

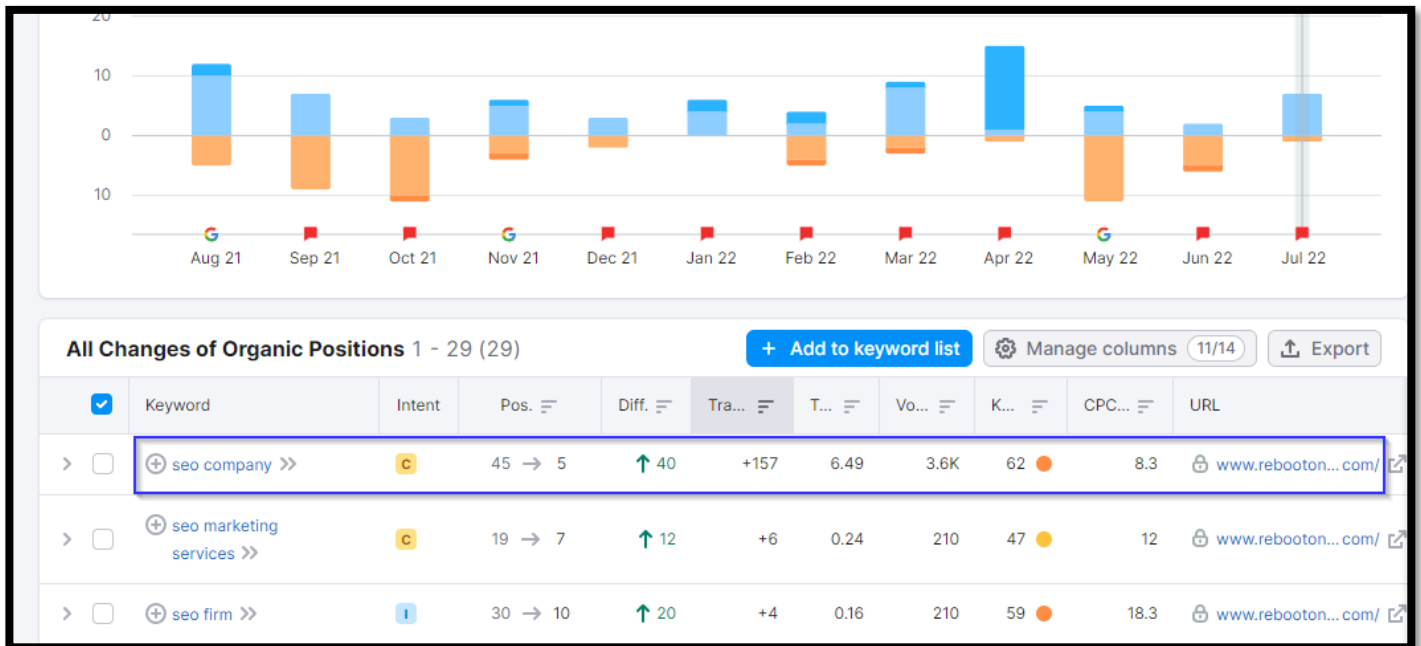


# CASE STUDY

HOW REBOOT ONLINE WENT FROM 45<sup>TH</sup> TO 5<sup>TH</sup> POSITION FOR THE KEYWORD 'SEO COMPANY' IN THE UK 3 MONTHS AFTER USING INLINKS

INLINKS OPTIMIZATION LTD

<https://inlinks.net>



1. Source: Semrush, August 2022. Shows changes of organic positions for www.rebootonline.com

## KEY SUCCESSES:

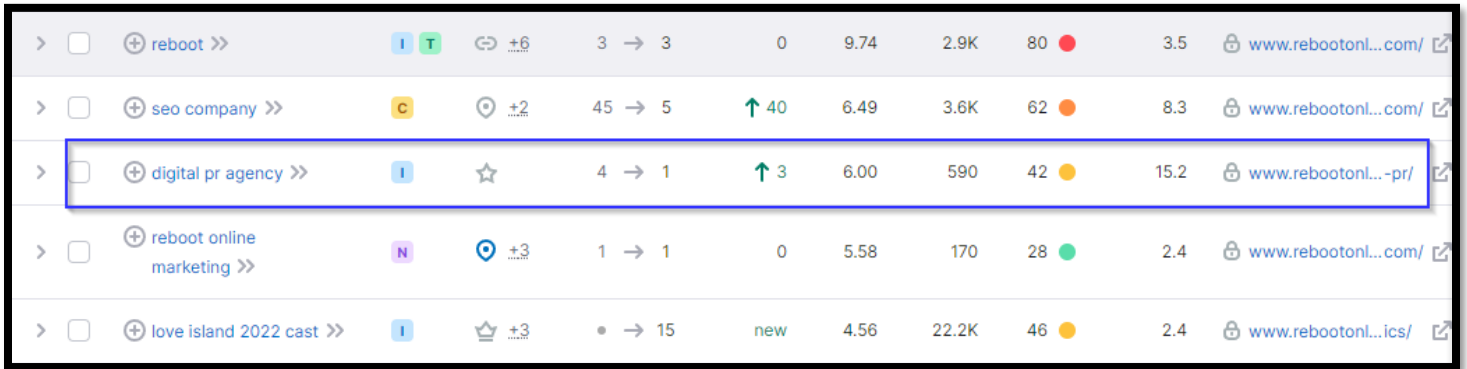
- Reaching **Top 5 in Serps** for a highly competitive keyword in the UK
- Increasing impressions by **109%** for keywords containing 'SEO company'
- Organic traffic went from **1.2K** (May 2022) to **2.6K** (July 2022)
- Traffic cost went from **\$3.7K** (May 2022) to **\$9K** (July 2022)

London-based SEO company **Reboot Online** started using InLinks back in 2020 for some client campaigns and saw great results doing so. At the time they were so busy with new and existing clients that they neglected their own site, and whilst consistently publishing new content consistently on their blog, their internal linking strategy and anchor texts were no longer optimal.

Alongside this, the agency had a couple of website redesigns which changed the topics and keywords found on their main landing pages.

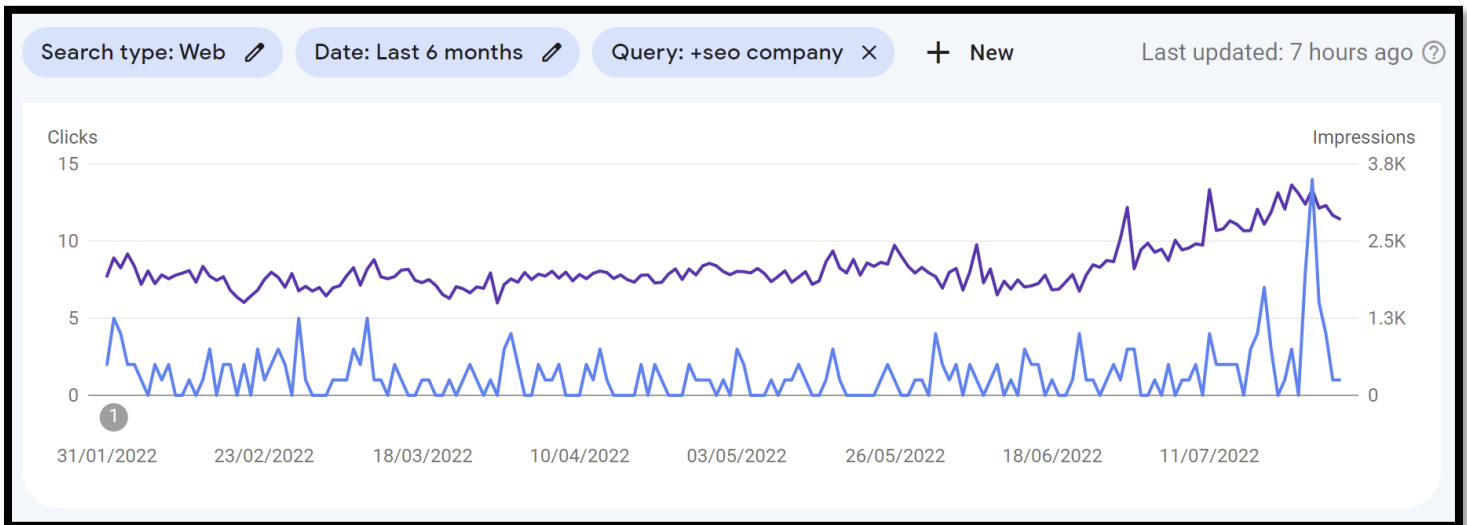
Reboot Online used InLinks on May 2022 primarily to build internal links where they were relevant and to optimize the content of their main landing pages around entities used by the best ranked competitors.

In addition to ranking the homepage in the **top 5 spots** in the serps for the keyword **'SEO company'**, their service about digital PR has moved to **number 1** in the UK for the keyword **'digital pr agency'**.



2. **Source: Semrush, August 2022.** Shows changes of organic positions for [www.rebootonline.com](http://www.rebootonline.com)

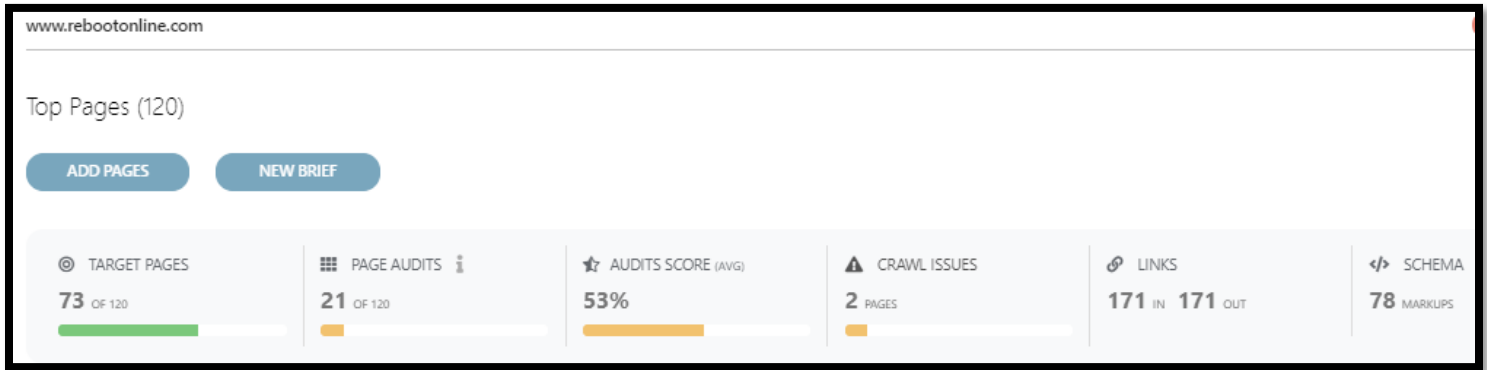
The following screenshot taken on Google Search Console shows how the impressions and clics progressed for keywords containing the term **'SEO company'**.



3. **Source: GSC, August 2022.** Shows evolution in impressions / clics for [www.rebootonline.com](http://www.rebootonline.com)

# THE METHODOLOGY USED

## Project Setup on Inlinks

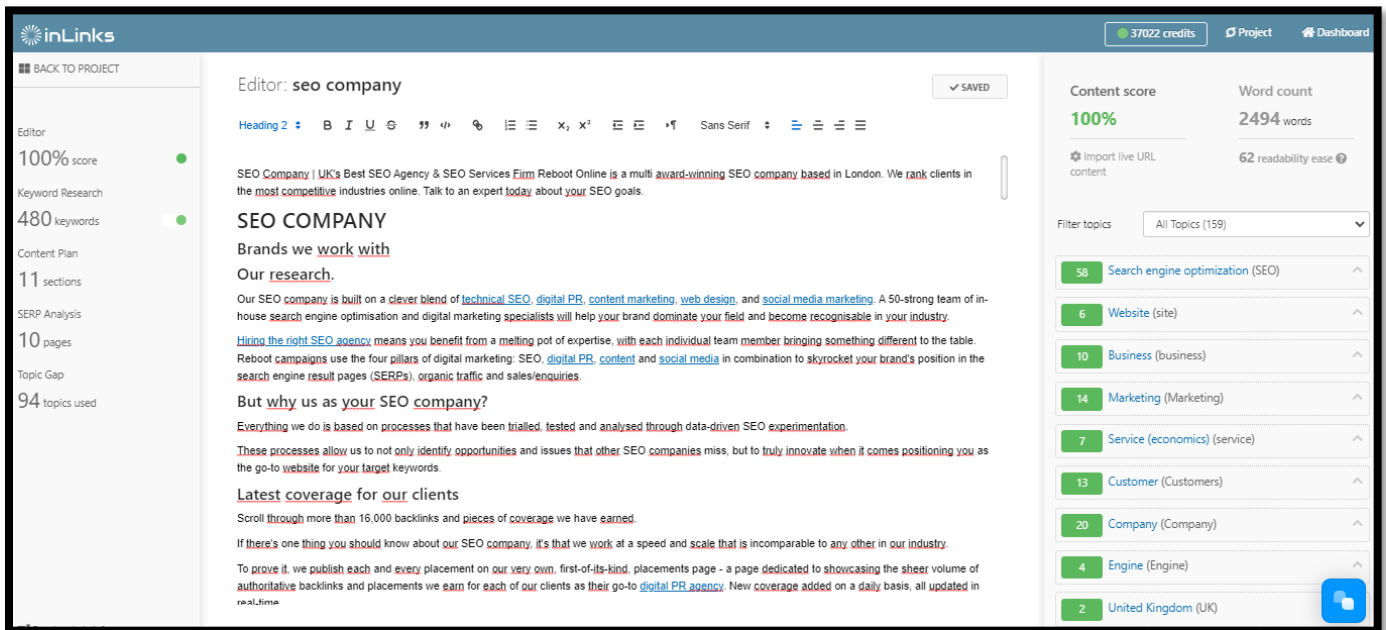


4. Screenshot of Inlinks project summary (taken on August 2022)

This project has been set up on InLinks with 120 pages, with 73 pages associated to their corresponding entities which resulted in the automation of 117 internal links and 78 schema markups.

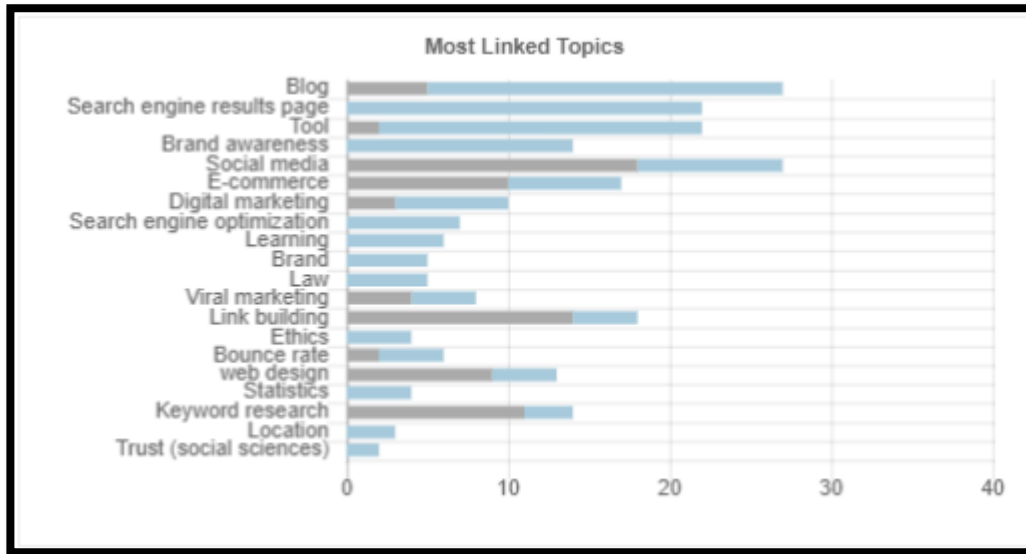
## Inlinks Content Audits

Reboot Online has audited the homepage for the keyword ‘**SEO Company**’ and then expanded the content to cover the relevant missing entities used by the top 10 competitors in the UK. On the image below you can see that they’ve reached a **content score of 100%** in the InLinks content editor.



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

# INTERNAL LINKING ANALYSIS



6. 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.

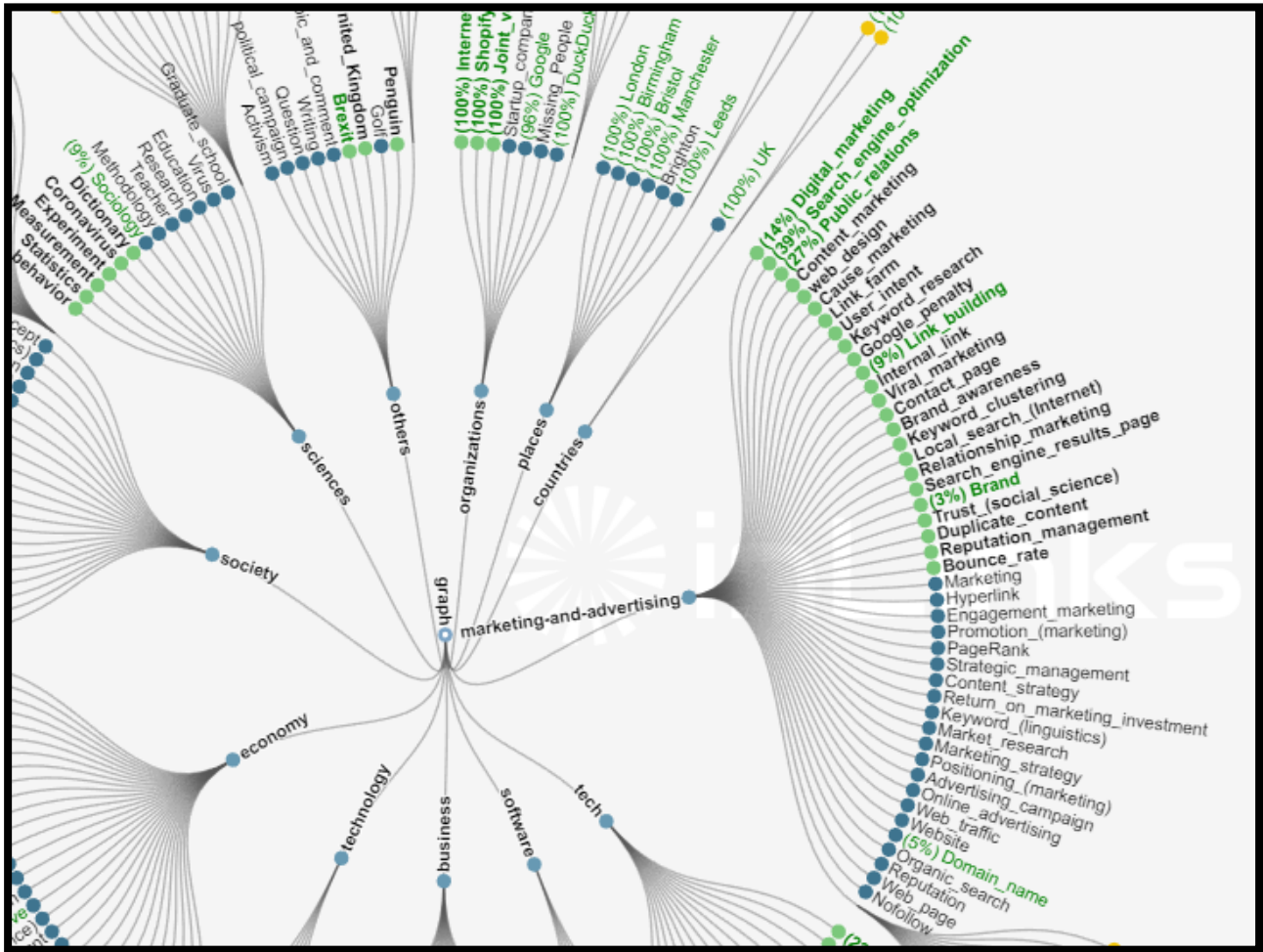
## SCHEMA MARKUP

The schema markup implemented on the homepage is the 'About' & 'Mentions' schema which links the important topics of the page with their corresponding pages on Wikipedia.

```
<script type="application/ld+json"> {  
  "@context": "https://schema.org",  
  "@type": "WebPage",  
  "@id": "https://www.rebootonline.com/seo-company/",  
  "headline": "SEO Company | UK's Best SEO Agency & SEO Services Firm",  
  "url": "https://www.rebootonline.com/seo-company/",  
  "about": [  
    {  
      "@type": "Thing", "name": "Search_engine_optimization", "sameAs": "https://en.wikipedia.org/wiki/Search_engine_optimization",  
      "@type": "Thing", "name": "company", "sameAs": "https://en.wikipedia.org/wiki/Company"  
    }  
  ],  
  "mentions": [  
    {  
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      "@type": "Thing", "name": "PR", "sameAs": "https://en.wikipedia.org/wiki/Public_relations",  
      "@type": "Thing", "name": "needs", "sameAs": "https://en.wikipedia.org/wiki/Need",  
      "@type": "Thing", "name": "quality", "sameAs": "https://en.wikipedia.org/wiki/Information_quality",  
      "@type": "Thing", "name": "Brand", "sameAs": "https://en.wikipedia.org/wiki/Brand"  
    }  
  ]  
}  
</script>
```

7. Example of 'About' & 'Mentions' schema used in this project

# TOPIC (ENTITY) ANALYSIS



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

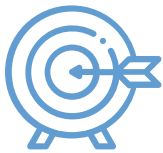
The topic map above shows what topics the Inlinks NLP (Natural Language Processing) algorithm extracts from the site. In addition, it shows (in green) which topics are also picked up by Google's own NLP API (which is less aggressive). Where percentages are displayed, you can see that Google's NLP only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

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

# SUMMARY

Reboot Online used InLinks to place its corporate website in the top 5 spots for a highly competitive keyword in the UK. They combined between internal linking automation, content optimization for entities and schema markup for some very good gains 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