



CASE STUDY

HOW FOXXR INCREASED ITS ORGANIC TRAFFIC VALUE FROM **\$6K TO \$60K** AFTER USING INLINKS FOR 6 MONTHS.

INLINKS OPTIMIZATION LTD

<https://inlinks.net>

Traffic value ⁱ \$31,375

Export ▾



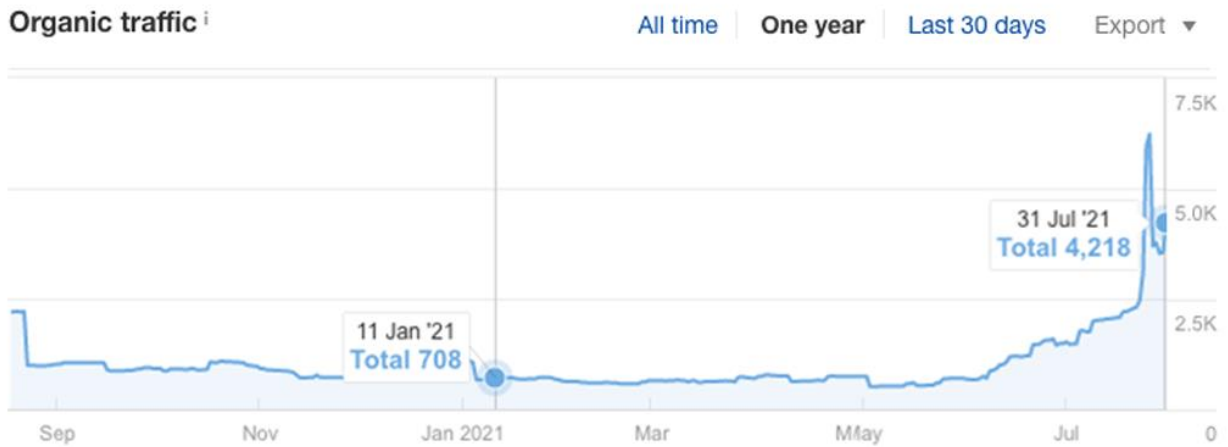
1. **Source: Ahrefs, August 2021.** Shows the evolution of traffic value for <https://foxxr.com>

KEY SUCCESSES:

- Increased the monthly organic traffic from **708** visits (Jan. 2021) to **4,218** visits (as of July 31st, 2021).
- Increased organic keywords ranking from **1,127** (Jan 11, 2021) to **2,004** ranked keywords (as of July 31st, 2021).
- Improved rankings of **168** keywords into the top 10 positions.
- Acquired **16** keywords ranking on featured snippets and **67** keywords showing on 'People also asked'.

Foxxr, a digital marketing agency based in St Petersburg, Florida, started using Inlinks on January 2021 for its website <https://foxxr.com/>. After a period of 6 months, this agency saw an increase in the monthly organic traffic by roughly **+ 600%** as well as in the organic traffic value by **+ 10%**.

The following screenshot shows the evolution of the organic traffic and keywords for the period of January-July 2021.



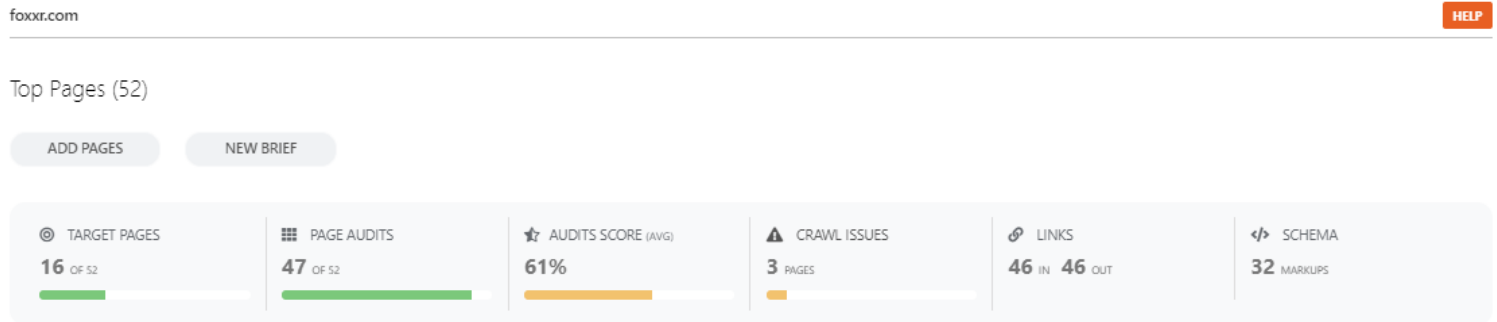
2. **Source: Ahrefs**, shows organic traffic and keywords for the period of January-July 2021

While analyzing the keyword rankings for the month of July 2021, we noticed that the ranking of page about the [cost of SEO](#) jumped from **position 11 to the 1st position** for the high volume keyword **'SEO cost'** (as shown on the screenshot below taken on SEMRush)

> □	+ structure en silo	15 → 5	↑ 10	+3	0.08	70	29 ●	0	foxxr.co... seo/	🔗	📄
> □	+ average cost of seo	11 → 1	↑ 10	+165	5.13	390	47 ●	6.1	foxxr.co... ost/	🔗	📄
> □	+ seo cost	11 → 1	↑ 10	+423	13.18	1,000	50 ●	7.3	foxxr.co... ost/	🔗	📄
> □	+ seo monthly charges	11 → 1	↑ 10	+21	0.64	50	46 ●	0	foxxr.co... ost/	🔗	📄

THE METHODOLOGY USED

Project Setup on Inlinks



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

The project was configured by adding service pages and top and recent blog posts. InLinks then started filling in the gaps in internal linking complementing the existing link structure on the site. Then Foxxr was able to create a knowledge graph of entities (topics) to the previously added service pages.

Page	Target topic	Audit	Keyword	Nb of Words	InLinks
Our Local SEO Packages Include: https://foxxr.com/packages/local-seo/	Local search (internet)	36%	local seo packages P: 1 480	2209	2
The Long and Arduous Epic Story of the Hero Image https://foxxr.com/blog/the-epic-story-of-the-hero-image/	TARGET	16%	hero image P: 11 4,400	935	0
Top Rated Digital Marketing Agency https://foxxr.com/	Digital marketing	19%	digital marketing agency P: 1 90	1265	4
What's Included in Our Website Design Packages https://foxxr.com/packages/website-design/	web design	90%	web design packages P: 6 480	1569	1
SEO Pricing Guide: How Much Does SEO Cost? https://foxxr.com/blog/how-much-does-seo-cost/	Cost	100%	seo cost P: 8 1,000	3357	2
Get Your Local SEO Audit Now https://foxxr.com/free-local-seo-audit/	TARGET	14%	local seo audit P: 10 320	483	0
EDITOR SEO Services in St. Petersburg, FL https://foxxr.com/services/seo/	Search engine optimization	47%	seo services P: 11 110	821	12

4. 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](#)

[Watch our video on how to associate pages to their most suitable topics on Inlinks](#)

Content Audits

As of August 2021, Foxxr has audited **47 pages** on Inlinks which allowed them to optimize the content for entities related to the target keywords. Foxxr's writers have grown to love [Inlinks content brief tool](#) as they are guided to focus on topics and not keywords.

Schema Types

Inlinks injected three types of schemas automatically in **52 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.

```
<script type="application/ld+json"> {
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "@id": "https://foxxr.com/blog/build-design-lead-generation-website/#ContentSchema",
  "headline": "How to Build and Design a Lead Generation Website that Converts?",
  "url": "https://foxxr.com/blog/build-design-lead-generation-website/",
  "mainEntity": [
    { "@type": "Question", "name": "What Is Lead Generation?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "Lead generation is the process through which an interested consumer learns about your products and services. When you create leads, you create potential buyers who sign up for email lists, newsletters, updates, and more." } },
    { "@type": "Question", "name": "Why Does It Matter?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "Without proper lead generation, your business's website will struggle to garner enough traffic to create real conversions. Fewer conversions lead to lower profits ? and therefore struggles with long-term success." } }
  ],
  "Add a Topic",
  "about": [
    { "@type": "Thing", "name": "Design", "sameAs": "https://en.wiki./Design"},
    { "@type": "Thing", "name": "Lead Generation", "sameAs": "https://en.wiki./Lead_generation"},
    { "@type": "Thing", "name": "Website", "sameAs": "https://en.wiki./Website"}
  ],
  "mentions": [
    { "@type": "Thing", "name": "Websites", "sameAs": "https://en.wiki./World_Wide_Web"},
    { "@type": "Thing", "name": "competition", "sameAs": "https://en.wiki./Competition"}
  ]
}
```

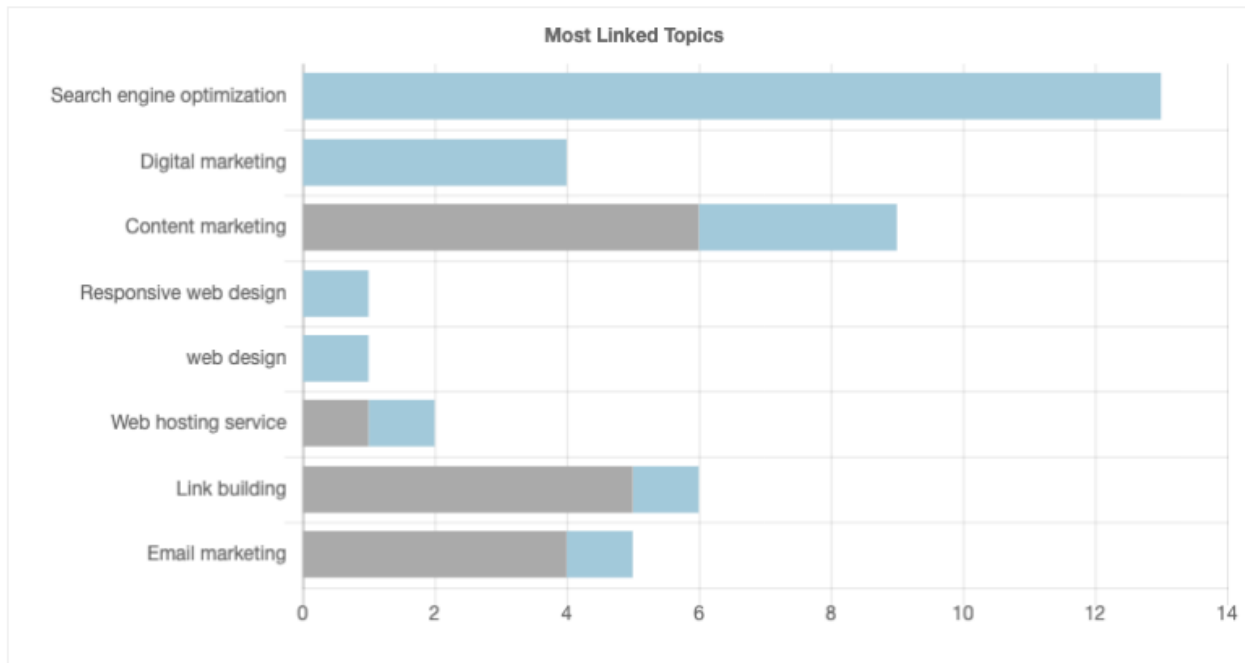
```
<script type="application/ld+json"> {
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "@id": "https://foxxr.com/blog/local-seo-checklist-1-2/#ContentSchema",
  "headline": "Local SEO Checklist (2021):The Ultimate Guide to Success Part 1",
  "url": "https://foxxr.com/blog/local-seo-checklist-1-2/",
  "mainEntity": [
    { "@type": "Question", "name": "Why Is Local SEO",
      "acceptedAnswer": { "@type": "Answer",
        "text": "When was the last time you looked up the Speaking of which, when was the last time you even p" } },
    { "@type": "Question", "name": "What's the Differ",
      "acceptedAnswer": { "@type": "Answer",
        "text": "Local SEO falls under the gigantic umbrella of SEO." } }
  ],
  "Add a Topic",
  "about": [
    { "@type": "Thing", "name": "Checklist 2021", "sameAs": "https://en.wiki./Checklist"},
    { "@type": "Thing", "name": "Success", "sameAs": "https://en.wiki./Success_(concept)"},
    { "@type": "Thing", "name": "My Business", "sameAs": "https://en.wiki./Local_search_(Internet)"},
    { "@type": "Thing", "name": "keyword optimization", "sameAs": "https://en.wiki./Search_engine_optimization"}
  ],
  "mentions": [
    { "@type": "Thing", "name": "slowing", "sameAs": "https://en.wiki./Speed"},
    { "@type": "Thing", "name": "study", "sameAs": "https://en.wiki./Market_research"}
  ]
}
```

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

Links Generated

Though Foxxr's team is very cautious about reviewing internal links every time they publish a new post or update an existing content, the agency was still missing some internal link opportunities. That's where Inlinks came in and generated **46 new internal links** in the body text of the site that not only shows relationship between pages and posts, but also gave more authority and importance to the target pages.

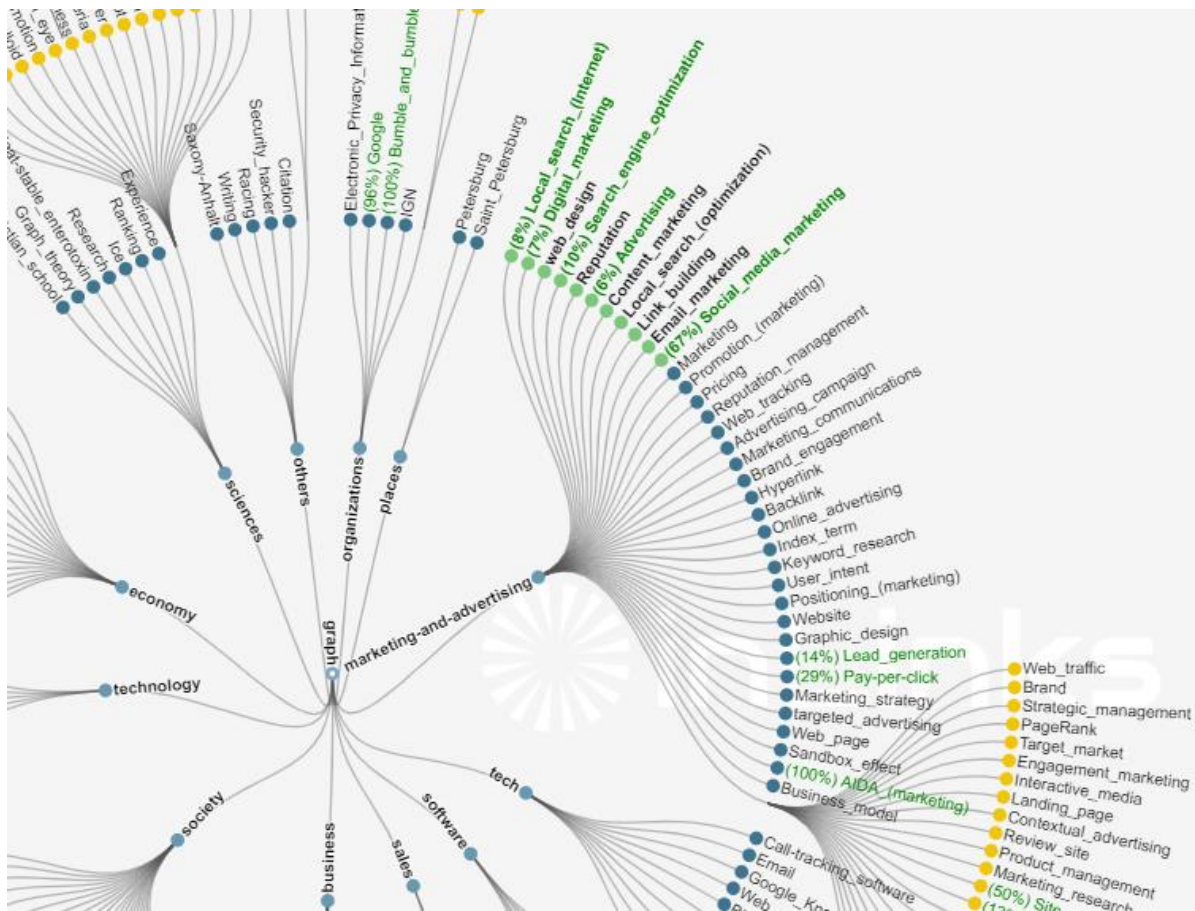
INTERNAL LINKING ANALYSIS



6. *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 6 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



7. 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

Using Inlinks powerful tools to audit and optimize content, automate internal links and schema has resulted in very impressive gains in the monthly organic traffic. InLinks helped Foxxr produce excellent quality content that have become resources to other digital marketing websites and blogs.

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