



Case Study

How InsideTheMagic.net Grew Pageviews 74x in 4 years

 MarketMuse

Summary

The challenge...

InsideTheMagic.net grew by 4.14x after Kurt Schmidt purchased it. But he knew the opportunity was bigger.

He wanted to diversify traffic sources since Facebook brought 90% of the traffic. He needed to create more high-quality content.

The solution...

He partnered with MarketMuse to raise the bar on quality and create a process for all writers to follow.

Every article is evaluated in MarketMuse's Optimize application to ensure comprehensiveness, resulting in more page views and ranking for more topics.

The results

74x

increase in traffic

40-60K

page views per article

1K

articles published per month

Reduced reliance on Facebook for traffic, from 90% to 30%, getting more from search

The Company

InsideTheMagic.net publishes content around the Walt Disney Company's theme parks. Many enjoy visiting Disney's parks, and there is a cult-like following of people who love the in-person experience of the widely successful Disney franchises.

Kurt Schmidt saw an opportunity in the market and purchased insidethemagic.net. The site aims to connect these Disney theme park lovers with content, from the drama surrounding Disney employees to reviews of new attractions. Because of the popularity of the parks, there is a clear opportunity to connect these communities year-round.

The Challenge

After purchasing the site in 2018, Kurt discovered the majority of traffic came from Facebook News Feed. He didn't want to rely on social media traffic, but he identified a gap in his SEO process. This led to the decision to change the content process.

He made initial improvements to the site, growing it 4.15x in 19 months and saw healthy growth thereafter. But he knew there was more opportunity.

He needed to improve the quality of the content so his readers would go farther down the page to create a more loyal audience and more value for advertisers.

The "Disney Fandom" can be quite a complex topic, and requires writers who can anticipate future conversations or popular characters to expand upon. While there were writers with that knowledge, they were not necessarily expertly trained SEO specialists.

They needed to increase organic search-related traffic while also maintaining their brand. The owner, Kurt "Needed it to work".

The Solution: Increase Content That Ranks

Kurt looked for solutions to help him make content decisions and ultimately turned to his peers who had seen success. They recommended MarketMuse to help improve their content quality and efficiency.

Inside The Magic trained the team on MarketMuse, starting with Content Briefs and the Optimize application and the platform quickly became a requirement. The policy is that anyone who doesn't use the tool will be let go.

“Our writers are required to use MarketMuse.”



Kurt Schmidt, Owner, InsideTheMagic



There are strict requirements because of the nature of the business, which is also why Kurt has a coaching and training program to support writers and get them up to speed quickly on how to produce quality content.

The team at Inside The Magic became dedicated to using MarketMuse. Using the applications helped them to think less about ranking and more about writing for the fans. MarketMuse helped close the gap of leveraging expertise and meeting search needs.

Over 30 writers contribute to the site and all are compensated based on results. They realized quickly that if they used the recommendations from MarketMuse, they ended up with better content and more engagement – and thus, more money.

The platform identified related topics that would add more value and context to the article, they wouldn't waste time with fluff just to make the page longer, and would write about topics that drove more traffic in the long run. The recommendations from MarketMuse meant that even though sometimes the content was news-based, they would continue to rank because of the thorough coverage in the article.

“Partnering with MarketMuse was one of our best business decisions. Together we took something that was already going in the right direction and we added that rocket fuel.”



Kurt Schmidt, Owner, InsideTheMagic



Optimize seven dwarfs mine train US EN https://insidethemagic.net/2022/08/seven-dw. Run / Fetch Save to inventory

Content Score: 46 Avg: 31 Target: 46 Word Count: 1,217 Avg: 1,397 Target: 1,427 View

H1 Heigh-Ho, Heigh-Ho: A Complete Guide to Seven Dwarfs Mine Train at Magic Kingdom

P in [Walt Disney World](#)

P If you're a fan of [Snow White and the Seven Dwarfs \(1937\)](#), May 28, 2014 was probably an extremely exciting day for you if you happened to be visiting [Walt Disney World Resort](#).

P Related: [Space Mountain Has Secret Codes With Extremely Important Meanings](#)

P That was the day [Seven Dwarfs Mine Train](#) opened in [Magic Kingdom Park's New Fantasyland](#) area. Located near [Beast's Castle](#) - where [Be Our Guest Restaurant](#) is housed - this steel [roller coaster](#) is a treat for families.

P Here, we take a look at everything you need to know about the Mine Train before your next trip to Orlando's "castle park"!

H2 What is Seven Dwarfs Mine Train like?

P Credit: Disney

P The [official description](#) of [Seven Dwarfs Mine Train](#) reads:

P Heigh-Ho, It's Off You Go! Deep inside an age-old mountain, clamber into a rustic mine train and make your way up a steep incline.

P At the summit, feel the wind across your face as you navigate hairpin turns and head deep into the mine shaft-your creaky cart teetering back and forth. Soon, the dark sparkles with glittering jewels and you encounter [the Seven Dwarfs](#), whistling and singing while they work.

P Chug through the cavern and climb skyward. At the peak, glimpse an incredible view of Fantasyland before racing back down to the foot of the mountain.

Feed	Research	Complete
TOPIC	DIST	SUGGESTED
seven dwarfs mine train	10+	10+
disney world	3-10	3-10
seven dwarfs	10+	10+
walt disney world	3-10	3-10
magic kingdom	3-10	10+
space mountain	1-2	1-2
new fantasyland	1-2	3-10
walt disney	3-10	3-10
lightning lane	1-2	1-2
walt disney world resort	1-2	1-2
disney park	1-2	1-2
snow whites scary adventure	0	1-2
disney news	1-2	1-2
seven dwarfs mine	10+	10+
scary adventure	0	1-2
ride	10+	10+
shanghai disneyland	1-2	1-2

The Results

They now cover more topics comprehensively, driving dramatic results. Before using MarketMuse, the average article got 4–5K pageviews. With MarketMuse in place, they get 40–60K per article. The website got 700K pageviews per month prior to being purchased, hit 3.2 million when MarketMuse was brought in (Sept 2019) and now gets 59 million+ pageviews. That’s an 18X improvement since implementing MarketMuse and 74X improvement overall.

Not only did Inside The Magic increase their organic pageviews, they increased the amount of content their team published each month. They now publish around 1K articles per month. Before using MarketMuse it was closer to 300 per month.

Those results were driven by growth numbers across multiple channels. Facebook now drives 30% of traffic and Google Discover and Google Search drive a much larger percentage than before.

“When I look back, I’m amazed at how far we’ve come these past few years.”



Kurt Schmidt, Owner, InsideTheMagic



Publish better every time.

Let us show you how MarketMuse helps
thousands of content teams turn
content into a growth channel.

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