



## **CASE STUDY**

**INLINKS IMPROVES THE ORGANIC TRAFFIC OF A PAGE ABOUT “ETHICAL HACKING” BY 73% IN THE CYBERSECURITY SECTOR**

**INLINKS OPTIMIZATION LTD**

<https://inlinks.net>



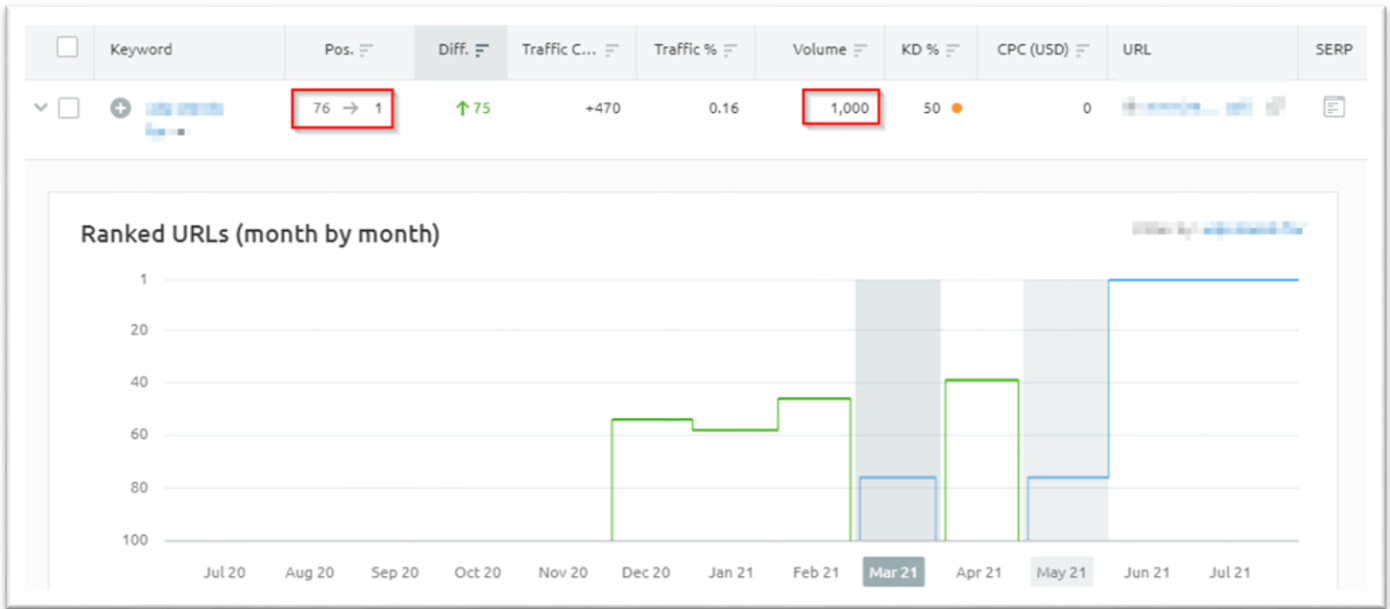
1. **Source: SEMRush, June 2021.** Shows the evolution in organic traffic for a webpage about 'Ethical Hacking' belonging to a project configured on Inlinks.

## KEY SUCCESSES:

- Increasing monthly organic traffic from around 800 visits to 2.6K for a page targeting a highly competitive keyword 'Ethical Hacking'
- Improving the rankings of 496 high volume keywords into the top 10 positions of the Serps (**an increase of +67.57 %**)
- Going from position 76 to 1<sup>st</sup> position in the Serps for a high-volume keyword related to cybersecurity

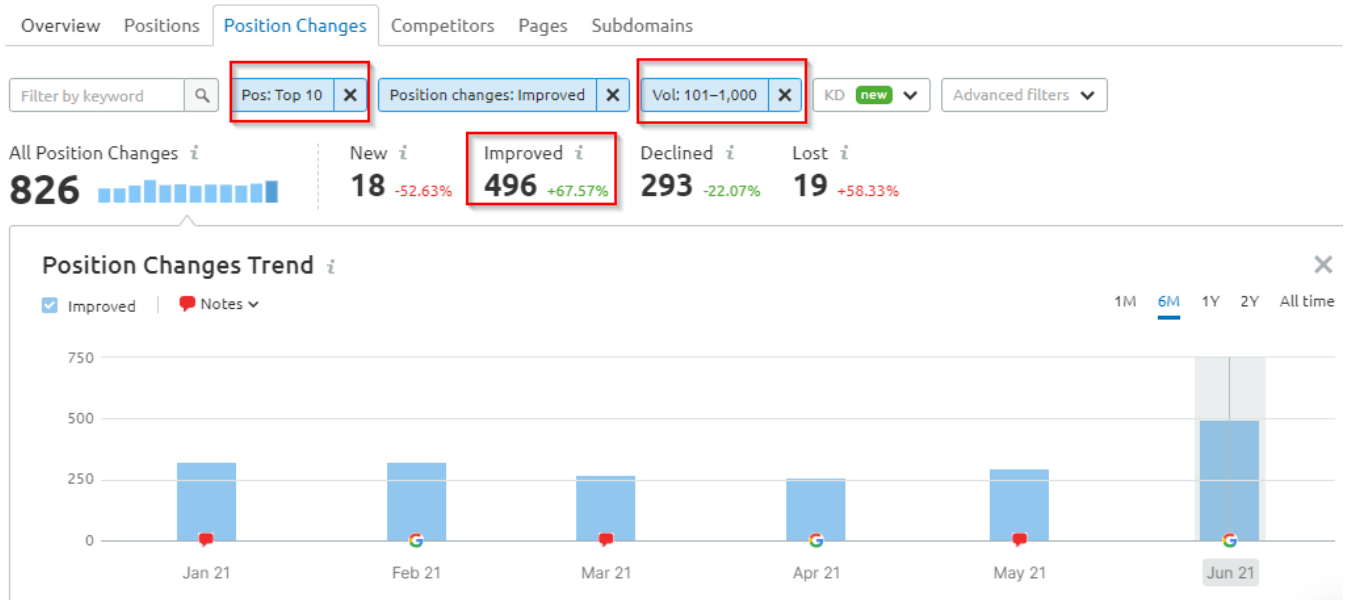
Screenshot 1 above shows the rise in organic traffic of a page about the topic of 'Ethical Hacking' starting the month of May 2021 (going from 800 unique visits to 2.6 K).

In addition, while analyzing the data of this website on SEMRush we note that the Serps ranking of a page jumped from the **76<sup>th</sup> position to 1<sup>st</sup> position for a keyword related to cybersecurity having 1K in average monthly searches.** (Details from SEMRush shown on the screenshot below – for the month of June 2021)



**Source: SEMRush**, showing the evolution in the Serps rankings of a webpage belonging to this website (for the month of June 2021) and that targets a keyword related to cybersecurity.

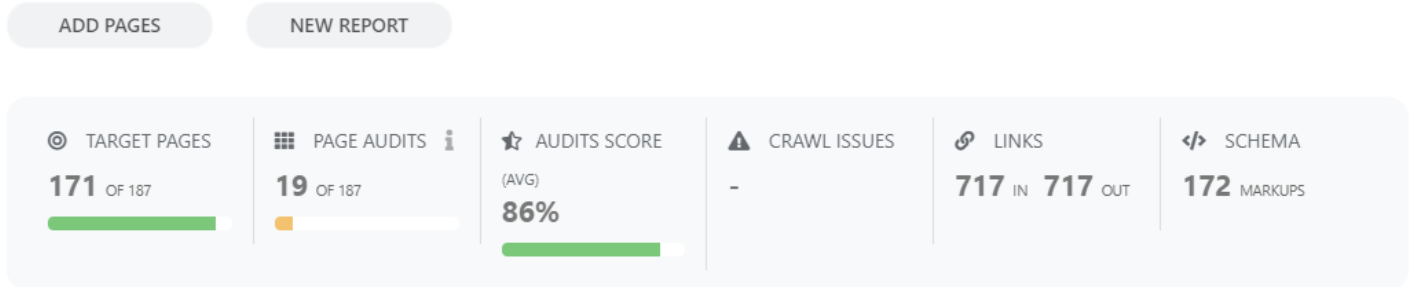
In the month of June 2021 there was a total of **496 improving keywords** into the **top 10 positions** of the Serps having search volumes between **101-1K** (as shown on the screenshot below taken from SEMRush)



# THE METHODOLOGY USED

## Project Setup on Inlinks

Top Pages (187)



2. Modified Screenshot of Inlinks Project Summary (June 2021)

The project was configured by adding 187 pages of this website (as of June 2021), Inlinks was then able to create a knowledge graph of entities (topics) already mentioned in these 187 pages.

The owner of this project on Inlinks manually assigned 171 TARGET pages to their main topics with a simple [point and click process](#).

Page	Target topic	Audit	Keyword
<a href="#">What is OWASP? What is OWASP Top 10? (OWASP.org)</a>	OWASP	94%	OWASP Top 10
<a href="#">What is Ethical Hacking? (EthicalHacking.org)</a>	White hat (computer security) Hacker (computer security)	84%	Ethical Hacking
<a href="#">What is Data Governance? (DataGovernance.org)</a>	Data governance	96%	Data Governance
<a href="#">What is DNSSEC? (DNSSEC.org)</a>	Domain Name System Security Extensions	75%	dnssec P: 20 6,600

3. Example of Topics (entities) Associations for this Project on Inlinks (June 2021)

Following these topics associations, Inlinks was then able to:

- Automatically generate targeted internal links from the body of the site
- Generate 'About' and 'FAQ' Schema
- Inject the Schema and internal links automatically into the site with a [single line of JS code](#)

## Content Audits

As of June 2021, the owner of this project has audited 19 pages on Inlinks which allowed to optimize their content for entities related to the targeted keywords. The average score for these audits was 86 % (we recommend anything **above 80%** to be a good score as far as content optimization for entities is concerned).

[Read more about our Powerful Content Optimization Tool for SEO \(Search Engine Optimization\)](#)

## Schema Types

Inlinks injected three types of schemas automatically in 172 pages added to this project. "About" and "Mentions" schema relates to the underlying meaning of each web page, turning implicit signal to explicit proposals for machine learning. Inlinks also creates FAQ (Frequently Asked Questions) schema on the fly, where questions are found in paragraph headers.

The image shows two snippets of JSON-LD code. The left snippet is for an 'About & Mentions' schema, with a red box highlighting the code and a red arrow pointing to it from a label 'About & Mentions Schema Generated by Inlinks'. The right snippet is for an 'FAQ' schema, with a red box highlighting the code and a red arrow pointing to it from a label 'FAQ Schema Generated by Inlinks'. Both schemas are generated by Inlinks.

```
+ Add a Topic
"about": [
  { "@type": "Thing", "name": "cyber threats", "sameAs": "https://en.wiki.../Threat_(computer)" },
  { "@type": "Thing", "name": "Cybersecurity", "sameAs": "https://en.wiki.../Computer_security" }
],
"mentions": [
  { "@type": "Thing", "name": "steal", "sameAs": "https://en.wiki.../Industrial_espionage" },
  { "@type": "Thing", "name": "data", "sameAs": "https://en.wiki.../Data" }
]

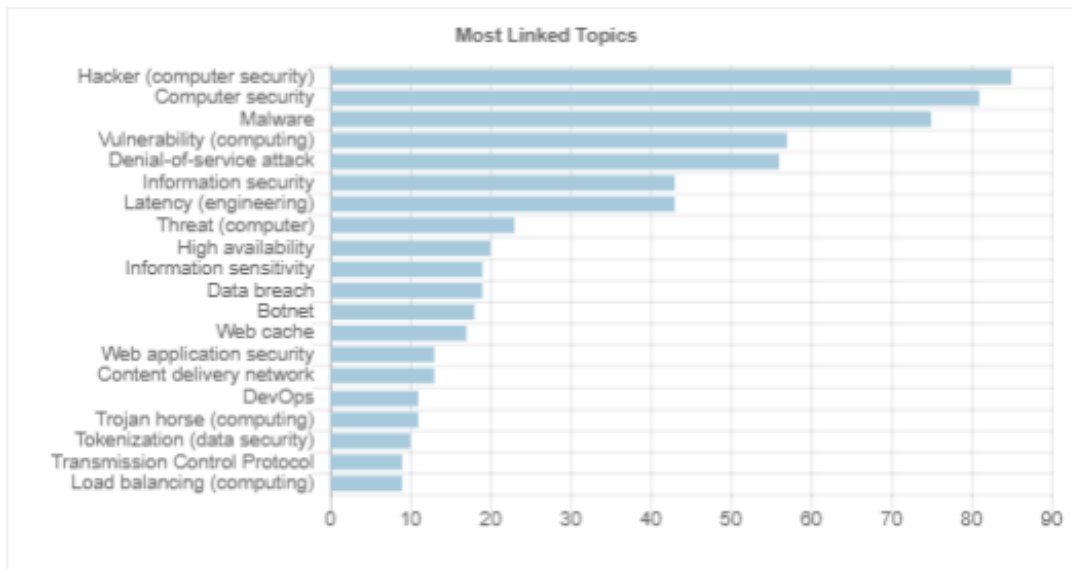
"mainEntity": [
  { "@type": "Question", "name": "What is extended Detection and Response (XDR)?",
    "acceptedAnswer": { "@type": "Answer",
      "text": "Enhanced Detection and Response (XDR) is a new type of security platform, which provides unified visibility into multiple attack vectors across security silos. It collects data from networks, endpoints, cloud resources, email systems, and more, combining it into a unified attack story, using advanced analytics and machine learning." } }
]
```

4. Example of FAQ & About schema implemented for this project on Inlinks (June 2021)

## Links Generated

Because human oversight is involved in defining the topics for each page, there is increased confidence that the 717 internal links generated in the body text of the site reinforce the authority of any given page in relation to any given topic. In addition, the links generated enable the reader to easily navigate through the content to find that authoritative page on any given topic.

# INTERNAL LINKING ANALYSIS



5. Internal links generated by Inlinks are shown in blue. If internal links are placed manually on a website, they will be shown in grey in this dashboard

Figure 5 shows how the links build-up to help machines and readers navigate to the targeted topics. Very few links are generated manually by writers. Writers may not have inside knowledge of the content on other website pages, so they do not know the best way to link out to said content. In addition, doing so takes the writer's energy away from the creativity of writing. Thirdly, the links human generates are unlikely to have the ruthless efficiency of Inlinks.



# SUMMARY

Combining between content optimization for entities and automating internal links and schema for this project on Inlinks has resulted in some very impressive gains in the monthly organic traffic, in some instances beating some authoritative cybersecurity websites in the Serps.

Any online business with excellent quality content could achieve a similar rise in traffic. Other case studies on how to generate or improve on-page content are available online at <https://inlinks.net/p/case-studies>.



## Target

Inlinks makes it easy to Target pages to defined topics or entities



## Write

Inlinks has an entity orientated editing tool that provides a topic gap analysis for writers



## Rewards

Internal linking, schema and better content can dramatically improve organic traffic