Moon and Owl Marketing Help FLO Cycling Launch New Blog

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Moon and Owl Marketing, a digital marketing and SEO agency, has designed and developed the FLO Cycling blog on an improved platform. The new layout of the Flo Cycling blog will make it easier for customers and cycling aficionados to find and navigate through a vast library of bike wheel articles. Searchers will be able to discover the articles through improved search engine optimization.

Founded in 2011 by current owner Jon Thornham, and his triathlete brother Chris, FLO Cycling sells carbon bike wheels direct to consumers through their website. The Las Vegas based brand sells road, triathlon, and gravel bike wheels. The founders are licensed professional engineers with a deep knowledge of bike wheel design.

Topics on the blog include information on the latest developments in carbon wheels, road bike wheels, and triathlon wheels, along with covering the growing trend of gravel cycling. While accessible to a non-engineering readership, the blog dives into wheel aerodynamics, rolling resistance, vibration, and other elements of cycling. Performance, training, and racing tips, along with company news are also covered.

Moon and Owl founder Jordan Fowler is an avid cyclist and was excited to work on the project. He states, ?As a cyclist, I already loved the FLO Cycling brand. I use FLO wheels on all my bikes. When Jon approached us with the subject of helping them with marketing, we knew content marketing, improved layout, and organic SEO were vital for the company?s continued success. We jumped at the opportunity. The owners are just great people who care about their customers.?

Moon and Owl Marketing, based in Dallas-Fort Worth, Texas, serves many international, regional, and local businesses. The agency considers itself to be niche agnostic, willing and able to help any business in any industry achieve success through messaging, web design, content marketing, and paid and organic search.

As to the unique dive into supporting a sports product business, Jordan continues, ?Many prospective clients will call us and ask, ?Do you know my niche?? Our answer is always, ?We know Google, we can learn your niche, and you don?t want that to be vice versa.?

Those wanting more information about FLO Cycling can visit the FLO website. More information about Moon & Owl Marketing is available at https://moonandowl.com.

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Moon and Owl Marketing

Moon and Owl is a full-service marketing agency in Fort Worth, TX serving clients across the US.
Web Design | *SEO* | *Digital Marketing* | *Copywriting* | *SEM* | *Social Media Marketing* | *Print* | *Graphic Design*

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