



# CASE STUDY:

Increase organic traffic by 52% and online donations by 100% with timely, relevant blog content

## EXECUTIVE SUMMARY

The National Gaucher Foundation (NGF), a nonprofit organization that supports U.S. patients with Gaucher disease and their caregivers, encountered a content conundrum in late 2015. Their web content was outdated, wordy, full of medical jargon and poorly organized. Patients and caregivers were craving better content.

In 2016, Aha Media Group (Aha Media) rewrote NGF's web content to highlight key strengths and differentiators. To maintain communication between NGF and the Gaucher community, NGF continued working with Aha Media to create high-quality [blog content](#).

NGF's new web content and blog resulted in direct ROI. Online donations **doubled** since developing the web content and launching the blog.

Among them was a \$1,000 unsolicited donation from a couple who came across the NGF website when they thought their grandson had Gaucher disease. Even though he was ultimately healthy, the couple made a donation because of their positive experience with NGF's website – which provided informative, reassuring and supportive content.

## THE CHALLENGE

NGF is the only organization in the United States committed to supporting patients with Gaucher disease and their caregivers – underscoring the need for NGF to deliver findable, engaging content.

In early 2016, NGF conducted an in-depth needs assessment to determine their audience's interests. Often, people visited once and didn't return because the information was complex and outdated. NGF needed to give its audience accessible content on managing the disease, as well as information on news and current research.



Aha Media Group's engaging and empathetic blog writing has offered patients and caregivers hope, which matches the positive new outlook on Gaucher disease.

– AMY BLUM, CHIEF OPERATING OFFICER

## ABOUT THE CLIENT

**Who they are:** Patient advocacy

**Industry:** Nonprofit medical organization

**Number of employees:** 7

**In business since:** 1984

**Headquarters:** Rockville, Maryland



## AHA MEDIA'S APPROACH

NGF's newly developed web content provides targeted, helpful information, but it was not designed to address all the topics of interest. Blogging provides a way to cover a range of topics while driving traffic to other parts of the website.

NGF identifies blog post topics by paying attention to their audience: search trends related to Gaucher and comments on their Facebook page. The Aha Media editorial team takes those topics and:

- Conducts thorough background research
- Interviews subject matter experts
- Writes custom content that incorporates search engine-optimized (SEO) terms and calls to action
- Finalizes the content with the NGF team and subject matter experts

## THE RESULTS

When writing the blog content, Aha Media writers and editors focus on:

- 1. Applying web writing and SEO best practices:** Since June 2016, traffic to NGF's website referred from organic search increased by 52%. The fresh web content and new blog are driving more individuals to NGF's website.
- 2. Diving deeper into Gaucher disease-related topics and empowering followers with new information:** Since June 2016, multiple-page sessions increased by 150%, and visitors increased by 252%. Clearly, the informative content is attracting more people.

NGF content stats:

- **52%** increase in traffic referred from organic search
- **150%** increase in multiple-page sessions
- **252%** increase in visitors
- **100%** increase in online donations

The result? NGF significantly increased engagement with its community.

## LESSONS LEARNED

- **Blogging** improves the search results of content across your website. With interesting topics and effective internal links, you can guide readers to go further on their journey.
- **Create online communities** for your readers, and pay attention to their conversations. Online discussions on NGF's Facebook page often spark new ideas for blog posts.
- **Set** up a workable publishing schedule. NGF decided that a monthly cadence was doable, and they've been consistent for more than a year. When organizations create an aggressive publishing schedule that they can't keep, it can confuse readers and decrease engagement.

## ABOUT AHA MEDIA

Aha Media has a broad range of content expertise. See more of Aha Media's [case studies](#) and the [work](#) we are proud to share.

## GET IN TOUCH

Looking for a custom content solution that suits your business objectives and audience's needs? Reach out for a consultation at [hello@ahamediagroup.com](mailto:hello@ahamediagroup.com).