



# How WeddingWire grew organic search traffic

## About WeddingWire

With a directory of over 500,000 vendors, WeddingWire helps millions of engaged couples find the venues, florists, and caterers who will make their big day memorable.

Senior Manager of Digital Content Morgan Gibson describes her team's role as an essential step on the path for couples and vendors to connect: "A lot of the content in our [Wedding Ideas section](#) steers couples toward the vendor directory or our wedding planning tools, like the budget planner or checklists."

## WeddingWire's challenge

Previously, WeddingWire's content team mostly supported social media initiatives. When the Facebook algorithm changed, WeddingWire's users decreased. Gibson wanted to lead a strategy to grow organic search traffic and build out a strong foundation for users coming in through content pieces. To do that, the team needed an easy way to see how they're tracking against organic search traffic goals.



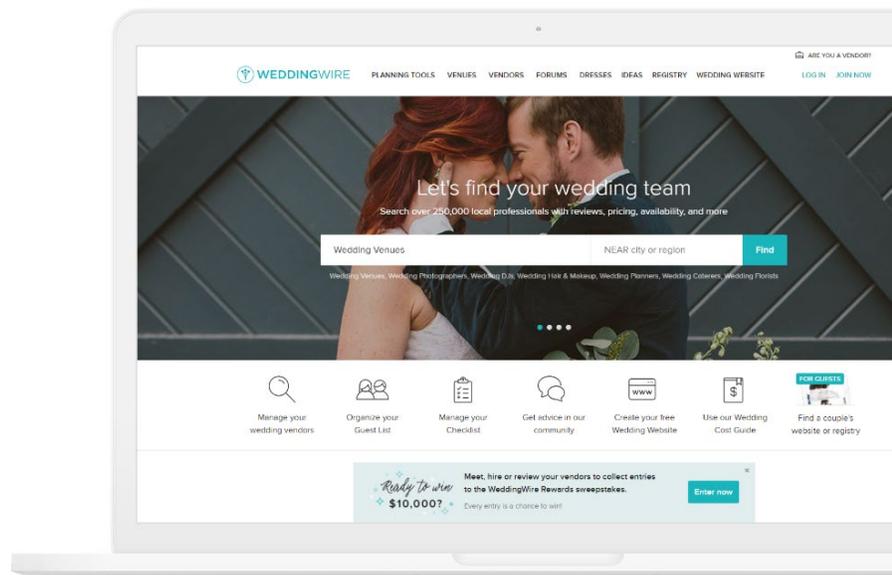
**How Parse.ly helps the WeddingWire team know where to start:**

*In order to create good content, you have to equip your editors with tools and the understanding of what good content is, so you can make more of it. Giving the team Parse.ly empowered them to become more analytics-driven.*



**Morgan Gibson**

Senior Manager of Digital Content, WeddingWire





## Solution

WeddingWire brought Parse.ly onboard, allowing the team to better determine what content the WeddingWire user responds best to, define what successful content looks like, and, as a result, grow organic search traffic significantly.

WeddingWire's editors use Parse.ly to:

- Find good candidates for SEO updates
- Get ideas for new pitches
- Monitor content strategies (e.g. ecommerce partnerships, market-area-level SEO campaigns)
- Report on the performance of authors and sections



### Why WeddingWire chose Parse.ly:

*One of the reasons we chose Parse.ly is because it's so user-friendly, especially for an editor who wants to be able to report on how their content is doing right away. The platform allows you to see how people are responding to your content and how engaged they are with it. That's been really useful.*



**Morgan Gibson**

Senior Manager of Digital Content,  
WeddingWire



Let's chat about how Parse.ly  
can inform your growth strategy.

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