



LUCA TAGLIAFERRO

# CASE STUDY

FROM **32K TO 61K** IN MONTHLY ORGANIC TRAFFIC 3 MONTHS AFTER USING INLINKS.

INLINKS OPTIMIZATION LTD

<https://inlinks.net>



1. Source: Ahrefs, August 2022. Shows the rise in ranked organic keywords for this project

## KEY SUCCESSES:

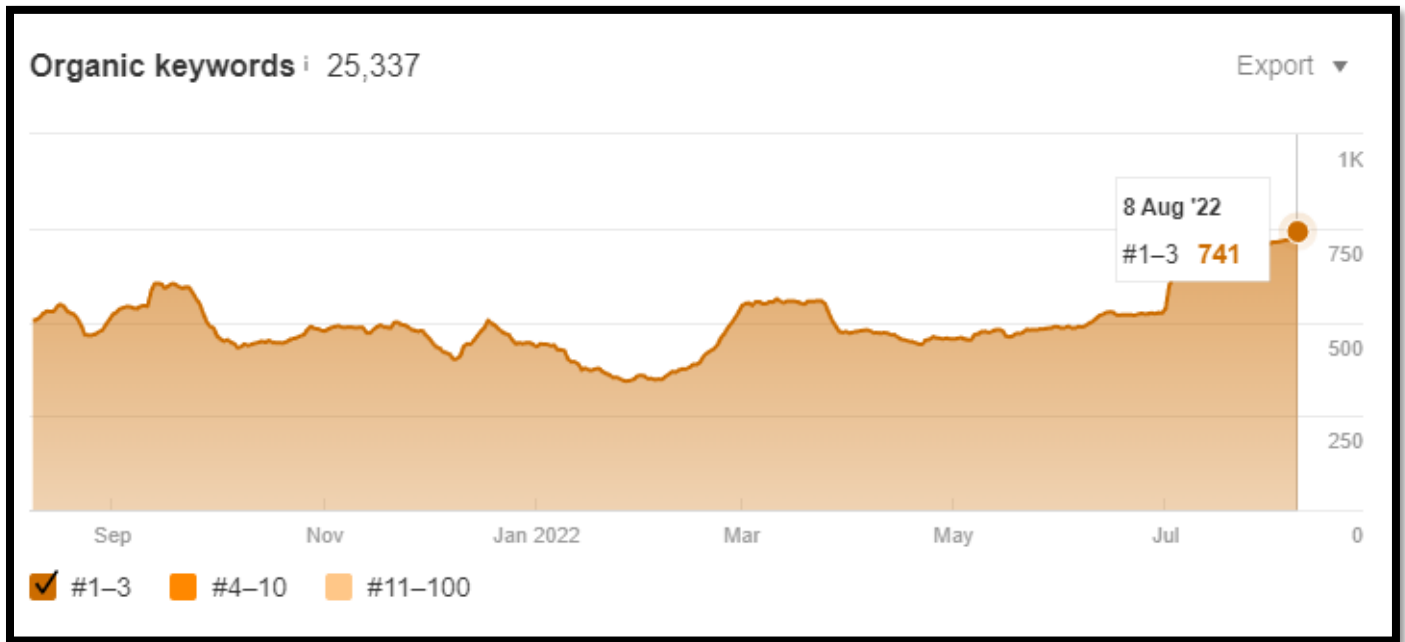
- Improve monthly organic traffic from **32K to 61K** (as of August 2022)
- Increased ranking keywords from **453 to 741** in the top 3 positions
- Traffic value went from **\$67K** to (May 2022) to **\$89K** (August 2022)
- Ranking number 1 for multiple **highly competitive keywords** related to highest paid jobs in the UK

The following case study has been conveyed to our team by SEO consultant [Luca Tagliaferro](#).

Luca Tagliaferro used InLinks back in May 2022 for one of his clients (<https://www.futurefit.co.uk/>), upon carrying out an analysis on Ahrefs we noticed that the monthly organic traffic went from **32K to 61K** (August 2022).

This project involved many other SEO strategies in addition to using InLinks, this included backlinks building and optimizing technical SEO.

The screenshot below shows how the number of ranked keywords in the top 3 positions in the Serps evolved from May 2022 to August 2022 (**From 433 keywords to 741 keywords**):



2. Source: Ahrefs, August 2022. Shows the evolution of organic keywords in the top 3 positions of the serps

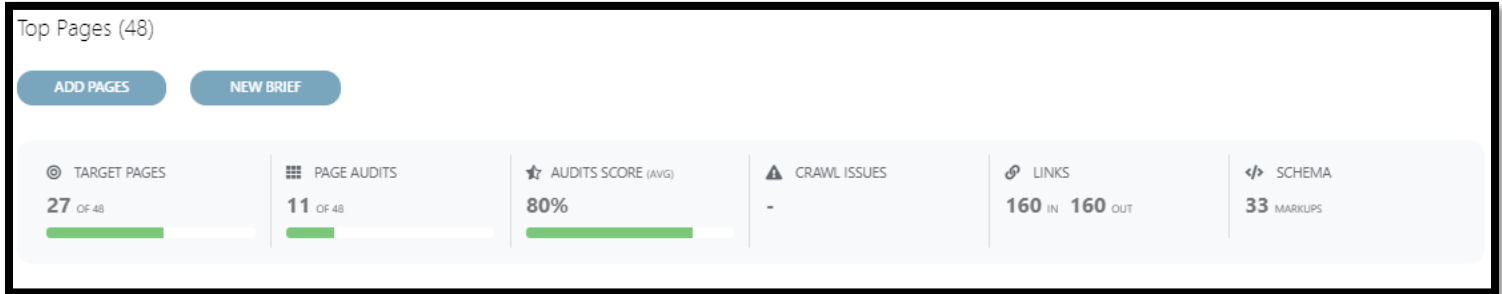
We also noticed that one particular page is now ranked in the 1<sup>st</sup> position for multiple competitive keywords related to highest / best paid jobs in the UK.

<input type="checkbox"/>	+ jobs that pay well uk	3	1.2K	25	1.23	678	+372	2 → 1	▲1	<a href="https://www.futurefit.co.uk/blog/highest-paid-jobs/">https://www.futurefit.co.uk/blog/highest-paid-jobs/</a> ▾ 1 more <a href="https://www.futurefit.co.uk/blog/jobs-without-a-degree/">https://www.futurefit.co.uk/blog/jobs-without-a-degree/</a> ▾
<input type="checkbox"/>	+ high paid jobs uk	4	1.2K	14	0.77	618	+491	4 → 1	▲3	<a href="https://www.futurefit.co.uk/blog/highest-paid-jobs/">https://www.futurefit.co.uk/blog/highest-paid-jobs/</a> ▾ 1 more <a href="https://www.futurefit.co.uk/blog/jobs-without-a-degree/">https://www.futurefit.co.uk/blog/jobs-without-a-degree/</a> ▾
<input type="checkbox"/>	+ high paying jobs uk	4	2.2K	26	2.27	538	+263	4 → 1	▲3	<a href="https://www.futurefit.co.uk/blog/highest-paid-jobs/">https://www.futurefit.co.uk/blog/highest-paid-jobs/</a> ▾ <a href="https://www.futurefit.co.uk/blog/highest-paid-jobs/">https://www.futurefit.co.uk/blog/highest-paid-jobs/</a> ▾
<input type="checkbox"/>	+ best paying jobs uk	3	1.8K	22	1.00	493	+291	5 → 1	▲4	<a href="https://www.futurefit.co.uk/blog/highest-paid-jobs/">https://www.futurefit.co.uk/blog/highest-paid-jobs/</a> ▾ <a href="https://www.futurefit.co.uk/blog/highest-paid-jobs/">https://www.futurefit.co.uk/blog/highest-paid-jobs/</a> ▾

3. Source: Ahrefs, August 2022. Shows organic position of a page optimized for this project

# THE METHODOLOGY USED

## Project Setup on Inlinks



4. Screenshot of Inlinks project summary (taken on August 2022)

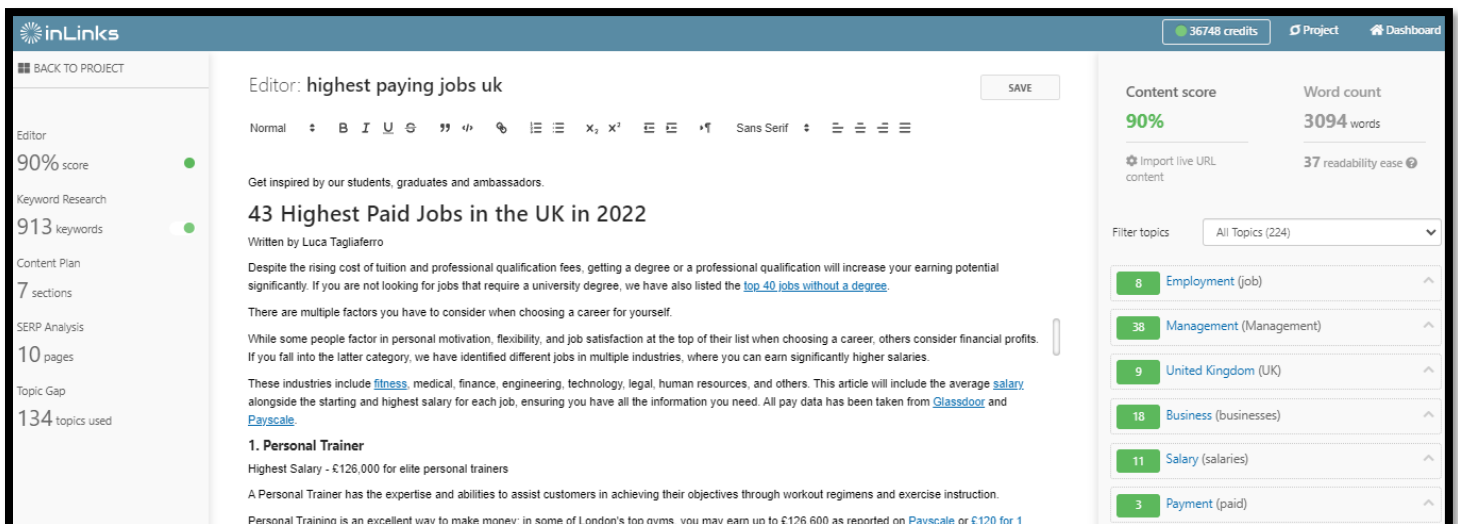
This Inlinks project has been set up with **48 pages** amongst which **27 pages** were targeted to their matching entities, this resulted in the automation of **160 internal links** and **33 schema markups**.

11 pages were audited for target keywords in order to optimize their content for relevant entities, the overall audit score achieved is **80%**.

## 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).



5. Example of a content audit done for this project on InLinks (taken on August 2022)

## Inlinks Schema Markup

The schema markup types used in this project include [‘FAQ’](#) and [‘About’](#) schema

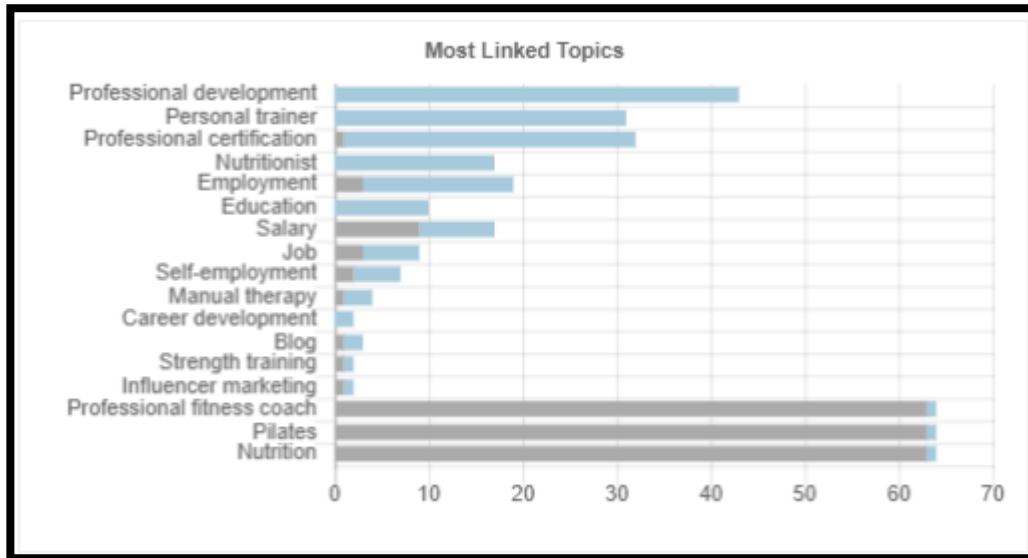
```
Schema markup
<script type="application/ld+json"> {
  "@context": "https://schema.org",
  "@type": "WebPage",
  "@id": "https://www.futurefit.co.uk/blog/highest-paid-jobs/",
  "headline": "43 Highest Paid Jobs in the UK in 2022",
  "url": "https://www.futurefit.co.uk/blog/highest-paid-jobs/",
  "about": [
    [{"@type": "Thing", "name": "Job", "sameAs": "https://en.wikipedia.org/wiki/Job"},
    [{"@type": "Thing", "name": "UK", "sameAs": "https://en.wikipedia.org/wiki/United_Kingdom"},
    [{"@type": "Thing", "name": "employees", "sameAs": "https://en.wikipedia.org/wiki/Employment"}
  ],
  "mentions": [
    [{"@type": "Thing", "name": "career", "sameAs": "https://en.wikipedia.org/wiki/Career"},
    [{"@type": "Thing", "name": "Management", "sameAs": "https://en.wikipedia.org/wiki/Management"},
    [{"@type": "Thing", "name": "Courses", "sameAs": "https://en.wikipedia.org/wiki/Course_(education)"},
    [{"@type": "Thing", "name": "Instructor", "sameAs": "https://en.wikipedia.org/wiki/Teacher"},
    [{"@type": "Thing", "name": "Nutrition", "sameAs": "https://en.wikipedia.org/wiki/Nutrition"},
    [{"@type": "Thing", "name": "Training", "sameAs": "https://en.wikipedia.org/wiki/Training"},
    [{"@type": "Thing", "name": "salaries", "sameAs": "https://en.wikipedia.org/wiki/Salary"}
  ]
} </script>
```

6. Example of ‘About’ schema markup for this project in InLinks (taken on August 2022)

```
<script type="application/ld+json"> {
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "@id": "https://www.futurefit.co.uk/blog/highest-paid-pt-jobs/",
  "headline": "10 + Highest paid personal training jobs roles",
  "url": "https://www.futurefit.co.uk/blog/highest-paid-pt-jobs/",
  "mainEntity": [
    [{"@type": "Question", "name": "How much can you earn as a sports massage therapist?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "You can earn between £25k-£35k per year as a sports massage therapist, as mentioned above this salary can be built upon with different routes in this industry. This is the average working salary for a sports scope to earn more by being in control of your own rates." } }],
    [{"@type": "Question", "name": "How much can you earn as a physiotherapist?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "A physiotherapist can earn on average between £24k-£42k a year, this salary can be dependent on specializations, qualifications and NHS or private work." } }],
    [{"@type": "Question", "name": "How much can you earn as a gym owner?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "Gym and health club owners' salaries can vary depending on location, size and type of gym. You can earn anywhere between £54k up to £102k as a gym owner." } }],
    [{"@type": "Question", "name": "How much can you earn as a strength and conditioning coach?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "A strength and conditioning coach can anywhere between £30k to £65k, the salary for his job type can vary depending on a few factors including freelancing, sports team status, professional bodies and stu route you take as a strength and conditioning coach there is an opportunity to build and grow in knowledge and salary." } }],
    [{"@type": "Question", "name": "How much can you earn as a personal trainer?",
      "acceptedAnswer": { "@type": "Answer",
        "text": "Personal trainers can earn anywhere between £15k up to £60k a year across the UK, similarly, your salary is dependent on the route you take once qualified. The salary of a personal trainer is dependent on }
```

7. Example of ‘FAQ’ schema markup for this project in InLinks (taken on August 2022)

# INTERNAL LINKING ANALYSIS



8. Most linked topics used as anchor texts 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 an 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](#).

On average, the best evidence suggests between £18,000 and £24,000 per year.

### What Training Do I Need to Become a Nutrition Coach?

First things first, you do not need a degree to work as a nutrition coach/nutrition advisor.

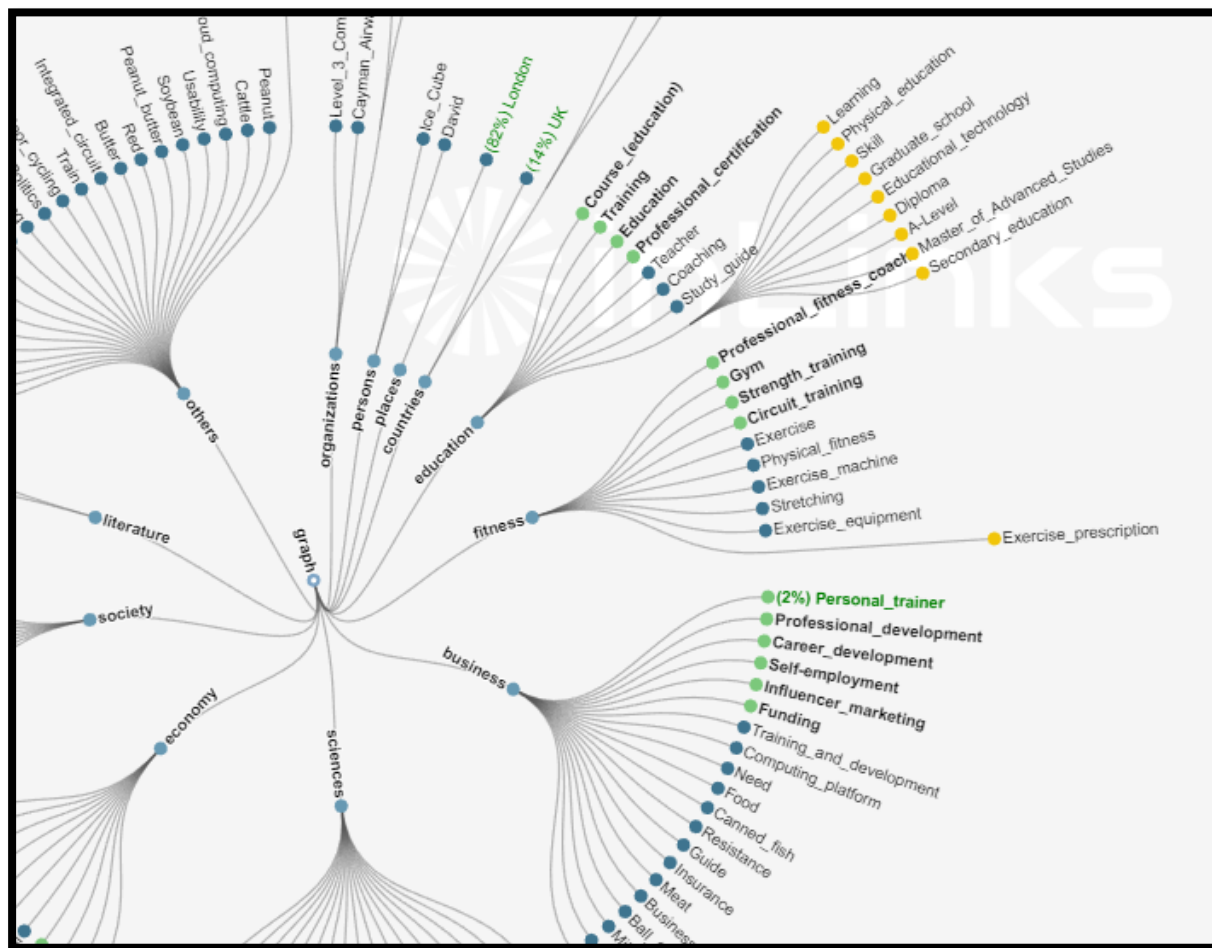
What you will need, however, is a relevant nutrition coaching qualification such as our [Level 3 Nutrition and Weight Management](#) course or [Level 4 RSPH Nutrition](#) course which will cover topics like:

- Nutrition for various groups such as [athletes](#), [older adults](#), and [pre and post-natal women](#)

Top tip: When picking your nutrition coaching qualification, you'll want to ensure that it is accredited by the Royal Society of Public Health (RSPH) who are a globally recognised mark of commitment to nutritional excellence. This will give you a better opportunity of securing [jobs both in the UK and abroad](#) (It also lets you put the letters MRSPh after your name).

### Useful Links

# TOPIC (ENTITY) ANALYSIS



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

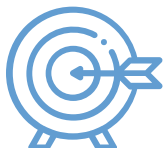
The topic map above shows what topics the Inlinks NLP (Natural Language Processing) algorithm extracts from the site. In addition, it shows (in green) which topics are also picked up by Google's own NLP API (which is less aggressive). Where percentages are displayed, you can see that Google's NLP only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

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

# SUMMARY

Luca Tagliaferro used InLinks as part of a whollistic approach involving many other SEO strategies and achieved impressive in the serps.

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



# ADDITIONAL RESOURCES

- [Entity SEO: The Guide to Understanding](#)
- [Internal Linking Guide](#)
- [Webpage Schema](#)
- [FAQ Schema](#)

Check out our training section on: <https://inlinks.net/p/training/>