

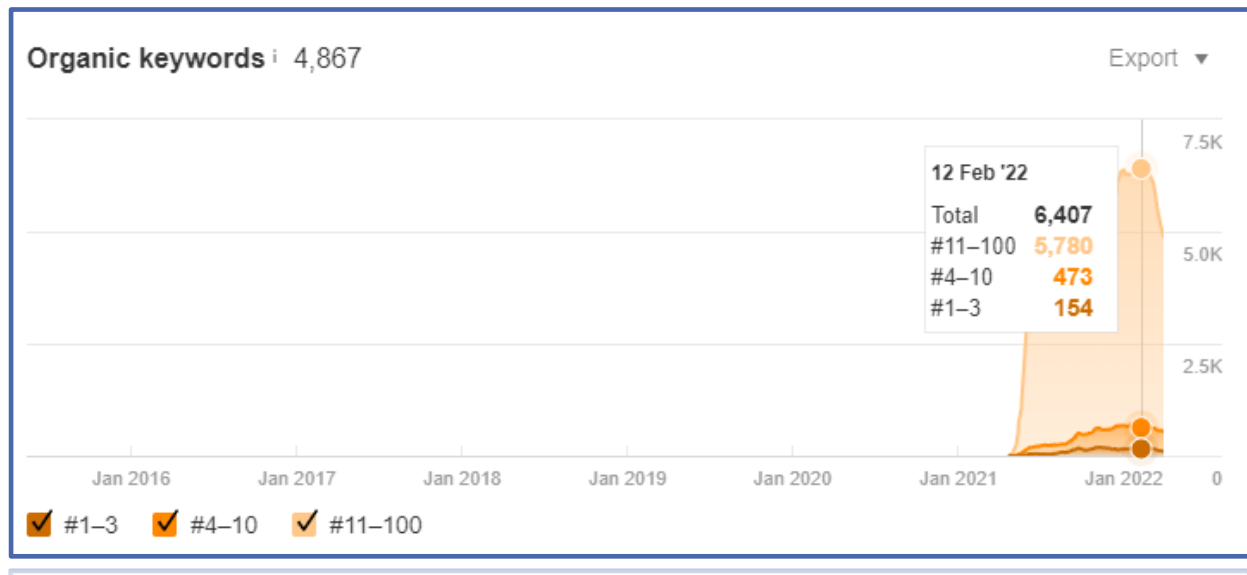


CASE STUDY

HOW MOON & OWL TOOK A CYCLING BLOG **FROM 0 TO 6K RANKED KEYWORDS** 10 MONTHS AFTER USING INLINKS.

INLINKS OPTIMIZATION LTD

<https://inlinks.net>



1. **Source: Ahrefs, April 2022.** Shows the rise in ranked organic keywords for this project

KEY SUCCESSES:

- Increased organic keywords from **0 to 6.4K** (Feb 2022)
- Ranking **154** keywords in the **top 3 results** of the Serps
- Improved monthly organic traffic from **0 to 1.8K**
- Blog articles playing a major role in redirecting traffic to the commercial site

Texas-based digital marketing agency [Moon & Owl](#) created a cycling blog as an SEO support under the main Shopify store belonging to a cycling wheels manufacturer (we'll keep the name of the site undisclosed for this case study – if you wish to learn more, please [contact the Moon & Owl agency](#)).

Before this blog was started, the client had almost no presence other than branded search. The blog's articles are informational guides which content was created using the [Inlinks Entity Content Optimization tool](#) (and a few other platforms in tandem)

The main keywords are targeting: Triathlon wheel(s), carbon bike wheel(s), gravel wheel(s), road bike wheel(s) and best and fastest qualifiers.

The guides are organized in clustered structures:

- Carbon wheels cluster
- Gravel wheel cluster
- Triathlon cluster

The following screenshot provided by Moon & Owl shows the keywords and ranking positions for the Carbon wheels cluster:

<input type="checkbox"/> Keywords	Best Rank	Organic Rank ^
<input type="checkbox"/> en carbon wheels rim brakes /carbon-wheels/carbon-fiber-vs-aluminum-rim-braking/	1	1
<input checked="" type="checkbox"/> en carbon wheels aluminum braking surfa... /carbon-wheels/carbon-clinchers-vs-aluminum-carbon-rims/	1	2
<input checked="" type="checkbox"/> en carbon wheels with aluminum braking ... /carbon-wheels/carbon-clinchers-vs-aluminum-carbon-rims/	1	2
<input type="checkbox"/> en carbon wheels triathlon /triathlon-wheels-guide/	1	3
<input type="checkbox"/> en carbon wheels with aluminum brake tra... /carbon-wheels/carbon-clinchers-vs-aluminum-carbon-rims/	1	3
<input type="checkbox"/> en are carbon wheels more comfortable /carbon-bike-wheels/	1	5
<input type="checkbox"/> en aluminum vs carbon wheels /carbon-wheels/carbon-fiber-vs-aluminum-rim-braking/	4	7
<input type="checkbox"/> en carbon wheelset clearance /collections/clearance	4	7
<input type="checkbox"/> en carbon wheels alloy braking surface /carbon-wheels/carbon-clinchers-vs-aluminum-carbon-rims/	2	8
<input type="checkbox"/> en carbon fibre bike wheels /carbon-bike-wheels/	5	8
<input type="checkbox"/> en brake pads for carbon wheels /carbon-wheels/carbon-fiber-vs-aluminum-rim-braking/	8	9
<input type="checkbox"/> en carbon wheels vs aluminum /carbon-wheels/carbon-fiber-vs-aluminum-rim-braking/	2	9
<input type="checkbox"/> en best carbon wheels with aluminum bra... /carbon-wheels/carbon-clincher-brake-track-testing/	2	10
<input type="checkbox"/> en carbon wheels for gravel bike /gravel-bike-wheels-a-guide-for-cyclists/	7	10
<input type="checkbox"/> en carbon wheels for sale / (index)	7	12
<input type="checkbox"/> en carbon wheels gravel bike /gravel-bike-wheels-a-guide-for-cyclists/	5	12

The following screenshot shows the keywords and ranking positions for the Triathlon cluster:

<input type="checkbox"/> Keywords	Best Rank ^	...	Organic Rank	...
<input type="checkbox"/> en triathlon disc wheels /triathlon-wheels-guide/	1		6	
<input type="checkbox"/> en best buy triathlon wheels /triathlon-wheels-guide/	1		3	
<input type="checkbox"/> en carbon wheels triathlon /triathlon-wheels-guide/	1		3	
<input type="checkbox"/> en best triathlon bike training wheels /triathlon-wheels-guide/	1		4	
<input type="checkbox"/> en best triathlon training wheels /triathlon-wheels-guide/	1		5	
<input type="checkbox"/> en best size wheels for triathlon /triathlon-wheels-guide/	1		3	
<input type="checkbox"/> en triathlon bike wheels /triathlon-wheels-guide/	1		4	
<input type="checkbox"/> en tri wheels /triathlon-wheels-guide/	1		2	
<input type="checkbox"/> en best affordable triathlon wheels /triathlon-wheels-guide/	2		4	
<input type="checkbox"/> en best triathlon wheels /triathlon-wheels-guide/	2		4	
<input type="checkbox"/> en best tt wheels /triathlon-wheels-guide/	2		5	
<input type="checkbox"/> en best time trial wheels /triathlon-wheels-guide/	2		4	
<input type="checkbox"/> en best triathlon wheel setup /triathlon-wheels-guide/	2		3	
<input type="checkbox"/> en best wheels for triathlon bikes /triathlon-wheels-guide/	2		4	
<input type="checkbox"/> en best disc wheels for triathlon /triathlon-wheels-guide/	2		4	
<input type="checkbox"/> en triathlon best wheels /triathlon-wheels-guide/	2		4	

The following 2 screenshots taken from Google Search Console via DashThis show respectively the top landing pages from organic only & top pages by pageviews for all users:

TOP LANDING PAGE FROM ORGANIC ONLY (WHERE PEOPLE FIRST ARRIVE)

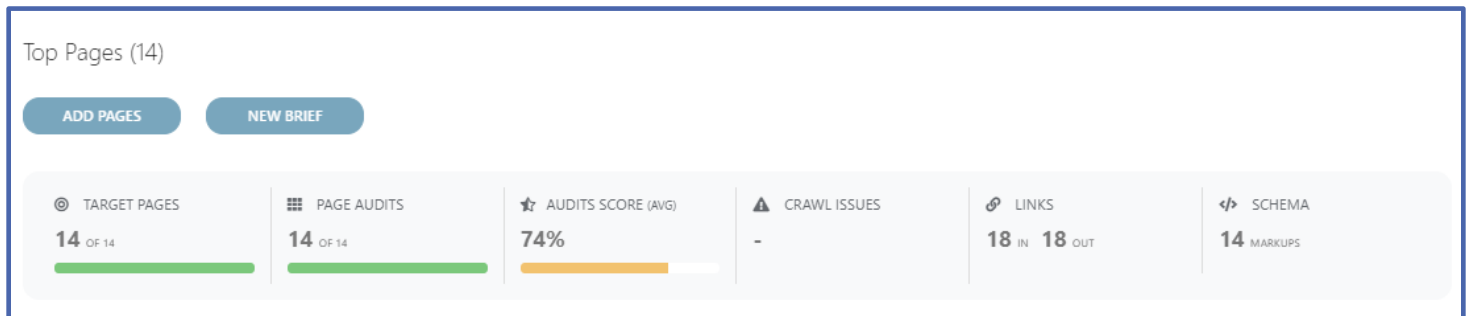
Landing Page Path	Sessions	%
/carbon-wheels/hooked-vs-hookless-rims/	2,417	16.2%
/carbon-wheels/understanding-freehubs-which-one-you-need-what-they-are-used-for/	2,118	14.2%
/carbon-wheels/carbon-fiber-vs-aluminum-rim-braking/	862	5.8%
/carbon-wheels/quick-release-vs-thru-axle-skewers-pros-cons/	688	4.6%
/carbon-bike-wheels/	647	4.3%
/triathlon-wheels-guide/	537	3.6%
/maintenance/why-you-shouldnt-use-a-compressor-for-tubeless-tires/	506	3.4%
/aero-wheels/why-higher-tire-pressure-feels-faster-but-actually-makes-you-slower/	503	3.4%
/aero-wheels/bike-tire-pressure-and-temperature/	406	2.7%
/gravel-bike-wheels-a-guide-for-cyclists/	376	2.5%
/tri-wheels/disc-wheels-wheel-covers/	354	2.4%
/best-road-bike-wheels-a-guide-to-fast-road-wheelsets/	334	2.2%
/maintenance/effective-rim-diameter-and-spoke-length/	332	2.2%
/aero-wheels/understanding-rolling-resistance-impedance-for-cyclists/	316	2.1%

TOP PAGES BY PAGEVIEWS ALL USERS

Page Path	Pageviews	%
/carbon-wheels/hooked-vs-hookless-rims/	2,641	12.1%
/carbon-wheels/understanding-freehubs-which-one-you-need-what-they-are-used-for/	2,317	10.6%
/carbon-bike-wheels/	999	4.6%
/carbon-wheels/carbon-fiber-vs-aluminum-rim-braking/	951	4.3%
/	851	3.9%
/triathlon-wheels-guide/	780	3.6%
/carbon-wheels/quick-release-vs-thru-axle-skewers-pros-cons/	758	3.5%
/gravel-bike-wheels-a-guide-for-cyclists/	620	2.8%
/best-road-bike-wheels-a-guide-to-fast-road-wheelsets/	600	2.7%
/aero-wheels/why-higher-tire-pressure-feels-faster-but-actually-makes-you-slower/	599	2.7%
/maintenance/why-you-shouldnt-use-a-compressor-for-tubeless-tires/	540	2.5%
/aero-wheels/bike-tire-pressure-and-temperature/	521	2.4%
/aero-wheels/flo-aerodynamics-podcast-57/	455	2.1%
/aero-wheels/understanding-rolling-resistance-impedance-for-cyclists/	429	2.0%

THE METHODOLOGY USED

Project Setup on Inlinks



2. Screenshot of Inlinks project summary (taken on April 2022)

This Inlinks project contains 14 pages that are associated to their respective entities, this resulted in the placement of 18 internal links and 14 pages having the 'About' schema and 'FAQ' schema.

These 14 pages have been audited for their target keywords, the overall audits score amounts to **74%**

Page	Target topic	Audit	Keyword
EDITOR carbon bike wheels https://www.inlinks.com/carbon-bike-wheels	Bicycle wheel	88%	carbon bike wheels
best triathlon wheels https://www.inlinks.com/best-triathlon-wheels	Triathlon	82%	best triathlon wheels P: 12 👤 140 ⓘ
Fast Gravel Wheels https://www.inlinks.com/fast-gravel-wheels	Fast Gravel Wheels	23%	Fast Gravel Wheels
Which Gravel Wheel Is Best 700c vs 650b https://www.inlinks.com/which-gravel-wheel-is-best-700c-vs-650b	Wheel sizing 700c vs 650b gravel wheels	63%	Which Gravel Wheel Is Best 700c vs 650b
EDITOR The Cycling Industry And The Economy 2020-2021 Part 3 No URL yet	cycling industry	51%	cycling industry
Gravel Bike Wheels Guide 2021: Pick the Best Gravel Wheelset for You https://www.inlinks.com/gravel-bike-wheels-guide-2021-pick-the-best-gravel-wheelset-for-you	gravel bike wheels	92%	gravel bike wheels P: 9 👤 880 ⓘ
EDITOR Best Road Bike Wheels: A Guide to Picking Fast Wheelsets No URL yet	Road bicycle	84%	road bike wheels

3. Topics (entities) Associations and content audits for this Project on Inlinks (taken on April 2022)

Inlinks Content Audits

Upon launching a [content audit](#) for any given keyword, the InLinks NLP analyzes the most important entities (underlying topics) in the top 10 articles ranking in Google's Serps and makes a comparative analysis with the entities used in the page for which the audit is made.

Inside of the [Inlinks Content Editor](#) the writer can check the topics used in the competitive article and update the content with relevant missing topics until a satisfactory SEO score is reached (the recommended SEO score in an audit is 80% and up).

The screenshot displays the InLinks Content Editor interface. On the left, a sidebar titled 'carbon bike wheels' shows a 'Topics Analysis' section with an 88% score. Below this, a list of topics is shown with progress bars and counts: Wheel (29 OK, 8/18/44), Bicycle (13 OK, 1/8/25), Tire (5 OK, 1/5/11), carbon (35 OK, 2/15/33), Weight (6 OK, 4/7), Performance (4 OK, 1/4/8), and Manufacturing (4 OK, 3/7). The main editor area shows an 88% Estimated Score, 5243 words, and a 'CONFIRM SCORE' button. The content area contains text about carbon bike wheels, including a heading 'Background to history of carbon wheels' and a sub-heading 'What is carbon fiber?'. The text describes the evolution of carbon fiber from a messy manufacturing process to a cleaner pre-preg process.

4. Example of a content audit done for this project on InLinks (taken on April 2022)

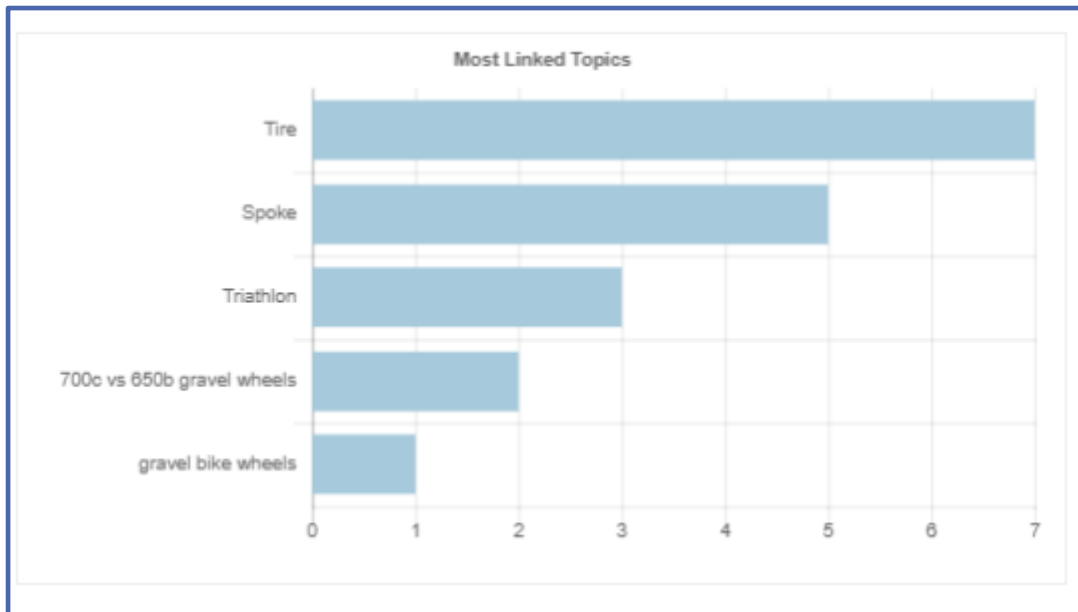
Inlinks Schema Markup

The schema markup types used in this project include ['FAQ'](#) and ['About'](#) schema

```
"about": [
  { "@type": "Thing", "name": "Bicycle_wheel", "sameAs": "https://en.wikipedia.org/wiki/Bicycle_wheel" },
  { "@type": "Thing", "name": "bicycle", "sameAs": "https://en.wikipedia.org/wiki/Bicycle" },
  { "@type": "Thing", "name": "wheels", "sameAs": "https://en.wikipedia.org/wiki/Wheel" }
],
"mentions": [
  { "@type": "Thing", "name": "performance", "sameAs": "https://en.wikipedia.org/wiki/Performance" },
  { "@type": "Thing", "name": "durability", "sameAs": "https://en.wikipedia.org/wiki/Durability" },
  { "@type": "Thing", "name": "carbon fiber", "sameAs": "https://en.wikipedia.org/wiki/Carbon_fibers" },
  { "@type": "Thing", "name": "resin", "sameAs": "https://en.wikipedia.org/wiki/Resin" },
  { "@type": "Thing", "name": "levels", "sameAs": "https://en.wikipedia.org/wiki/Storey" },
  { "@type": "Thing", "name": "ability", "sameAs": "https://en.wikipedia.org/wiki/Skill" },
  { "@type": "Thing", "name": "friction", "sameAs": "https://en.wikipedia.org/wiki/Friction" },
  { "@type": "Thing", "name": "fiber", "sameAs": "https://en.wikipedia.org/wiki/Fiber" }
]
}</script>
```

5. Example of 'About' schema markup for this project in InLinks (taken on April 2022)

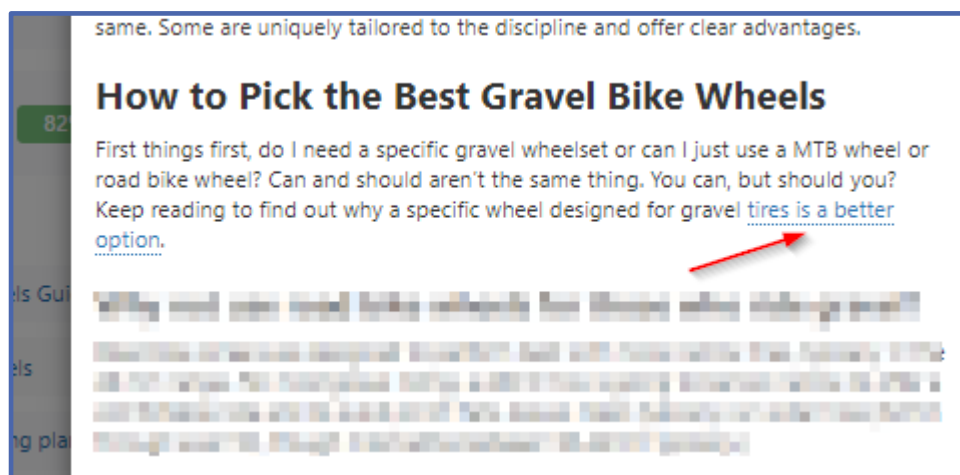
INTERNAL LINKING ANALYSIS



6. Most linked topics used as anchor texts for the internal linking structure of this project

The figure above shows how the links build-up to help machines and readers navigate to the targeted topics. 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.

The following shows an example of internal link placed by InLinks for this project, all the internal links generated by InLinks are injected automatically into a website via a [single line of Javascript code](#).



SUMMARY

The Moon & Owl agency used InLinks for this cycling blog in an efficient way, the rise in search traffic enabled the client to promote its products to a larger audience.

Any online business with excellent quality content could achieve similar results. Other case studies on how to improve SEO rankings with Inlinks 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