



How The Stellastra Effect Helped BlissLights Make An Unforgettable Impression

IMPROOVE



BLISSLIGHTS™

**With 1 year of consistent blogging,
content produced for BlissLights by
The Stellastra Effect:**

- Increased overall website impressions by 600%
- Ranked the website for 507% more keywords
- Increased Page 1 placement on Google by 587%

*Data via Google Search Console, measuring website traffic Sept. 2021 to Sept. 2022

About BlissLights

BlissLights offers a line of patented indoor lights known for laser-sharp clarity, breathtaking colors, and captivating visuals. If their soothing nebula-like clouds and vibrant stars look familiar, it's because BlissLights can be seen [everywhere on TikTok](#). The brand has made a name for itself thanks to its quality, standing apart from competitors and knock-offs that project blurry, blob-like images.

BlissLights' SEO efforts are focused on building brand recognition, outpacing competitors with similar lights, and encouraging e-commerce through their official home on the web.



The Stellastra Effect - Improve Partnership

Co-founded by an ex-Google Search professional, Improve offers SEO, conversion rate optimization (CRO), and related services that support a company's online growth. The agency delivers meaningful and impactful results for an impressive roster of international clients, including BlissLights.

The Stellastra Effect and Improve began working together in 2019. To date, we have worked with more than two dozen of Improve's clients.

The Stellastra Effect's writers have been a key part of the BlissLights account since September 2020. As a trusted Improve partner, The Stellastra Effect works in lockstep with the firm's search experts and account managers to ensure all SEO content meets their requirements while meeting client standards. The result is a stream of content that delivers consistent results month over month and year over year.

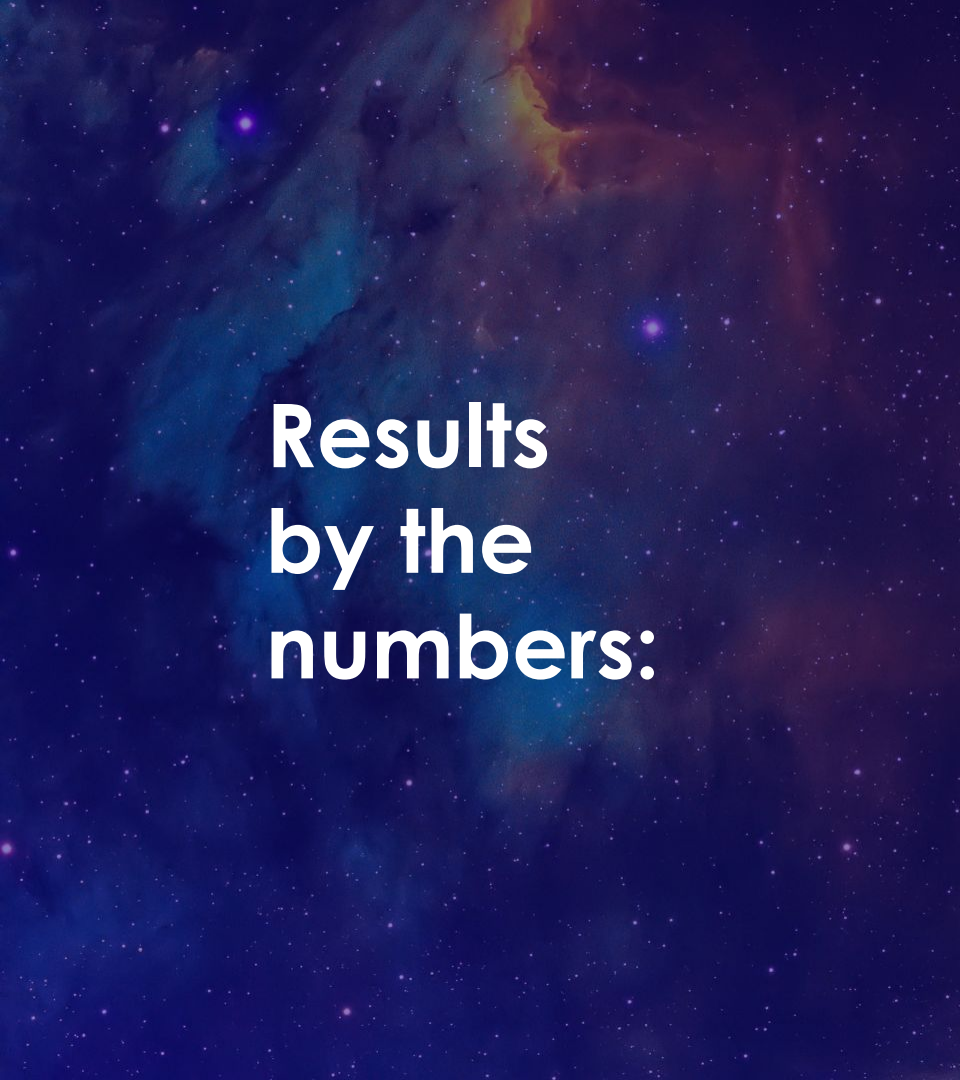
The Stellastra Effect's Role in BlissLights content

The Stellastra Effect leadership works closely with Improve on content development. With keywords and other essential information in hand, The Stellastra Effect refines the content outlines and drafts blogs and landing pages. Accuracy, brand values, and performance are all held on equal footing and in high regard. To date, more than 250 blogs and landing pages have been produced by The Stellastra Effect for Improve and BlissLights.

"The Stellastra Effect's collaboration in both the creative and writing process was indispensable in working with BlissLights. Stella, Max, and the rest of the team were always ready for any challenging topic or subject my team would throw their way and would successfully craft copy to suit the user needs and the SEO needs perfectly. Without Stellastra, BlissLights would not have seen nearly as much growth as they have, and I'm extremely fortunate to have worked with Stellastra and to develop personal and professional friendships with their great team."

Kyle Swinderman

Former SEO Project Manager & SEO Account Manager at Improve



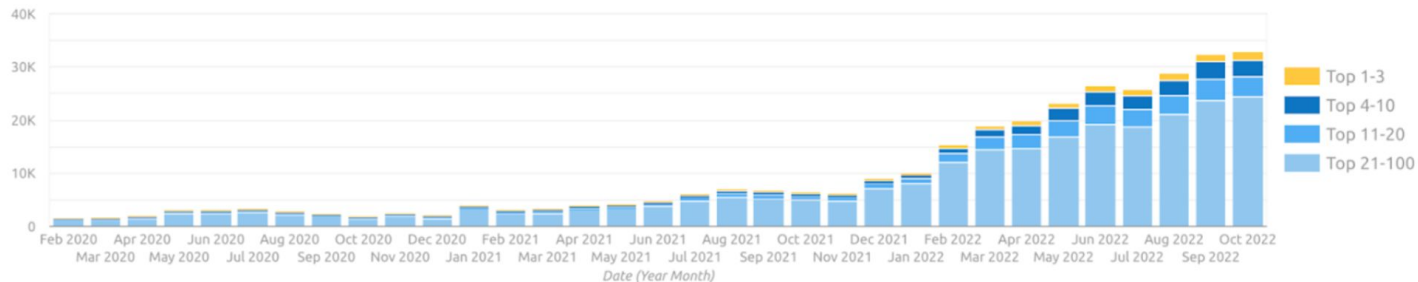
Results by the numbers:

How our content increased BlissLights' impressions by 600%

For two years, The Stellastra Effect has consistently produced between eight and 10 pieces of content per month for the BlissLights blog. Following Improve's keyword direction, our writers have artfully turned each topic into an opportunity to highlight BlissLights' strengths, benefits, and the role their products could play in the reader's life. The results speak for themselves.

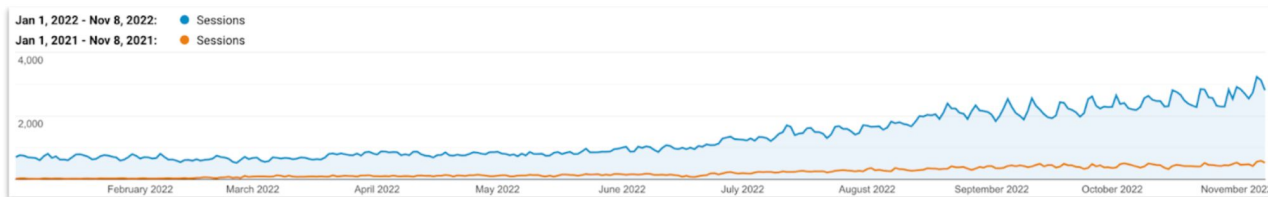
Ranking for 583% more keywords on Page 1 in one year

By combining high quality with Improve's SEO knowledge, our content has successfully made its way to the front page of Google. More than 4,500 keywords appeared on Page 1 in October 2022, when just under 800 graced the front page in October 2021. In total, BlissLights.com ranks for more than 24,000 keywords, a marked improvement from under 5,000 just one year before.



A 533% increase in sessions in 10 months – just from the blog

Much of the new traffic coming to the BlissLights site can be traced back to the blog entries the The Stellastra Effect team has written. More than 413,000 individual sessions – time spent on a website by a user within a certain period – were tracked between January and November 2022. This important measure indicates to marketers whether a campaign is achieving its desired effect. This is an increase of 533.81% from the same period the year prior. With numbers like these, there was no doubt that the blog content has kept people interested, engaged, and wanting to learn more about BlissLights.



Overall impressions increased by 600% in six months

The BlissLights website made 1.44 million impressions – the number of times the website was viewed in an internet search – between April and September of 2022.

Led by Improve's impressive SEO work and driven by content written by The Stellastra Effect, these numbers were a significant increase from the prior six-month period, which clocked 189,000 impressions.

Users ? ↓	New Users ?	Sessions ?
545.59% ↑ 379,486 vs 58,781	545.06% ↑ 375,201 vs 58,165	533.81% ↑ 413,673 vs 65,268



Why The Stellastra Effect's content gets results



#1

The Stellastra Effect makes content people want to read

Out of the 200 or so factors Google Search relies on, content quality influences a significant number of them. To that end, the content produced can't just be run-of-the-mill copies of other content that has already performed well. It needs to offer something of value. And offering value to the reader signals to search engines that your site is worthy of its Page 1 rankings.

Take a look at the top 10 blogs that bring traffic to the BlissLights website. Among these blogs, you'll see a mix of practical advice (hanging lights without nails, faking natural light in a dark room), party ideas (Euphoria parties, bachelorette parties), and guides that offer actionable ideas for the reader (college care packages). All this content targets keywords that BlissLights' ideal customer is likely to search while making a convincing argument — in a way that doesn't feel forced — that BlissLights is the best solution for the query at hand. The Stellastra Effect wrote the content for all 10 of the top blogs that bring traffic to the BlissLights site.

#2

We prioritize and embody the BlissLights brand voice

Part and parcel of what we do as writers is communicating as our clients would. What we write needs to move, sound, and act like something your company would say and do. It's often the most difficult part for writers, but not for us.

At The Stellastra Effect, we take great pride in our ability to "chameleon" ourselves with our clients. That's one of the reasons why we spend so much time talking to clients. For BlissLights, that process has involved working closely with the marketing team and leadership to ensure they feel our direction matches the company's values and voice.

This kind of relationship takes trust and time to develop, and it's central to our work as writers. It's so central, in fact, that BlissLights entrusted our opinion on a remodeled brand voice as the company underwent a rebrand.



#3

**Our writers
understand
what the
product offers**

Learning and growing alongside clients is key to our success. Instead of leaning on the first page of Google for answers, our process has utilized BlissLights as the central guide. This way, their point of view on the product, competitors, and the industry as a whole gets built right into the content library's foundation. Best of all, our writing team has gotten to play with the products – there's nothing quite like hands-on experience to enrich our understanding of a product!

#4

The Stellastra Effect gets to know the content catalog

We've trained dedicated writers assigned to work on all BlissLights material. This strengthens their knowledge of the product, its competitors, and the ever-growing backlog of content. This is essential to client success, as multiple members of our staff get to know the account inside and out. It ensures that content doesn't get repetitive or stale. And it allows us to assist Improve by creating internal linking opportunities for other content.

The Stellastra Effect writes killer content – and gets results

A good content writing partner writes solid copy. A great content writing partner gets results.

Our content writing skills and SEO knowledge, matched with Improve's strategy and roadmap, increase brand awareness – and, most importantly, sales – for clients like BlissLights. Whether we're creating content about lighting products, meeting software, mastectomy bras, business loans, or anything in between, the The Stellastra Effect team is here to learn your clients' perspective and mold our approach to their strengths. The result is a winning body of work that increases a client's site authority, reputation, and positioning in the marketplace.

Let's make magic happen for your clients. Contact The Stellastra Effect to explore how a partnership with our agency can help take your clients' content to new heights.

The **Stellastra** Effect

OUT OF THIS WORLD CONTENT WRITING

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