

## PET NICHE SITE SEO RESULTS

### Background

This site was getting almost no traffic, even though it was registered in late 2013. The owner had spent a good amount of time on this site and built out a significant amount of pages, however it wasn't getting hardly ANY traffic.



### Audit

The first thing we always do is audit the site to see if it has any major underlying issues. This site had no penalties, it just never ranked page 1 for the target keywords. It also had no over optimization, they just didn't have many links. Ahrefs shows organic keywords but it doesn't tell the whole story – You can see below that the site had keywords in the top 100, but that's not as important in being in the top 10. That's where our "easy wins analysis" REALLY COMES IN HANDY.



### Easy Wins Analysis

With our easy wins analysis, we look for keywords that are ranking somewhere in Google, but not in the top spots where the majority of the traffic is. If we can identify these, we can push them up and see quicker traffic gains. For this site, we identified 1001 easy wins keywords, ranking mostly on page 2-3 with traffic between 10 – 9,400ms, with CPC between about .50 cents – \$6.

This site had HUGE potential, but since the site wasn't cracking page 1, it wasn't getting much love.

### Content Gap Analysis

With the content gap analysis, we look for competitor keywords that the site isn't targeting yet, and this becomes the basis for our content creation.

For this site, we found 103 keywords volume between 150 – 2900 ms, with similar PPC costs to the easy wins. We worked with the client to pick out high priorities and selected some keywords based on their industry trends knowledge (This is why we work WITH the customers to understand business goals).

Here's what our campaigns looked like:

#### Month 1:

- 1 Guest Post Service – Exact match on easy wins
- 1 Guest Post Service – Exact match (another kw) on another easy win
- BrandLume Results (Web 2.0s) – partial match, brand, naked anchors
- BrandLume Blog Service 1 x 1000 word post – informational kw focus based on industry trends

#### Month 2 – Very Similar

- 1 Guest Post Service – money keyword variation
- 1 Guest Post Service – money keyword variation
- BrandLume Results – partial match, branded, naked anchors
- BrandLume Blog Service 1 x 1000 word post – money keyword

#### Month 3 – Similar, But got more anchor text diversity

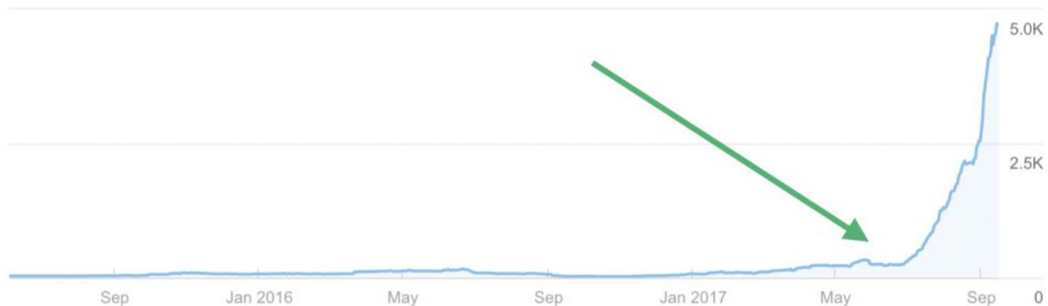
- 1 Guest Post Service – Branded
- 1 Guest Post Service – Branded
- BrandLume Results – Branded, URL, Partial match mix
- BrandLume Blog Service 1 x 1000 – Content gap kw, high volume

#### Results:

Since this site had a decent amount of content already, and had so many opportunities for easy wins, we really focused on getting those easy wins up to page 1.

When we were able to do this – The traffic exploded:

**Organic traffic** <sup>i</sup> 4,712 /month



#### Takeaways

This was only 3 months of work and this site has a ton more potential. In the next 3 months, we'll begin linking some high volume keywords that we used for content. This site is set up for domination in the niche!