

## 1. Pet Niche Site SEO Results

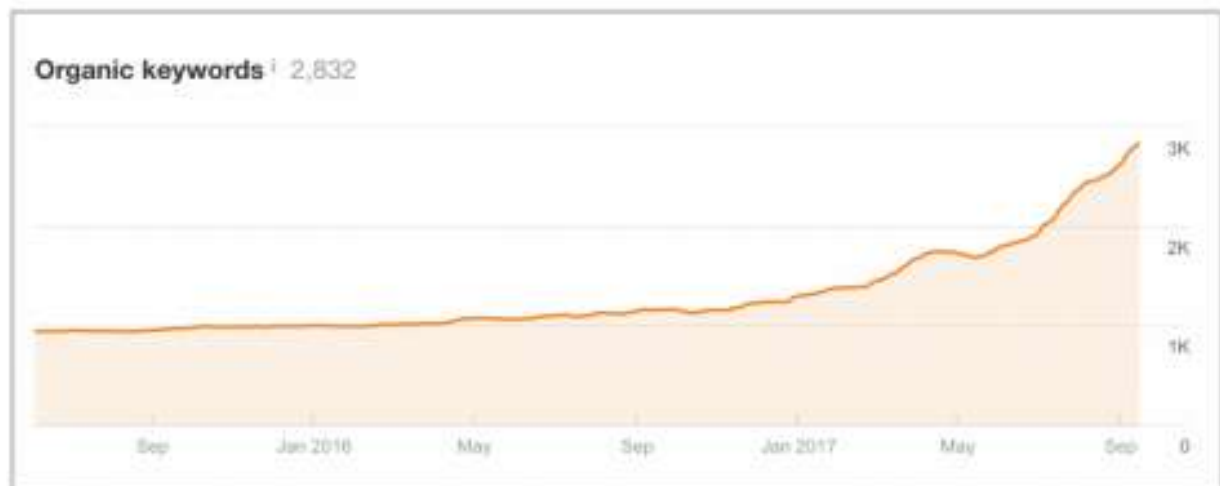
### Background

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.



### 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,

Here's what our campaigns looked like:

Month 1:

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

Month 2 – Very Similar

- 1 Guest Post – money keyword variation
- 1 Guest Post – money keyword variation
- Link Building – partial match, branded, naked anchors
- Blog Post - 1 x 1000 word post – money keyword

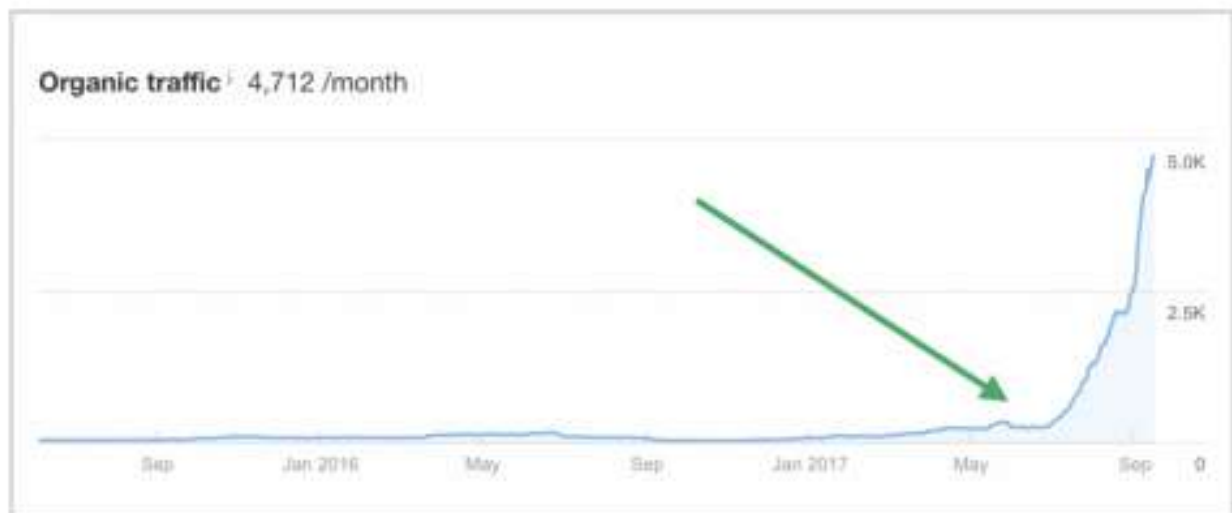
Month 3 – Similar, But got more anchor text diversity

- 1 Guest Post – Branded
- 1 Guest Post – Branded

## 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:



## 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!