

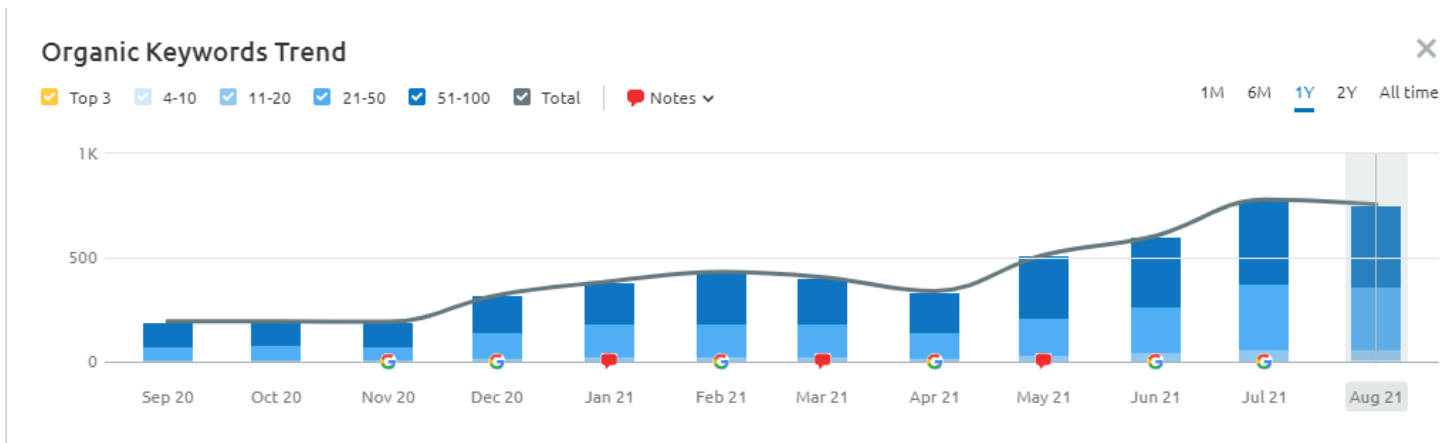


CASE STUDY

HOW ALCHEMYLEADS INCREASED ITS RANKING
ORGANIC KEYWORDS BY +400 % AFTER 7 MONTHS OF
USING INLINKS

INLINKS OPTIMIZATION LTD

<https://inlinks.net>



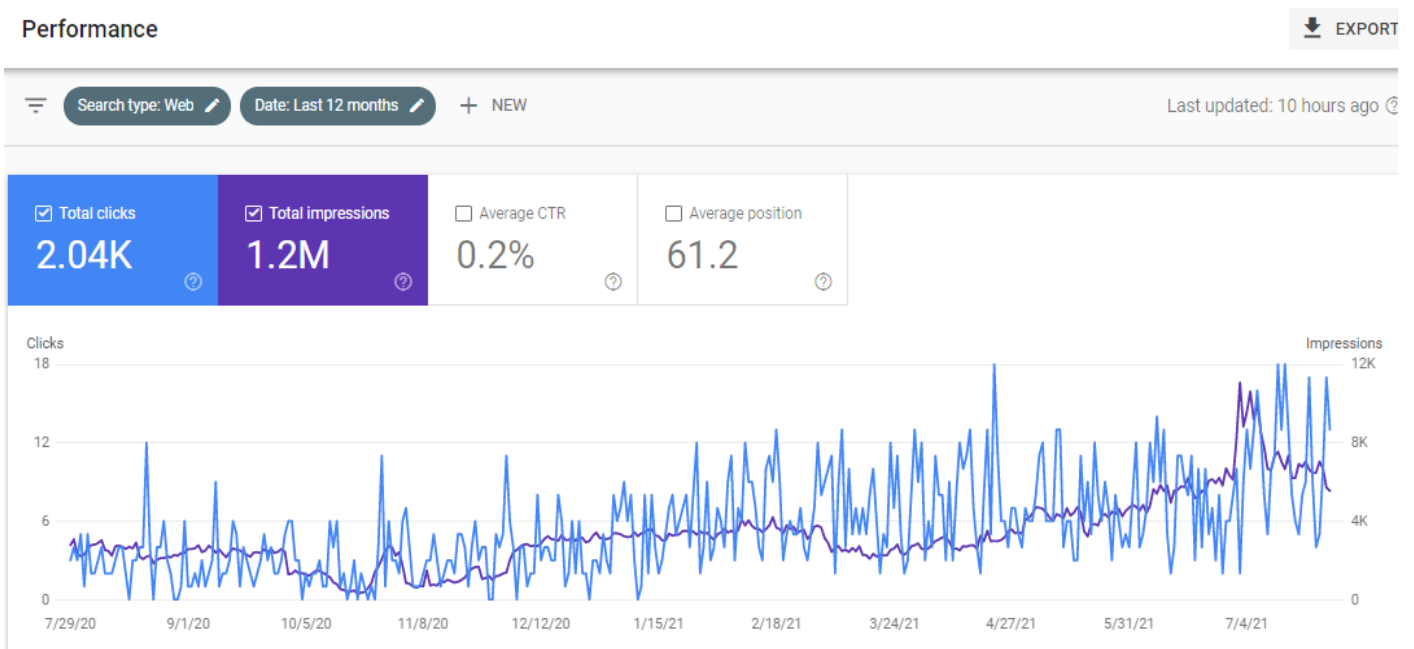
1. **Source: SEMRush, August 2021.** Shows the organic keywords trend over a period of 1 year for [Alchemyleads.com](https://www.leadsmarketing.com/)

KEY SUCCESSES:

- Increasing the organic keywords trend by **+400 %**
- Increasing the impressions on the Serps by **+550 %**
- Improving the monthly traffic from **620 visits** (Feb 2021) to **2.2K visits** (May 2021)

US-based SEO content agency Alchemyleads started using Inlinks by November 2020 for its website [Alchemyleads.com](https://www.leadsmarketing.com/), after 7 months of implementation this agency has increased its ranking organic keywords from **191 keywords** (Nov. 2020) to **779 keywords** (July 2021).

The following screenshot taken on the Google Search Console shows the evolution of total impressions and clicks from August 2020 till August 2021, we notice an increase in impressions by approximately **+550 %** (From November 2020 till July 2021)



2. **Source:** Google Search Console for Alchemyleads.com, August 2021.

Additionally, we noticed on SEMRush that the monthly visits have increased from **623** in February 2021 to **2.2K** visits in May 2021 (as shown on the screenshot below).



3. **Source:** Semrush, August 2021. Shows the evolution of website visits over a period of 6 months

THE METHODOLOGY USED

Project Setup on Inlinks

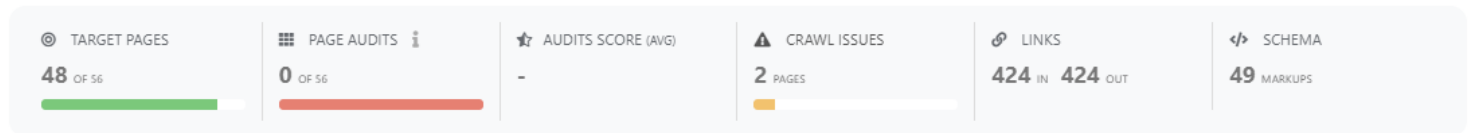
alchemyleads.com

HELP

Top Pages (56)

ADD PAGES

NEW BRIEF



4. Modified Screenshot of Inlinks Project Summary (August 2021)

The project was configured by adding 56 pages of this website (as of August 2021), Inlinks was then able to create a knowledge graph of entities (topics) already mentioned in these 56 pages.

The owner of this project on Inlinks manually assigned 48 TARGET pages to their main topics with a simple [point and click process](#).

Page	Target topic	Audit	Keyword	Nb of Words	InLinks
PPC Marketing AlchemyLeads Search Marketing Optimized for Conversions https://alchemyleads.com/ppc-marketing/	Pay per click	AUDIT	google adwords management los angeles P: 85 👤 30 ⓘ	500	9
Top 17 Instagram Tools Every Marketer Should Use AlchemyLeads Search Marketing Optimized for (...) https://alchemyleads.com/top-17-instagram-tools-every-marketer-should-use/	Instagram Tool	AUDIT	instagram marketing a step by step to 10000 real followers P: 31 👤 40 ⓘ	2444	16
Why Site-wide Security is so Important for WordPress Websites AlchemyLeads Search Marketing (...) https://alchemyleads.com/blog-why-site-security-important-wordpress-ecommerce-cms-websites-2018/...	Website Computer security	AUDIT	wordpress alchemy P: 31 👤 40 ⓘ	450	18
Conversion Optimization - Easy as A,B,T: Always Be Testing AlchemyLeads Search Marketing (...) https://alchemyleads.com/conversion-optimization-easy-as-abt-always-be-testing/	Conversion rate optimization	AUDIT	testing common sense ideas P: 66 👤 40 ⓘ	478	0
Call AlchemyLeads Search Marketing Optimized for Conversions https://alchemyleads.com/call/	Telephone call	AUDIT	alchemy design P: 96 👤 210 ⓘ	196	3

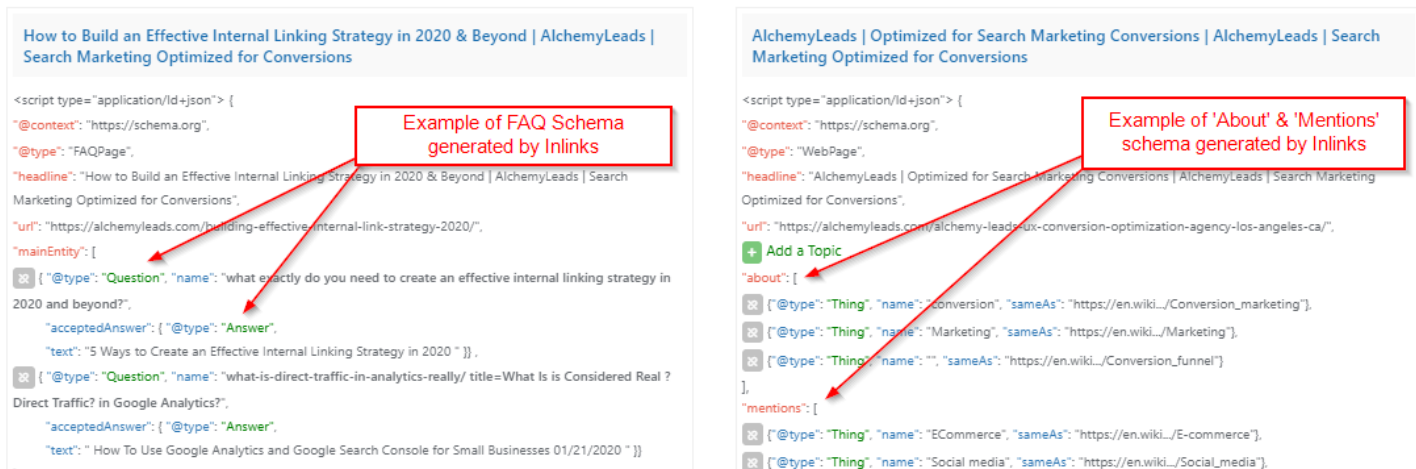
5. Example of Topics (entities) Associations for this Project on Inlinks (August 2021)

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](#)

Schema Types

Inlinks injected three types of schemas automatically in 56 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.

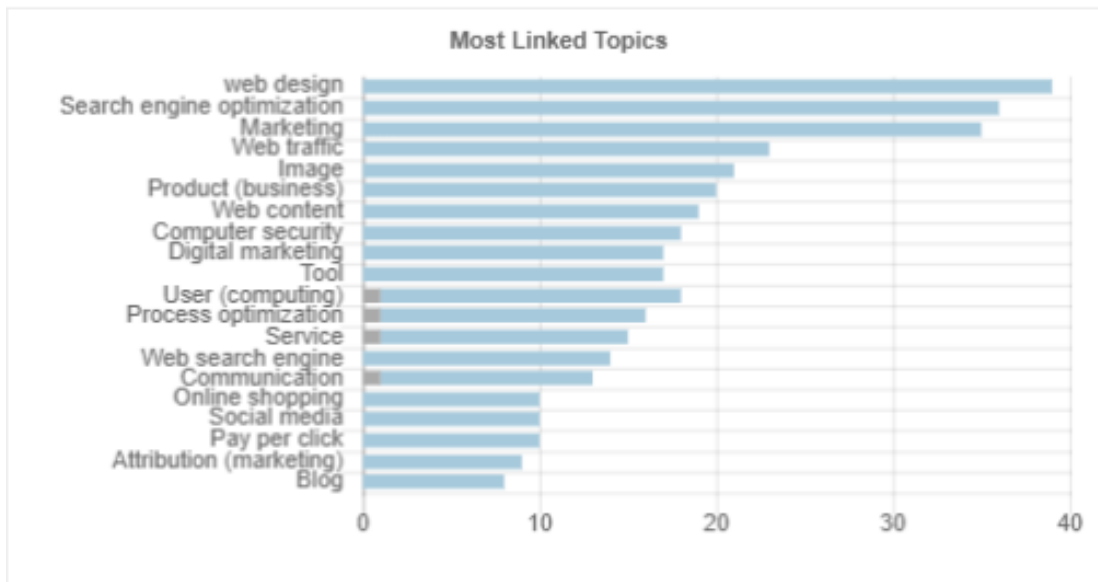


6. Example of FAQ & About schema implemented for this project on Inlinks (June 2021)

Links Generated

Because human oversight is involved in defining the topics for each page, there is increased confidence that the 424 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.

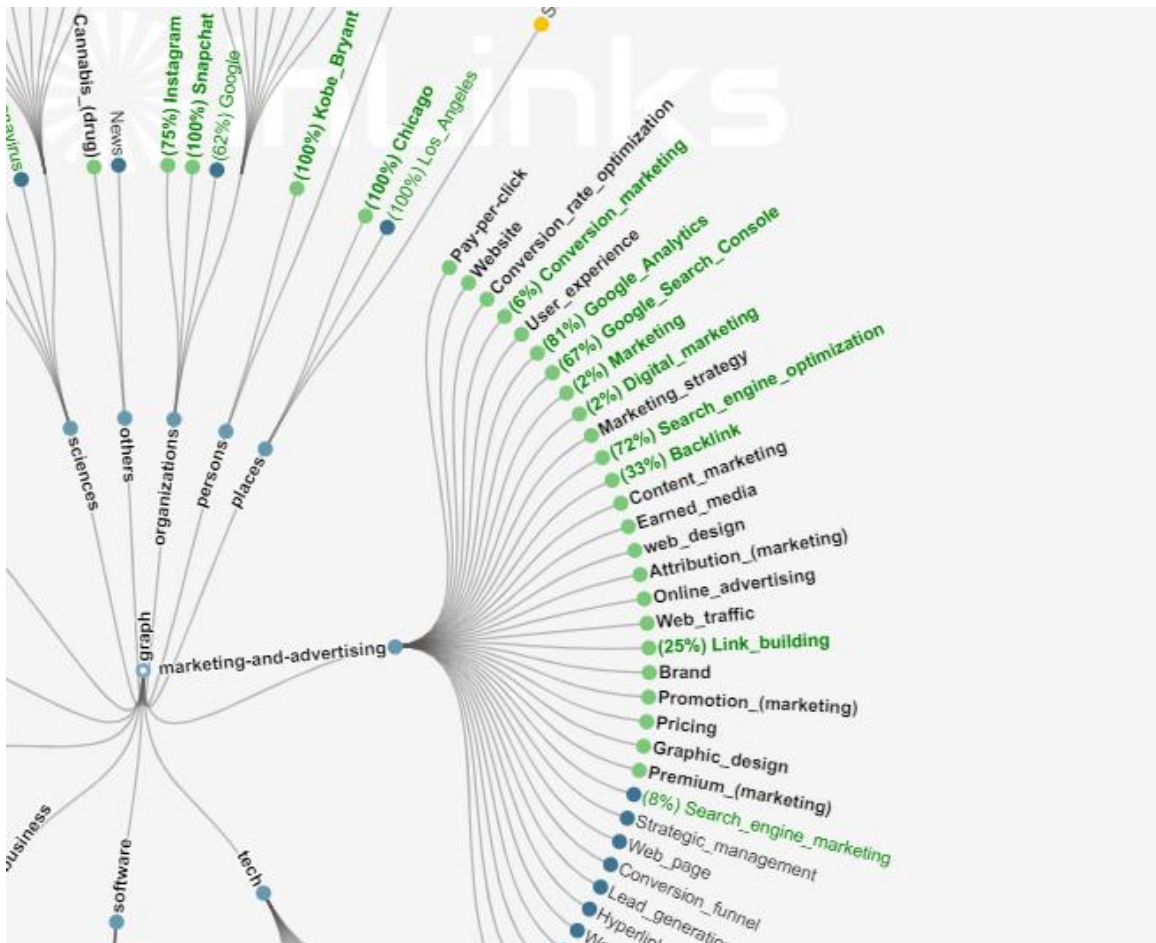
INTERNAL LINKING ANALYSIS



7. 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 7 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.

TOPIC (ENTITY) ANALYSIS



8. The topic map (or knowledge graph) of the site is generated by Inlinks

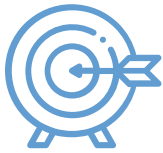
The topic map above shows what topics the Inlinks NLP (Natural Language Processing) algorithm extracts from the site. In addition, it shows (in green) which topics are also picked up by Google's own NLP API (which is less aggressive). Where percentages are displayed, you can see that Google's NLP only reports a fraction of the actual entities discussed on a web page of content. Inlinks categorizes all topics into verticals like "Marketing" and "Software" for on-page copy refinement

Google's NLP only reports a fraction of the actual entities discussed on a page of web content.

SUMMARY

By simply using internal linking and schema automation on Inlinks, Alchemyleads was able to significantly increase its ranking organic keywords and thus getting more leads and customers via organic search.

Any online business with excellent quality content could achieve similar results. Other case studies on how to improve SEO rankings with Inlinks 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