



DIGGITY
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HOW TO 132X YOUR WEBSITE PROFIT

THE BIGGEST WINS FROM 3 CASE STUDIES



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Matt has been featured on many of the world's most popular SEO related blogs and for good reason...

As the owner of Diggity Marketing, LeadSpring, The Search Initiative, Authority Builders, The Affiliate Lab and the Chiang Mai SEO Conference, he has 1000's of happy customers around the world that are getting amazing results time and time again.



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THE BIGGEST WINS FROM 3 CASE STUDIES

INTRODUCTION

EVERYONE LOVES A CASE STUDY.

Over the last couple of years, we've generated some huge wins through my agency, [The Search Initiative](#).

If you're not already familiar with The Search Initiative, it's the vehicle through which my team and I help business owners and affiliates like yourself to increase site revenue.

So far, our track record has shown:

- 100% success rate within the first month at increasing website profit
- Average increase of 160% website profit
- Average traffic increase of 110%

In this report, you'll read about three case studies that delivered the biggest returns for our clients.

I'll break down which SEO techniques gave us the biggest returns, so you can apply them to your own money sites.

Let's get started.



CASE STUDY #1

1. INCREASED REVENUE BY \$15,900/MONTH

Niche:

Female beauty

Earnings before:

\$500/month

Earnings after:

\$16,420/month

Increase:

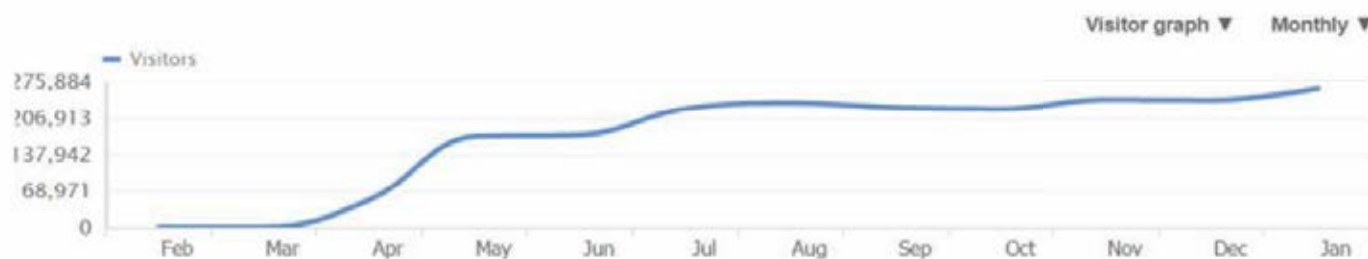
3184%

Site Size:

41 pages



2. INCREASED TRAFFIC BY 5X



When I first started working on this client's site, I noticed that it was ranking for most of its main keywords #1-3. One might easily assume that there was not much room for this site to grow.

But using Ahrefs, I found that this site was ranking at the bottom of page one for a combined volume of over 200,000 monthly searches on various variations of long-tail keywords.

So, while the site was originally targeting "how to x ____", it was not optimized for a whole myriad of long tails like "how to help with ____ for teenagers".

I optimized for these keywords by mixing them into critical spots like the SEO title tag, H1, H2, etc, while additionally sending links with these keywords in the [anchor text](#).

As a result, the longtail allowed us to increase traffic by over 5x.

These keywords would not have been possible without Ahrefs' clever reverse ranking lookup feature (highly recommended).

CASE STUDY #1

3. DISTRIBUTED THE INCOMING LINKS

When we started on this site, 19 links were going to its homepage and only 1 link was going to an inner page.

This is highly unnatural to Google.

To remedy this, my team and I started linking more to inner pages - especially those targeting keywords which were not already covered by the homepage.

4. HUGE CONVERSION RATE OPTIMIZATION CAMPAIGN (CRO)

For this one site, we ran over 28 A/B tests using Optimizely. Some of the elements we split tested were:

- Logo
- In-line call to actions (CTAs)
 - Text
 - Colors
 - Design
- Sidebar CTAs
 - Text
 - Colors
 - Design
- Introduction copy
- Copy around CTAs
- Images



We learned a lot about visitor expectations in this interesting niche which allowed us to leverage this knowledge with other clients.

CASE STUDY #1

5. NEGOTIATED A HIGHER PAYOUT

Once we were producing massive traffic, and generating a huge amount of sales for the affiliate provider, the client was able to negotiate a higher payout.



They managed to negotiate a payout from \$35/transaction to \$50/transaction.

CASE STUDY #2

1. INCREASED REVENUE BY \$29,095/MONTH

Niche:

Weight loss

Earnings before:

\$4k/month

Earnings after:

\$33,095/month

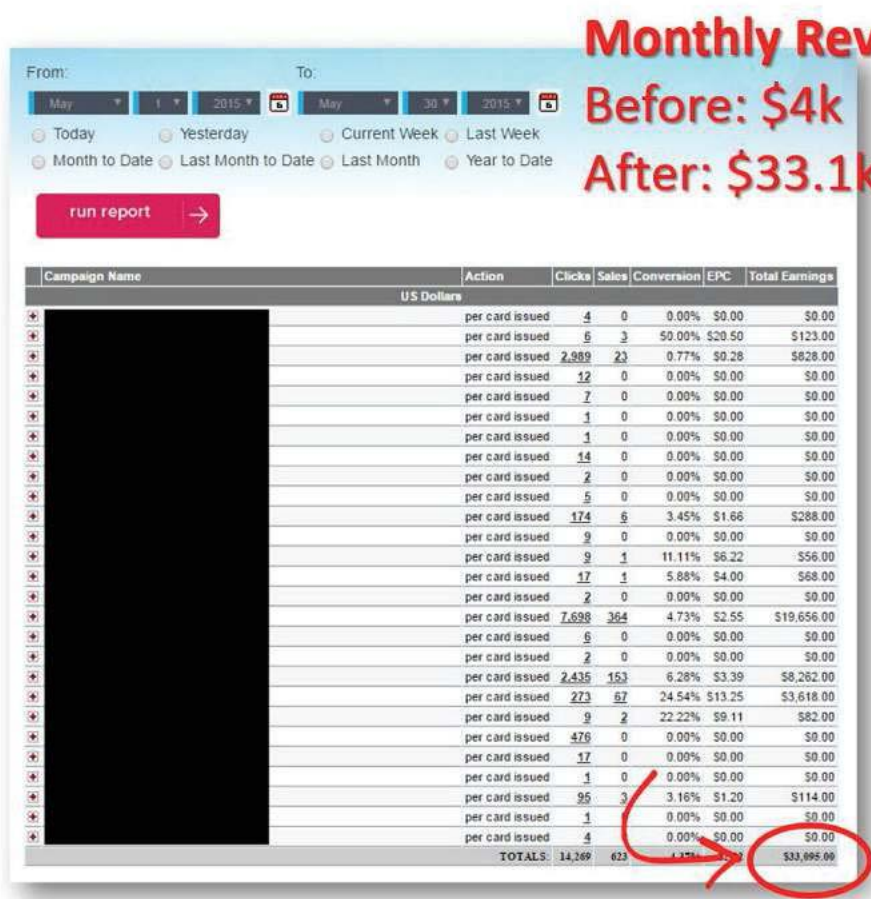
Increase:

727%

Site Size:

128 pages

Monthly Revenue
Before: \$4k
After: \$33.1k



Campaign Name	Action	Clicks	Sales	Conversion	EPC	Total Earnings
US Dollars						
	per card issued	4	0	0.00%	\$0.00	\$0.00
	per card issued	6	3	50.00%	\$20.50	\$123.00
	per card issued	2,989	23	0.77%	\$0.28	\$628.00
	per card issued	12	0	0.00%	\$0.00	\$0.00
	per card issued	7	0	0.00%	\$0.00	\$0.00
	per card issued	1	0	0.00%	\$0.00	\$0.00
	per card issued	1	0	0.00%	\$0.00	\$0.00
	per card issued	14	0	0.00%	\$0.00	\$0.00
	per card issued	2	0	0.00%	\$0.00	\$0.00
	per card issued	5	0	0.00%	\$0.00	\$0.00
	per card issued	174	6	3.45%	\$1.66	\$288.00
	per card issued	9	0	0.00%	\$0.00	\$0.00
	per card issued	9	1	11.11%	\$6.22	\$56.00
	per card issued	17	1	5.88%	\$4.00	\$68.00
	per card issued	2	0	0.00%	\$0.00	\$0.00
	per card issued	7,698	364	4.73%	\$2.55	\$19,656.00
	per card issued	6	0	0.00%	\$0.00	\$0.00
	per card issued	2	0	0.00%	\$0.00	\$0.00
	per card issued	2,435	153	6.28%	\$3.39	\$8,262.00
	per card issued	273	67	24.54%	\$13.25	\$3,618.00
	per card issued	9	2	22.22%	\$9.11	\$82.00
	per card issued	476	0	0.00%	\$0.00	\$0.00
	per card issued	17	0	0.00%	\$0.00	\$0.00
	per card issued	1	0	0.00%	\$0.00	\$0.00
	per card issued	95	3	3.16%	\$1.20	\$114.00
	per card issued	1	0	0.00%	\$0.00	\$0.00
	per card issued	4	0	0.00%	\$0.00	\$0.00
TOTALS:		14,269	623	4.35%	\$2.53	\$33,095.00

2. ATTACKED WITH A HUGE BACKLINK CAMPAIGN

This was actually the first client that we worked with at The Search Initiative.

When the client Jon came to us, he had discovered a new weight loss pill and search volume was exploding. Already Jon was making \$4k per month but got stuck.

Once I had diagnosed the niche and the site, it was clear to me that winning this niche was simply a matter of link juice.

Namely, who could supply more powerful links, and faster?

Over the course of a month and a half, we built over 30 [high quality links](#) to the site and almost instantly reaped the rewards.



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CASE STUDY #2

3. INCREASED SITE SPEED

The site speed for this site was struggling since the client was on a subpar host.

Knowing that speed was key and 45% of the site's traffic was coming from mobile, the client and I decided to move over to [WPX](#), my preferred host for money sites.

Once we switched over, my team and I dropped the site load speed from 8 seconds to 1.3 seconds.



Over the course of a week, I saw a ranking increase of 5 spots, which was actually the first break the client had onto page 1.

4. STARTED A FRESH CONTENT CAMPAIGN

I noticed that the competition was lacking respect for the fresh content algorithm. Since I was already building so much authority to the site from the backlink campaign, I decided it would be best to try to rank for other trending keywords around dieting.

I pushed out various articles on celebrities that had made recent weight loss transformations, and guess what? They ranked.

At the same time, we were the only site on page 1 that was steadily growing over time. Everyone else was stagnant.

You can learn more about my recommendations for satisfying the fresh content algorithm in my Evergreen Onsite SEO Guide found in your subscriber resource page.

CASE STUDY #2

5. LOOKED LESS LIKE AN OBVIOUS AFFILIATE

One thing about this niche... it was DIRTY.

People were reporting each other left and right.

Other websites we worked with in this niche had been slapped due to thin content.

As a result, we decided to disguise the affiliate aspect of the client's site.



- No more monetizing the homepage
- Front page now looks like a magazine about dieting, not a supplement review site.

6. GREW AN ACTIVE FACEBOOK PAGE

We ran Facebook PPC traffic to grow the Facebook page for this site to over 20,000 members.

In doing so, we were able to generate, on-demand, as many social signals as we wanted.

At the same time, I started writing monthly posts about promotions for the product we were selling, which was allowing the client to stay in the mind of the buyer.

7. CREATED AN EMAIL LIST

For any site receiving a massive amount of traffic for an important topic (e.g.: weight loss), I highly recommend collecting email addresses.

Some niches die out. It happens.

We've seen many niche websites go from generating tens of thousands of dollars a month, to only generating a few hundred.

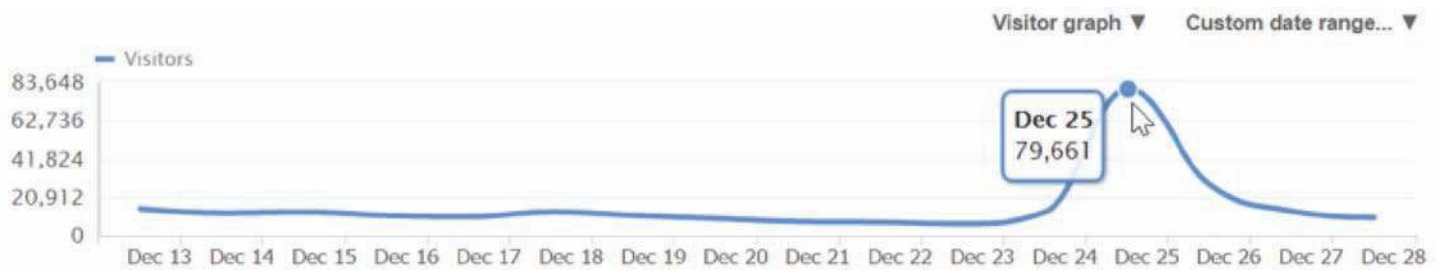
Because of the 8k subscriber email list we had created, the client can easily pivot and market new products to these folks. In fact, that's exactly what they're doing.

Email marketing is something I cover in fine detail in [The Affiliate Lab](#).



CASE STUDY #3

1. INCREASED REVENUE BY \$44,971/MONTH



Niche:	Earnings before:	Earnings after:	Increase:	Site Size:
Toys	\$500/month	\$45,471/month	899%	25 pages

2. HUSTLED OUR ASS OFF

When it comes accepting new clients at The Search Initiative, we broke a lot of our own rules when we took on this site.

Namely, because the site was brand spanking new. It was registered days ago.

However, what I did see is that our client had secured an EMD for the year's #1 hit toy of the Christmas season.

I could already see that search volume was trending.

Looking at the product pages on Amazon, I could see that they were already out of stock on their pre-orders.

This was going to be big.

As a result, my team and I worked with the client and mapped out a plan to basically move 3x as fast as normal than a typical site.

CASE STUDY #3

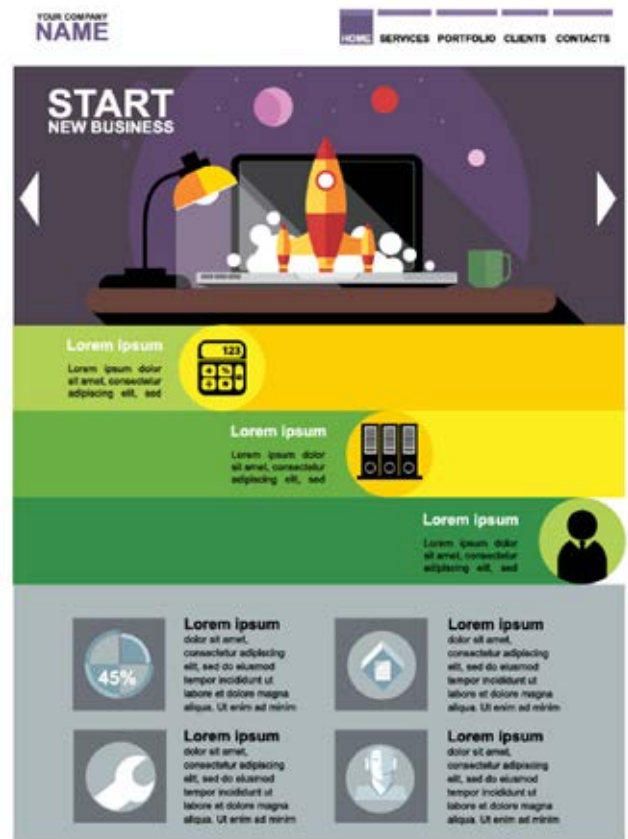
3. BUILT AN ALL-ENCOMPASSING SITE FROM SCRATCH

The site we were handed only had 3 pages of decent content.

The homepage was duplicating content on one of its inner-pages as well, so that had to be remedied by bringing that content onto the homepage.

So instead of having one page that was simply talking about the toy, we built a full site with individual pages covering:

- What the toy is
- Where to buy it
- How to operate it* (more on this later)
- The different varieties of the toy
- Return policies
- When it will come into stock



Now we had a site with over 20 pages that could potentially bring in traffic, social signals, and links... rather than just the homepage.

4. FAST LINK BUILDING CAMPAIGN

My team and I started working on this site at the end of October and knew we had one month to get it ranked before Black Friday, when the sales would start to pour in.

First, we applied my [anti-sandboxing technique](#).

Once the trust was built, we hit the site with over 25 new [high quality links](#) in one month. As a result, we got the client to #2 in the SERPs, right under the actual brand.

CASE STUDY #3

5. STOLE THE CLICKS FROM THE SERP

As just mentioned, the #1 ranker was the actual brand of the product. They had the .com and the client had a .net.

It was unlikely we were going to get many of the clicks, so the team got creative.

The #1 had a title tag like: "_____ - Which one will you get?"

To me, this didn't address any of the demand surrounding this hot product, which was virtually on backorder throughout the whole season.

So we wrote the title tag like this: "_____ - NOW Available. Get your ____ Now"

If you were a parent who desperately wanted to get your child the hit toy of the season, which would you be more inclined to click on?

6. TARGETED TIME-SPECIFIC KEYWORDS

The team had a sense that this product and niche would have specific trends for specific keywords.

For example, "get ____ before Xmas" was extremely popular in the first week of December.

And "____ instructions" blew up on December 25, when thousands of kids opened their presents and their parents had no idea how the damn things worked.

By cleverly targeting the right keywords on the right days, we were able to hit huge peaks in traffic, like in the screenshot you saw earlier.

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Want me to do your SEO for you?

At [The Search Initiative](#), you can see from these case studies that we go above-and-beyond to achieve customer success.

We rely on technical SEO and years and years of testing to back our SEO strategies.

We will also leverage multiple modalities of digital marketing to hit your highest form of success: such as conversion rate optimization, website optimization, retargeting ads, etc.

For a limited time, we're taking on a few new clients at discounted rates in exchange for a testimonial down the road.

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“They're the only agency I've worked with that consistently rank my clients - focusing their strategies on technical SEO. I like that a lot - the best SEOs are always technical.”

Aires Loutsaris SEO Consultant

“Great service. Each month our traffic increases and we get tons of new leads. The only issue for us is keeping on top of all the new business!”



Steve C. USA Investment Website Owner



“The Search Initiative really know their stuff; took our site from nowhere to first page of Google for lots of really important keywords. We'd happily recommend them.”

Jon N. UK Property Website Owner