

SEO ASSISTANCE



— The leading experts in ONLY
Search Engine Optimization

"A Jack Of All Trades Is A Master Of None"

– Meet The Team

Patrick Dhital and Lucas Vitale have been SEO experts for over 10 years, starting their career freelancing but then created SEO Assistance as an official business in 2020

-  Wix Verified Partners
-  SemRush Verified Agency
-  Shopify Partner

SEO ASSISTANCE



Patrick Dhital

7 years experience

Content/Off-Page Specialist



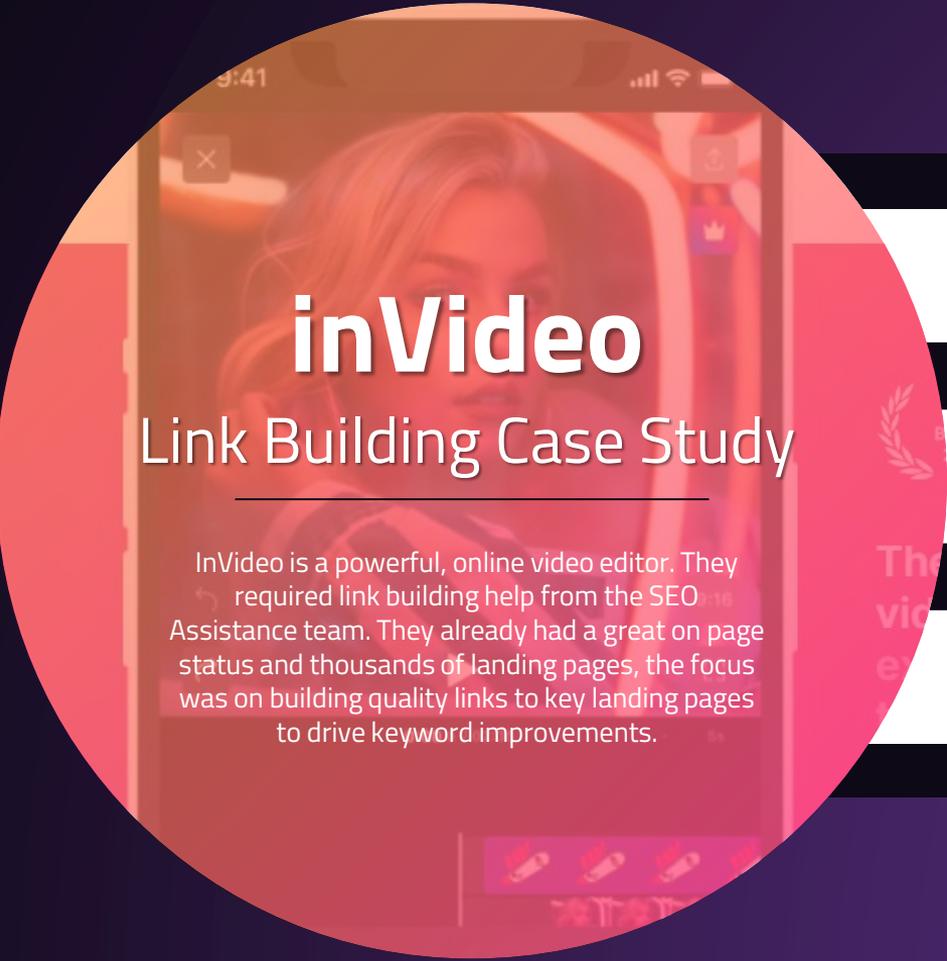
Lucas Vitale

10 years experience

Technical/On-Page Specialist

You can click these!





inVideo

Link Building Case Study

InVideo is a powerful, online video editor. They required link building help from the SEO Assistance team. They already had a great on page status and thousands of landing pages, the focus was on building quality links to key landing pages to drive keyword improvements.

1

Keyword Research

Figuring out which keywords should be targeted based upon current rankings and what should be done to improve their position.

2

Targeted Link Campaign

Links are built towards specific landing pages rather than a single page to diversify results across more keywords.

3

Meeting Specific Metrics

All links meeting specific metrics centered around domain authority, toxicity markers and high organic traffic.

— How Was Keyword Research Undertaken?



Analyze Current Rankings

With large companies, you should be focusing on keywords that you're already ranking for rather than trying to rank for new keywords. This reduces total effort and improves efficiency of bringing in traffic.

Choose Pages Ranked 3-25

We didn't choose pages that were ranking very high (positions 1 or 2) or pages that were very low (positions 25 to 100). We targeted the link building towards pages that gave us the most return with the least resources spent for the most traffic.

Build Links and Assess Results

From the initial month of links, you will be able to assess whether the links are creating movements or not. When we saw limited movements on some keywords, we moved to the keywords that were moving to create value for money.

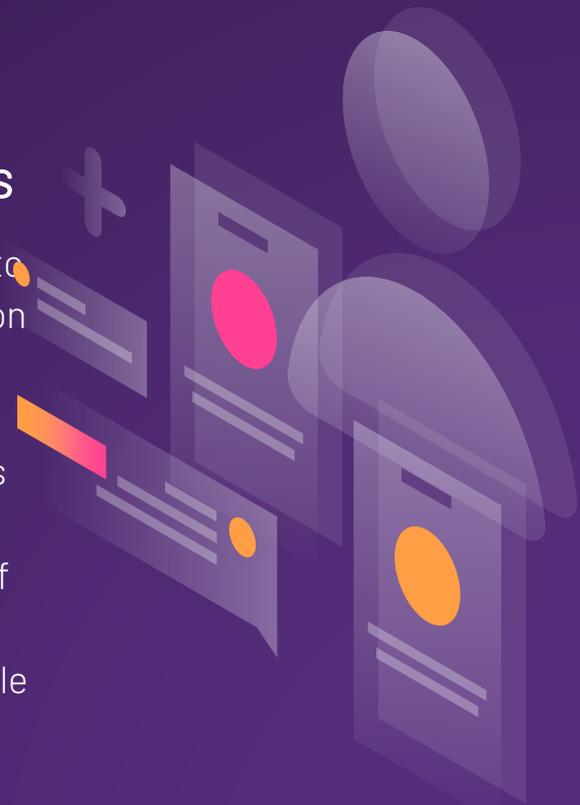
— Targeted Link Campaigns

Multiple Landing Pages

With large companies, multiple landing pages (LP) should be targeted as usually each LP has been created to target a “mother” keyword which links to multiple other keywords (the following page will illustrate)

Different Link Amounts

We didn't allocate all resources to one page but rather depending on the total traffic amount of the “mother” keyword, we would choose a certain amount of links to allocate towards it. This also depended on the total amount of results we saw from the first phase and whether it was feasible to continue forward with it.



Comparison of Traffic and Links

*Landing Page	Total Traffic From All Associated Keywords	Total Links Secured For That Landing Page	**Keyword Improvement
https://invideo.io/blog/recording-screen-windows-10/	35,000	35	▲4
https://invideo.io/blog/best-time-to-post-on-instagram/	35,000	25	▲7
https://invideo.io/make/free-intro-maker-without-watermark/	25,000	15	▲10
https://invideo.io/make/youtube-intro-maker/	25,000	10	▲7
https://invideo.io/blog/instagram-video-size/	15,000	7	▲9
https://invideo.io/blog/video-editing-app/	10,000	5	▲11
https://invideo.io/blog/pastel-colors/	10,000	5	▲6

*Only United States traffic landing pages have been shown. Over 100 different landing pages were part of the project.

**This is the average keyword improvement across all keywords that the page was ranking for

— What made it work?

All content was created to be specifically about the landing page it was targeting to on only relevant websites. While metrics are important, content relevancy is a lot more valuable in the current SEO landscape. No PBN, web 2.0, subdomain or any artificially inflated links were used.



— What were the key metrics?

Domain Authority

Links ranged between authority scores of 30 to 90 via aggregated authority markers on AHREFS, Moz and SemRush.

DR 30+

Spam Score

All links had a spam score of less than 5% via Moz or toxicity ratings of less than 10 via SemRush.

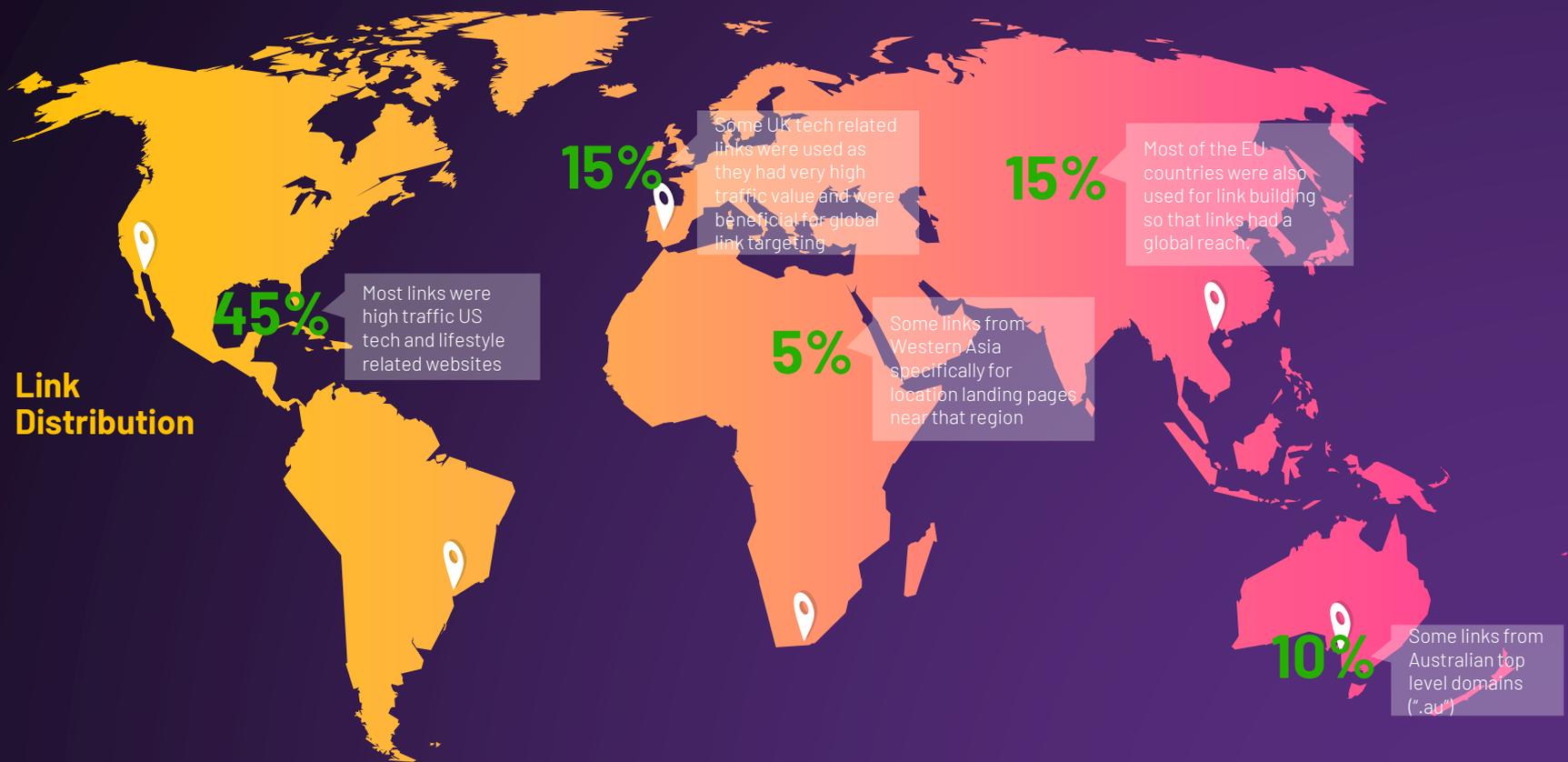
SS <5%

Organic Traffic

All links had minimum organic traffic of 1,000 or more from primarily the US, UK, or Europe with high traffic values.

1,000+

Link Distribution



Organic Traffic Results After 12 Months



+1,000,000 clicks

A 500% increase in total clicks

+5,000 keywords rank 1-10

Multiple high traffic keywords became money keywords

100% success

Complete success and all organic traffic goals were met



Tote&Carry

Full SEO Services

Tote&Carry is an affordable, luxury bag brand. They came to SEO Assistance requiring full SEO services. They had poor on page SEO status, no link building but great media presence and successful advertising campaigns. We came on board to leverage the SEO side of things which we did successfully.

1

Technical Optimizations

Engaged in a deep site-wide audit to find specific on-site SEO issues and fix the issues within the first two months to provide instantaneous results.

2

Keyword Research and Content Strategizing

Every month, 5 blog posts were published centered around key topics to do with totes and bags. All blog posts were created through content gap analysis amongst competitors

3

Link Building Through Quality Websites

Building quality do-follow backlinks on highly authoritative websites specifically in the lifestyle and entertainment niche. No PBNs, subdomains or web 2.0 blogs.



Things that they were doing wrong



On-Site Issues

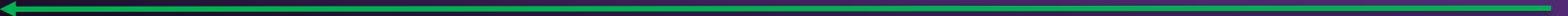
Foundational on-site issues causing them not to rank for keywords around their brand

No Content Strategy

A lack of a content strategy meant that nothing was being done to attract new customers that didn't know about the brand

No Link Building

Zero targeted link-building campaigns were done specifically to pass on SEO authority



Things that they were doing right

Great media presence

Featured on multiple news outlets including places like Oprah.

Great advertising

Advertising was their bread and butter and was providing them quite a considerable amount of revenue.

Great brand image

A minority-owned company that provided vegan bags to audiences around the world.

Where do we fit in?

STRENGTHS

Media Presence
Competitive Advantage
Minority-Owned
Advertising

WEAKNESSES

Lack of content
Lack of authority
Un-optimized SEO design

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Organic Traffic
Content Building
Information

Leveraging Advertising

OPPORTUNITIES

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Competitors
Advertising Costs

THREATS

— Technical Optimizations

- ? Fixed heading tags that were empty to target “Tote N Carry”
- ? Fixed product descriptions and meta’s across all products
- ? Added JSON-LD schema markup to all performing pages.

These changes must be done properly to cause improvements (*over 90% of SEO experts get it wrong*)



Keyword Improvement from Technical Optimizations

Keyword	Traffic	Previous Rank	Current Rank
"Tote and carry"	6,300	Not Ranked	1
"Tote and carry bags"	650	Not Ranked	1
"Tote n carry" <small>*and other variations using "n"</small>	600	Not Ranked	1
"Tote&carry" <small>*and other variations using "&"</small>	550	Not Ranked	1
"Tote and carry reviews" <small>*and other variations using "reviews"</small>	500	Not Ranked	1

What happened after?

- ? Consistently built 5-10 blogs per month, centered specifically around luxury bags
- ? Consistently provided content gap analysis findings across competitors to take advantage of their traffic
- ? Consistently built 20-30 high quality outreach links from high traffic, highly relevant lifestyle and entertainment websites

This doesn't cause **huge increases** in traffic like you saw before, *but consistently builds upon a strong foundation.*

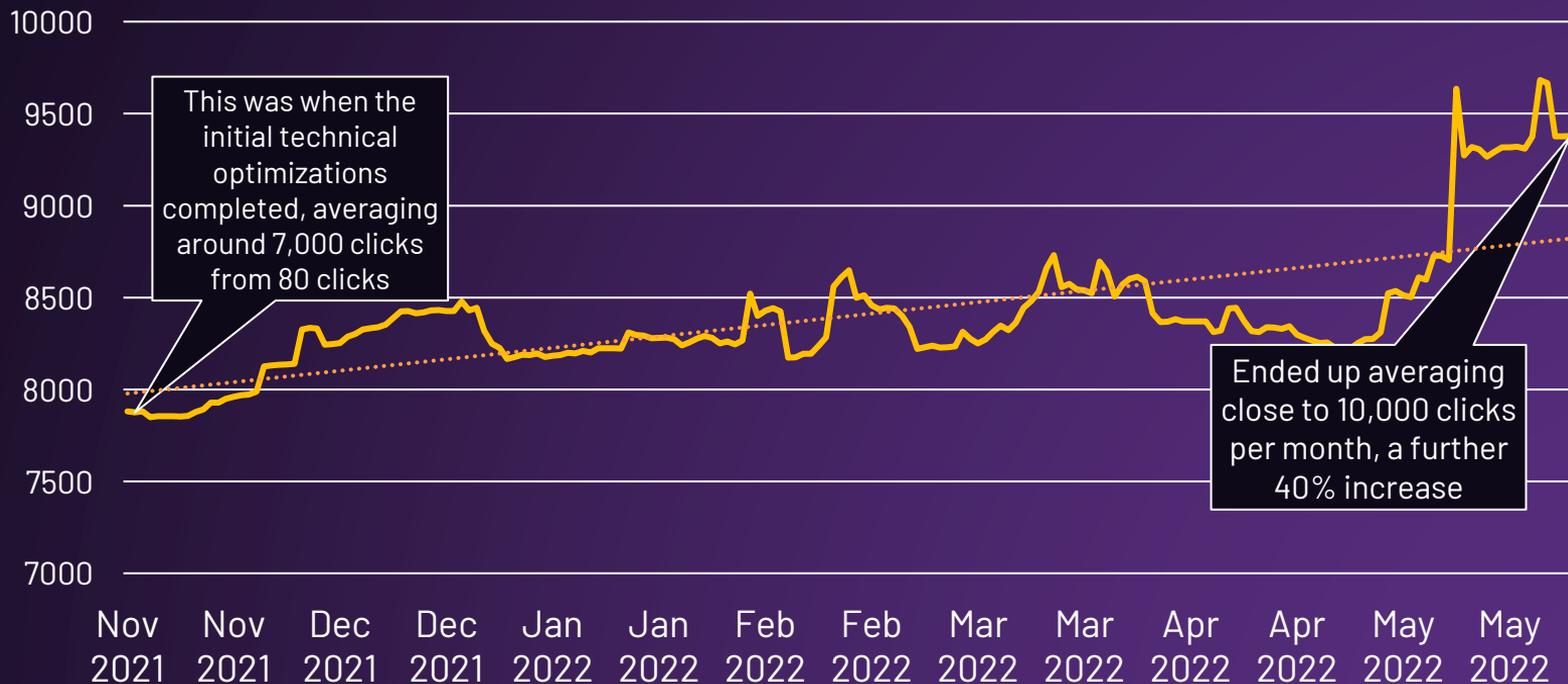


Our Link Building Metrics

***A total of 140 links were secured for Tote N Carry**

Key Metrics	Minimum/Maximum Requirement	Average for Tote N Carry
Domain Rating	Minimum of 30	45.6
Domain Authority	Minimum of 30	51.5
Spam Score	Max of 5%	1.4%
Toxicity Score	Max of 10	3.4
Organic Traffic	Minimum of 1,000	5,532
Countries	Only US, AU, UK, EU	Only US, AU, UK, EU
Content	Lifestyle, Entertainment	Lifestyle, Entertainment

Organic Traffic Improvement After Initial Technical Optimizations



+9,000 clicks

A 100x return in total organic clicks per month

— **Ranked high for brand keywords**

“Tote N Carry” variations all ranked #1

Solid foundation for ongoing growth

From our work, they understand what’s required next



THANKS!

Any questions? You can find us at
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SEO ASSISTANCE



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