



SEO

LinkBuilding

CIS

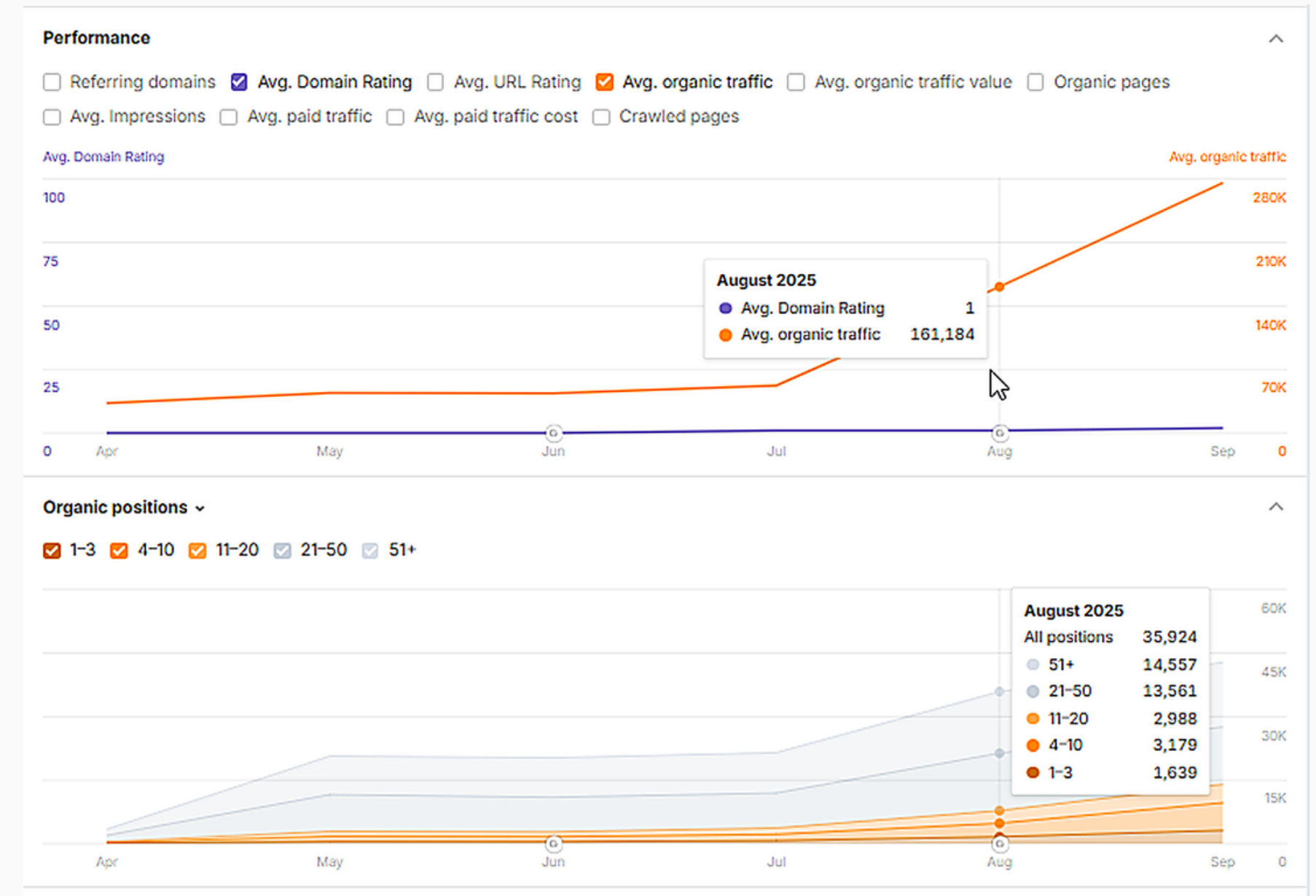
How We Boosted an Online Cinema Website's Rankings and Increased Traffic by 71% in Two Months Through SEO & Link Building



Starting Point

The website already had a substantial amount of content and a baseline level of traffic, but faced two major limitations:

- The homepage performed poorly on branded queries. Organic growth for competitive cluster keywords was insufficient.
- At the start (August 2025), analytics showed: 161,184 organic visits and 35,924 keyword visibility, while the Domain Rating was minimal (1).



sales@pxroproject.net



+48 573 503 919



pxroproject.net



Goals & Objectives

The core objective: achieve a significant traffic boost and strengthen brand-focused rankings on the homepage.

- ▶ **Phase 1 (1 month):**

Stop traffic leakage by fixing major technical issues on the site.
Improve the homepage so it starts driving more clicks and engagement.

- ▶ **Phase 2 (in parallel, 1–2 months):**

Build a link-building strategy that strengthens priority pages and accelerates indexing of new/updated content.

- ▶ **Phase 3:**

Systematize the content structure.
Continue growing the backlink profile to maintain momentum and expand into new keyword clusters.



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Work Completed — On-Page

Conducted an in-depth SEO audit and prepared a list of priority tasks for developers — fixing indexing issues, redirects, structural errors, and improving site performance



Mapped key marker queries to the homepage and essential clusters, updated meta tags and H-structure on critical pages



Improved internal linking to ensure link equity reaches priority URLs



Additionally, launched indexing control and regular implementation checks in Google Search Console



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Work Completed — Off-page

- We built a link profile aligned with the project's priorities: article placements on relevant platforms, submissions, and crowd links to capture topical discussions.
- We placed: **10 articles, 200 submissions, 50 crowd links.**
The strategy focused not on volume for the sake of volume, but on balancing relevance and speed of impact.
- As part of the work — continuous backlink indexation monitoring, timely reinforcement when needed, and anchor text adjustments.



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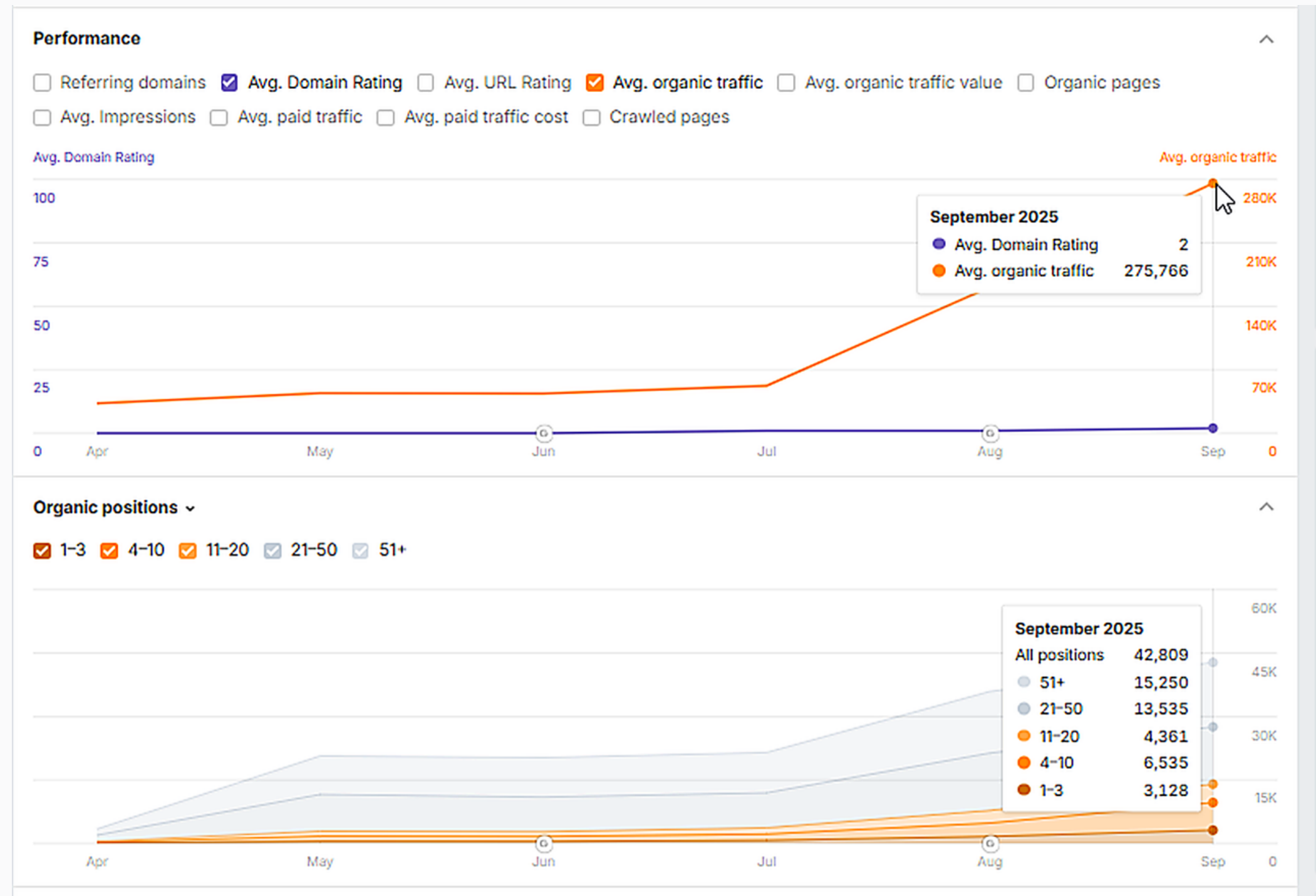


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Results

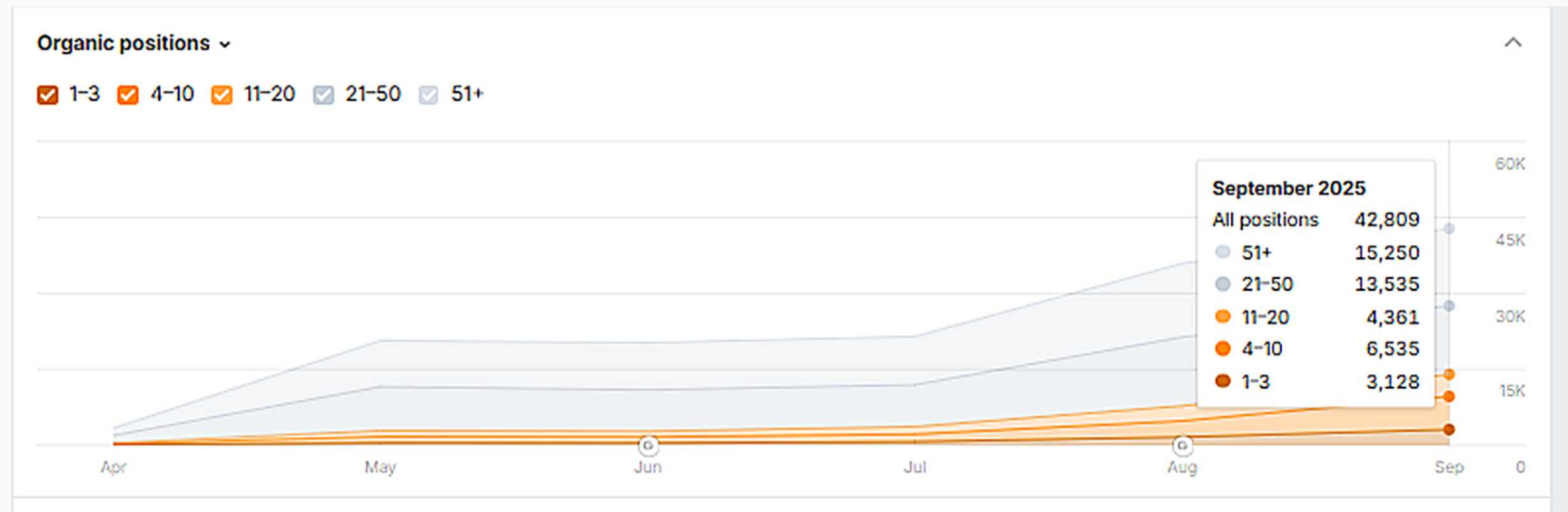
- Organic traffic: 161,184
→ 275,766 (+71.1%)
- Keyword visibility: 35,924
→ 42,809 (+19.2%)
- Domain Rating (DR): 1 → 2



Results

Ranking Growth Dynamics:

- Top-3: 1,639 → 3,128 (+90.8%)
- Top-10: 3,179 → 6,535 (+105.6%)
- Top-20: 2,988 → 4,361 (+45.9%)



What the Client Gained

- **Project growth over just 2 months:**

Top-3: ~+90.8%

Top-10: ~+105.6%

Top-20: ~+45.9%

Traffic: +71.1%

Keyword visibility: +19.2%

Conclusion:

- Branded queries started ranking on the homepage — growth in branded visibility and clicks became noticeable immediately.
- The number of relevant pages in search results increased, expanding the flow of incoming users.



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Project Highlights

- ▶ **Fast results:** due to a well-planned link-building strategy — submissions and crowd links gave an instant boost, while article backlinks secured stable Top rankings. The right link mix ensured a natural profile.
- ▶ **Synergy:** technical fixes combined with external promotion accelerated indexation and amplified the effect.
- ▶ **Monitoring & flexible adjustment:** we tracked performance in real time and refined both the anchor text strategy and backlink distribution when needed.
- ▶ **Gradual DR growth:** the competitive niche requires consistent link-building efforts and time to strengthen domain authority.



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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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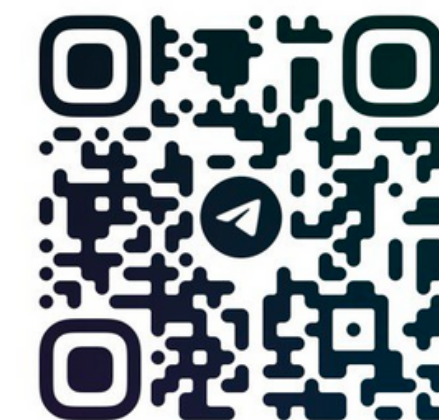
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