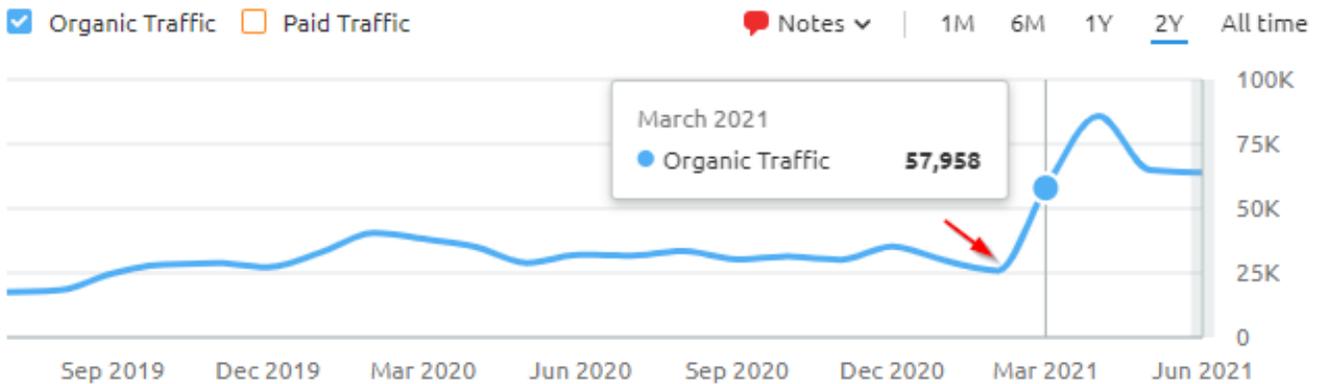




CASE STUDY

SEO.LONDON USED INLINKS TO INCREASE THE MONTHLY ORGANIC TRAFFIC FOR A CLIENT OPERATING IN THE AUTO SALES SECTOR BY 139% FROM 25K TO 60K.

Organic Traffic 63,858/month



1. Source: SEMRush, June 2021. Shows independent data on the increase in organic traffic.

KEY SUCCESSES:

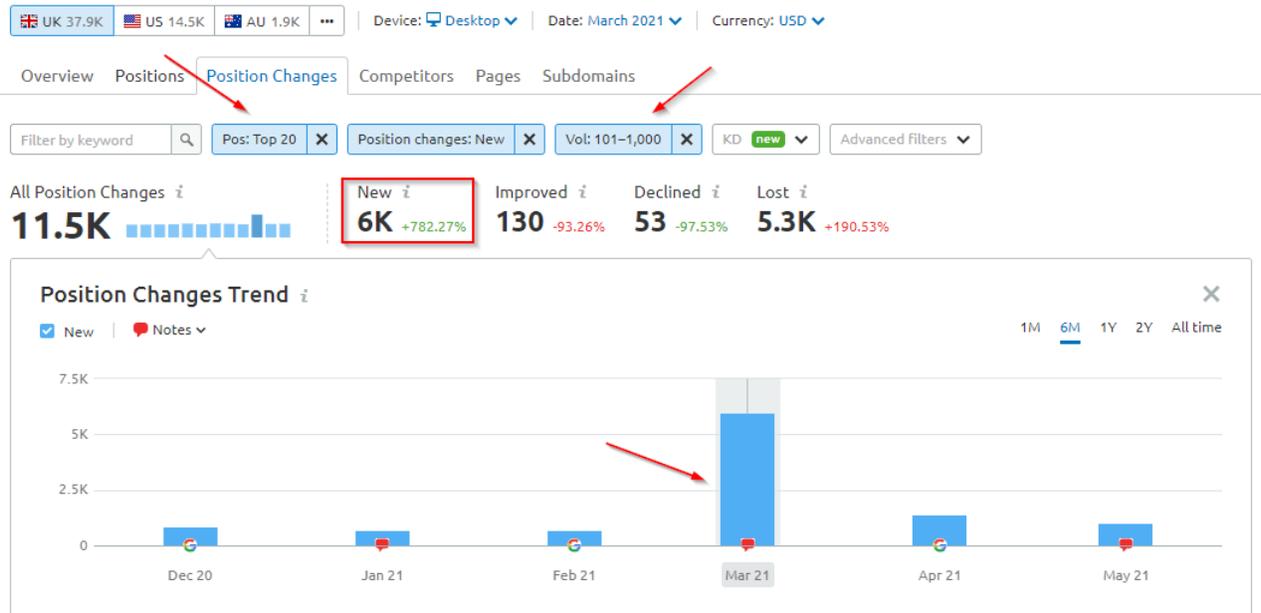
SEO.LONDON USED INLINKS FOR THIS PROJECT IN FEBRUARY 2021 TO EARN:

50,000 extra visits in month 1, settling to 40,000 extra visits in month 2

Rankings for 6,000 new, High value search terms

Ongoing traffic is worth over USD\$50,000 /month with little ongoing cost.

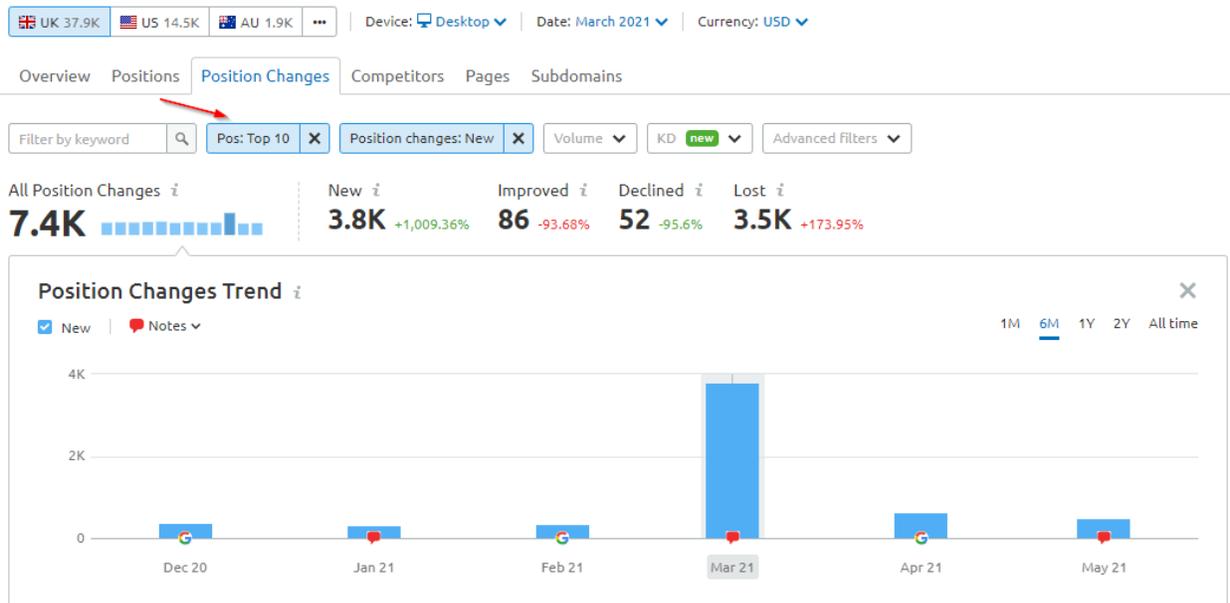
No material content was added or modified. These results were achieved using Schema and internal linking, based around entities.



2. Source: SEMRush, June 2021. Shows the number of ranked new keywords having search volumes between 101 and 1,000 in the top 20 positions (in March 2021)

The screenshot above is a solid explanation of this surge in organic traffic in March 2021. We see here that this website ranks for **6K new keywords** having search volumes between **101 and 1000** in the **top 20 positions** of Google.

In the same month (March 2021), this website ranked for 3.8K new keywords in the top 10 positions of Google for all search volumes combined in March 2021.



3. Source: SEMRush, June 2021. Shows the number of ranked new keywords in the top 10 positions of Google for all search volumes combined (for March 2021)

THE METHODOLOGY USED

Project Setup

Among 10,065 already ranking pages, SEO.London selected 10% of them and used Inlinks to retrieve all topics (or entities) mentioned in these pages to create a Knowledge Graph of the site.

Among the 1,000 pages selected and imported in Inlinks, the agency then selected 330 target pages, and associated with the top entities of the website, most of these entities being either car brands, car models, or other topics related to the automotive industry.

Based on these target pages <> top entities associations, Inlinks was then able to:

1. Identify missing internal links from text paragraphs to target pages.
2. Spot out entities not properly detected and indexed by Google.

The approximate time for setting up the project (including page / entity association) is around 4 hours.

Automated On-site improvement

Based on the above, Inlinks generated:

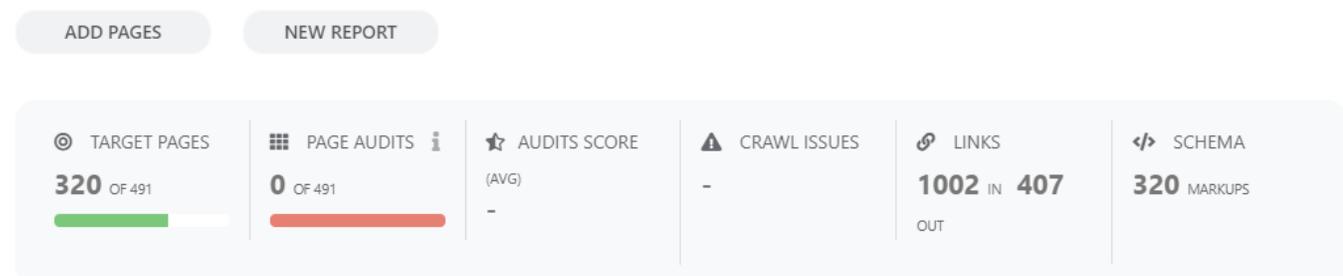
3. 1014 missing Internal links to target pages (all of them being in text paragraphs)
4. 16,276 About and Mentions Schema markups shared between the 320 target pages.

Therefore, directing Google and users alike to the location of the authority content about each topic important to the site.

The implementation of these internal links and schema being done automatically using JavaScript (fully parsed and rendered by Google), the time to implement change resumes to adding a single line of JavaScript code in the website footer.

The Changes that occurred

Top Pages (491)



4.Modified Screenshot of Inlinks Project Summary (June 2021)

Schema Types

Inlinks injected in this case 2 types of schemas automatically. “**About**” and “**Mentions**” schema relates to the underlying meaning of each web page, turning the implicit signals into detailed recommendations for machine learning.

```
Volvo S80 cars for sale on Autos Direct Ltd

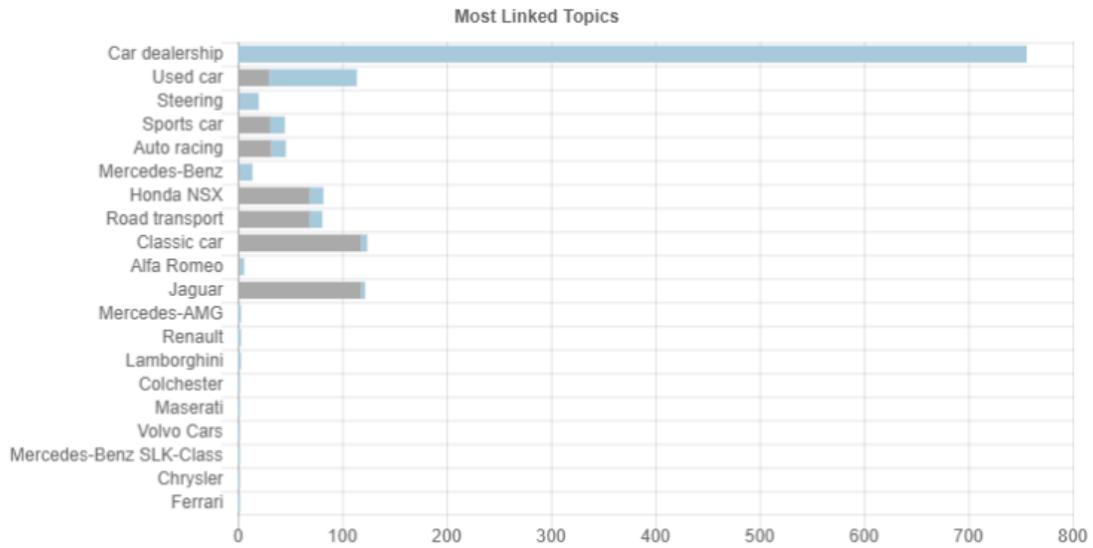
<script type="application/ld+json"> {
"@context": "https://schema.org",
"@type": "WebPage",
"@id": "https://www.autosdirect.co.uk/used-cars/volvo/s80-cars-for-sale",
"headline": "Volvo S80 cars for sale on Autos Direct Ltd",
"url": "https://www.autosdirect.co.uk/used-cars/volvo/s80-cars-for-sale"
+ Add a Topic
"about": [
⊗ {"@type": "Thing", "name": "S80", "sameAs": "https://en.wiki.../Volvo_S80"},
⊗ {"@type": "Organization", "name": "Volvo", "sameAs":
"https://en.wiki.../Volvo_Cars"},
⊗ {"@type": "Thing", "name": "car", "sameAs": "https://en.wiki.../Car"}
],
"mentions": [
⊗ {"@type": "Thing", "name": "used cars", "sameAs": "https://en.wiki.../Used_car"},
⊗ {"@type": "Thing", "name": "C30", "sameAs": "https://en.wiki.../Volvo_C30"},
⊗ {"@type": "Thing", "name": "C70", "sameAs": "https://en.wiki.../Volvo_C70"},
⊗ {"@type": "Thing", "name": "S40", "sameAs": "https://en.wiki.../Volvo_S40"},
]
```

5. Example of 'About' and 'Mentions' schema generated by Inlinks for this project

Links Generated

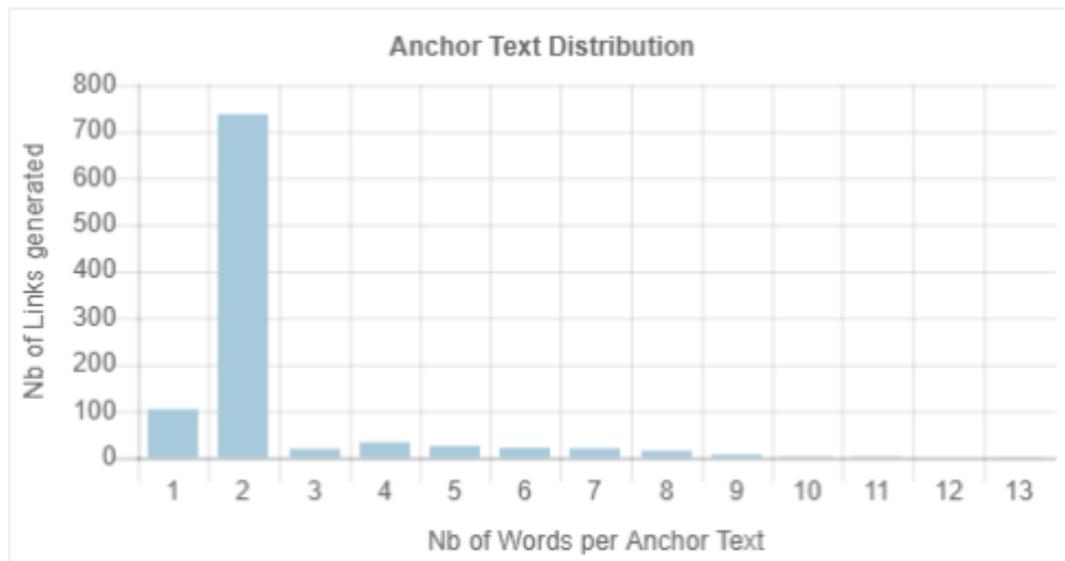
Because human oversight is involved in defining the topics for each page, there is increased confidence that the **1014 internal links** generated in the body text of the site reinforce the authority of any given page concerning any given topic. In addition, the links developed allow the reader to easily navigate through the content to find that authoritative page on any given subject.

INTERNAL LINK ANALYSIS

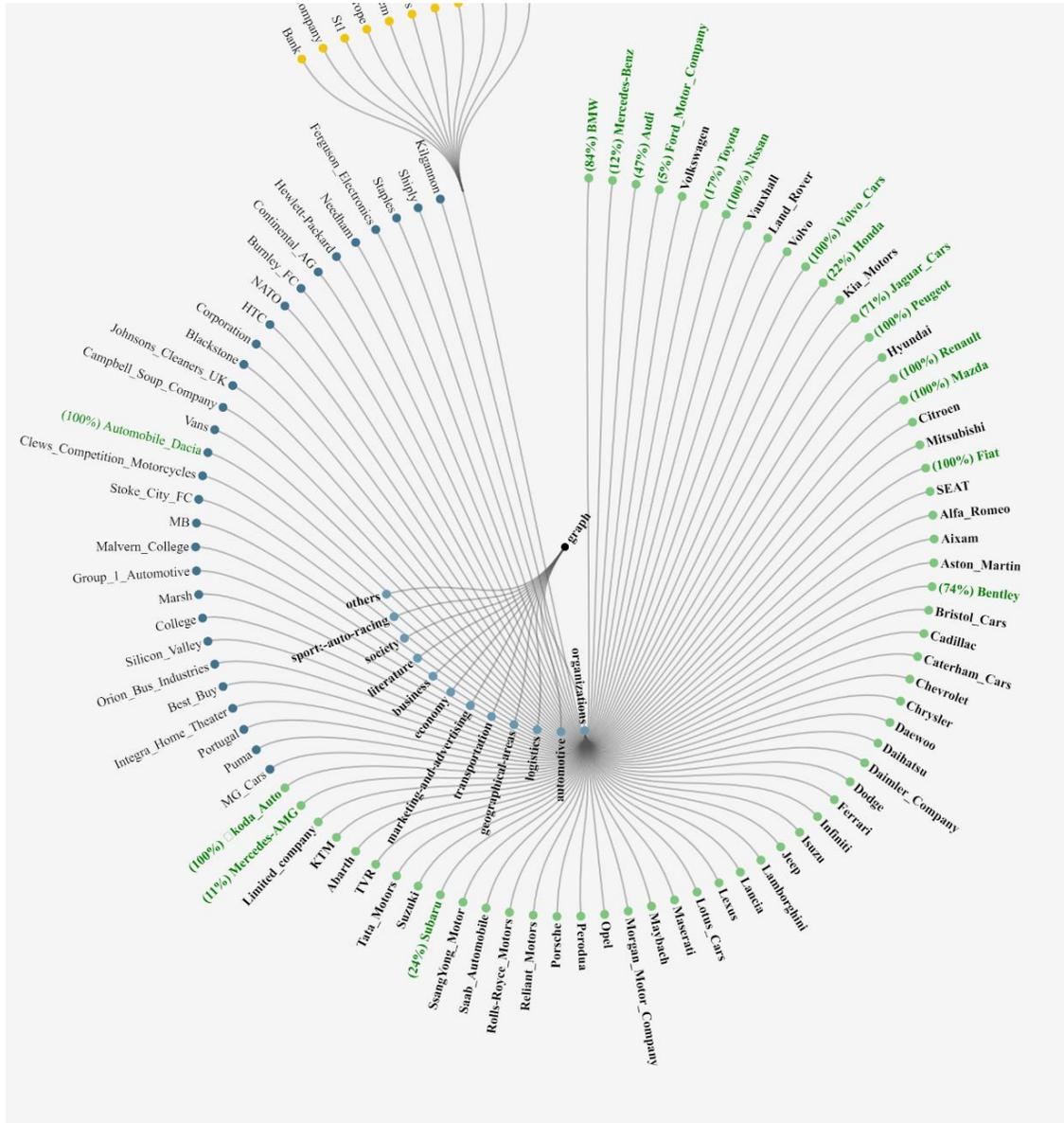


6: Links generated by Inlinks are in blue. Previous links in grey

Figure six shows how the links build-up to help machines and readers navigate to the targeted topics. Previous internal links, which is hardcoded into the web pages, are shown in grey. Very few links are generated manually by writers. Writers may not have inside knowledge of the content on other website pages, so they do not know the best way to link out to said content. In addition, doing so takes the writer's energy away from the creativity of writing. Thirdly, the links human generates are unlikely to have the ruthless efficiency of Inlinks.



TOPIC (ENTITY) ANALYSIS



7. The topic map (or knowledge graph) of the site is generated by Inlinks

The Topic map above shows what topics the Inlinks NLP algorithm extracts from the site. In addition, it shows (in green) which topics are also picked up by Google's own NLP API (which is less aggressive). Where percentages are displayed, you can see that Google's NLP only reports a fraction of the actual entities discussed on a web page of content. Inlinks categorizes all topics into verticals like "Automotive" and "Auto-racing" for on-page copy refinement

Google's NLP only reports a fraction of the actual entities discussed on a page of web content.

SUMMARY

We are impressed with the significant rise in the monthly organic traffic for this website that operates in the auto sales sector, this case study clearly shows that a good internal linking structure as well as the implementation of 'About' and 'Mentions' schema does improve SEO rankings.

Any online business with excellent quality content could achieve a similar rise in traffic. Other case studies on how to generate or improve on-page content are available online at <https://inlinks.net/p/case-studies>.



Target

Inlinks makes it easy to Target pages to defined topics or entities



Write

Inlinks has an entity orientated editing tool that provides a topic gap analysis for writers



Rewards

Internal linking, schema and better content can dramatically improve organic traffic