



WINSOME

CASE STUDY:

How Winsome Marketing Helped Air Oasis Turn SEO & Content Into a Growth Engine (2023–2025)



Client



Agency Partner:

Winsome Marketing
(SEO, content, email,
CRO collaboration)



Engagement Length:

~3 years



Core Channels:

Organic search, content
marketing, email, paid
search support, analytics
+ AI search visibility

I. Starting Point & Goals

When Air Oasis partnered with Winsome Marketing three years ago, the brand already had strong products and loyal customers, but:

- › Organic traffic was under-leveraged compared with competitors who spent heavily on paid ads.
- › Keyword coverage around core purchase reasons (mold, allergies, indoor air quality) was thin.
- › Email was underperforming as a revenue channel.
- › Analytics for new AI/generative search surfaces didn't exist yet, making it hard to see how people were discovering Air Oasis.

High-level goals over the three-year engagement:

- › Build a defensible, organic-first growth engine that could compete with high-end brands without matching their ad spend.
- › Turn the blog into *the* authority on mold, allergies, and air quality – both for humans and search engines.
- › Grow email into a top revenue channel, tightly aligned with promo calendars and on-site content.
- › Stay ahead of the curve as AI search (ChatGPT, Google AI Overviews, etc.) began shaping discovery.



2. Strategy Overview

a. SEO & Content: Own the “why” behind the purchase

Winsome Marketing focused Air Oasis’ content strategy on the three topic pillars that drive real-life purchases:

- › **Mold & mildew concerns**
- › **Air quality & environmental issues**
- › **Air purifiers & solutions**

By late 2025, Semrush shows these topics each driving thousands of visits per month, with “Air Quality and Environment,” “Mold and Mildew Concerns,” and “Air Purifiers” among the top traffic-generating topic clusters. (Key Topics view, Nov 2025.)

The editorial program ramped to **8–10 posts per week**, with a mix of:

- › Deep educational explainers (e.g., mold toxicity, black mold, COPD, absenteeism and indoor air quality)
- › Practical “how-to” pieces (where to place an air purifier, how to check for mold, seasonal allergy tips)
- › Buying guides and commercial content (best air purifier for mold, allergies, basements, etc.)

This content strategy deliberately pushed toward more commercial-intent keywords while keeping a strong base of informational traffic, which later shows up clearly in the keyword-intent mix.

b. Technical SEO, Keyword Expansion & SERP Features

Over time, the team:

- › Grew Air Oasis’ **organic keyword footprint to 17.2K keywords** by Nov 2025, up 5% month-over-month.
- › Improved average Google search position from **17.1 in January 2025 to 8.7 in October 2025**, moving the bulk of rankings onto page 1.
- › Aggressively chased **SERP features** (People Also Ask, images, product snippets, “People also buy” boxes) in key commercial families like mold and air purifiers, resulting in hundreds of SERP features across those concepts.



Mold, allergy, and air purifier concepts were tracked as dedicated keyword “families,” with Winsome continuously tuning content and internal links based on rankings and visit data. For example:

- › **Mold keyword family:** ~3,600 ranking keywords, with monthly visits from mold-related terms increasing to around **4,700** and a sharp rise in SERP features (625 → 922), reflecting growing authority in this high-intent segment.
- › **Air purifier keyword family:** visits increased from ~4,800 to **5,400 per month**, with **2,800 commercial keywords** and over **1,200 SERP features**, including top positions for “where to put an air purifier” and “best air purifier for mold.”

This keyword-family view lets the team align content with real buying triggers (symptoms like mold & allergies) rather than just product names.

c. Email & Lifecycle: Turning Content into Revenue

Parallel to SEO work, Winsome helped transform email from a secondary channel into a major revenue driver:

- › By late 2024, **email revenue contributed ~37% of total revenue**, up from **16% in February**, driven by flows such as filter replacement reminders and seasonal campaigns.
- › Campaigns were tightly aligned with SEO topics (mold, seasonal allergies, air quality alerts) and promo windows (Black Friday, extended holiday sales, TrueMed HSA/FSA reminders).

When open rates softened — dropping about 4 percentage points month-over-month to 39.98% after previously sitting in the mid-40s — Winsome coordinated with an email vendor to launch subject-line A/B tests and creative experiments to push opens back toward 45–50% ahead of the holiday push.

d. Data, AI Search & Cross-Team Collaboration

Winsome also pushed Air Oasis to instrument and interpret **new AI-driven traffic sources**:

- › By Sept 2025, analytics showed:
 - › **369 visits from ChatGPT**, plus traffic from Perplexity and Gemini.
 - › **1,300 AI Overview features** and **548 AI Mode features**, where AI surfaces Air Oasis content directly in search products.

Because these AI surfaces often answer users' questions without a click, Winsome treated them as visibility and brand-authority metrics, adjusting content to be concise, fact-rich, and easily quotable by AI systems.



3. The Last Year in Focus (Dec 2024 – Nov 2025)

The most recent year shows how all of this groundwork turned into measurable growth, even as search behavior shifted.

3.1 Organic Traffic & Visibility

Domain-level visibility

By Nov 2025:

- › **Organic desktop traffic** reached **26.5K visits** for the month, up 9% month-over-month.
- › The **traffic cost** (what it would cost to buy that traffic via ads) climbed to **\$61.8K**, up 131% – a strong proxy for the value of Winsome’s SEO work.
- › Air Oasis ranked for **17.2K organic keywords**, with competitive overlap versus major air purifier brands.

Keyword intent mix

The Semrush keyword-intent breakdown for Nov 2025 shows the maturity of the strategy:

- › **57% informational keywords (11.3K), driving 18.1K visits**
- › **34.7% commercial keywords (6.9K), driving 6.6K visits**
- › **7.3% transactional keywords (1.4K), driving 3.8K visits**

This confirms Winsome successfully layered conversion-oriented content on top of a broad informational base—exactly what the team planned when shifting blogs toward more commercial topics.

Branded vs non-branded

Only **11.53% of organic traffic is branded**, meaning nearly **88.5%** of visits come from non-branded queries like “black mold removal,” “air purifier for mold,” or “where to put an air purifier.”

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That’s a clear indicator that Winsome’s SEO efforts are:

- › Reaching *new* audiences who haven’t heard of Air Oasis yet.
- › Reducing the brand’s dependence on repeat customers and direct referrals alone.



3.2 Site-wide Traffic & Revenue (2024 vs 2025)

From GA4:

- › **2024:**
 - › 904,352 total sessions.
 - › Organic search delivered **154,168 sessions (17%) and \$677,396 in revenue (11.3% of total)**.
 - › Email contributed **81,265 sessions and \$778,931 in revenue (~13% of total)**.
- › **2025 YTD (Jan–Nov):**
 - › 769,540 total sessions with an upward slope through the year (recovering from summer slump).
 - › Organic search contributed **119,709 sessions and \$509,121 in revenue** so far.
 - › Cross-network (which includes high-visibility placements such as Google Discover and AI-infused surfaces) became the largest single acquisition group at **279,447 sessions and \$831,480 revenue**, showing how the content strategy now performs across multiple surfaces beyond “classic” search.

Together with meeting notes, this data supports Brad’s report that Q3 and October revenue were up ~25–30% year-over-year, and November revenue was pacing 5–10% ahead of the previous year, even before the main holiday sale period was completed.

3.3 Topic & Keyword Wins

Some concrete ranking stories from the last year:

- › **“Best air purifier for mold” and related phrases** moved from page 3+ into top-of-page-one positions, collecting multiple PAA and image features. This cluster alone delivers thousands of visits per month and represents one of Air Oasis’s primary buyer concerns.
- › **“Where to put an air purifier”** reached **#1**, becoming one of the top traffic-driving blog posts and a natural bridge into product detail pages and placement “how-tos.”
- › Algorithm-sensitive, news-style posts (e.g., “Minneapolis air quality warning,” wildfires, air quality by state) generated strong spikes and returning visitors, validating the shift toward **news-angle content** mentioned in the calls.
- › Traffic surged from high-authority external mentions – for example, discussions related to **Jordan Peterson** and health figures like **Jonathan Toews** drove notable search spikes when their audiences researched mold and CIRS topics Winsome already had content for.



3.4 Email Performance & Holiday Execution

Despite a recent softening in open rates to ~40%, email remains a powerhouse:

- › Flows for consumables (like filters) and seasonal reminders now reliably generate repeat revenue.
- › Email accounts for a double-digit share of online revenue in both 2024 and 2025, with over **\$778K in 2024 alone**.

For the **2025 holiday season**, Winsome:

- › Coordinated an **extended Black Friday sale through Dec 8, with up to 30% off bundles and 20% off core air purifiers**, while giving the top-selling small air purifier clear prominence early in the campaign.
- › Built a branded “biggest sale of the year” landing page and aligned it across email, social, and blog CTAs.
- › Ensured content and CTAs on top SEO posts matched the promo (e.g., mold and allergy posts pushing relevant purifiers and bundles).
- › Used subject line testing and creative refreshes with Retain IQ to protect open rates and avoid fatigue during frequent sends.

3.5 AI & Future-Facing Work

Over the last 12 months, Winsome has helped Air Oasis treat AI search as a **new discovery channel**, not a threat:

- › Establishing a baseline for AI-driven sessions (hundreds of visits from ChatGPT, Perplexity, Gemini, etc.) and thousands of AI Overview / AI Mode features.
- › Advising on **clean, well-structured site data** so upcoming Shopify/OpenAI integrations and on-site AI assistants can use product and content data reliably.
- › Supporting experiments with an **AI selling assistant** that pulls directly from Air Oasis content to guide shoppers in real time.

This positions Air Oasis well for commerce that may increasingly happen inside AI interfaces rather than only on the website.



4. Outcomes Attributed to Winsome Marketing

Across the three-year engagement, Air Oasis and Winsome can point to several headline wins:

Significant Organic Growth & Visibility

- › 17K+ ranking keywords and 26.5K monthly desktop organic visits in Nov 2025.
- › Move from mid-page-two average rankings to consistent page-one presence, including many top-3 positions in mold and air purifier families.

High-Value Non-Branded Traffic

- › Nearly 9 out of 10 organic visits now come from non-branded queries, expanding the top of the funnel and reducing reliance on paid search and brand awareness alone.

Email as a Core Revenue Engine

- › Email's share of revenue more than doubled vs. early engagement, with hundreds of thousands of dollars in attributed revenue annually and sophisticated flows supporting both acquisition and retention.

Topic Authority in Key Commercial Areas

- › Air Oasis now ranks alongside or above bigger-budget competitors for phrases like "best air purifier for mold," "air purifiers for allergies," and "where to put an air purifier," supported by deep editorial coverage and SERP features.

Resilience Through AI Search Changes

- › Early visibility in AI Overviews, ChatGPT answers, and AI modes, plus a strategy built around "answering the question so well AI tools *want* to quote us," gives Air Oasis an advantage as search behavior evolves.

Sustained Revenue Growth

- › Multiple months in 2025 pacing **5–10%+ year-over-year revenue growth**, with Q3 and October around **25–30%** growth, even as analytics show shifts in where sessions originate.



A Winning Partnership

Over three years, Winsome Marketing helped Air Oasis transform from a solid e-commerce brand into a search-dominant, content-driven leader in mold and air quality – with rising traffic, stronger revenue, and a future-ready strategy for the age of AI search.



Search engines reward strategy.

We build it. We scale it. We turn it into revenue.

