

# Case Study of

## BETSPALACE.COM

### OBJECTIVE:

The sole objective of the project is to help in traffic acquisition and help in keyword ranking also to acquire up to 500K monthly sessions.

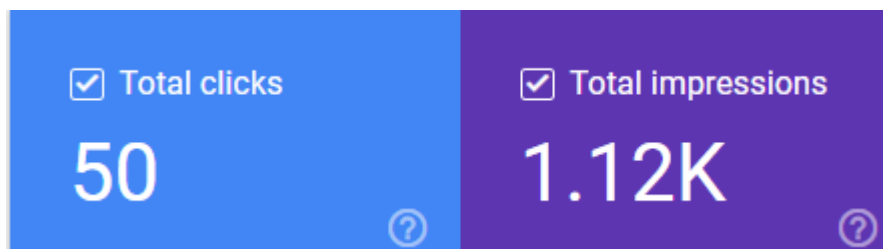
### Difficulties we faced:

1. SERP visibility was low
2. Sessions in a month are very poor
3. Referring Domain score is very low
4. Less traffic
5. No quality content
6. Low CTR
7. Low conversion rate

### Analysis:

#### Before:

DATE: Jul 1, 2020 - Aug 31, 2020

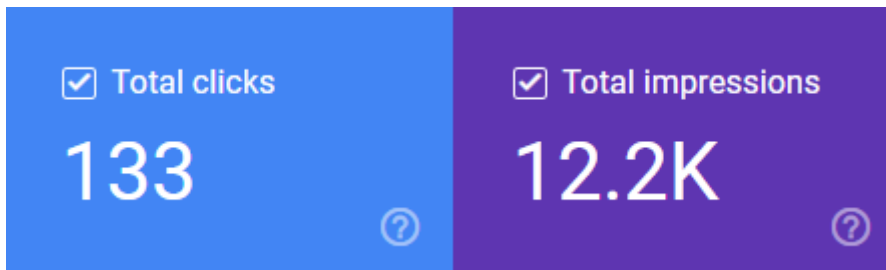


**NOTE:** No properly targeted keywords with quality content.

#### After:

Doing SEO was challenging because the quality of the content, keyword placing and improving user experience mattered a lot. After re-writing the site content and placing keyword properly we made progress in visibility and as well as good exposure in SERP.

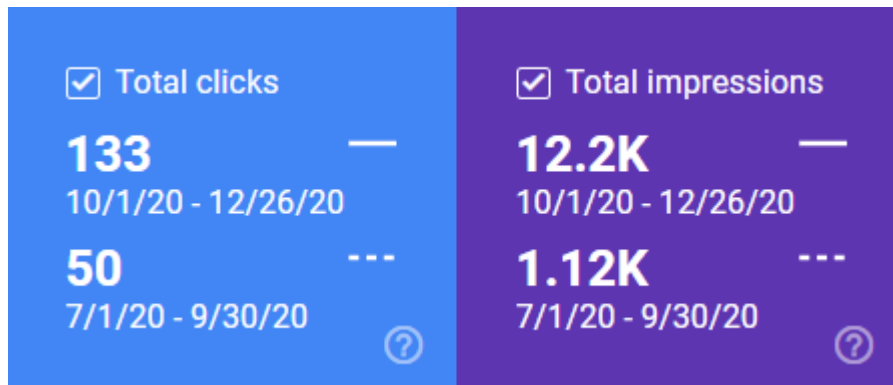
DATE: Oct 1, 2020 - Dec 26, 2020



## COMPARING 2 DATA TABLES:

Total Clicks increased by 83

The impressions has also increased almost by 11k



## Increase in Referring domain:

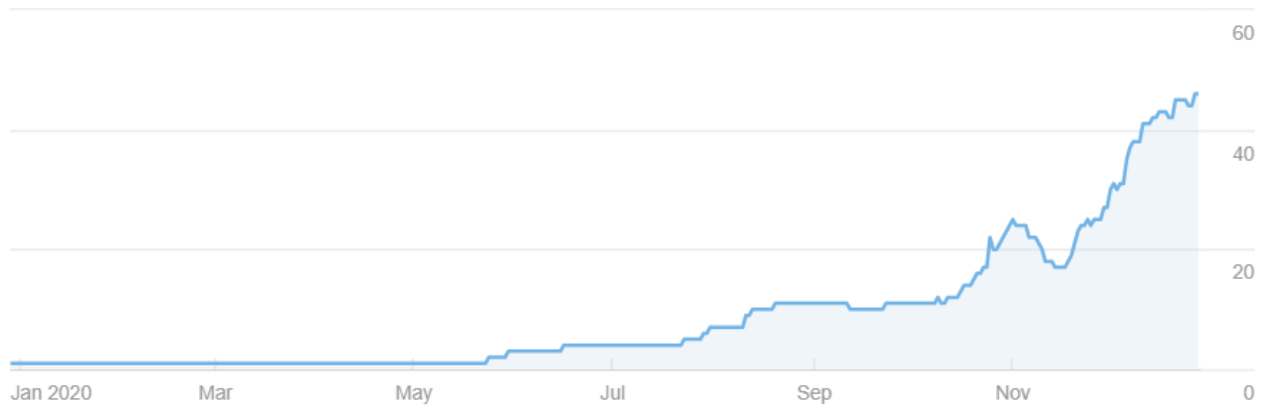
Referring domains <sup>i</sup> [LIVE LINKS](#)

[All time](#)

[One year](#)

[Last 30 days](#)

[Export](#) ▼



## Increased in unique backlink:

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer More

http + https betspalace.com/ \*.domain/ Settings

Overview

Backlink profile

- Backlinks
  - New
  - Lost
  - Broken
- Referring domains
  - New
  - Lost
- Referring IPs
- Internal backlinks
- Link intersect
- Organic search
  - Organic keywords 2.0 **New**
  - Organic keywords
    - New
    - Movements
- Top pages 2.0 **New**
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap
- Pages

Backlinks <sup>1</sup> How to use

Group similar <sup>1</sup> One link per domain <sup>1</sup> All <sup>1</sup> Link type <sup>1</sup> Platform <sup>1</sup> Language <sup>1</sup> Traffic <sup>1</sup> Word or phrase <sup>1</sup> Include <sup>1</sup> Any target <sup>1</sup>

Live <sup>1</sup> Recent <sup>1</sup> Historical <sup>1</sup> 67 backlinks from unique domains <sup>1</sup> Export

| Referring page <sup>1</sup>   | DR <sup>1</sup> | UR <sup>1</sup> | Referring domains <sup>1</sup> | Linked domains <sup>1</sup> | Ext. <sup>1</sup> | Traffic <sup>1</sup> | Kw. <sup>1</sup> | Anchor and backlink <sup>1</sup>  | First seen <sup>1</sup><br>Last seen <sup>1</sup><br>Lost | Links <sup>1</sup> |
|---|-----------------|-----------------|--------------------------------|-----------------------------|-------------------|----------------------|------------------|---|---|--------------------|
| Free Spins Online   Daily Free Spins And No Deposit Bonuses<br>free-spins-online.com/ <sup>1</sup><br>EN   WORDPRESS  | 12              | 20              | 24                             | 50                          | 83                | 0.00                 | 1                | Visit Casino<br>CONTENT<br>free-spins-online.com/go/en/betspalace <sup>1</sup><br>2 links<br>CANONICAL => betspalace.com/ <sup>1</sup><br>Lost link removed | 16 Dec '20<br>10 d<br>19 Dec '20                          | 3                  |
| Pointed Arches<br>pointedarches.blogspot.com/ <sup>1</sup><br>EN  | 0               | 17              | 11                             | 1,038                       | 1,573             | 0.00                 | 0                | rankexperience.com => Your Own Ahrefs<br>35 betspalace.com/ <sup>1</sup><br>Lost link removed   | 25 Oct '20<br>25 Oct '20<br>26 Oct '20                    | 1                  |
| website list, website lists, most useful websites in india, useful websites for students, study websites for students, free listing<br>website-lists.in/website-list-51.html <sup>1</sup><br>EN | 32              | 15              | 9                              | 5,055                       | 9,272             | 0.00                 | 2                | betspalace.com<br>NOFOLLOW<br>betspalace.com/ <sup>1</sup>  | 24 May '20<br>22 d  | 3                  |
| Offroad Tours in Italy with Enduro motos<br>www.tour-enduro-italy.com/ <sup>1</sup><br>EN   WORDPRESS   | 0               | 15              | 6                              | 1,027                       | 1,616             | 0.46                 | 15               | rankexperience.com => Your Own Ahrefs<br>35 betspalace.com/ <sup>1</sup><br>Lost link removed   | 25 Oct '20<br>25 Oct '20<br>2 Nov '20                     | 1                  |

## End Result:

1. High SERP visibility
2. Increase sessions in a month
3. Added quality content
4. Increased user engagement
5. Proper keyword placement
6. Increased in conversion rate