micro grid fleece hoodie

The brand runs text ads with a much smaller set of keywords, some ads go live only with one or two target keyword variations.

www.outdoorresearch.com/

### 10 Backpacking Food Mistakes To Avoid

Outdoor Adventure Gear So Durable, It's Covered By Our Infinite Guarantee®. Keep America Wild. We Support the Preservation of & Access to the Wild World.

#### Text ad keywords:

dinner recipes for backpacking

backpacking meal ideas

backpacking lunch ideas

www.outdoorresearch.com/

### Outdoor Research® Hats | Get Award-Winning Outdoor Gear

All-Season Outdoor Apparel & Accessories Built for the Journey Ahead - Shop Now!

#### Text ad keywords:

+outdoor +research +hats

outdoor research hats

## Key Takeaways

Outdoor Research is a US brand that produces outdoor activewear. The brand has a compelling founding story and continues to win the hearts of new customers. The company invests in maintaining an evergreen blog section on its website that helps attract relevant search traffic, run tailored paid ads campaigns and manifest a brand story.

**Organic Search — Mix of Editorial and SEO-Friendly Content:** Outdoor Research (OR) invests in an evergreen Blog on its website. The company mixes keyword-rich SEO-friendly content with editorial-style articles. OR's blog helps the brand uplift an image of an authentic company that deeply understands the outdoor domain and attract relevant organic search traffic.

**Paid Search — Focus on Search Product Ads:** Outdoor Research invested twice as much advertising dollars in paid search than in all other digital channels combined. The brand prefers search product ads over text — between January 2020 and July 2021, 69% of all search ads were product. When it comes to text ads, Outdoor Research leverages its extensive Blog section to widen its search targeting. The company runs ads that capture traffic looking for “backpacking meal ideas” and “best outdoor movies” and directs these visitors to its blog.