



CASE STUDY

**How Matt Colletta
helped Coin Central
surpass \$374,570 in
monthly traffic value.**

Company

Coin Central

Coin Central is one of the most visited and trusted cryptocurrency publishing companies. Since its founding in 2017 by Matt Colletta, Doug Polk, and Ryan Fee, the company's mission has been to provide unbiased information to cryptocurrency beginners, investors, and traders to help them navigate the space.

Challenge

Building an audience and gaining trust in a competitive space

In a complex space with many deceptive actors, Coin Central's content needed to make learning about cryptocurrency easy for novices while also earning trust from the intrinsically skeptical cryptocurrency community.

Coin Central needed to find a way to quickly grow organic search traffic in a competitive financial space.

Additionally, high variance in organic search volume (correlated to the market) would make analytics and performance assessments significantly more difficult.

\$374,570
Traffic Value
Via Organic Search

160,000+
Organic Keywords

356,000+
Backlinks

Industry

Cryptocurrency



MATT COLLETTA



DOUG POLK



RYAN FEE

Solution

An all-out SEO blitz

The founders started by building a team of great writers capable of covering highly technical and difficult topics. With the team in place, Coin Central's content strategy entailed publishing 60 - 100 articles per month with topics carefully chosen based on SEO value.

Coin Central's growing library of content was then leveraged with an aggressive outreach and syndicated content link building campaign. This campaign, along with guest posting and interviews with industry thought leaders, allowed Coin Central to gain backlinks at a high rate and gain organic search traffic.

To keep the existing audience engaged, Coin Central's weekly news recap has been emailed to its list every week. Additionally, influencer marketing campaigns have been used to continue to build readership and trust.

Result

An industry leader in traffic value and trust

Under Matt's leadership, Coin Central became an industry leader for unbiased information about cryptocurrency.

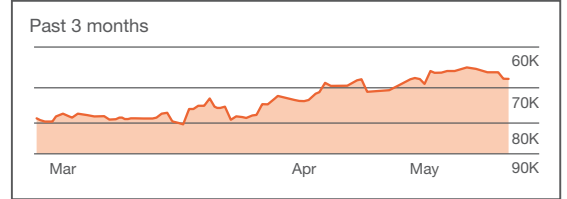
This trust and brand value translated to over 100,000 people organically subscribing to Coin Central's email list, plus a nomination for Best Blockchain Publication at NEO DevCon 2018.

The value of Coin Central's organic search traffic has surpassed \$374,570 (ahrefs).

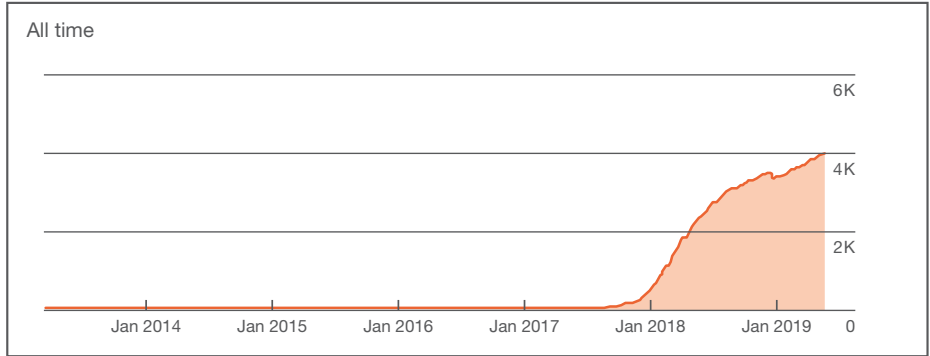
The site has attracted over 360,000 backlinks and ranks for over 160,000 keywords, including front page placements for *cryptocurrency prices, what is bitcoin, is coinbase safe*, and more high value keywords.

Ahrefs Rank

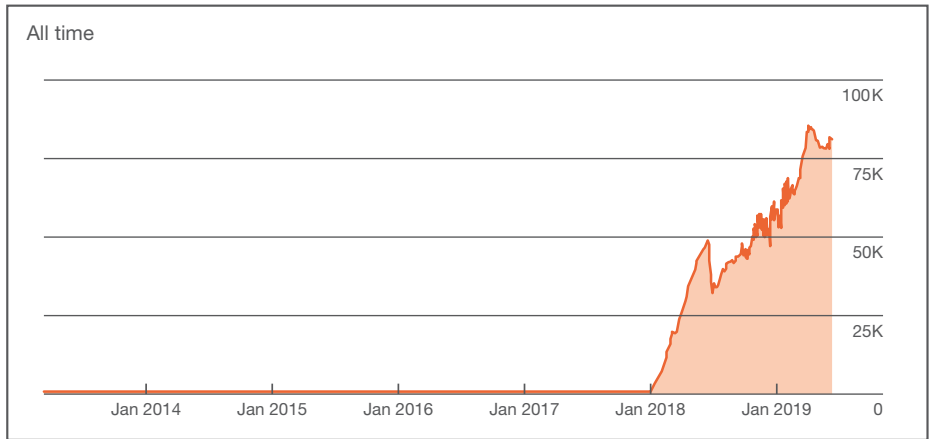
Today	67,908	↑	179
avg. 7 days	66,283	↓	547
avg. 1 month	67,669	↑	6,232
avg. 3 months	73,078	↑	6,290



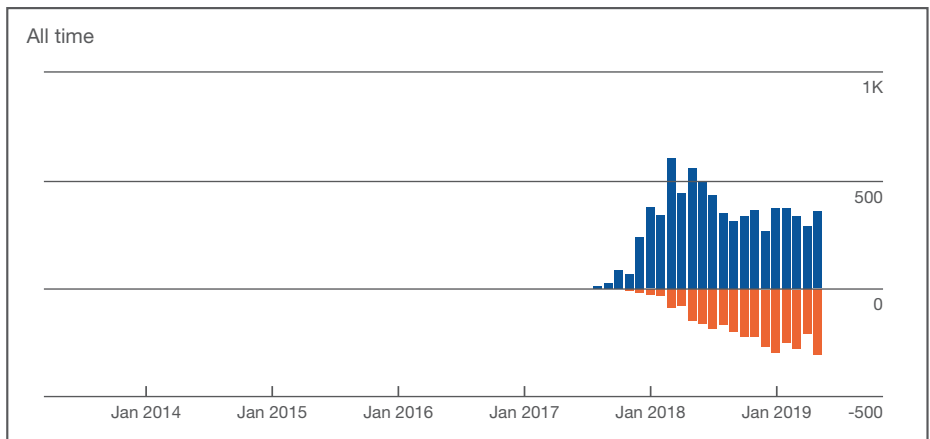
Referring Domains



Referring Pages Live Links: 81,045



New and Lost Referring Domains



Ahrefs Rank
67,908

UR: 50%

DR: 72%

Backlinks
329K

Live: 219K
Historical: 890K

Referring Domains
4.79K

Live: 3.98K
Historical: 7.27K

Organic Keywords
162K +2K

PPC: 0

Organic Traffic
642K -309K

Traffic Value
\$374K

PPC: \$0

Ready to **spark**
your rankings?

Email mattcolletta@gmail.com
for a free SEO consultation.