

# BackdoorSurvival.com - Easy Wins Teardown

Prepared on December 26, 2022. This report was created by [The Website Flip](https://www.thewebsiteflip.com) and [WebAcquisition.com](https://www.webacquisition.com) growth advisor team.

Every online niche website consists of many variables, each differently attributing to the success or failure of your business. During our analysis, we compiled a list of easy wins that will improve your business's revenue.

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## Disclaimer

*Inventige LLC, doing business as The Website Flip, performs teardowns using the data that is available to us from first-party and third-party tools. We combine data with our personal insights*

*to draw conclusions and provide advice to the best of our knowledge. We are not liable for any decisions made following a review of this report. This report is for informational purposes only.*

## General Information

**Site URL:** <https://www.backdoorsurvival.com/>

**Age:** [12 years](#)

**Niche:** Survival

**Monetization methods:** Amazon Associates, Alternative affiliates, AdThrive display ads

**Access to GA:** Yes

## Supporting Documents

To support this easy wins analysis, we've put together supporting documents. They are listed below:

- [Content gap](#)
- [Content to be removed](#)
- [Content to be optimized](#)
- [Outreach targets](#)

## Easy Wins At A Glance (30 Days)

A brief list of things you (or your team) could do in the next 30 days. **We will break down each item further in the report.**

1. Replace directly promoted products on sitewide widgets
2. Track your best-selling products on Amazon and outreach to them for better affiliate deals
3. Improve your about page
4. Optimize outdated buying intent content with better-designed CTAs
5. Reduce page loading speeds by removing unnecessary scripts
6. Remove/redirect content that doesn't rank at all

## Long Terms Wins You Should Implement (3-6 Months)

Additional list of actions that you could do in a period of the next 3 to 6 months.

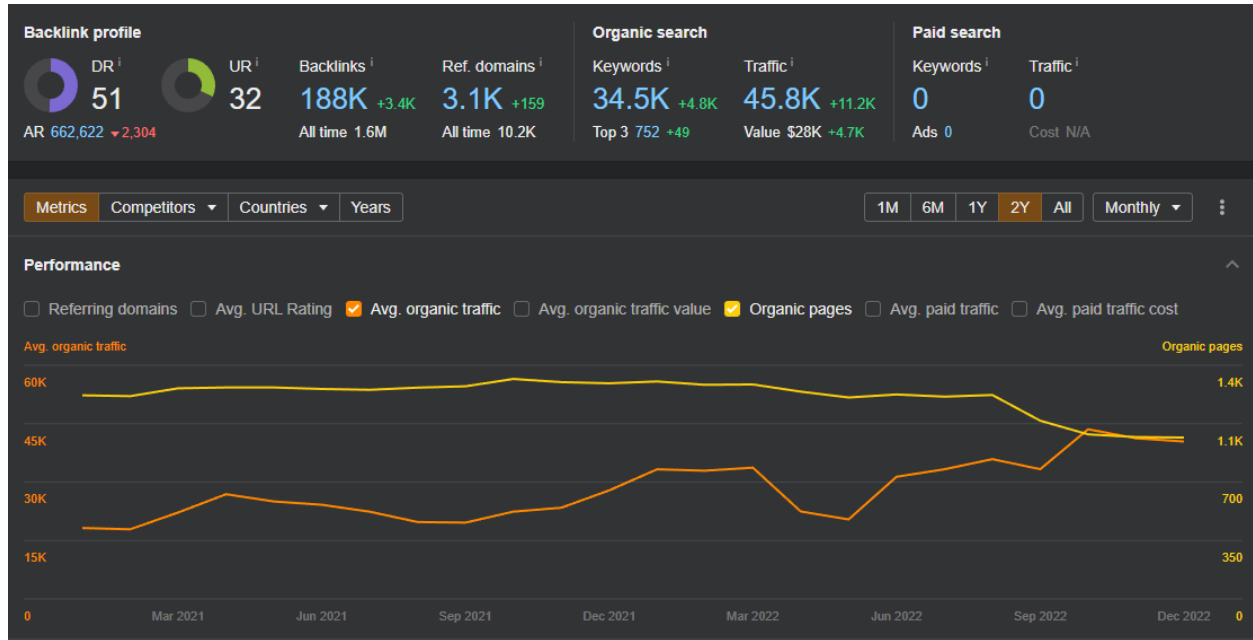
7. Optimize existing content stuck on pages 2-3 of Google
8. Create your own digital product
9. Replace Genesis WP theme with a simpler one
10. Outreach to similar sites in the niche

11. Add more content to your category pages

## Traffic Analysis

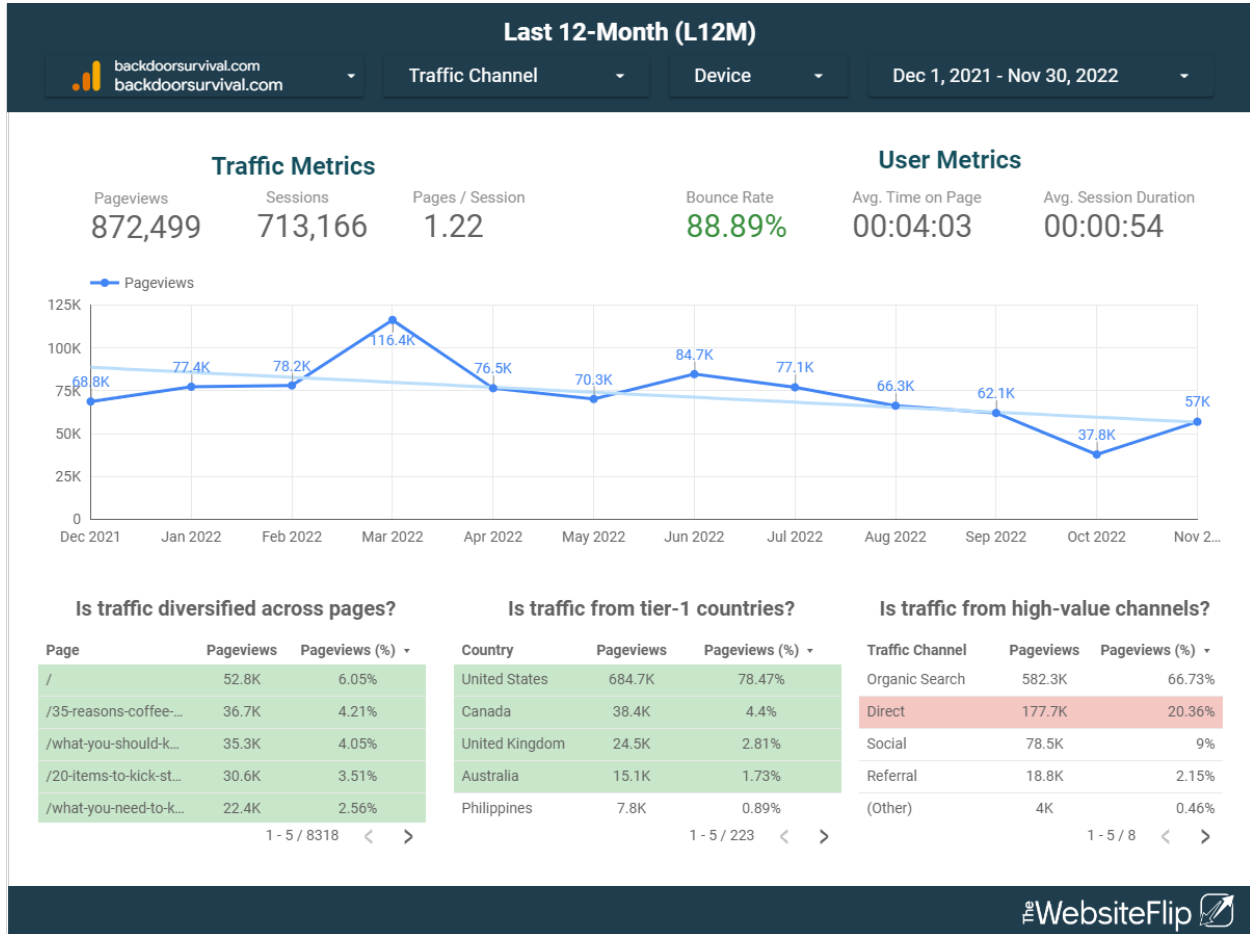
Since we have access to your traffic statistics, we performed a brief analysis of metrics.

### Ahrefs Metrics



During the past two years, the website has generally maintained stability. However, the number of ranking organic pages did experience a slight decrease in the last three months. Despite this, the website has earned a strong reputation in its niche due to its extensive history of more than 10 years and the publication of over 1,000 articles.

## Google Analytics Dashboard



According to Google Analytics, the website has seen a decline in traffic over the past 12 months. There have also been occasional downtimes, with the most recent occurring in October 2022. Despite this, the website's content is well distributed among the top pages, and a large percentage of traffic comes from direct sources. Social media platforms such as Pinterest and Facebook are also significant traffic sources. Other traffic metrics are as to be expected for this type of site.

## Revenue Optimization

The main focus for all website investors and operators should be on revenue. Here you will find a list of actionable tips for improving revenue.

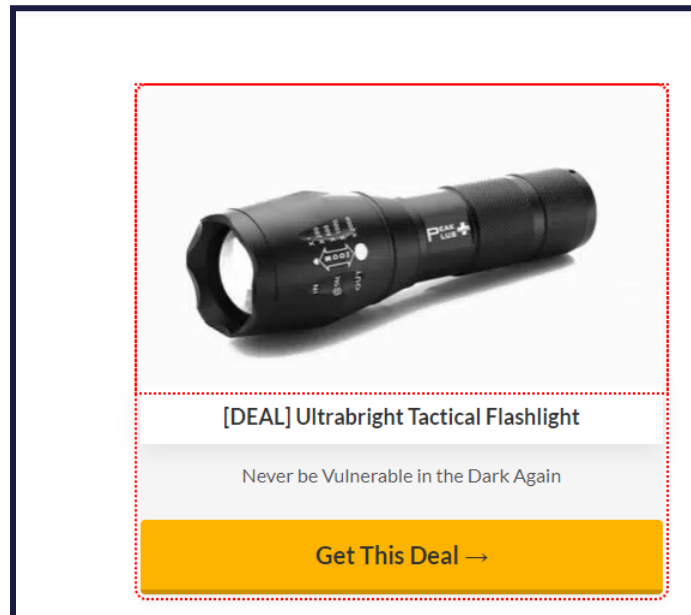
### Current Revenue Sources

1. Amazon Associates

2. Alternative Affiliate
3. AdThrive display ads

## Revenue Easy Wins

- To maximize revenue from Amazon links; we recommend promoting higher-priced products on the sidebar, header, and footer. In the future, consider comparing the revenue generated from these products with the additional revenue that could be gained from implementing display ads in place of Amazon products. This will help you determine which approach is more financially beneficial for the website.



- Many buying intent articles don't have any affiliate links in them. ([#1](#), [#2](#))
- Find and promote recurring commission products. [Every niche](#) has recurring commission products, either SaaS or subscription boxes.
- To improve the effectiveness of calls-to-action (CTAs) on the website, we recommend standardizing their appearance and functionality. Currently, the CTAs on different articles are inconsistent, with some featuring comparison tables and product boxes, others having just linkable headings, and some images not being linked. To efficiently address this issue, we suggest starting with the 50 articles with the highest traffic, as these will likely have the most impact. With more than 1,000 articles published, this will allow you to make significant progress while also targeting the most influential pages.

## Long-Term Revenue Wins

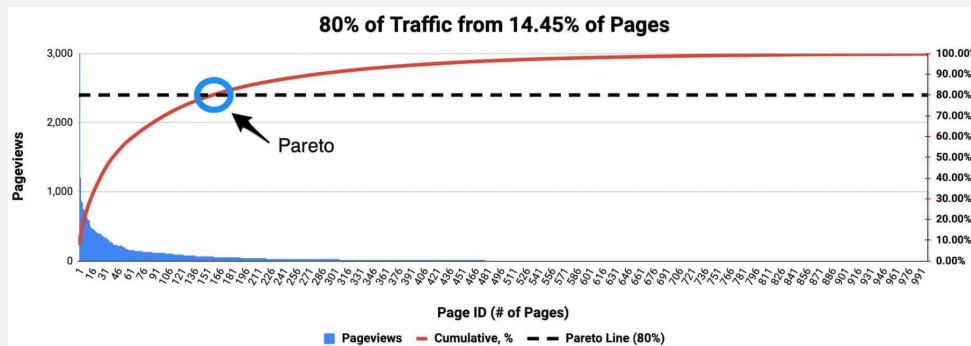
- Create a Youtube channel reviewing survival gear
- Identify best-selling products on Amazon, outreach privately to the seller, and establish a better affiliate deal with them. Learn more about this technique [here](#).
- Create your own survival course

The quick revenue wins will boost revenues in the very short-term. These wins can be applied across all of your articles. However, we strongly recommend utilizing the [Pareto Principle](#) of content sites, or in other words, the 80/20 approach.

This principle applied to content sites shows that 80% of your traffic goes to roughly 20% of your top articles. Therefore, you can apply the easy wins to your top traffic pages, see the results, and then apply them throughout the site.

With content sites, not all articles will receive significant traffic. Many articles are present on a site to ensure “topical” coverage within a niche. In 2022, Google wants to see complete websites as opposed to websites with a few articles.

To showcase this, we analyzed one of our large websites in the outdoor niche. The results are shown below. 80% of our traffic goes to 14.45% of our pages (close enough to 80/20).



For any easy wins we want to test, we can apply to the 14.45% of our top pages to capture the majority of the traffic.

Our analysts at The Website Flip did a deep-dive write-up about the Pareto Principle for content sites [here](#).

After applying the easy wins, you can monitor the earnings increase. If the earnings increase is enough to justify your efforts, you can apply the tactics to the rest of your articles on the website.

## SEO Improvements

By improving on and off-page SEO, you will attract more traffic and strengthen against upcoming Google core updates.

## SEO Easy Wins

- To improve your website's E-A-T (Expertise, Authority, and Trustworthiness), consider consolidating all [author pages](#) in a better-looking [about page](#).
- Disable user-generated comments - blog comments have been extremely popular since the days of Google Blogspot. With the advent of Twitter, Facebook, and private communities via Slack, Discord, etc., the amount of blog comments have decreased. If you study many niche sites, you will see only a few have blog comments. The comments provide the following issues: Changes in on-page keyword density. Blog comments are text that changes the on-page elements and slows down sites with extra text, HTML, CSS, and JS scripts.
- To improve reader engagement and reduce bounce rates on your blog, consider removing featured images from the top of your articles. By doing so, your content will appear higher on the page, which may entice readers to scroll down and read more of the article. This can help to increase the amount of time readers spend on your blog and encourage them to explore other content.



- Removing the "published date" from WordPress can boost traffic. The published date (sometimes even the modified date) is something Google loves to show. However, from a user perspective, they want to visit the recently updated page, and your article may not be always kept up to date.
- Clean up your WordPress database - page loading speeds are problematic for this site. By cleaning up your database, you will ensure that your site operates at optimal performance. I personally [use this plugin](#).
- No need for using both Recent and Most popular posts widgets on the sidebar.
- Reduce title sizes: Instead of *Best Garden Structures That Help Extend the Growing Season | Backdoor Survival*, you can use *Best Garden Structures That Help Extend the Growing Season | BDS*
- Unload un-needed scripts/CSS/etc. from specific posts/pages. WP websites are notorious for getting bloated as a function of plugins installed. For example, many people use theme builders like Elementor, Beaver Builder, etc. They use the builder to build a few unique pages. However, Elementor loads their javascript files on EVERY page even though it's not needed. A website should ONLY load the script if it's needed. Deactivating scripts by page type can drastically save speed time. I use a plugin called [Perfmatters](#). These are my use-cases:
  - Disable Elementor on pages that do not need it
  - Disable WooCommerce on all pages except the shopping pages
  - Disable display ad scripts on pages that do not have ads

## Long-Term SEO Wins

- Keep an eye on Help a Reporter Out ([HARO](#)) for prompts related to your niche and apply to contribute to those articles.
- Add content to [your category pages](#). Category pages provide structure to a site. Most websites have them, but most websites are not optimizing these pages. (example: <https://www.nytimes.com/wirecutter/home-garden/bathroom/>). With content added to those pages, they will rank and pass authority to pages listed under that category over time.
- Replace the Genesis WordPress framework with a simpler page builder like GeneratePress. Based on our experience, the Genesis theme is a bit outdated and causes significant page speed issues and plugin incompatibilities.
- Create an outreach campaign to similar sites in the niche ([View Sheet](#))

Overall, the on-page SEO of the website could use an update. There are some unusual layout choices, such as the sidebar on the left, and the Genesis theme needs to be updated. Additionally, all randomly selected pages failed the Google core web vitals assessment. While most writers used proper heading structure, the multimedia elements or interlinking and external linking practices differ.

## Content Improvements

The goal is to have content that ranks and converts well. Below you will find a list of actionable tips for improving your content.

### Current Situation

**Number of articles:** 1,164

**Articles breakdown:** Educational articles, affiliate content

**Content velocity:** 0 articles (last 30 days)

### Easy Win Content Fixes

> Add FAQs/PAA to older articles ([example](#)). Also, some of the older articles don't have a table of contents, and thus one should be added.

> In [one](#) of the best-performing articles, there is a mention of a comparison table but no actual comparison table. Also, the text with Also read is without a link.



on! We'll walk you through some of the top products and the features that make them incredible.

Also Read: [Self Defence Tool](#)



**Best Expandable Baton Comparison Table**

- > Add more external links to authoritative sites in the niche.
- > Remove and redirect these articles (a list of articles that don't rank at all) ([View Sheet](#)).

## Long-Term Content Ideas

- Content optimization of these articles stuck on pages 2-3 of Google ([View Sheet](#))
- Create new content in batches (keyword gap analysis between your site and competitors ([View Sheet](#))). A content gap is based on 5 of your top competitors.
- Implement [SOPs](#) for on-page SEO practices/content publishing. Please keep it simple, with proper heading structure, full-width images, standardized internal/external links, properly structured data, and meta descriptions.

Given the website's existing database of over 1,000 articles, the main focus should be on improving and updating existing content. Unfortunately, many articles on the website are outdated and do not rank well in search results. To address this, we recommend conducting content optimization for articles stuck on pages 2-3 in the search results. Once this has been completed, it is essential to continue publishing new content at a rate of at least 2-3 articles per month to maintain the website's authority in its niche. This will ensure that the website remains relevant and competitive in the long term.

## Out Of The Box Ideas

A more unusual list of ideas that could improve your site's authority, traffic, and revenues.

### Short-Term Ideas

- Improve your social media activity. Focus on Pinterest/Facebook, as you already have a decent following there. Afterward, you can expand to TikTok and Instagram
- Create new email marketing funnels for both promoting your products and affiliate content on the site

### Long-Term Ideas

- Create your own digital product in the form of a checklist or an ebook

- Develop an online survival/primal living course
- An opportunity for growth for the website could be to import and sell your own branded product from China, either directly through the website's online shop or through Amazon FBA. This can help drive traffic to the website, as you can funnel visitors toward the Amazon listing. This could increase revenue.

## Easy Wins Valuation

BackdoorSurvival.com is a decade-old site that has established itself as a trusted source of information in trending survival/prepping.

Many easy wins mentioned above could improve revenue and the overall look of your site. Improving revenue should be a priority.

Implementing the revenue easy wins will let you prepare the site to be flipped in the next 3-6 months. We anticipate an additional 15-25% revenue increase can happen with the easy wins.

If you plan to keep the site long-term, we recommend implementing the easy wins quickly and then working on the long-term wins. The long-term wins can transform a “niche” site into an “authority” branded site that is a go-to in the industry