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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 most of the world's most popular SEO related blogs and for good reason. As the owner of Diggity Marketing, 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 years, we've generated some huge wins in the [Leadspring LaunchPad](#) program.

If you're not already familiar with LaunchPad, it's my JV affiliate program, where I partner with affiliates like yourself to increase site revenue.

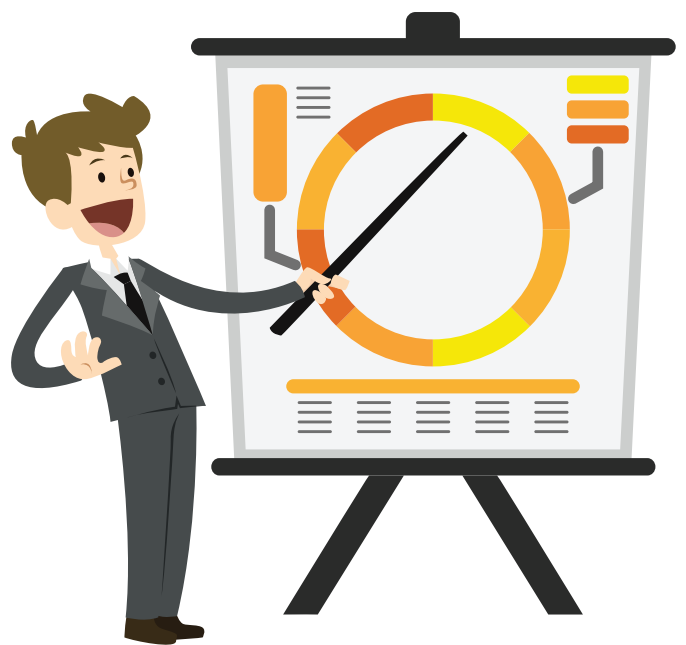
So far, our track record has shown:

- 100% success rate within the first month at increasing website profit
- Average increase of 1603% profit

In this report, you'll read about three case studies which delivered the biggest returns for both us and our partners.

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%

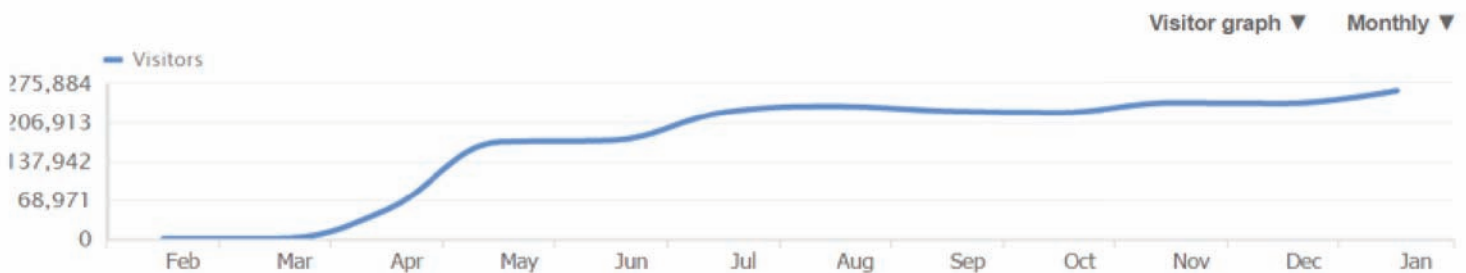
Site Size:

41 pages

Site age:

Born February 2012

2. INCREASED TRAFFIC BY 5X



When I first got a hold of this 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 [SEMRush](#), I found that this site was ranking at the bottom of page one for a combined volume of over 200,000 monthly search on various variations of long tail keywords.

So, while the site was originally targeting "how to fix ____", 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 link with these keywords in the anchors.

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

These keywords would not have been possible to find without [SEMRush's](#) clever reverse ranking lookup feature (highly recommended).



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CASE STUDY #1

3. DISTRUBUTED THE INCOMING LINKS

When I 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, 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, I ran over 28 A/B tests using Optimizely. Some of the elements I split tested were:

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



I learned a lot about visitor expectations in this niche which allowed me to leverage this knowledge when I deployed more sites.

CASE STUDY #1

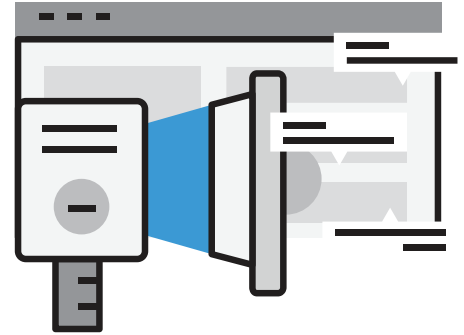
5. DEPLOYED MORE SITES

As soon as this site started breaking into the 5-figure range, I knew this niche was a winner.

It was then time to deploy more sites and [dominate page 1](#).

I created 3 more sites in the niche which increased the overall niche revenue by 65%.

Nowadays, for any of our keywords, the first 6 slots all belong to me. (The original site now takes up both the featured snippet and the #1 and #2 slots).



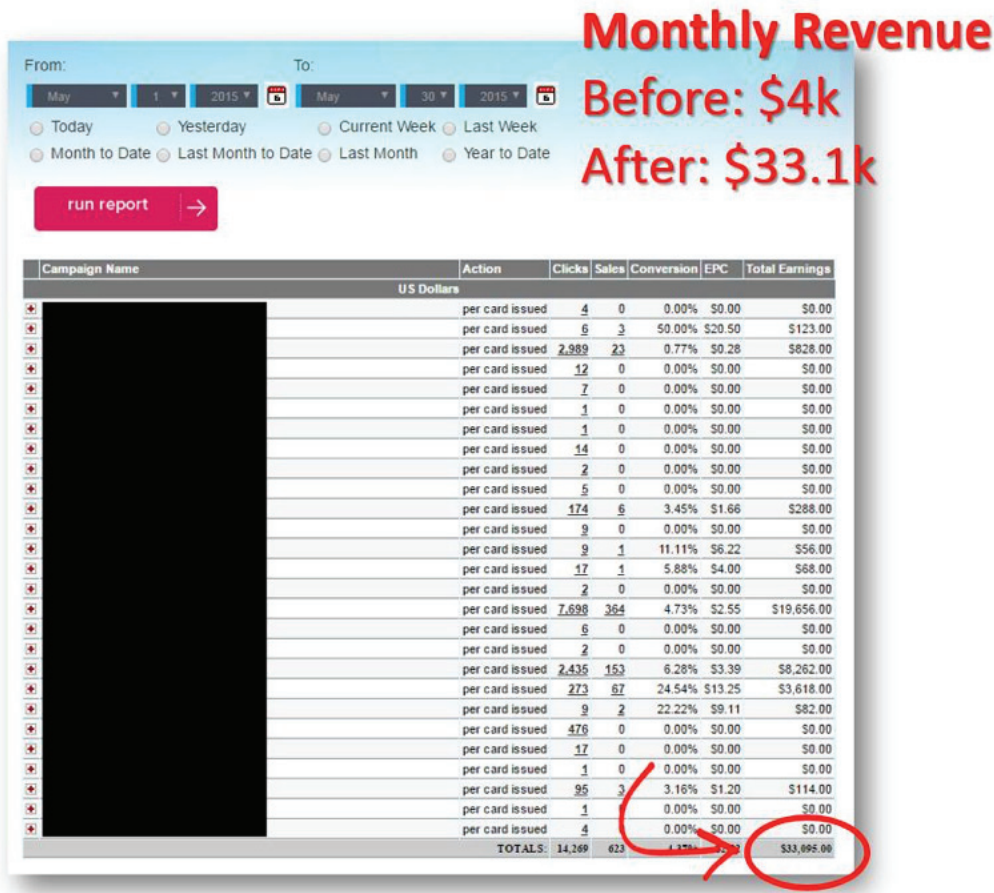
6. NEGOTIATED A HIGHER PAYOUT

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

I went from \$35/transaction to \$50/transaction.

CASE STUDY #2

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



Niche:

Garcinia Cambogia (Weight loss)

Earnings before:

\$4k/month

Earnings after:

\$33,095/month

Increase:

727%

Site Size:

128 pages

Site age:

Born July 2013

2. ATTACKED WITH A HUGE PBN CAMPAIGN

This was actually the first LaunchPad JV affiliate site that I partnered on. The success of this site is actually what inspired me to start offering the program to the public.

When my friend Jon came to me, he had discovered this new weight loss pill, garcinia cambogia. Dr. Oz had mentioned it on his show and search volume was exploding. Already Jon was making \$4k per month but got stuck.

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

Who could supply more powerful links, and faster?

Over the course of a month and a half, we build over PBN 100 links to the site and almost instantly reaped the rewards.

CASE STUDY #2

3. INCREASED SITE SPEED

The site speed for this site was struggling since we were on a subpar host.

Knowing that speed was key and 45% of the site's traffic was coming from mobile, I decided to move over to WP Engine, my preferred host for money sites.

Once I switched over, we dropped 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 I 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 PBN 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.

The first two sites we worked on in this niche got slapped due to thin content.

From that point forward, we decided to disguise the affiliate aspect of our sites.

- 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

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

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

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

7. CREATED AN EMAIL LIST

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

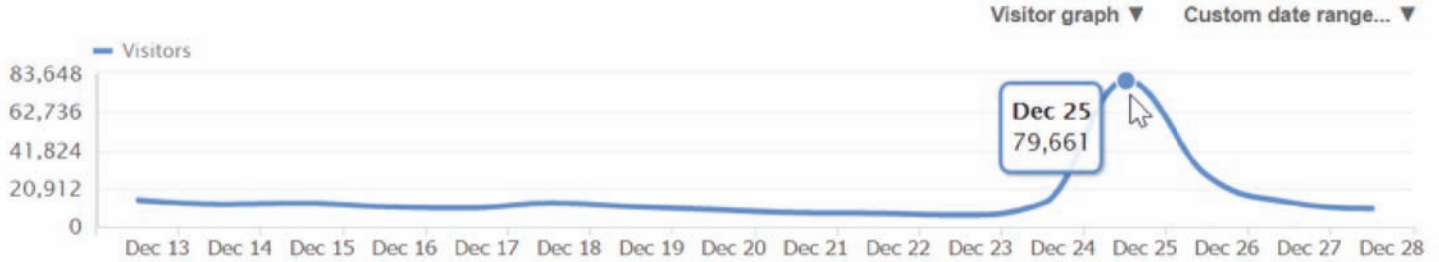
This niche is dead.

This same site which was generating \$33k/month before, is only generating \$3k now. OK, so it's not completely dead, but it's getting there.

Because of the 8k subscriber email list I've created, I could market new products to these folks. In fact, that's exactly what I'm doing.

CASE STUDY #3

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



Niche: Toys **Earnings before:** \$500/month **Earnings after:** \$45,471/month **Increase:** 899% **Site Size:** 25 pages **Site age:** Born October, 2016

2. HUSTLED MY ASS OFF

When it comes to be accepted to the LeadSpring LaunchPad program, I broke a lot of my own rules when I took on this site.

- The site wasn't meeting my minimum monthly profit for applying.
- The domain was brand new.

However, what I did see is that our partner had secured an EMD for this year's #1 hit toy of 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, I mapped out a plan to basically move 3x as fast as normal than a typical site.

CASE STUDY #3

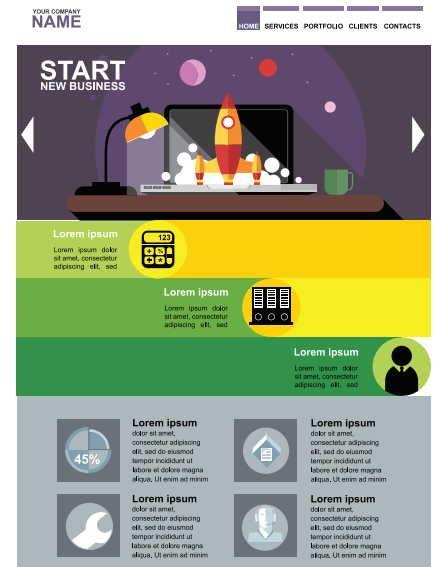
3. BUILT AN ALL-ENCOMPASSING SITE FROM SCRATCH

The site I was 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, I 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 I 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

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

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

Once the trust was built, I hit the site with over 30 PBN links in one month. As a result, I got 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 we had a .net.

It was unlikely we were going to get many of the clicks, so I 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 back order throughout the whole season.

So I wrote my 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

I 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 month 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.



JOIN LEADSPRING LAUNCHPAD

If these case studies interested you, and instead of reading about them you'd rather be a part of the fun, head over to LeadSpring.org and apply.

I'm looking to take on a few select partners per month.

If you believe your site has plenty of room to grow and you might be sitting on a gold mine, partner with me and we'll get there together.

At LeadSpring, we have the systems and resources available to rank anything to the top of the SERPs.

Apply now. I'm looking forward to hearing from you.

www.leadspring.org