



# CASE STUDY

FROM 10K TO 20K IN MONTHLY ORGANIC SEARCH 4 MONTHS AFTER USING INLINKS.

INLINKS OPTIMIZATION LTD

<https://inlinks.net>



1. Source: Ahrefs, May 2022. Evolution in organic traffic over a period of 1 year

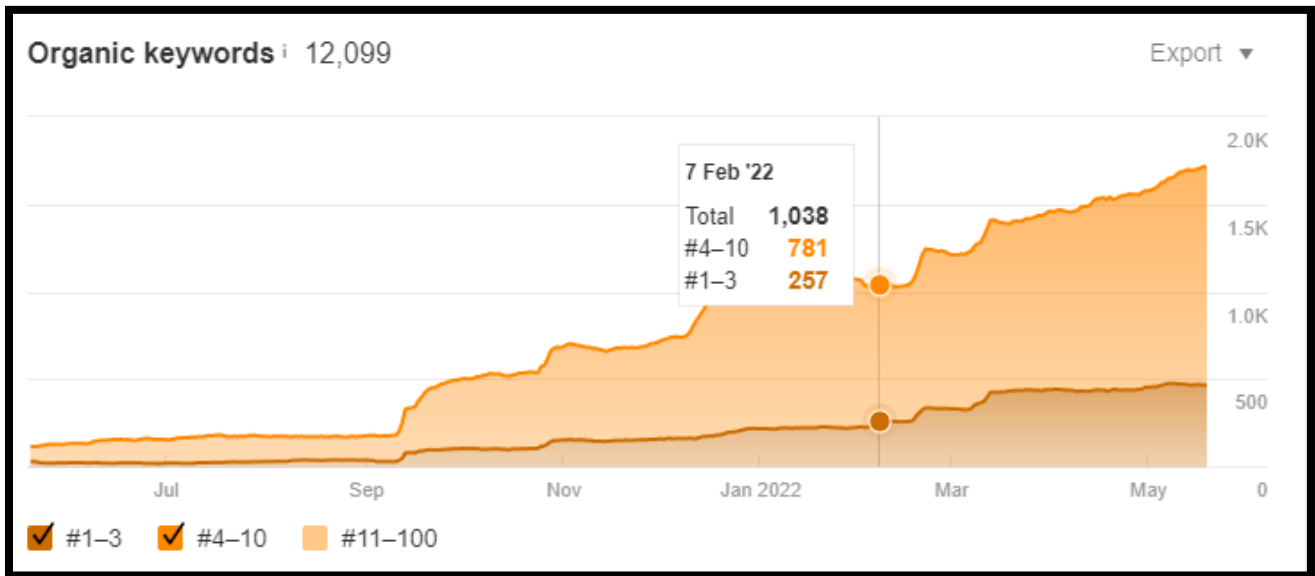
## KEY SUCCESSES:

- Improved monthly organic traffic from **10K** (Feb. 2022) to **20K** (May 2022)
- Increased organic traffic value from **\$2.6K to \$3.8K** (same period as above)
- Increased ranked organic keywords from **1K to 1.7K** (Top 10 positions)
- Increased ranked organic keywords from **223 to 468** (Top 3 positions)

A digital marketing agency based in Sweden used InLinks back in February 2022 for one of its clients (a website reviewing online casinos worldwide), we'll keep all the details undisclosed as per the agency's request.

This website had approximately 4K pages seen in the Serps, it has good quality content and a nice backlinking profile. The client wished to improve search rankings by using InLinks in complement to other SEO strategies (publishing new blog articles, acquiring new backlinks, improving the user experience,...)

The following screenshot shows how the total number of ranked keywords in the top 10 serps positions evolved since February 2022 (data taken on Ahrefs, May 2022):



2. Source: Ahrefs, May 2022. Evolution of top 10 organic keywords over a period of a year

The following screenshot shows the organic traffic value should it have been acquired via PPC (data taken on Ahrefs, May 2022):

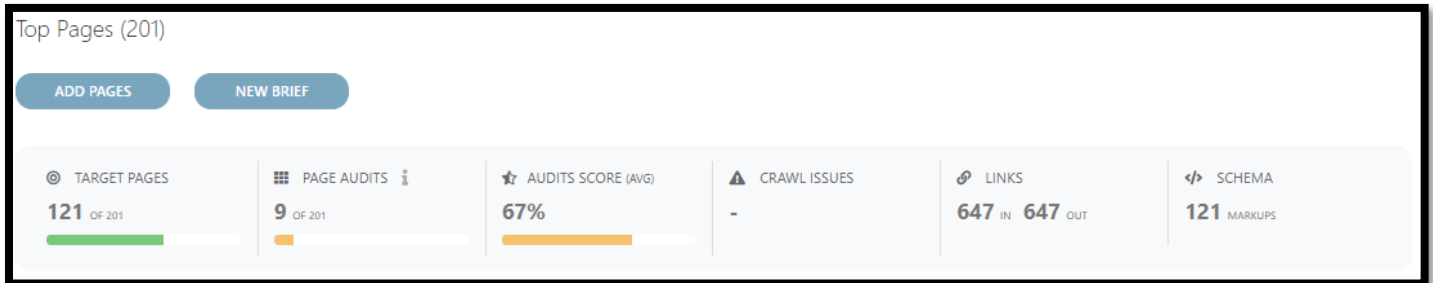


3. Source: Ahrefs, May 2022. Organic traffic value over a period of a year

In the next section you'll discover how this project was configured on InLinks, we can already mention that [internal linking](#) automation is the feature mostly used on this project.

# THE METHODOLOGY USED

## Project Setup on Inlinks



4. Screenshot of Inlinks project summary (May 2022)

This Inlinks project contains **201** pages (these are the core pages that bring in the most search traffic to this website), **121** pages are associated to their corresponding topics resulting in the automatic placement of **647** internal links. The client audited only **9** pages and the average audits score is **67%**.

The schema feature has not been used as the client has switched schema to 'Off' on the project.

The following screenshot show some the topics associations on this InLinks project.

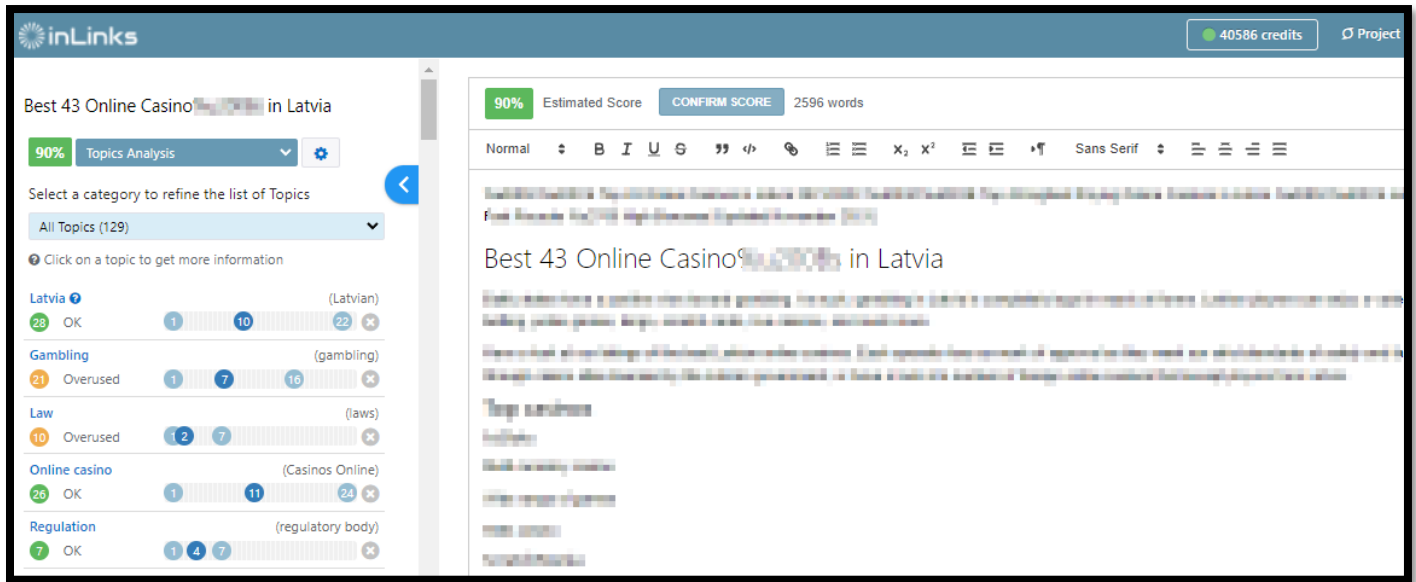


5. Topics (entities) Associations for this Project on Inlinks (May 2022)

## Inlinks Content Audits

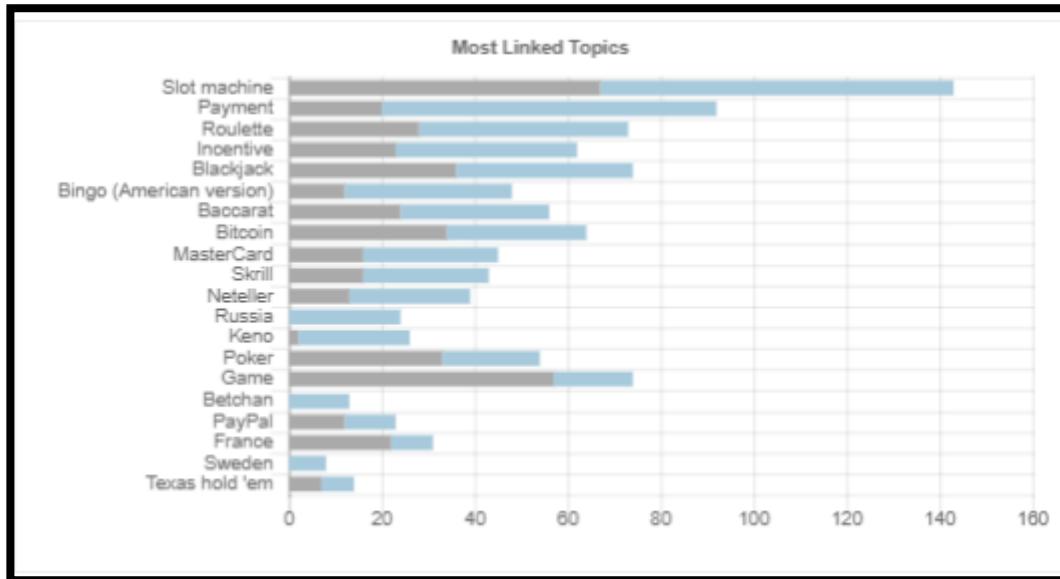
Upon launching a [content audit](#) for any given keyword, the InLinks NLP analyzes the most important entities (underlying topics) in the top 10 articles ranking in Google's Serps and makes a comparative analysis with the entities used in the page for which the audit is made.

Inside of the [Inlinks Content Editor](#) the writer can check the topics used in the competitive article and update the content with relevant missing topics until a satisfactory SEO score is reached (the recommended SEO score in an audit is 80% and up).



6. Example of a content audit done for this project on InLinks (May 2022)

# INTERNAL LINKING ANALYSIS



7. Most linked topics used for the internal linking structure of this project

The figure above 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.

The following shows an example of internal link placed by InLinks for this project, all the internal links generated by InLinks are injected automatically into a website via a [single line of Javascript code](#).

### 21.com

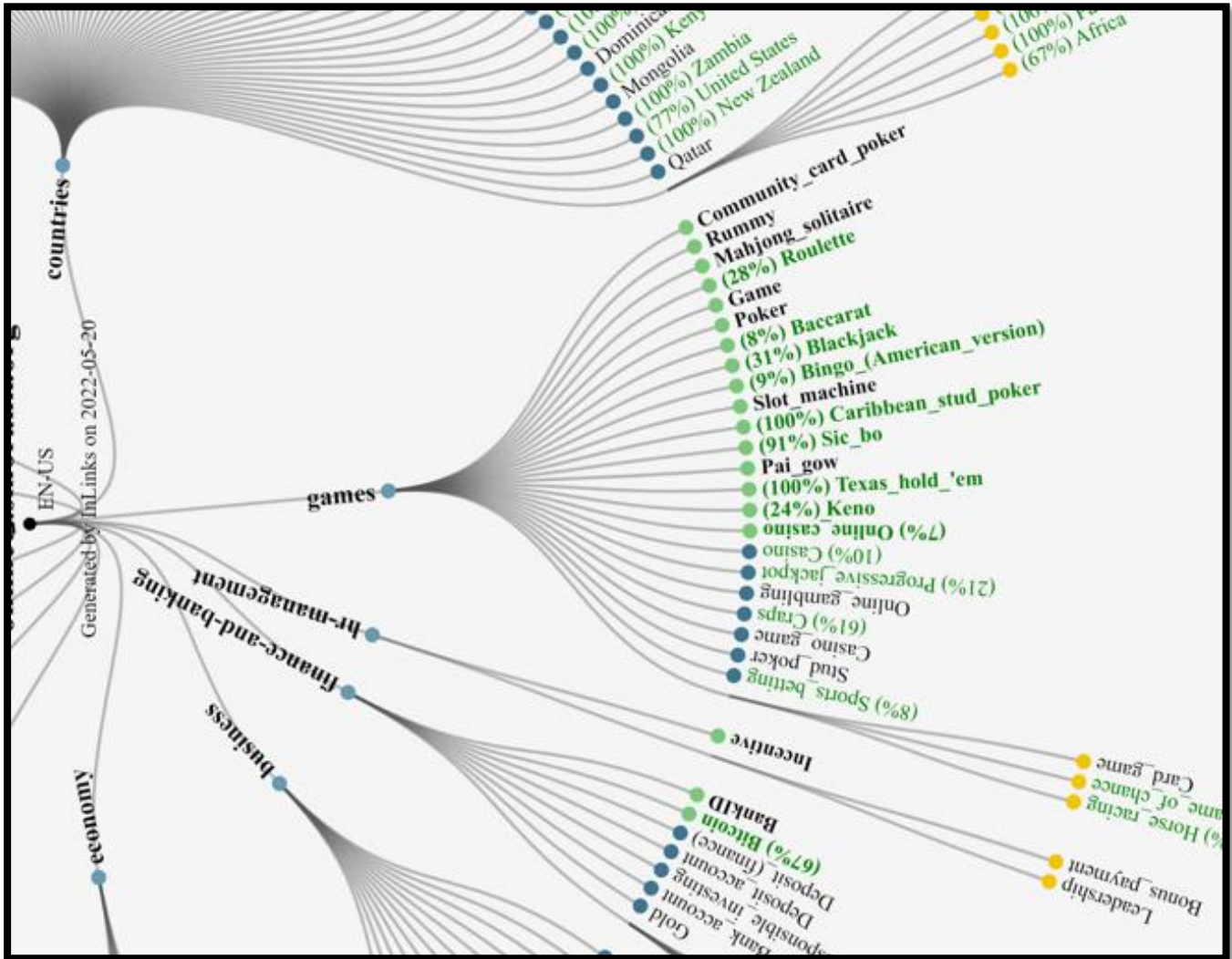
- Generous welcome bonus
- Games under themes
- Generous free spins bonuses

21.Com is a wholly-owned subsidiary of BetPoint Group Limited. It operates under a Maltese Gaming License issued to its parent company. Since its launch in 2018, 21.Com has partnered with several software providers to maintain an updated game lobby. You can join and relax as you enjoy [video slots](#), table games, or video poker games. It's a multi-lingual platform that accepts players from most countries where gambling is legal.

### Ultra Casino

- Daily wins and prizes
- Generous free spins bonus
- New games weekly

# TOPIC (ENTITY) ANALYSIS



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

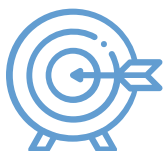
The topic map above shows what topics the Inlinks NLP (Natural Language Processing) algorithm extracts from the site. In addition, it shows (in green) which topics are also picked up by Google's own NLP API (which is less aggressive). Where percentages are displayed, you can see that Google's NLP only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

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

# SUMMARY

This case study confirms once again that a good strategy for internal linking has a significant impact on SEO rankings and ultimately on the rise of organic traffic as a whole.

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