

Case Study of

CASDEP.COM

OBJECTIVE:

From the very beginning when we started the project casdep.com, the site is well established and has good visibility with high user engagement.

Our objective was strategies a plan to hold the ranking and also to beat the upcoming competitors in SERP.

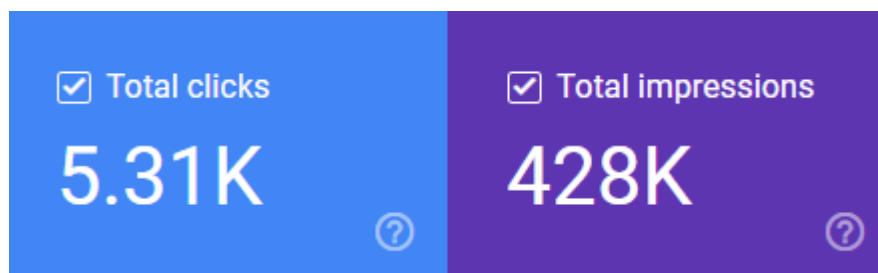
Difficulties we faced:

1. Hold position in SERP
2. Low generic keywords
3. Low quality backlinks
4. Low traffic
5. Low conversion rate.
6. Site loading speed

Analysis:

Before:

DATE: Aug 27, 2019 - Dec 31, 2019

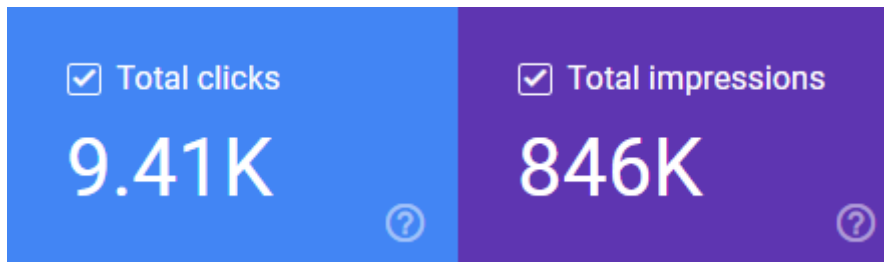


NOTE: The site already has a good clicks and impressions increasing it would be challenging. Also holding the position would more difficult.

After:

We were able to improve from the previous state and also we doubled the stats from where it was before.

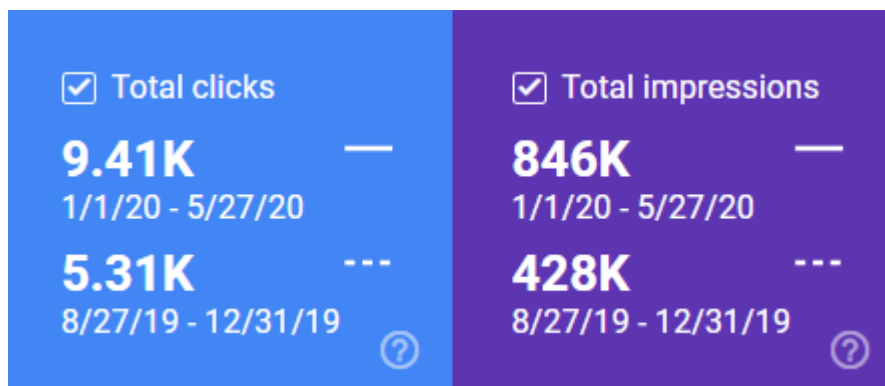
DATE: Jan 1, 2020 - May 27, 2020



COMPARING 2 DATA TABLES:

Total Clicks increased by 4.1k

The Impression has also increased by 418k



Increase in Referring domain:



Increased in unique backlink:

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer More [▼]

http + https [▼] casdep.com/ *domain/* [▼] Settings

Overview

Backlink profile [▼]

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

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 ⁱ [How to use](#)

Group similar ⁱ **One link per domain** ⁱ All ⁱ Link type [▼] Platform [▼] Language [▼] Traffic [▼] Word or phrase ⁱ Include [▼] Any target [▼]

Live ⁱ Recent ⁱ Historical ⁱ **288 backlinks from unique domains**

Referring page ⁱ	DR ⁱ	UR ⁱ	Referring domains ⁱ	Linked domains ⁱ	Ext. ⁱ	Traffic ⁱ	Kw. ⁱ	Anchor and backlink ⁱ
Uudet kasinot 2020 🏆 - parhaat uudet nettikasinot www.uudetkasinot.com/ [▼]	65	47	384	163	293	514	92	Casdep Casino  affs.casdep.com/scripts/hhzy9m11f [▼] Lost link removed
Latest Casino No Deposit Bonus Codes for December 2020 www.nodepositkings.com/ [▼]	56	43	357	188	362	3,298	607	Claim Bonus www.nodepositkings.com/goto/casdep-casino/ [▼] Lost link removed
Latest casino bonuses - +1000 Best online casinos 2020 casino.help/ [▼]	50	35	122	81	158	10	36	Visit Read More  affs.casdep.com/scripts/hhzy9m11f [▼] Lost link removed
Best Bitcoin Casinos » Find The Best Crypto Casinos (2021) cryptocasinos.com/ [▼]	48	35	133	36	53	16	56	18+ New Player Only. - T&C Apply cryptocasinos.com/terms/casdep [▼] Lost link removed
Casino Bonus Codes 2021 & List Of Exclusive Promo	40	34	140	36	46	0	23	100% up to €100

End Result:

1. Improvement in 75+ generic keywords
2. Increased in quality content
3. Increase in user engagement
4. Higher Conversion Rate

5. Increase in website speed