



SEO

LinkBuilding

CIS

87x Organic Growth in 6 Months: Affiliate Media Site Case Study



About the Project

•▶ Key Challenges

The niche of affiliate and performance marketing is complex: high competition, frequent filters, and constant algorithm updates.

•▶ Client Request

Increase organic traffic and improve website visibility.

•▶ Starting Point

Minimal traffic — around 100 visits per month, almost zero visibility, and structural issues that needed to be fixed.



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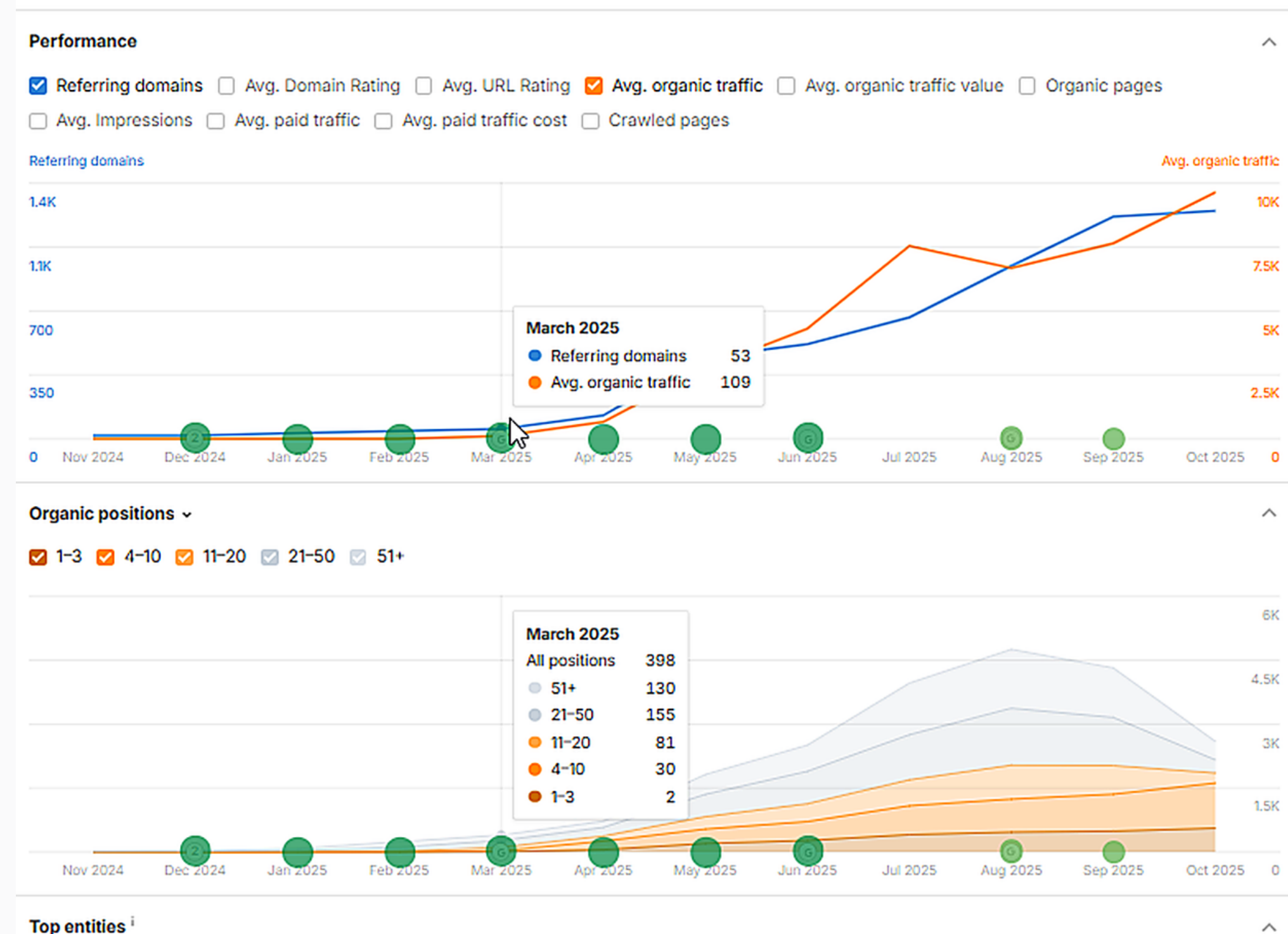
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About the Project

Initial Metrics

- ▶ Organic traffic: 109
- ▶ Top-3 positions: 2
- ▶ Top-10 positions: 30
- ▶ Top-20 positions: 81



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Objectives

Phase 1:

- Fix indexing issues. Build a complete semantic core and implement on-page optimization.

Phase 2:

- Update the site structure, expand the content section, and add new cluster-focused pages. Configure internal linking to properly distribute link equity across the website.

Phase 3:

- Develop an external promotion strategy — building a high-quality backlink profile tailored to a “grey” niche.



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Work Completed



- Optimization of the internal structure and interlinking to accelerate indexing of new content.
- User behavior analysis (Google Analytics, Hotjar) and content adjustments based on engagement data.
- Adding FAQ blocks and improving CTA elements to increase traffic to partner-related pages.
- Strengthening off-page signals through Tier-2 link reinforcement.



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Work Completed

- Development of a safe anchor strategy: up to 20% anchor links, the rest — branded and non-anchor mentions.
- Optimization of local signals (CIS submissions and directories) to grow visibility across regional queries.
- Deployment of a mini PBN network focused on indexability and high-quality content.
- A comprehensive strategy: SEO optimization → consistent link building → backlink reinforcement



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What the Client Gained

+280% keyword visibility across target queries

- By the fourth month, we recorded a clear positive trend. It became evident that the strategy would scale: **key clusters steadily moved into the Top-20**, and within two more months — **secured positions in the Top-10**.

By September 2025, organic traffic grew from 109 to 9,645 users

- Keywords that previously had zero visibility began driving consistent traffic — **providing stable sessions and an increase in partnership inquiries**.



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What the Client Gained

New pages were indexed in Google within 2–5 days

- CTR in search results increased — users clicked more often on pages with updated meta tags. Additional growth came from the **PBN network** — it boosted low-volume rankings and helped expand semantic coverage.

Domain trust (DR) increased by 28%

- At the same time, the backlink profile **remained clean**:
Zero toxic donors, and an average UR of 35+ on article links.

What the Client Gained



The key achievement wasn't just traffic growth — **it was quality and stability.** Even with high competition, the site continues to grow without drops after search engine updates.



The client now has a sustainable organic traffic channel that works long-term and does **not depend** on paid sources.



87x traffic growth, stronger rankings for target keywords, and a stable flow of organic users — achieved **with zero risk** to the website.



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Results

• Organic Traffic

Was: 109

Now: **9,645 (+8,750%)**

• Clicks

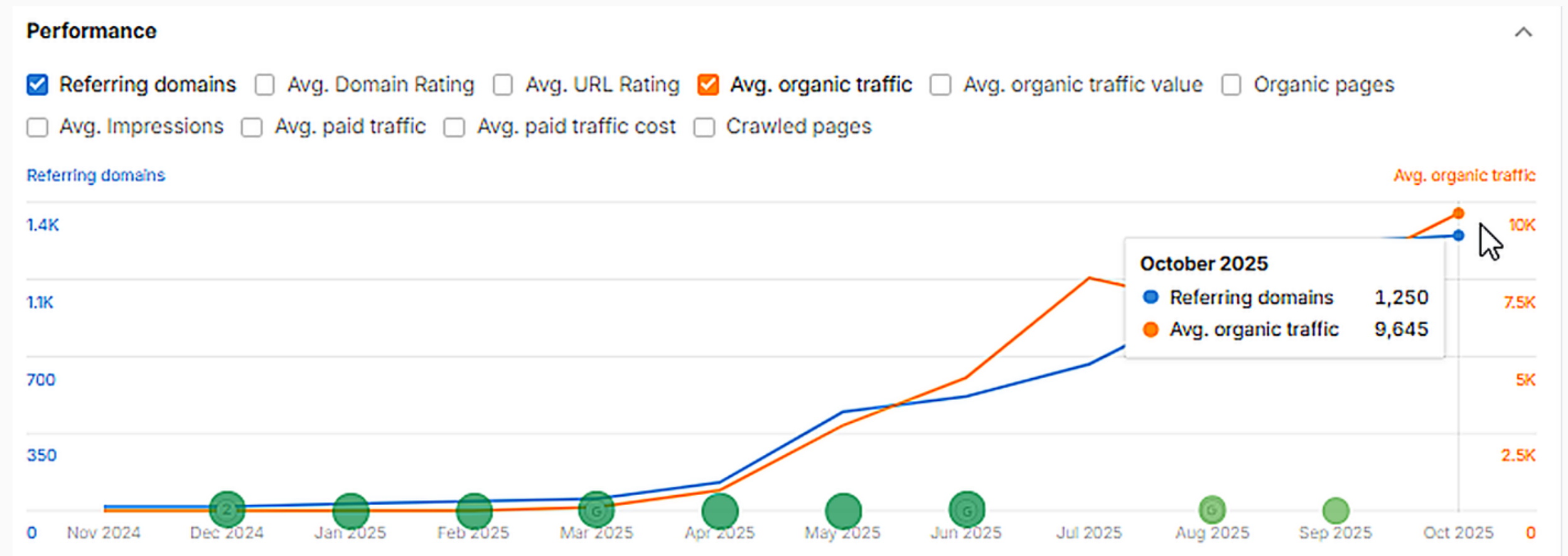
Was: 18

Now: **1,429 (+7,839%)**

• Impressions

Was: 1,276

Now: **29,072 (+2,178%)**



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Results

•▶ Top Rankings Growth

Top-3: 2 → **557 (+27,750%)**

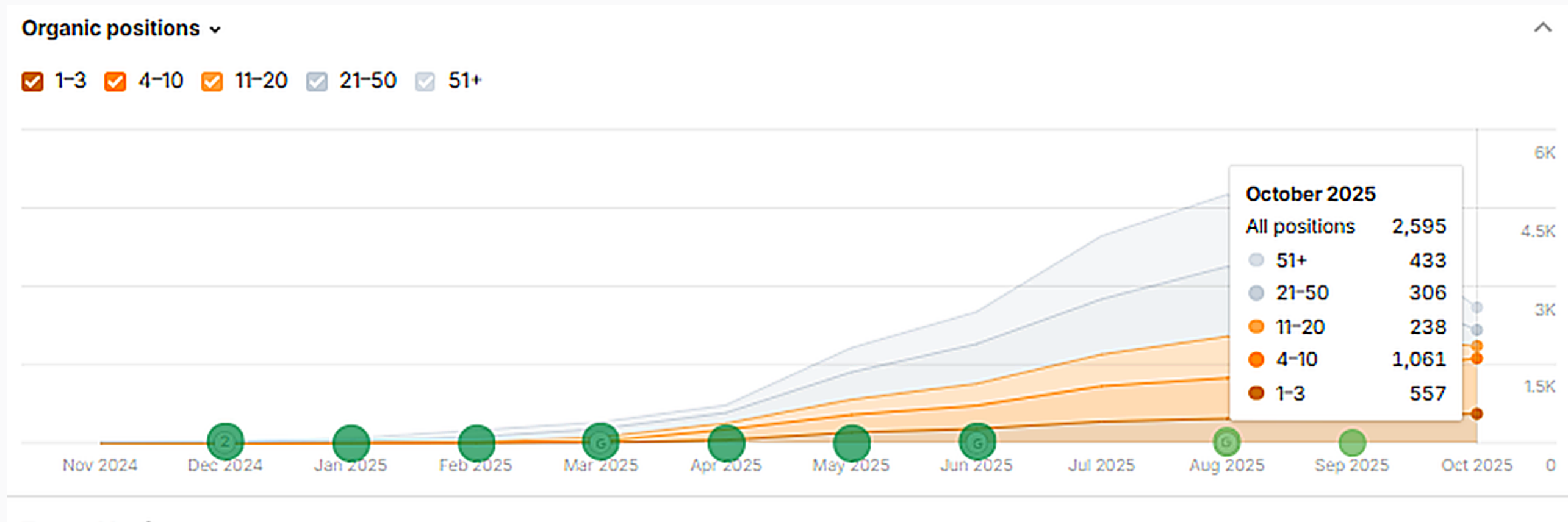
Top-10: 30 → **1,061 (+3,437%)**

Top-20: 81 → **238 (+194%)**

•▶ Keyword Visibility

Was: 398

Now: **2,595 (+552%)**





Our team is ready to help your project grow

We apply a strategy that combines technical optimization
with powerful link building.

We deliver safe and fast results — within 1–2 months.

Contacts



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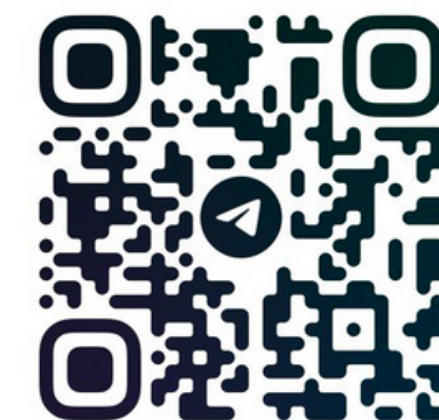
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