

CASE STUDY · DIGITAL PR

62 Average Domain Authority in Earned Media Coverage for an Outdoor Lifestyle Brand

An outdoor lifestyle brand partnered with Page One Power on a Digital PR campaign, “The Labor Day Report,” to earn authoritative media coverage. The campaign landed 26+ placements averaging DA 62, drove a domain-wide ranking lift, and sent a surge of traffic to the brand’s highest-priority collection pages.

62

AVERAGE COVERAGE DA

26

MEDIA PLACEMENTS & MENTIONS

+5

POSITION LIFT, DOMAIN-WIDE

CLIENT OVERVIEW

DTC · Outdoor Lifestyle

Our client is a California-based direct-to-consumer outdoor lifestyle brand founded in 2009, offering affordable bikes, skateboards, paddleboards, and fitness gear built around a mission to make active living accessible to everyone. In a crowded DTC category, earned media that ties a brand name directly to its product category is what builds the kind of recognition search engines, and increasingly AI models, reward.

INDUSTRY · OUTDOOR LIFESTYLE / DTC

Outdoor Lifestyle Brand

Affordable bikes, skateboards, paddleboards, and fitness gear.

26

MEDIA PLACEMENTS

62

AVG COVERAGE DA

26+

BRAND MENTIONS

CAMPAIGN GOALS

Earn coverage that speaks to search engines and LLMs alike.

This outdoor lifestyle brand partnered with Page One Power to launch a Digital PR campaign called The Labor Day Report. The objective: earn high-quality media coverage that sends strong brand signals to both traditional search engines and large language models, then route that authority into the brand’s highest-priority collection pages.

THE STRATEGY

How the campaign worked.

01 Original Research Asset We built The Labor Day Report as a standalone digital PR asset designed to earn coverage and links on its own merit.	02 High-Authority Placements Coverage landed across a Domain Authority range of 35 to 81, averaging 62 across every placement.
03 Brand + Category Signals The campaign earned 26+ mentions tying the brand’s name directly to its outdoor lifestyle category, a brand-and-category association not every digital PR campaign achieves.	04 Link Equity Routing Link equity from every placement was funneled into five priority collection pages, concentrating authority where it could move rankings.

THE SERVICES

◆ DIGITAL PR

“The Labor Day Report”

26 dofollow links and **26+ direct brand mentions** across a DA range of 35–81, averaging **62** per placement, including a feature on NewsBreak (DA 78).

DATA SOURCE: CAMPAIGN COVERAGE DATA

◆ SEO IMPACT

Domain-Wide Ranking Lift

About a month after the first Digital PR link went live, average position for **non-branded terms jumped over 5 spots**, roughly half a page of movement, domain-wide.

DATA SOURCE: GOOGLE SEARCH CONSOLE

THE RESULTS

Earned coverage. Compounding search visibility.

6,000%+

NON-BRANDED CLICK GROWTH
(COLLECTIONS/KIDS)

+5

AVG POSITION LIFT,
DOMAIN-WIDE

26

MEDIA PLACEMENTS
& MENTIONS

ChatGPT Referral Revenue

DATA SOURCE: GA4

\$18,289



JULY

\$16,385



AUGUST

\$17,110



SEPTEMBER

While revenue from organic search and referral traffic overall trended downward after June, ChatGPT referral revenue held steady and defied the seasonal dip — August and September ranked as the brand’s 2nd and 3rd highest ChatGPT revenue months of all time.

COLLECTIONS/KIDS · YEAR OVER YEAR

Non-branded clicks	6,000%+
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Impressions	3,433%
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Average CTR	+50%
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Average position	+1 full page
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DATA SOURCE: SITE ANALYTICS

REFERRAL TRAFFIC · REPORT PAGE

Page views	620
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Active sessions	502
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DATA SOURCE: GA4

Not every digital PR campaign earns a direct brand-and-category association. This one landed **26+ mentions** tying the brand's name directly to its outdoor lifestyle category, at an average coverage DA of **62**.

DATA SOURCE: CAMPAIGN COVERAGE DATA

EARNED MEDIA, COMPOUNDING RETURNS

Earned coverage that pays twice: in search rankings, and increasingly, in AI referral revenue.

The data shows a strong correlation between earned media mentions and revenue-generating traffic.

Beyond the domain-wide ranking lift and the surge in collection-page visibility, ChatGPT referral revenue is emerging as one of the brand's most durable traffic sources, defying the seasonal dip that hit organic and other referral channels.

BETTER LINKS. BETTER CONTENT. BETTER RESULTS.