



How Weebly Saved “a Million” Hours on Content Production and Achieved a 3X ROI

Weebly is a consumer service that has given over 30 million designers and entrepreneurs access to friendly tools for creating custom websites. Combined, these Weebly-powered sites help attract over 175 million unique visitors each month. In addition to building such a strong user base of clients, Weebly has excelled in community management and garners fierce user loyalty. These customers actively read the Weebly blog and post hundreds of comments each and every week.

Weebly's commitment to building strong bonds with its community is what made the brand turn to Contently.

Though new user acquisition is one of its main marketing goals, it also wanted to create content at scale that would continue to engage its community. Its two publications, the Weebly blog and the Weebly Inspiration Center, have become the central hubs for this unique content strategy.

Challenge

“Content was giving us some amazing positive returns with user acquisition, re-engagement with users, feedback, and branding. We had a positive return on every dollar that we spent on content,” said Adam Tanguay, head of organic growth at Weebly. “However, we realized it was time to think about how we could scale the content and be even more cost-effective.”

To scale up its content approach, it was also essential that the content output continue to maintain a high-quality tone, especially when it came to technical content about the product or web development. “We needed to create content that was as thoughtful and as high-quality as when it was just me in-house,” Tanguay said.

Solution

Since January 2015, Weebly and Contently's services and solutions have helped publish over 60 stories, increasing blog traffic by 40 percent and average monthly organic search traffic to the Inspiration Center by over 100 percent. In terms of revenue attribution, the company remains tight-lipped about its advanced cookie-based attribution approach, but has confidently stated, “We have a positive return on every dollar that we spend on content.”

Tanguay attributes much of Weebly's success to the quality of the writers it's found through Contently. “The talent level—it's amazing. It's the most valuable thing,” he said. “We're writing really, really, really high-quality stuff that can stand on its own anywhere, and that's essential to our success.”

Results

40%

increase in average
monthly traffic
to the blog

100%

increase in
organic search to the
Inspiration Center

3x

increase in content
spend for the blog
and Inspiration Center

Examples of work



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