



CASE STUDY

**How RankFire Grew
ilovewine.com's
Search Traffic by
350% in 100 Days.**



Business Model:
Affiliate Marketing

12,000
Monthly
Search Traffic
- Up From 3,400

Location
USA (Global)

Services Provided:
SEO Audit,
Content
Marketing
Strategy,
Link Building

Company

ilovewine.com

The wine enthusiast website **ilovewine.com** was created by a pair of wine-loving friends. Erica (a certified sommelier) and Kristin (a lifelong wine enthusiast) share a passion for tasting and learning about wine. They started **ilovewine.com** to keep each other and a wider audience updated on their wine-related discoveries.

Challenge

Lacking An Effective Content Strategy

The website **ilovewine.com** had a large library of content with hundreds of articles, but it needed a more cohesive content strategy.

Multiple articles targeted the same keyword (causing 'keyword cannibalization') and many articles lacked the robustness needed to rank in the top spots for competitive keywords.

To get more traffic and bring in more affiliate revenue, I Love Wine needed to improve its content strategy and link building efforts.



Solution

Content and On-Site SEO Revamp, Plus Link Building

First, the RankFire team audited the content and on-site SEO of ilovewine.com to identify:

- Similar articles that would perform better when merged.
- Bland articles that needed to be improved or rewritten.
- Low value articles that could be removed altogether.
- Opportunities for on-site SEO improvements.
- How RankFire's proprietary backlink building strategies could help improve rankings.

Once identified, quick changes were made immediately while greater tasks (like rewrites) were completed over the course of the 100 day period.

Simultaneously, the RankFire team reached out to hundreds of websites to build high quality backlinks pointing to the home page and inner pages of ilovewine.com

Results

+350% Search Traffic in 100 Days

The website revamp and link building campaign caused ilovewine's search traffic to steadily increase over the course of 100 days.

The home page and inner pages on ilovewine.com now rank on the front page of Google for 927 keywords. With their new, efficient content strategy in place, that number is primed to grow as the website publishing more articles.

In addition to the increase in traffic:

1. Email sign ups are up about 287% per month.
2. Affiliate commissions rose 188% per month.

*"Where there
is no wine,
there is no love"*

EURIPIDES





Ahrefs Rank
1,862,061

UR
34%

DR
37%

Backlinks
16.6k -21
Recent 17.9K
Historical 25.2K

Referring domains
375
Recent 451
Historical 858

Organic keywords
14.1K -13
PPC 0

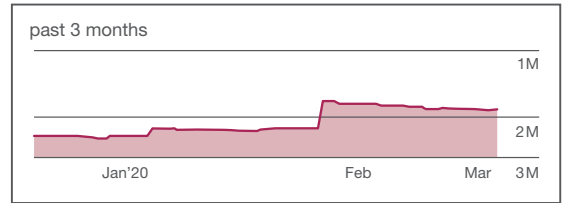
Organic traffic
6.6K +36

Traffic Value
5.6K
PPC \$0

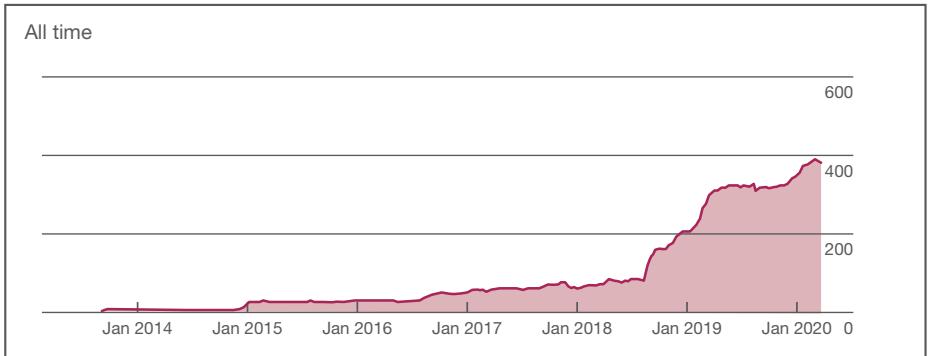
Statistics

Ahrefs Rank

Today	1,862,061	↓	7,975
avg. 7 days	1,844,734	↓	8,458
avg. 1 month	1,798,473	↑	374,917
avg. 3 months	2,110,154	↑	388,268

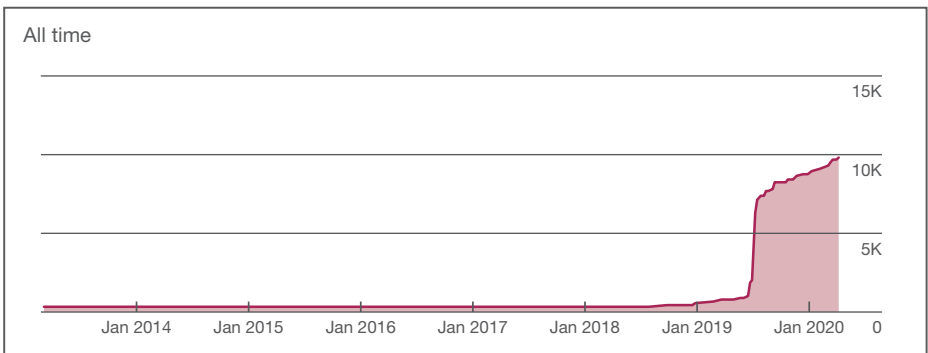


Referring Domains



Referring Pages

LIVE LINKS 9,512



**Your marketing
strategy
needs heat.**

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

rankfire