Antonie Meeker
ammarketingseo.com
Book a FREE SEO call
antonie@ammarketingseo.com

SEO CASE STUDY

From #19 to #1 on Google For INSANELY HARD National Keyword in 9 Months

Client Business Name:
BassForecast

Business Location:
Arlington, TX

Client Name:
Mike Welsh

Client Website:
https://www.bassforecast.com/

Goal:
Get top Google rankings for "fishing forecast" related keywords.

SEO Process: Start

The first step in our SEO journey is the examination of the **nature of clients' business**. It means that we need to grasp WHO are the consumers of a particular product or service because it's the only way we can make the initial outlines for overall SEO strategy.

When we choose target keywords, we tend to go after those with the highest search volumes, but the **consumers' intentions** behind them are usually more important than the keyword's search volume itself. Therefore, understanding the **consumers' preferences** always generates new and vital information that **should be acknowledged when doing SEO**.

Search engines want to connect their users with useful, engaging content that's tightly associated with the users' searches and intentions. So their algorithms have been rooted in human behavior: they seek traits that consistently correlate with better experiences for users. These consumers' preferences undoubtedly help us **adapt the strategy** in the best way possible.

In our case, **the client has a fishing forecast app that helps its users catch more bass when fishing.**

It helps its users make fishing UNMISTAKABLY ACCURATE AND FUN.

As they say on their website.

THE BEST BASS FISHING FORECAST APP TO MAKE YOUR FISHING UNMISTAKABLY ACCURATE AND FUN

So here's **how we applied our SEO SCOOP system.**

SEO SCOOP SYSTEM:

S - specify

C - core

O - on-page SEO

O - off-page SEO

P - progress

S: Specify

Right now - we're **defining the keywords that we want to go after** (keywords we want to rank #1 on Google for).
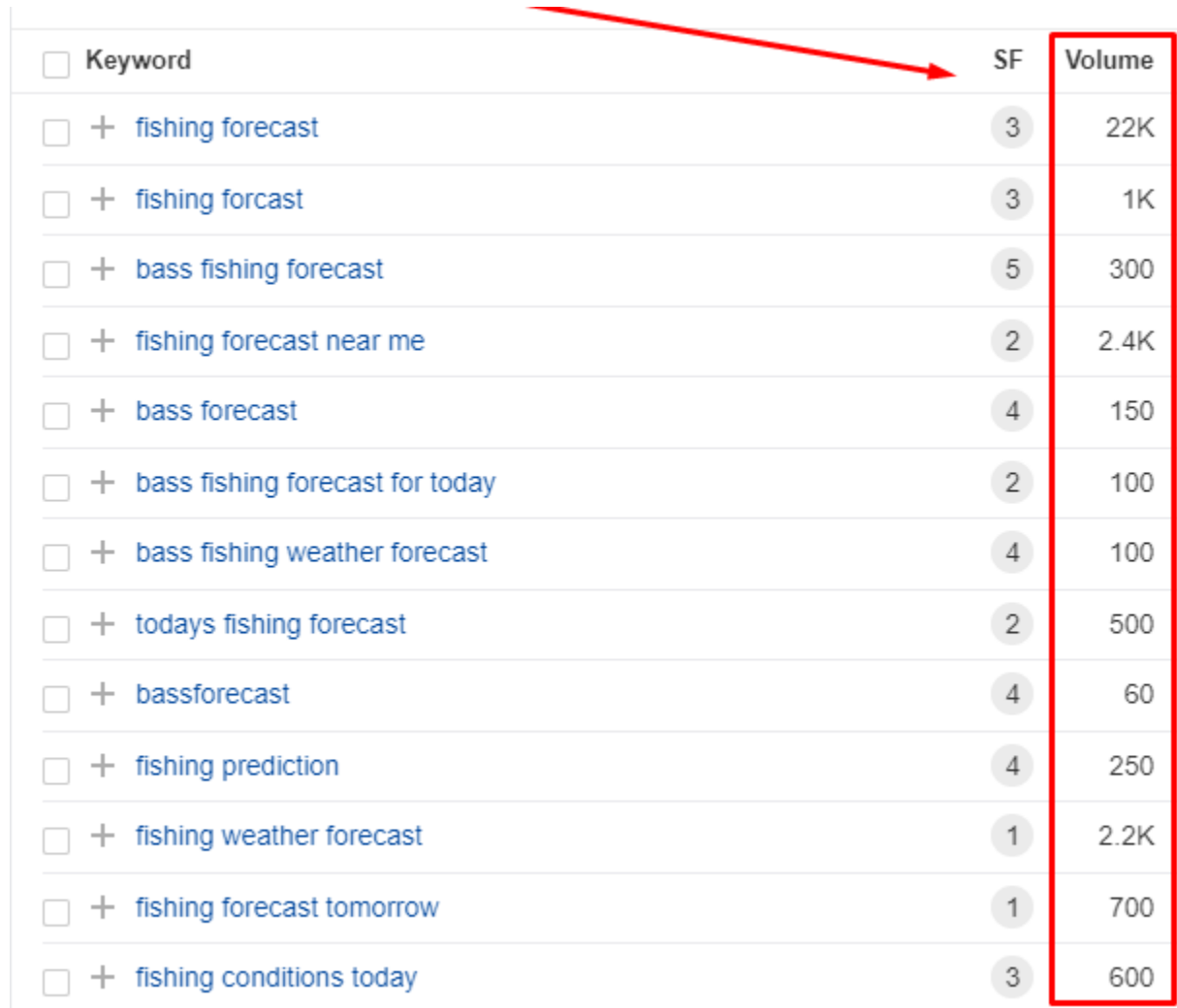
Our main keyword is:

"Fishing forecast"

Because **that's what the client's product is. It's a fishing forecasting app.**

We've defined our main keywords. It has around 22,000 monthly searches.

And here are our secondary, LSI keywords as well (and their monthly search volume):

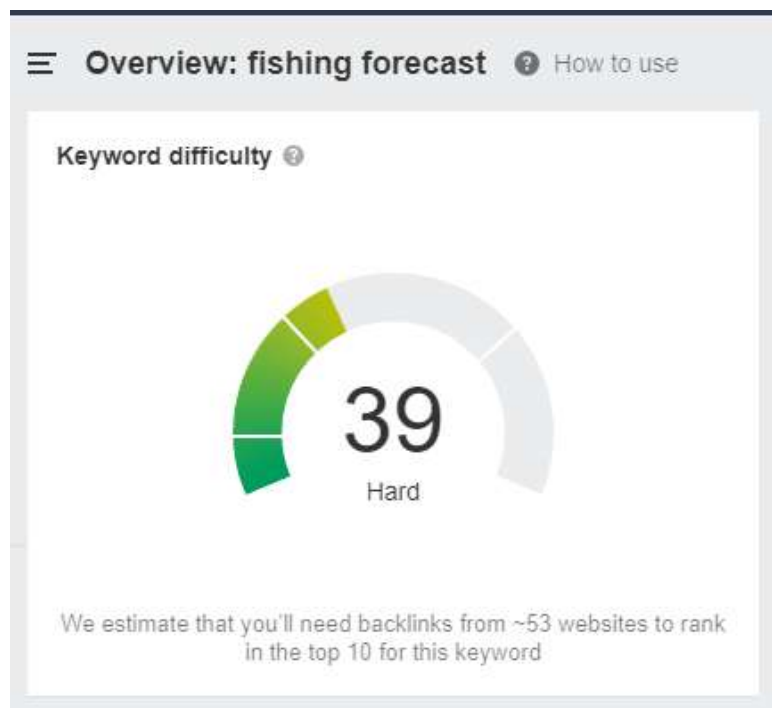| Keyword	SF	Volume
fishing forecast	3	22K
fishing forcast	3	1K
bass fishing forecast	5	300
fishing forecast near me	2	2.4K
bass forecast	4	150
bass fishing forecast for today	2	100
bass fishing weather forecast	4	100
todays fishing forecast	2	500
bassforecast	4	60
fishing prediction	4	250
fishing weather forecast	1	2.2K
fishing forecast tomorrow	1	700
fishing conditions today	3	600

So we've **defined our main and secondary keywords.**

Our current rankings for these keywords were around position 15-40 (19 for our primary target keyword)

Keyword	SF	Volume ▾	KD	CPC	Traffic	Position
☐ + fishing forecast	2	12K	N/A	0.81	0	19
☐ + fishing forecast for today	2	3.5K	N/A	0.55	0	11
☐ + fishing forecast today	2	1K	N/A	0.81	16	12
☐ + fishing weather forecast	4	1K	N/A	0.98	0	40
☐ + todays fishing forecast	2	500	N/A	0.99	7	13
☐ + fish forecast	2	400	N/A	N/A	0	13
☐ + fishing forecast app	3	300	N/A	0.76	1	15

It's time for the next step.

BTW - **the keyword we've defined is HARD according to Ahrefs** (top SEO software). It's not just ANY keyword. It's a NATIONAL keyword with HUGE monthly search volume (and according to Ahrefs - HARD competitors).

≡ **Overview: fishing forecast** ⑦ How to use

Keyword difficulty ⑦

39

Hard

We estimate that you'll need backlinks from ~53 websites to rank
in the top 10 for this keyword

C: Core

In this step, we **want to make sure that the technical foundation** is solid so that Google can INDEX our website the right way.

Here's what we did:

1. We created Google Search Console so that our new pages get indexed ASAP and that we're able to track if any issues are preventing us from rankings
2. We created Google Analytics so that we can track our progress
3. We have optimized our robots.txt to make sure we're not BLOCKING any pages
4. We did a SPAM link disavow because some spammy backlinks were pointing to our website
5. We fixed a few shady redirects that were pointing to pages that don't exist anymore
6. We removed duplicate content (canonical audit) because multiple pages were ranking for the same keywords, and we separated them
7. We performed "speed optimization" so that our website can run as fast as it can - faster website = better rankings

Once our technical foundation is TIGHT - it's time for the next step - content and on-page SEO.

O: on-page SEO

So the next thing we had to do is **create BETTER content for our targeted keyword than ANYTHING that's ranking right now.**

To BE #1 on Google, we had to have better content than what was ALREADY ranking number #1.

So we Googled "Fishing forecast" and other related keywords to see what was ALREADY ranking.
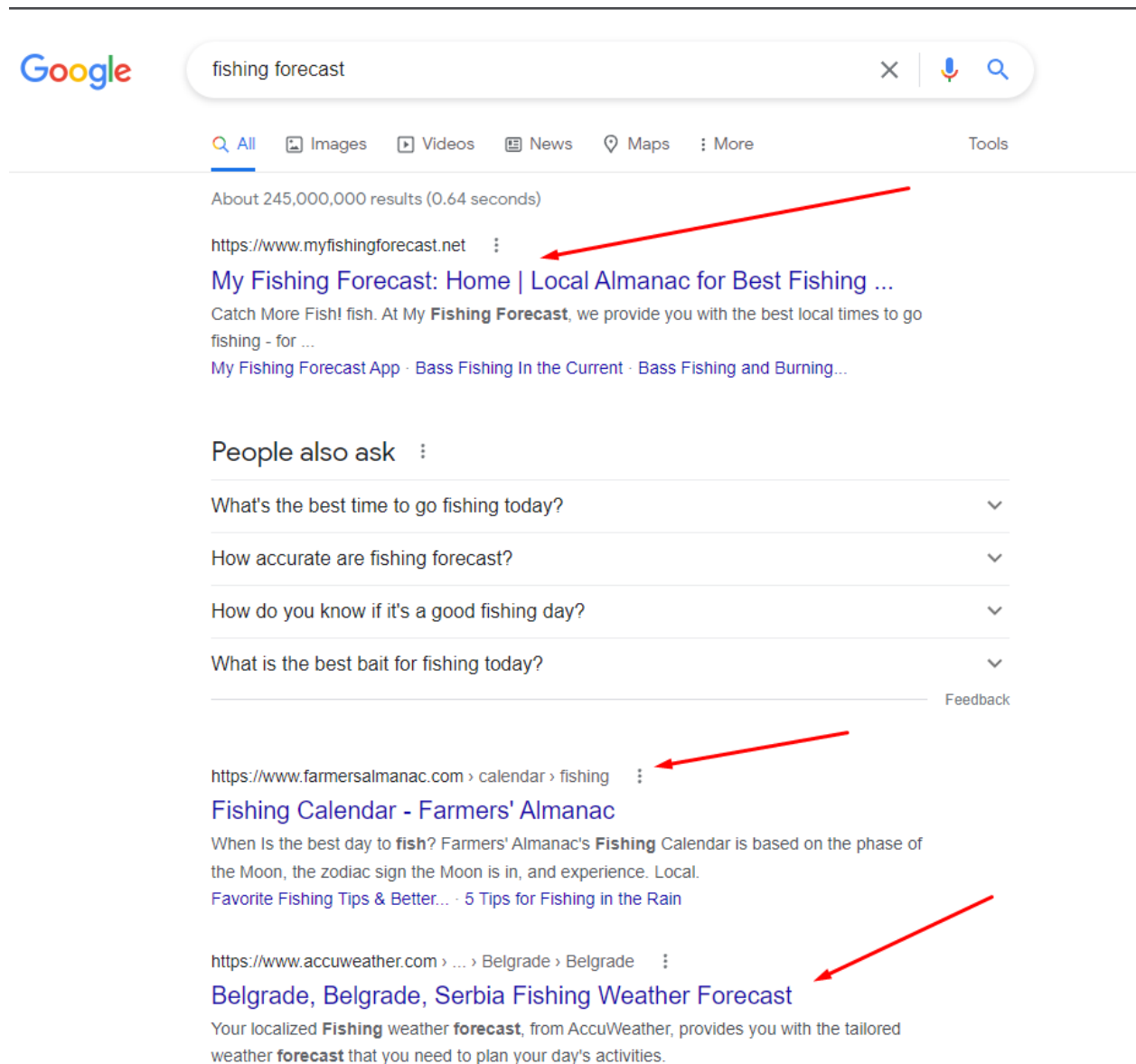
We **updated our page according to what our competitors were talking about.** We made sure to optimize our page better than anything else on the internet for our target audience.

Our product was THE best fishing forecast out there, and we outlined it as much as possible on the website.

We **added the video to the page as well,** to try to increase average session duration and to provide helpful tips and information on our product and improve SEO:

We also **focused on the benefits of our product to provide better user experience, communicate better with the user** and in the end - boost our Google rankings even more. Remember - the goal is to be BETTER than ANY of your competitors, in every form and way.

Now, once our content was tight - we started to do on-page SEO.

Here's what we did:

1. We optimized our h1 tag (only 1 per page)
2. We optimized our subheading
3. We inserted our keyword 3-4 times in the paragraph
4. We created SMART meta titles and descriptions
5. We double-checked for any dead links
6. We added ALT tags to all the images
7. We optimized and reduced the sizes of all the images
8. We made our keyword stand out a few times by making it bold
9. We created a plan for INTERNAL linking

We were **SEO-ready, and our content was LIVE!**

Also, as soon as we published the content, **we did two things:**

1. Request indexing on Google Search Console, so we don't have to wait for Google to FIND our content. This way, we're asking for Google to index our changes ASAP.

2. We used our rapid indexing tool to create some backlinks so that Google can CRAWL our website as fast as possible, to index all the changes.

This way, **we're SHAVING MONTHS off our SEO process** because we don't have to wait for Google to stumble upon our content and register our SEO changes. We're SPEEDING up the indexation part.

Once our **content is done and our on-page SEO is tight - it's time to focus on off-page SEO (backlinks).**

O: off-page SEO (getting backlinks)

Off-page SEO means **getting backlinks.**

Backlinks are essentially links from other websites.

You can view them as votes. **The more HIGH-QUALITY VOTES a website has, the better it ranks.**

But it's not as simple as that.

In backlinks, it's all about **QUALITY.**

You can go to Fiverr and buy 50 000 backlinks for $5. And after that, you can say goodbye to ranking on Google because Google will penalize you.

You want to get a decent amount of <u>high-quality backlinks</u> with the <u>correct anchor text</u> to the <u>right SEO page.</u>

Here's an **example of HIGH-quality backlink.**

Chris Oseh, freelance medical writer on Kolabtree, lists the top 20 medical journals for physicians to publish in, ranked by impact factor and readership.

Medical researches and breakthrough discoveries are usually published in medical journals for the public to access. Most physicians prefer to publish their research work in high-authority medical journals because of exposure to a wider audience and the credibility linked to authors published in high impact medical journals. Getting published is often a step towards career advancement for physicians and medical doctors.

Credible medical journals are rated according to their impact factor and their peer review process. An impact factor shows the number of times articles in a journal have been cited in a year. Medical journals with high impact factors are more influential in a general or specific area of medicine. Getting published in a journal is a complex and time-consuming task: identifying a research topic, conducting research and collecting data, writing the manuscript, identifying a journal, editing and formatting the paper, getting it reviewed. To make it easy for physicians to immediately understand the top medical journals that doctors aim to publish in, here's a list of high impact medical journals and their key features.

The 4 biggest mistakes people make with backlinks are:

1. Focus on quantity. Shitty backlinks will do you no GOOD and are a great way to get your website penalized by Google.

It's also CRUCIAL to DRIP your backlinks slowly. If you get 1 000 backlinks in one day, you'll get penalized by Google.

You want to go for a **few quality backlinks EVERY week** because that's what's called a "natural backlink progress''.

2. The second biggest mistake is people getting NO FOLLOW backlinks.

There are two types of backlinks. "**Do follow", which contributes to SEO, and "no follow" backlinks, which don't contribute to SEO.**

So people are like, "LOOK, I got 20 high-quality backlinks." And then we're like, "dude - they're no follow. They won't do you any good".

3. They don't use the correct anchor text. Anchor text is that blue text that the backlink is linked to. It's those 1-2-3-4 words that you're taken to a different website when you click on them. That's the anchor text.

The biggest mistake people make is they make anchors that are brand names. Now, why is that a mistake? Because with anchor text, you're telling Google what keyword that backlink is connected to. So if your anchor text is your brand name, your rankings for your brand name will increase.

"But where's the problem there?"

You're already ranking for your brand name. That doesn't make any sense to increase your rankings for your brand name.

You want your anchor text to be your target keyword.

So if you want your rankings to grow for "fishing forecast" then your anchor text should be "fishing forecast." If you want your rankings to increase for "best office chairs", your anchor text should be "best office chairs."

So it's not as simple as getting AS MANY BACKLINKS AS YOU CAN.

Get high-quality, do-follow backlinks every week, with the correct anchor text to the right SEO page - and that's the recipe for long-term SEO success. That's what we do for our clients.

And that's also where our most significant competitive advantage is.

We have our OWN network of 80+ high-quality websites we use to send backlinks to our clients, for free. So we can send high-quality, do-follow backlinks to our clients every week - with the correct anchor text.

Check this out. An average price of a **high-quality backlink is $352,92, according to Ahrefs.**

And we send about **25-30 high-quality backlinks to each one of our clients EVERY single month - for FREE.**

That's $8,825-$10,590 worth of value/mo (and our clients get it for free).

So we don't leave it to chance and hope that some random high-quality website will give us a backlink, because the truth is - it won't.

No one will give you a backlink for free. Why would they? Trust me, we tried.

We've sent thousands of outreach emails, and no one will EVER give you free backlinks.

They're not idiots; they know the value of backlinks. Some of them will SELL you a backlink for $500, but no one will give it to you for free.

So our biggest competitive advantage is that we have our OWN network of 80+ high-quality websites we can use to send high-quality backlinks to our clients for free, every single month. No additional fees. $8,825-$10,590 in backlink value - every month. For free.

We don't have to beg or pay anyone. Instead, we create a backlink, and voila, rankings increase.

No risk, no additional fees. But this only works if we have:

1. Chosen the right keyword
2. Have a solid technical foundation for SEO
3. Have the best content and the RIGHT on-page SEO

And you get $8,825-$10,590 worth of backlinks every month for free from us.

All the websites from our network are clean, never been penalized or deindexed by Google, and we bought them on GoDaddy auctions for hundreds (sometimes even thousands) of dollars.

So we have a high-quality backlinks FACTORY we can leverage to increase our Google rankings EACH AND EVERY MONTH. Without ANY additional fees.

And that's what we did with BassForecast. So here's the process:

- Define the right keywords (fishing forecast, fishing forecast for today, daily fishing forecast and keywords similar to this)
- Make sure you have a solid technical foundation to build upon
- Have the best content out there and the best on-page SEO
- Have a good backlinks strategy (backlinks from a high-quality website, with the right type of backlinks - do follow and correct anchor text)

And the rankings start increasing.

Let's get to the final part.

P: Progress
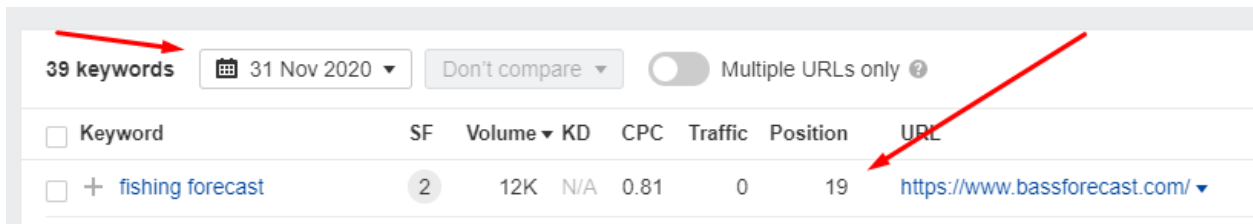
This is the **part where we track our progress.**

We follow how our rankings are increasing over time.

We're following the progress in Ahrefs (TOP SEO software).

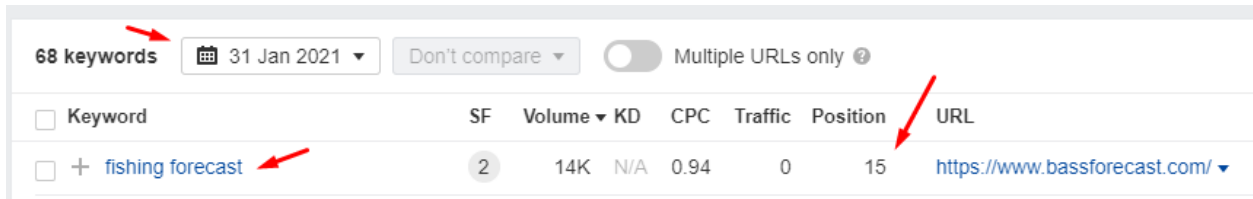So, here's the path for GROWTH for the "fishing forecast" keyword.

When we started, we were on position #19 for the "fishing forecast" keyword.

Then in two months we got to position #15.

Then in two months, we got to position #11 and our traffic started kicking in.

The traffic bump was LOW, but it started to happen. Also we started ranking for more keywords.

Then, again - two months later, the results really kicked in.

Backlinks were becoming stronger over time and it all just piled up to create a POWERFUL off-page SEO boost. **We went from position #11 to position #3. We also started to rank for A LOT more keywords. 243 keywords.**

Then, the traffic really started to GO CRAZY.

And then - **3 months later - we got to the first place. Place #1.**

The traffic we're getting is INSANE. 7.9K/mo just from that SINGLE keyword.

We went from #19 to #1 for INSANELY HARD KEYWORD with HUGE search volume in just 9 months with our PROVEN SEO system that can be applied to ANY website in ANY industry.

We can do the same for your website.

We help business owners **save money on SEO & get better SEO results.**

We help you **pay LESS and get MORE value.**

Let's see how we compare to an average SEO company from the US:

	AM Marketing SEO (us)	SEO COMPANY FROM THE US
SEO pricing:	$395/mo	$3,000/mo
SEO value you get:	$396/mo worth of SEO software $3,000/mo value of SEO experts $8,825-$10,590 worth of backlinks/mo	$396/mo worth of SEO software $3,000/mo worth of SEO experts
Total value you get:	**$12,219/mo - $13,984/mo**	**$3,396/mo**
Total price you pay:	**$395/mo**	**$3,000 + backlinks ($500 - $10,000/mo)**

We're also **cheaper than YOU doing SEO yourself.**

To do SEO yourself, **you'd need all the top (paid) SEO tools like Ahrefs, Moz, SemRush, SpyFu, Majestic, KW Finder tool, etc.**

All these **premium SEO tools you'll need cost $396/mo.**

Our **SEO plans start at $395.**

And we already have all these tools, and we'll use them to do SEO on your website.

So if you choose to do SEO yourself - that will cost you $396/mo.

If you hire us, that will cost you $395/mo.

That's why we're cheaper than you doing SEO yourself. On top of all that - you get an elite team of proven SEO experts to work for you (with a proven track record).

You also get **UNLIMITED backlinks** (value - $20,000+ / $8,823-$10,588/mo) and all the premium SEO tools you need (value $396/mo).

So don't wait - **book a FREE SEO call right now**, and let's get you to #1 on Google too!