

The logo for Rumpl, featuring the brand name in a white, rounded, handwritten-style font on a blue square background with rounded corners.

Rumpl

Using Branded and User-Generated
Content to Improve SEO Strategies

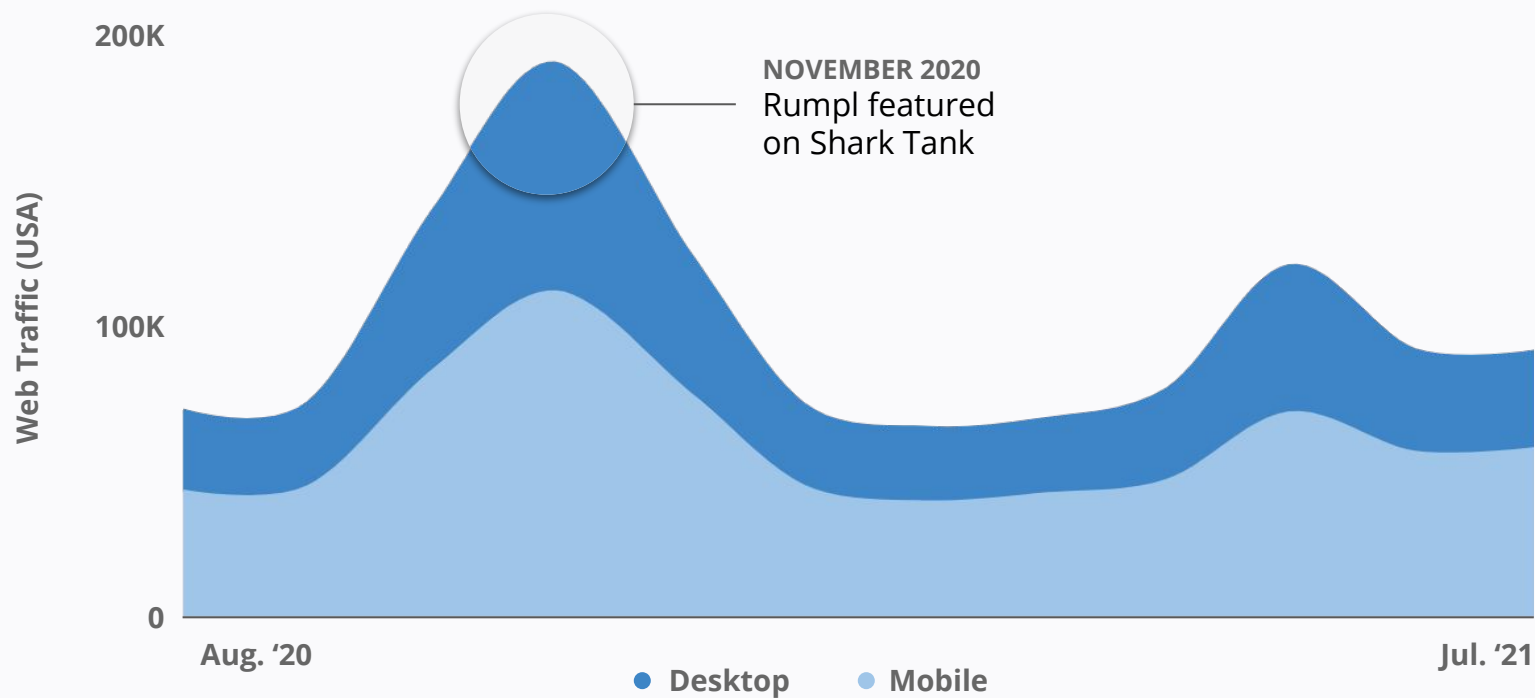
Sporting Goods & Outdoor



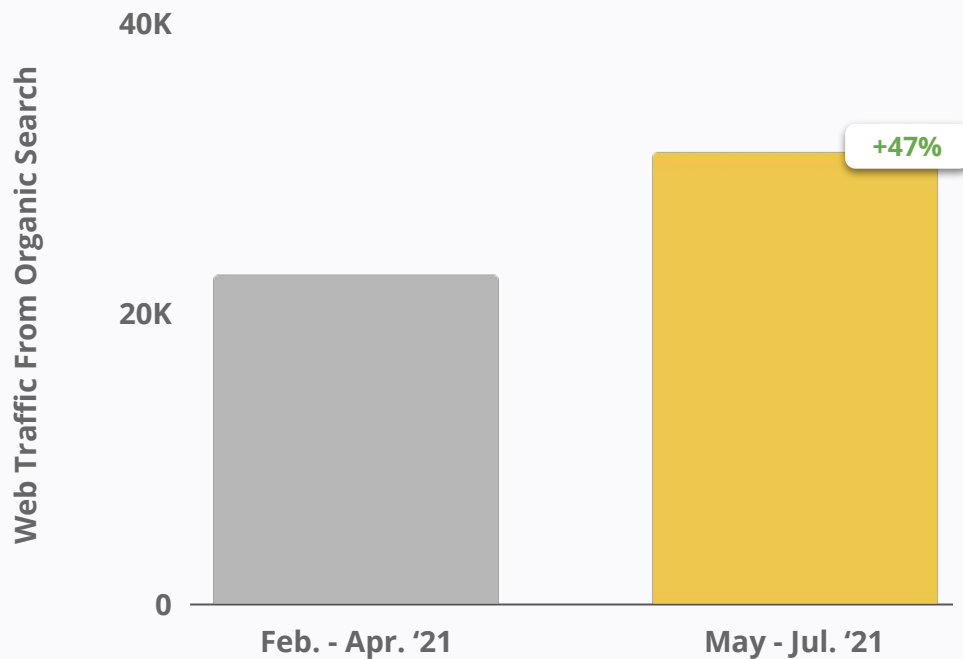
Rumpl, an American outdoor blanket brand, was built to create technology-based, high quality blankets for the world in an untapped market.

Expanding over the past few years, Rumpl's organic strategy has flourished due to a range of original and user content that both contribute to building a strong domain presence online.

From August 2020 to July 2021, Rumpl has generated an average of 97K website visits a month, seeing a large increase in November due to Rumpl being featured on an episode of Shark Tank.



From May to July 2021, organic search accounted for 27% of traffic to the site. Rumpl saw an increase of **+47%** in traffic from organic search compared to the previous period.



From May to July 2021, Rumpl saw the majority of organic traffic generated by branded keywords (84%) opposed to non-branded (16%).

Branded Keywords

84%

rumpl

rumpl blanket

rumpl blankets

rumple

rumpl down blanket

rumpl puffy vs down

rumpl down puffy blanket

rumpl dog blanket

rumpl blanket sale

rumpl nanoloft

Non-Branded Keywords

16%

subpar parks

beer blanket

very comfy person

nanoloft

shark tank blanket camping

the original puffy blanket

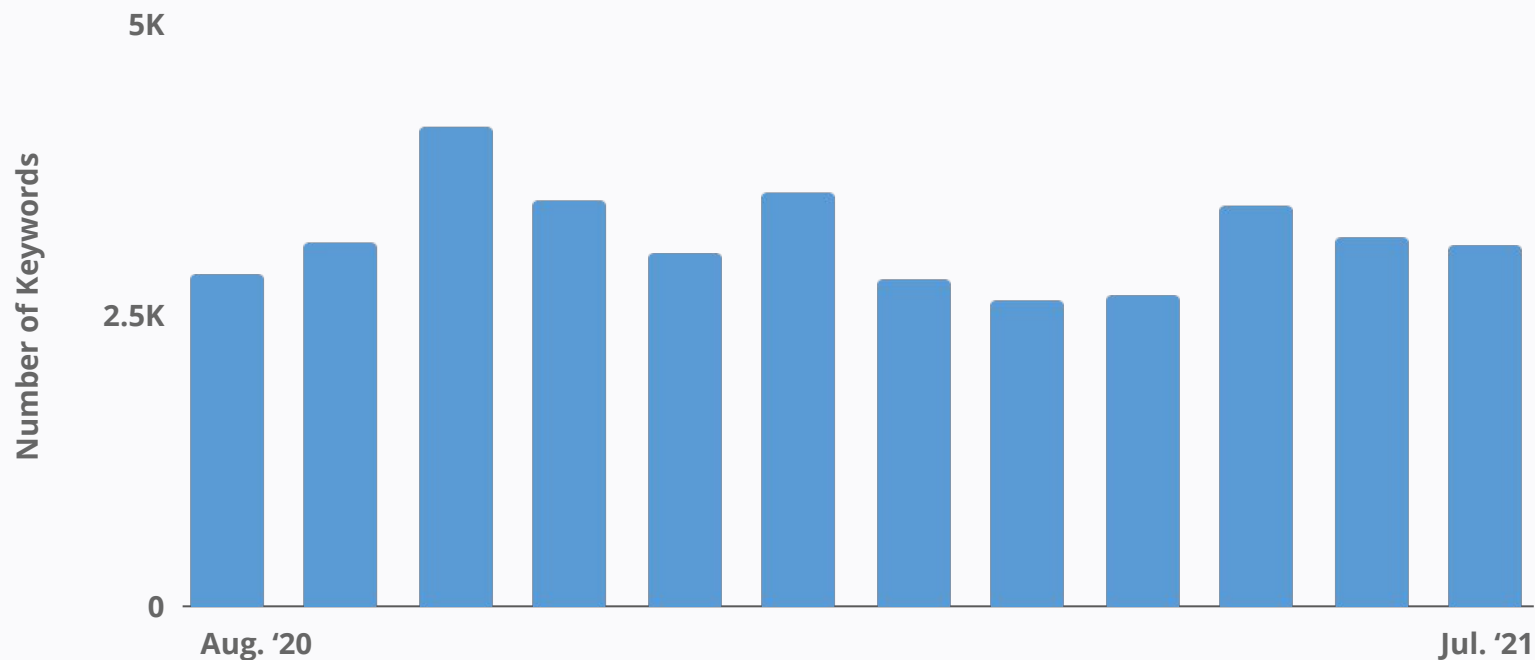
picnic blanket

shark tank blanket

keltie biggie blanket

poofy blanket

Maintaining a majority of branded keywords on the site has enabled Rumpl to host an average of 3.1K monthly keywords.

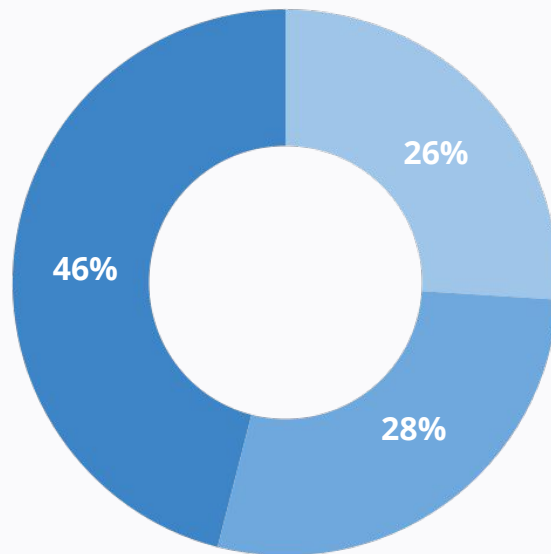


The top organic pages for Rumpl in May to July 2021 fall into the following categories:

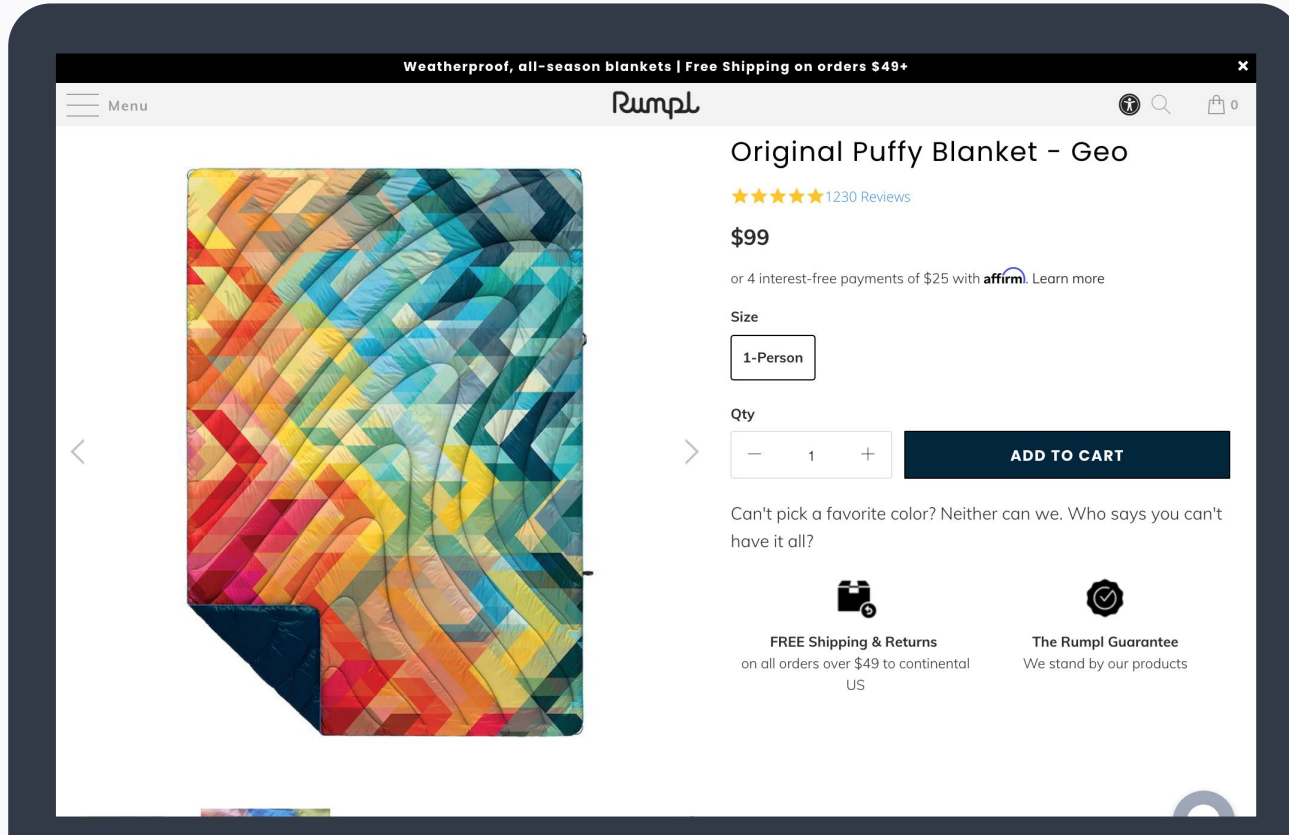
Product Landing Pages

Information Pages

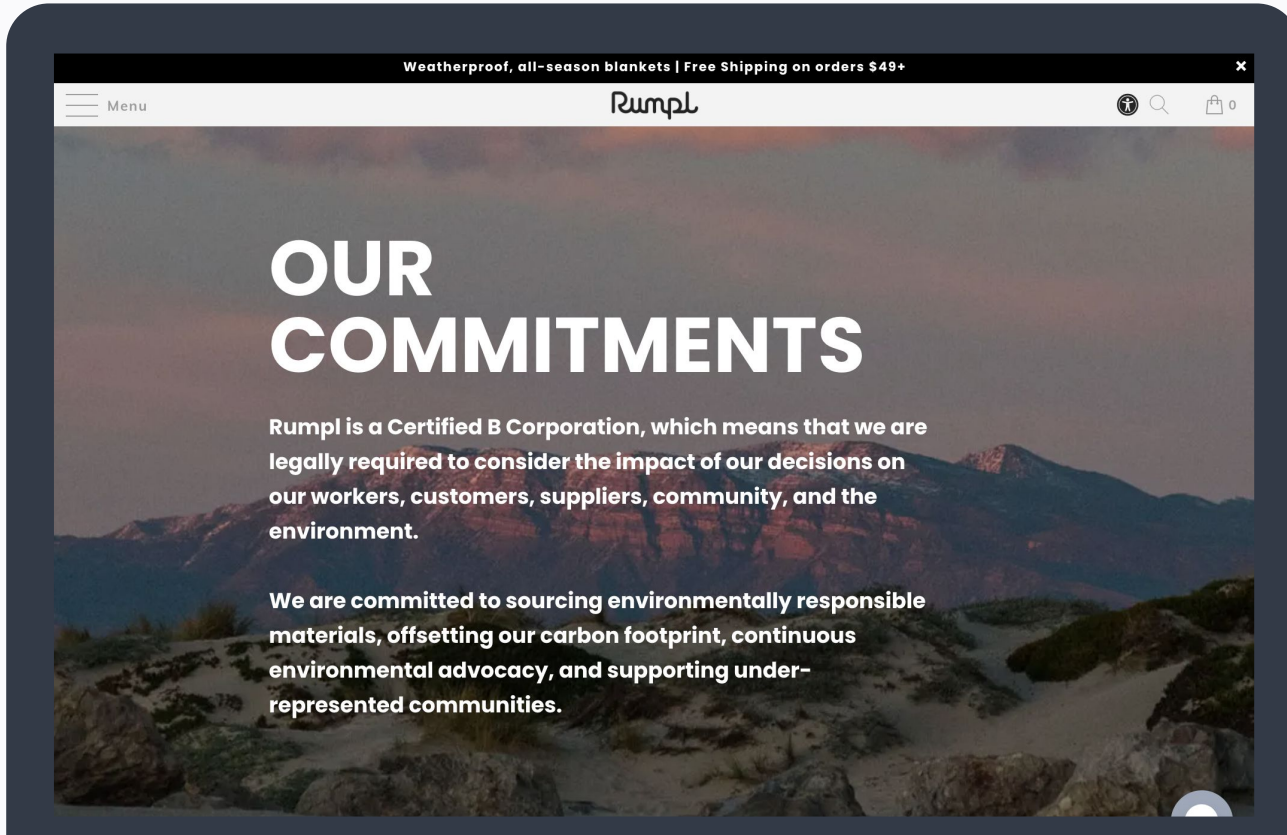
Product Display Pages



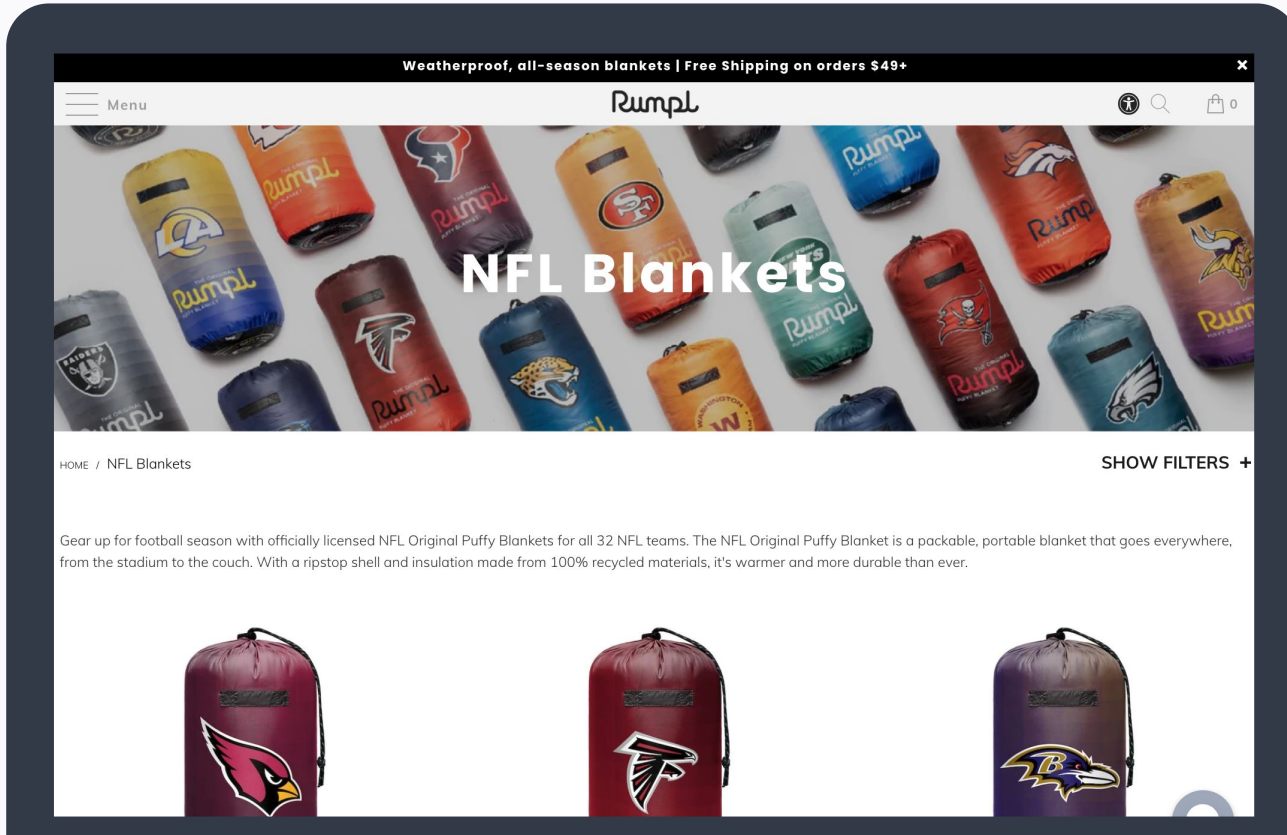
Product landing pages are hubs for a range of products that can be purchased from a website. These usually fall into a theme such as size, technology, use-case.



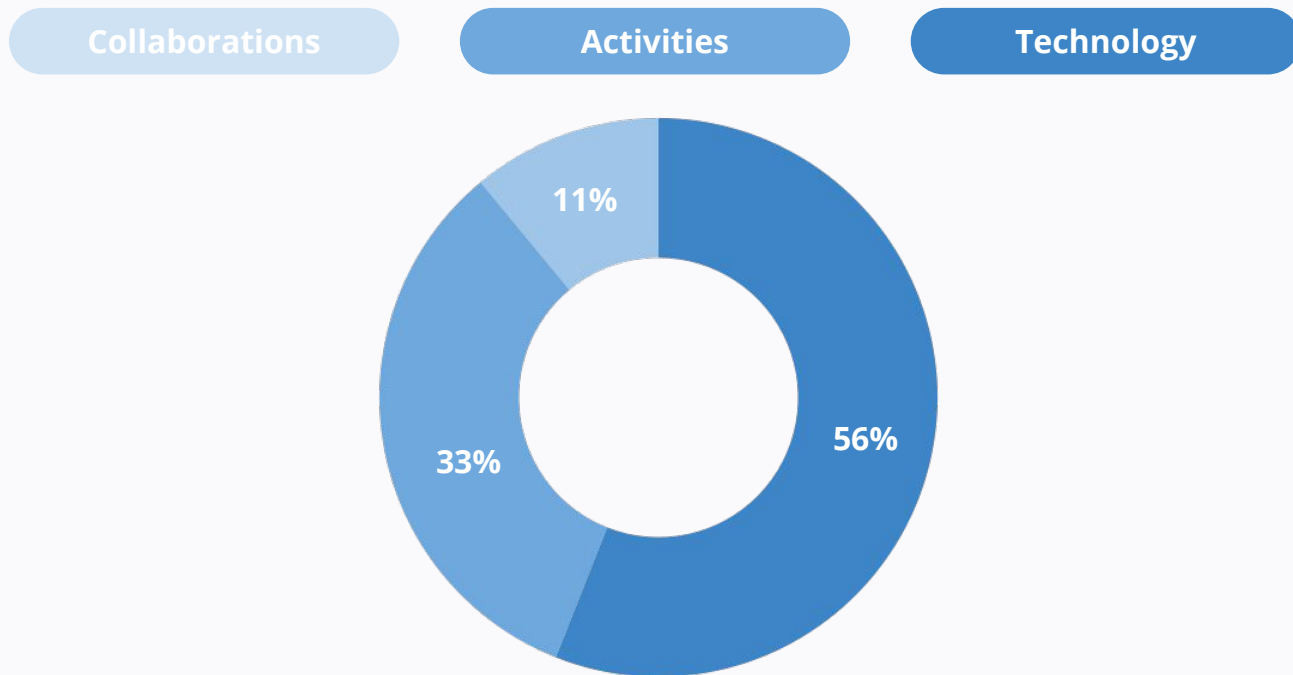
Information pages provide context on the general company and FAQs related to products. These pages tend to provide backstory and help to customers.



Product display pages have an item that a user can explore. These pages tend to showcase more detail on individual products and their features.

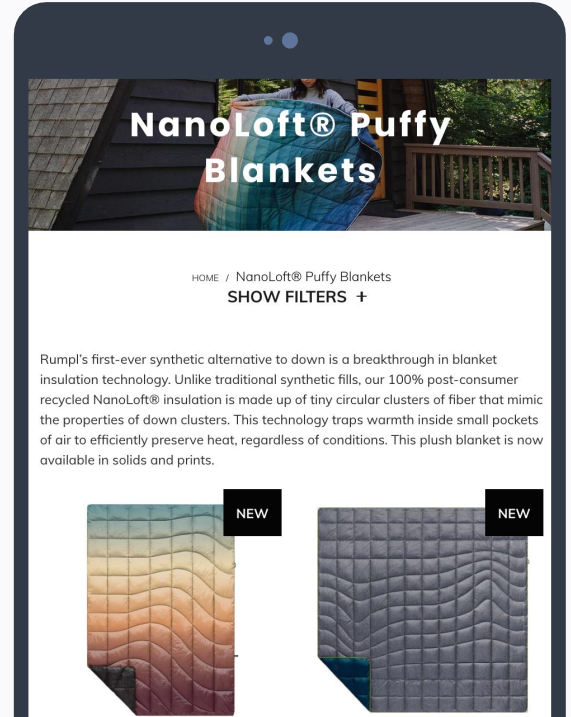
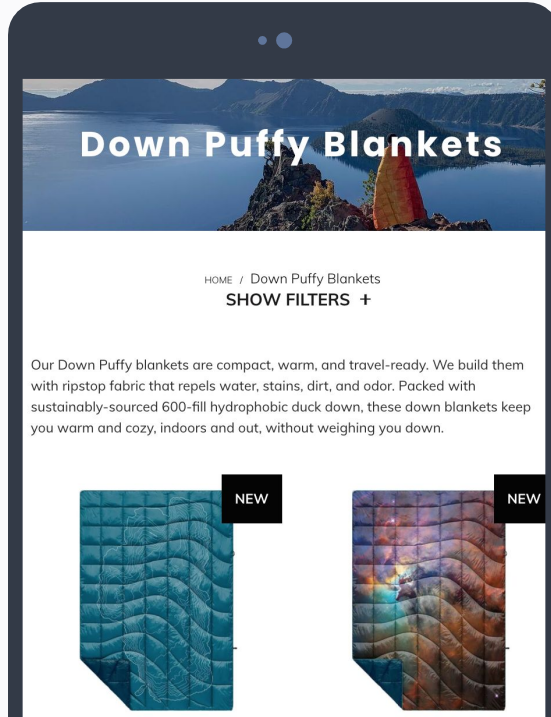
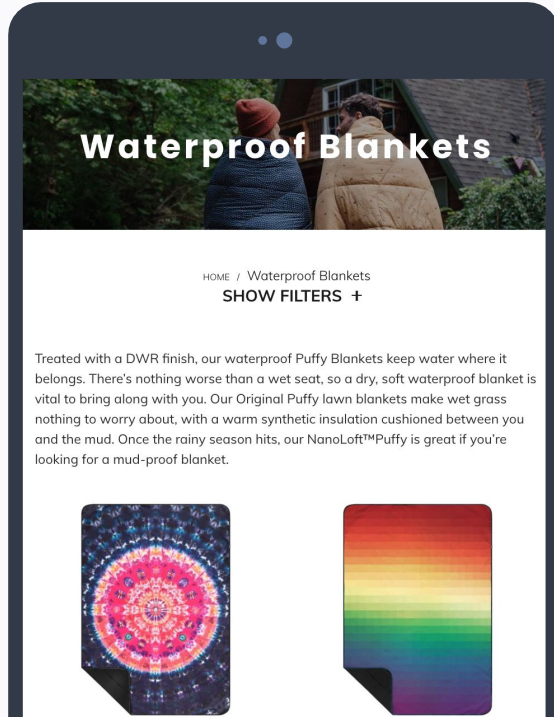


Collection pages rank the most (46%) because of their intent based structure that feature three main categories of pages:



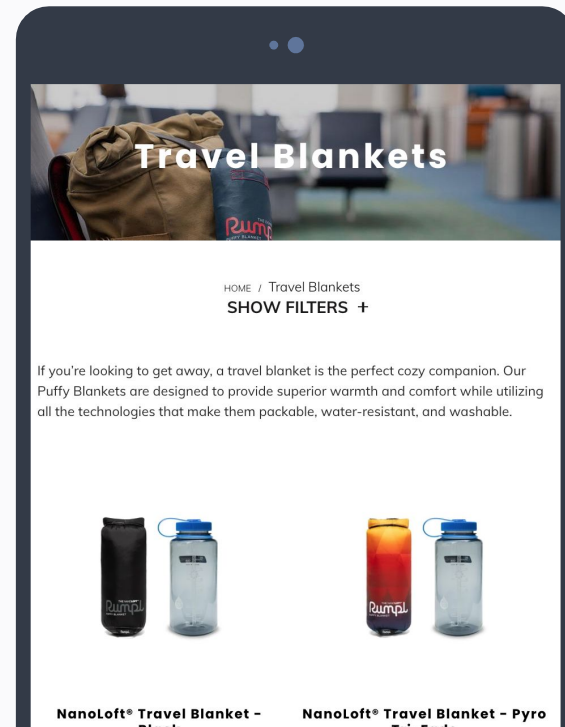
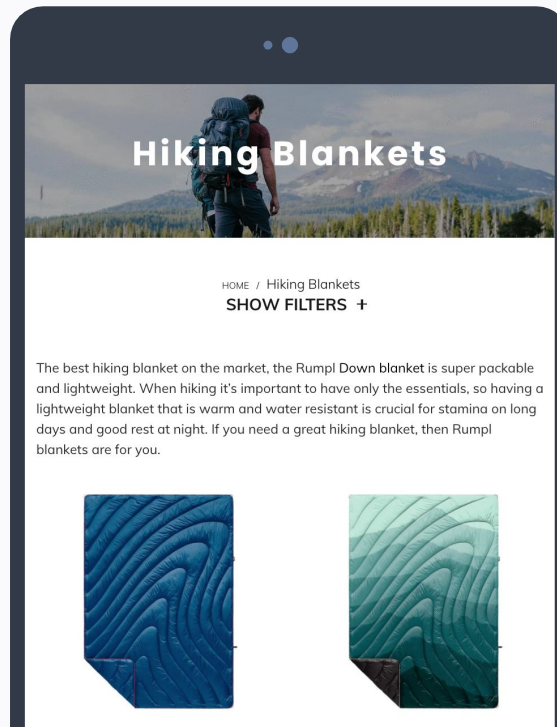
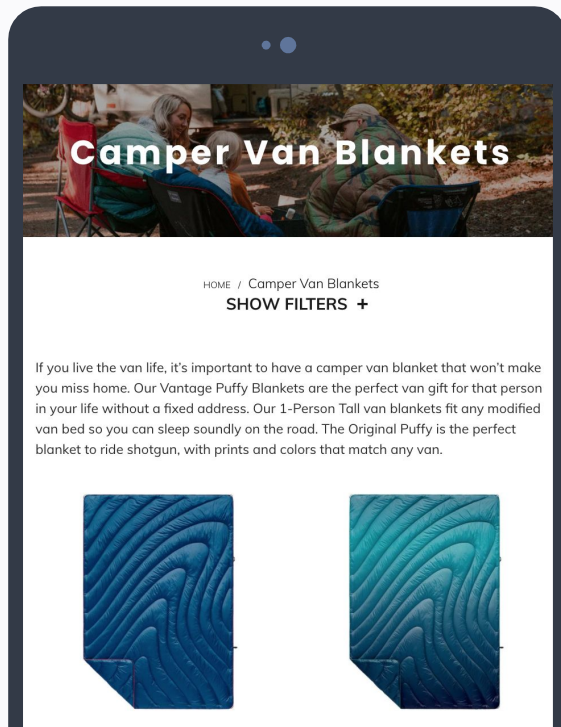
Technology-Based Searches

Rumpl's main value proposition is the element of technology that is incorporated into their blankets. Many people search for specific downs, fabrics and qualities of blankets for which Rumpl has a respective landing page with detailed descriptions.



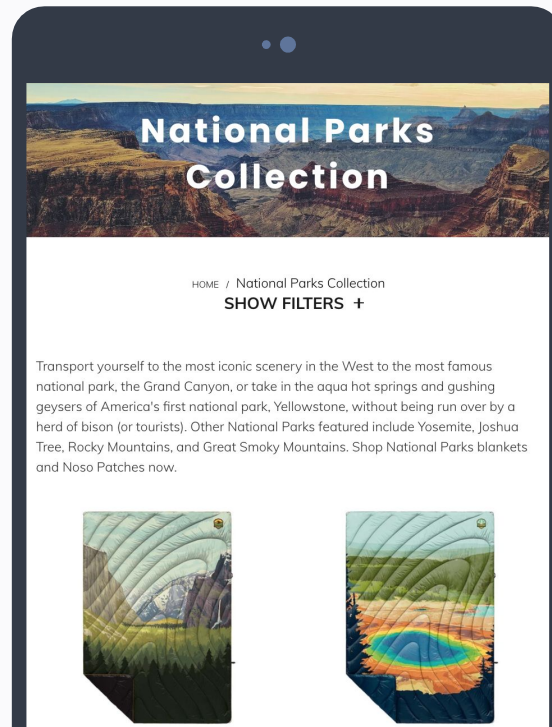
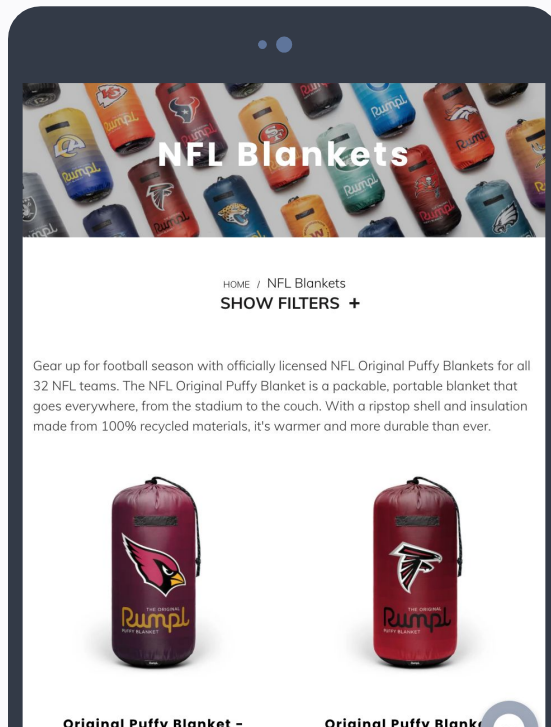
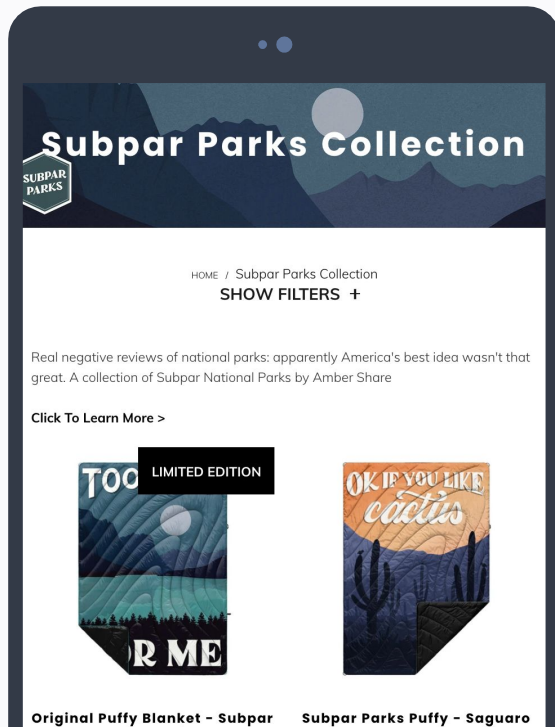
Activity-Based Searches

Visitors come across Rumpl by searching for different activities they may need a blanket for such as 'camper van', 'hiking' or 'travel' blankets. These types of activities have been segmented by Rumpl and built into category landing pages.



Collaboration-Based Searches

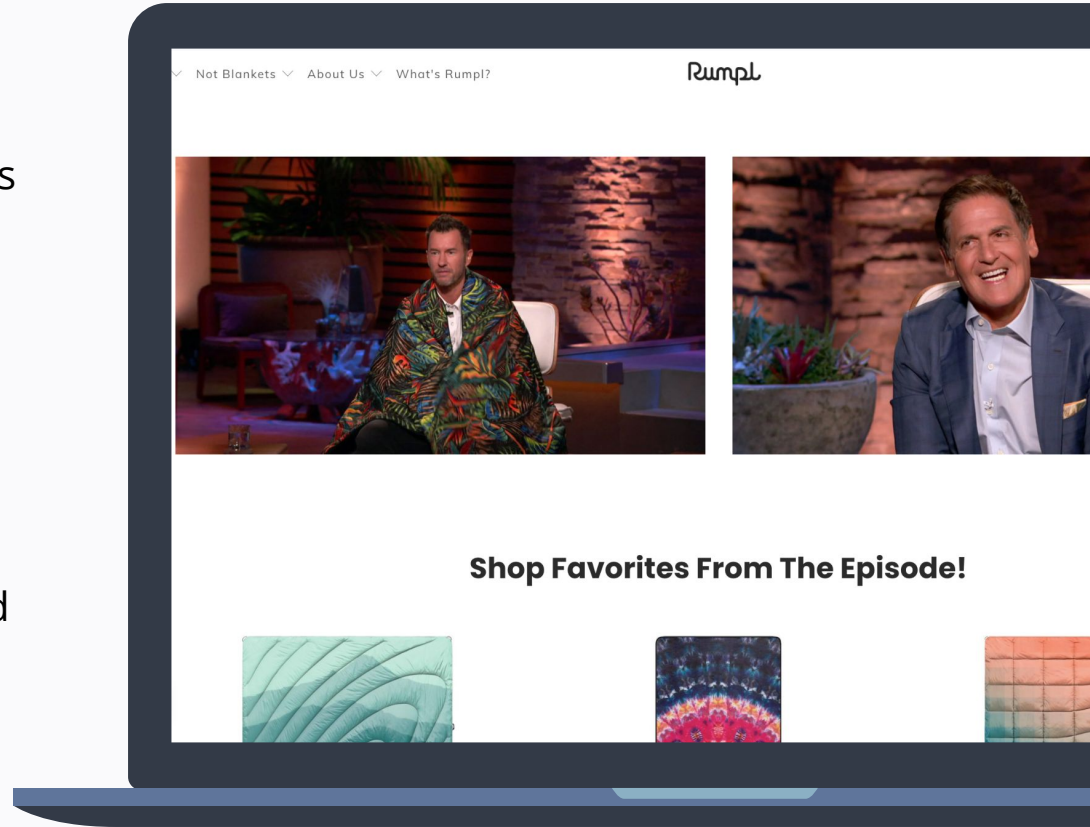
Interest based searches are driven by Rumpl's robust collaboration collections that vary across different industries and creators. The titles, descriptions and content of these collection pages also rank for searchers looking for those brands.



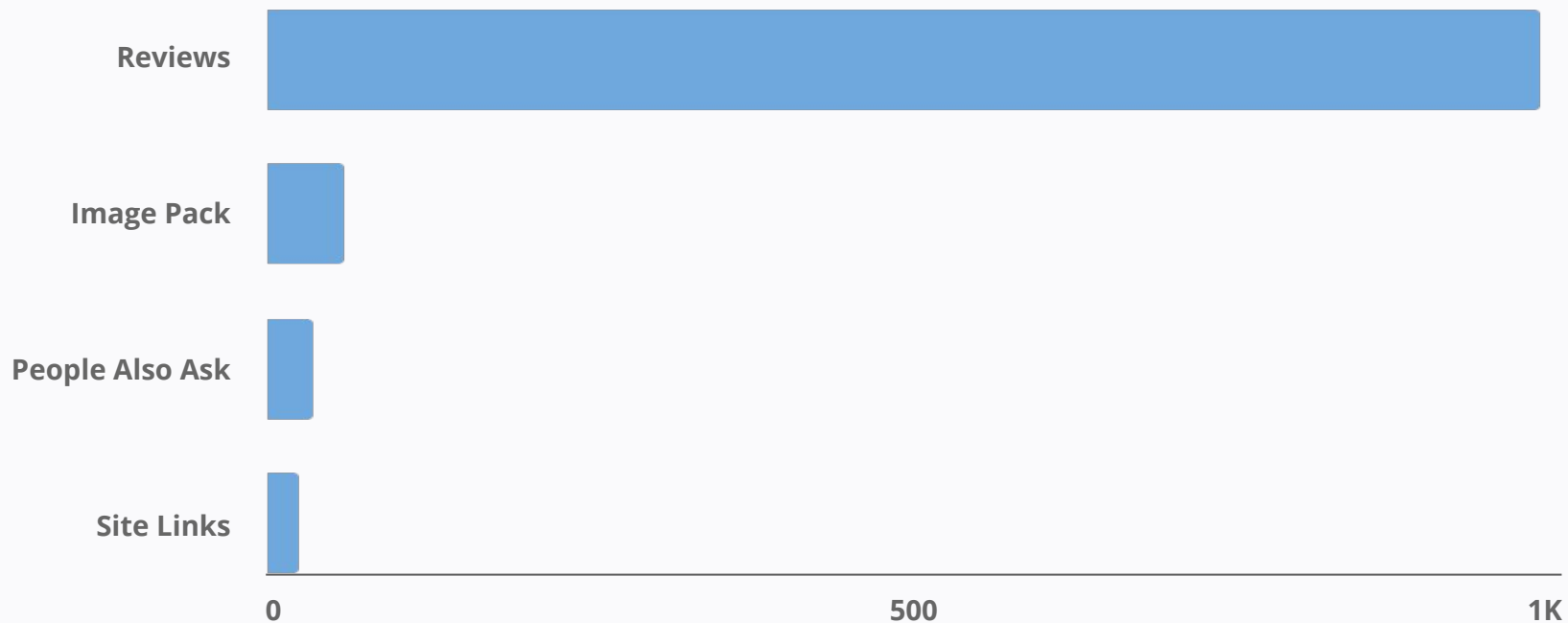
Rumpl ensures that content is always available for any relevant event that has passed in relation to their brand.

After being featured on Shark Tank in November 2020, a landing page was created to give viewers a peak into the episode and demonstrate which products were featured.

Seven months later, Shark Tank related searches are still in Rumpl's top ten keywords into July 2021.



Rumpl.com currently has four main SERP features the domain is ranking for. Reviews are the largest ranking feature at 1K.



Beautiful print and comfortable to rest on!

★★★★★ 8 months ago

This is my first Rumpl blanket and I chose it specifically for the Yosemite print. So far, I've used it on grass and sand, with a ground cover underneath and I absolutely love resting on it! I've spilled wine, water, and some (slightly oily) food on it and after machine washing, the blanket looks new. The corner loops come in handy for staking the blanket to the ground. Because of how lofty the blanket is, it can be a pain to roll up and stuff into the included sack. I usually fold the blanket and stuff it into a backpack or tote for transport.

Grace · Reviewed on [rumpl.com](#)

The quintessential blanket.

★★★★★ a month ago

There is nothing better than an object that can successfully combine form with function. Rumpl has done just that with this blanket. The size is great for both indoor and outdoor blanket needs, and the cape clip is simply genius.

And let's be honest, if you grew up in the '80s (give or take), this design is a great throwback to the outdoor gear of yesteryear. It's even better in person.

Oh, and when you pull it out of the stuff sack, worry not; there's a method to put it neatly back in. Just watch the YouTube video to reveal the mysterious folding technique. It works.

This is my second Rumpl - both purchased within a week of each other. This design in particular wasn't available at my local recreation equipment retailer, but buying direct was just as fantastic!

Jeremy C. · Reviewed on [rumpl.com](#)

I'm Addicted!

★★★★★ 5 months ago


I first experienced Rumpl blankets at an REI Outessa event a few years ago. It took a while for me to finally make a purchase, but once I did, I went all in. I originally ordered 5 in total (4 solids/fades and then this Joshua Tree version). 4 are being used at our outdoor fire pit at our house, which we use as an Air BnB. We've already received several inquiries from renters asking about the cozy blankets, so we're not the only ones who love these blankets. This version is a bday gift for my hubby. I originally wanted the Yosemite version, but it was sold out when I was shopping, so I got this one. I then saw the Yosemite come in stock and bought that one too - so we're now up to 6 Rumpl blankets. I guess you could say we're super users! We use ours mostly around our fire pit down at our barn, but also take it to the beach, and sometimes grab it from the car if it's a cooler evening and we're eating outside. Love the softness, warmth - - and they look great too. My only complaint is, for some reason, I stink at getting them back into their stuff sacks. My hubby doesn't have a problem, but I struggle with it. Could just be operator error... Otherwise, LOVE these blankets. Not sure I need any more, but my guess is, I'll be back buying another one (or two) when I see a print that I can't live without! Also will become my go-to gift. Thanks for making such a great product! [Less](#)


Candi · Reviewed on [rumpl.com](#)

Reviews are ranking on Google through Rumpl's use of [Yotpo](#), a system that has a partnership with Google to integrate reviews written directly on Rumpl.com into Google Reviews.

This feature positively affects higher rankings and trust built between the seller and Google. Incentivising reviews becomes a low effort way to build user content on websites that strengthen the SEO strategy.

Rumpl makes reviews easy with many filters previously loaded for people to comment on instead of having to think about what to say. Visitors can also ask questions that customer experience or other buyers can reply to.

Powered by 

4.8  1197 Reviews, 1 Q&As

Write A Review

Ask A Question

REVIEWS

QUESTIONS

Filter Reviews

Search Reviews

Size

Warmth

Weight

Temperature

Heat

Graphics

Bag

Problem

Fabric

Material

Cover

...

Rating

Images & Videos

Where I Use My Rumpl

1197 Reviews

rating overview

quick filtering to
access
information

search bar for
specific terms

filter by condition

filter
combinations

Key Takeaways

Rumpl, an American outdoor blanket brand, was built to create technology-based, high quality blankets for the world in an untapped market. From May to July 2021, organic search accounted for 27% of traffic to the site and saw an increase of +47% in traffic generated from the previous period. Rumpl uses a mixture of their own content and user content tactics to tap into their organic search strategy:

- **In-House Content — Creating Pages to Match Searches:** Rumpl has built a wide variety of collection pages to provide an answer to every search query. Top organic ranking collection categories include people looking for the technology in blankets, activities they can use their blankets in and collaborations based on their interests.
- **User Content — Gathering and Building Reviews:** Rumpl has a strong SERP ranking due to accumulating over 1K reviews on their products. They use a program called [Yotpo](#) to sync reviews made on the website directly into Google Reviews as an easy way to increase user-generated content on the website and Google.