

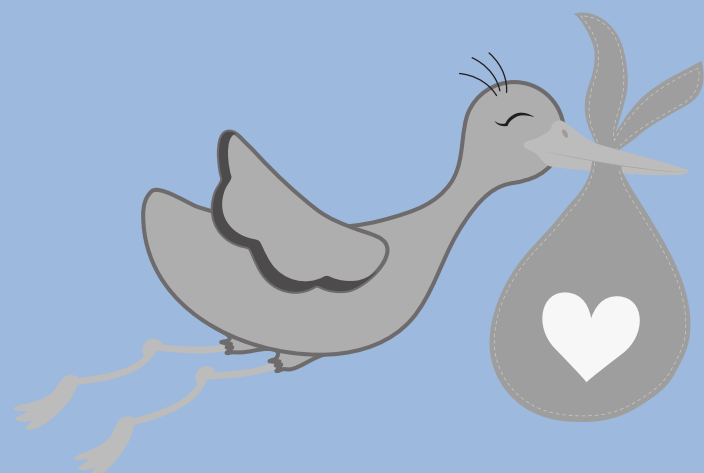
# How we recovered from the traffic crisis of a Sports Betting website in 1 year

## Data from Google Search Console:

- From 27k to 238k Clicks
- From 2.25M to 22.3M Impressions
- From 22.4 to 12.7 Average Position

## Data from Google Analytics:

- 406.22% More Users
- 403.65% More Sessions
- 529.33% Goal Completions
- From 1 333 to 3 152 Goal Completions {registrations}



# Our Story

The most serious challenge for us was faith! The belief is that without any external financing we can develop a successful SEO company and relationships with colleagues from all over the world, from a small country like Bulgaria.

Nikola, Dido and Bobby have visited over 40 countries around the world in the last 4 years to learn from the best in the industry, which costs more than 30% of the company's revenue, but we do not consider it a cost, but one of the most valuable investment in ourselves - in our knowledge.

The knowledge we gain as we learn every day, communicating with colleagues around the world and sharing experiences. The result is that we are currently the largest fully SEO agency in Bulgaria providing livelihoods to 16 families and they are all part of one large family, the Serpact family.

# Our Team



# Our Achievements

1

A video shot by us was added to an official YouTube Channel of Google: [serp.ac/6yu](https://serp.ac/6yu)

2

Serpact was approved to attend and present its case-study at the official Google Dance 2018 event at Google Zurich: [serp.ac/6279e](https://serp.ac/6279e)

3

We won European Search Awards 2019 in Gaming niche with this project: [serp.ac/22ebc](https://serp.ac/22ebc)

# Who we are



**Nikola Minkov**  
CEO



**Dido Grigorov**  
Head of SEO



**Borislav Arapchev**  
SEO Strategist

# SerpAsk & SerpCast



1

2

At the end of 2018, we launched a webinar series called SerpAsk - [serp.ac/2d66e](https://serp.ac/2d66e), where we invite 1 international and 1 Bulgarian digital marketing specialist each month with a focus on SEO. We now have over 30 webinar shots with experts like (here are some of them arranged chronologically):

For the convenience of the audience, we also created an audio version in a podcast form called SerpCast: [serp.ac/p78](https://serp.ac/p78) on Google Play Music, Spotify, Castbox, Deezer.

# Project Summary

How we recovered from the traffic crisis of a Sports Betting website in 1 year

**Duration:** 1 year

**Location:** Worldwide

**Niche:** Gambling Affiliate

.....  
**Data from Google Search Console:**

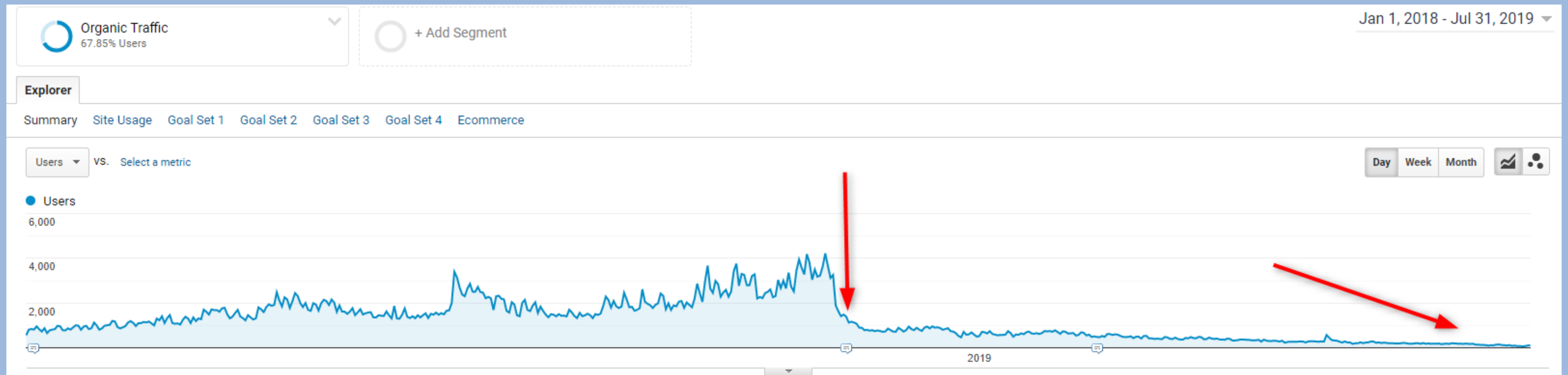
- **From 27k to 238k** Clicks
- **From 2.25M to 22.3M** Impressions
- **From 22.4 to 12.7** Average Position

**Data from Google Analytics:**

- **406.22%** More Users
- **403.65%** More Sessions
- **529.33%** Goals Completions
- **From 1 333 to 3 152** Goal Completions {registrations}

# Long Story - Short

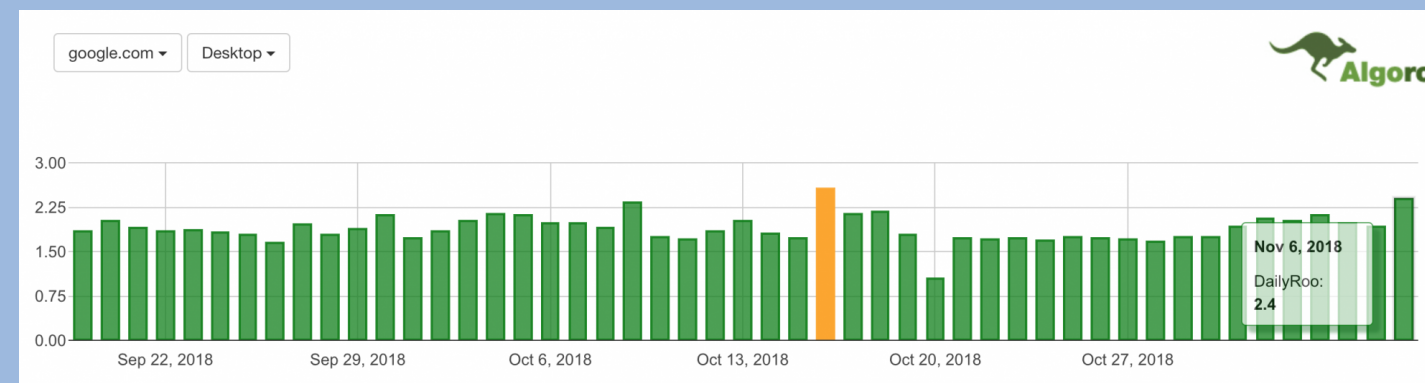
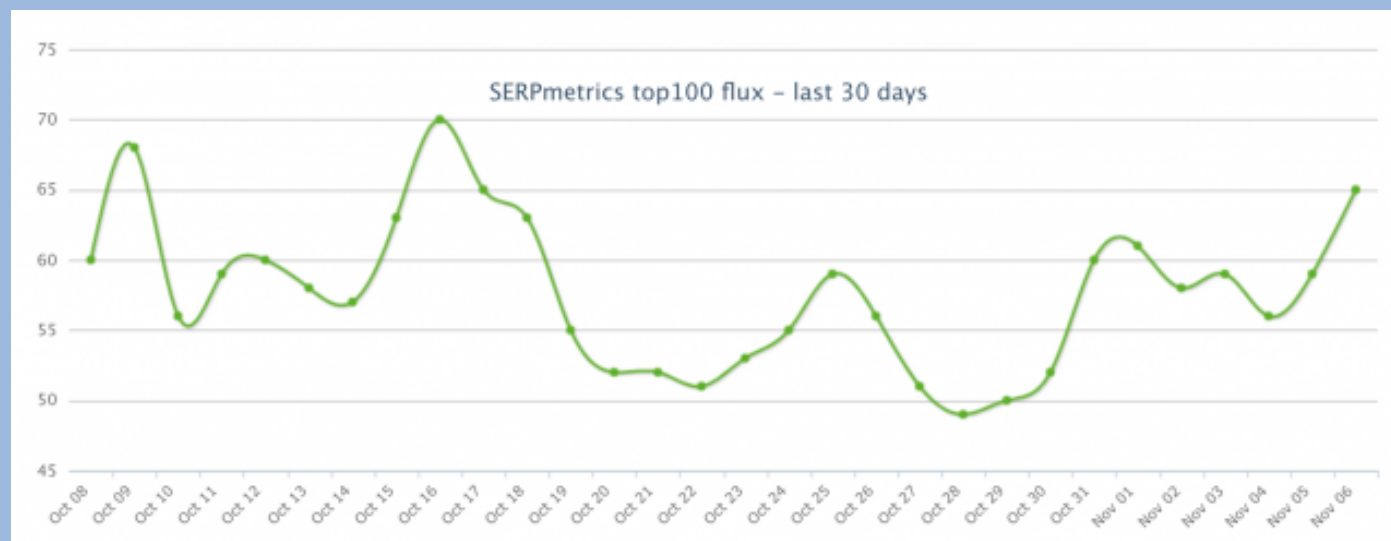
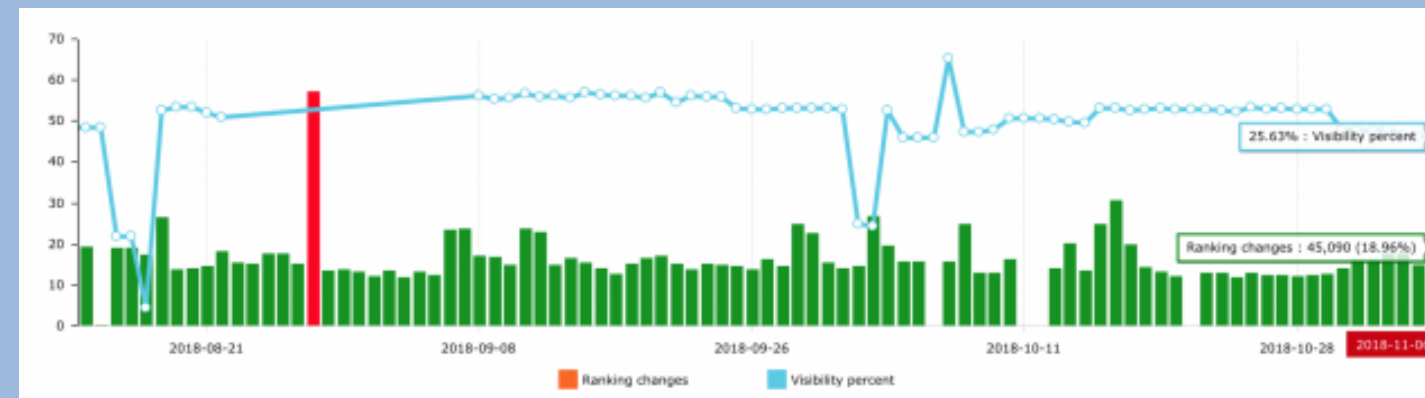
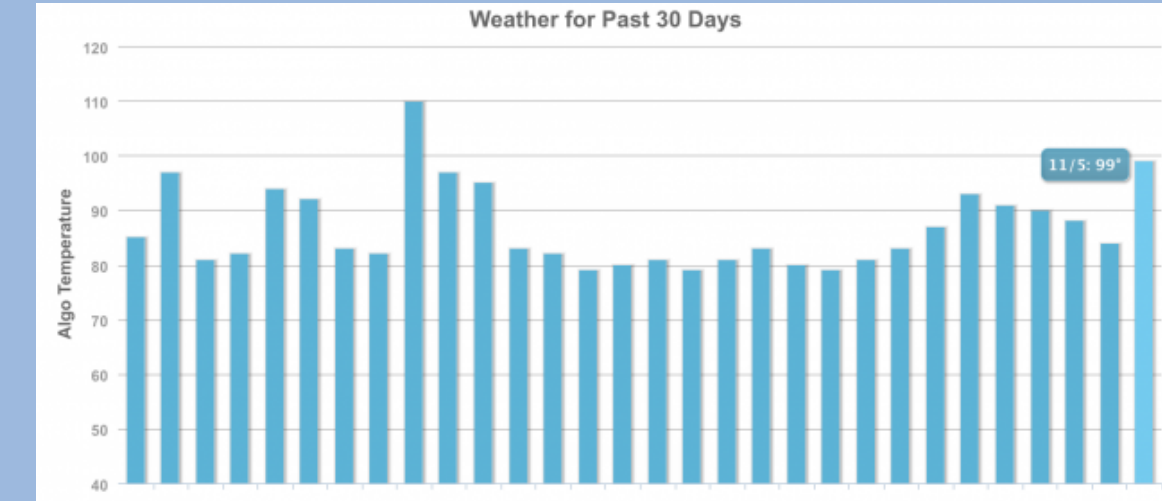
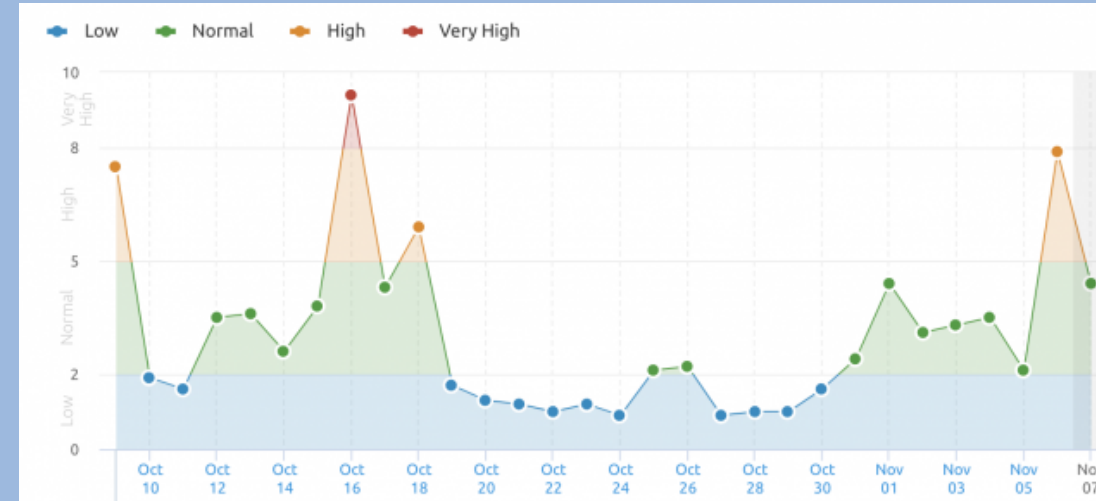
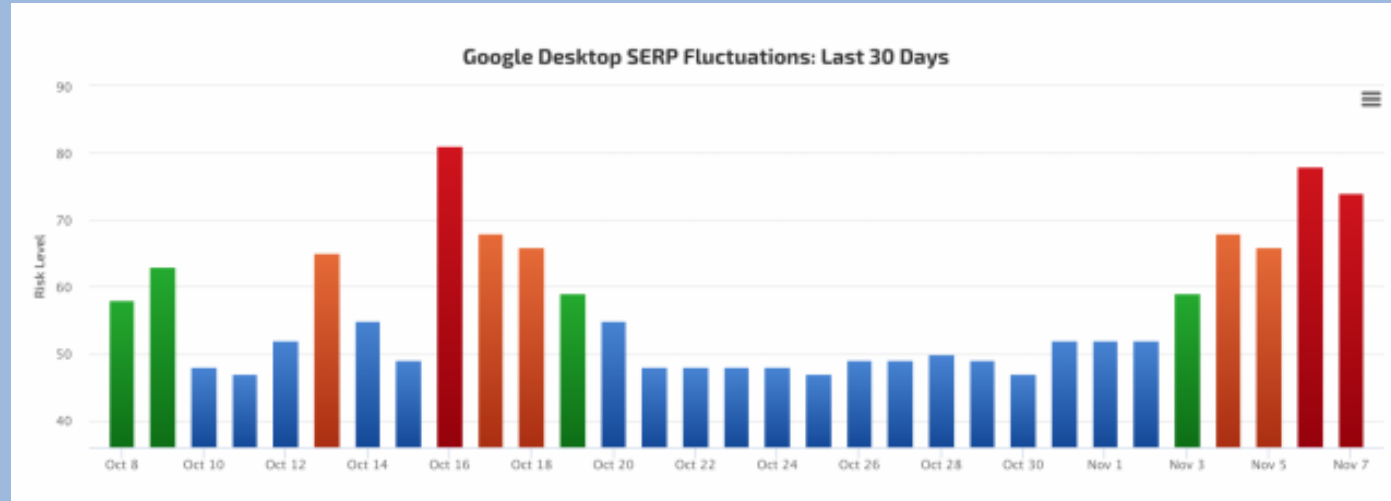
The client contacted us with a huge decrease of the organic traffic after a Google update!





# Google Search Algo Update

- Not Confirmed / Maybe?



# Target

- To Remove an Algorithmic Google Penalty
- To Improve Website Performance
- To Improve Content Quality
- To Boost Website Organic Traffic



# Audience

Users looking for reviews about bookmakers to make a decision which one to choose for betting.



# Plan:

## 1 Full Technical SEO Analysis

Improve performance, internal link structure, UX and loading speed, Structure Data;

## 2 Comprehensive Content Audit and Content Marketing Strategy

Content strategy development covering the user intent in the organic search and answering users questions in the form of blog topics.

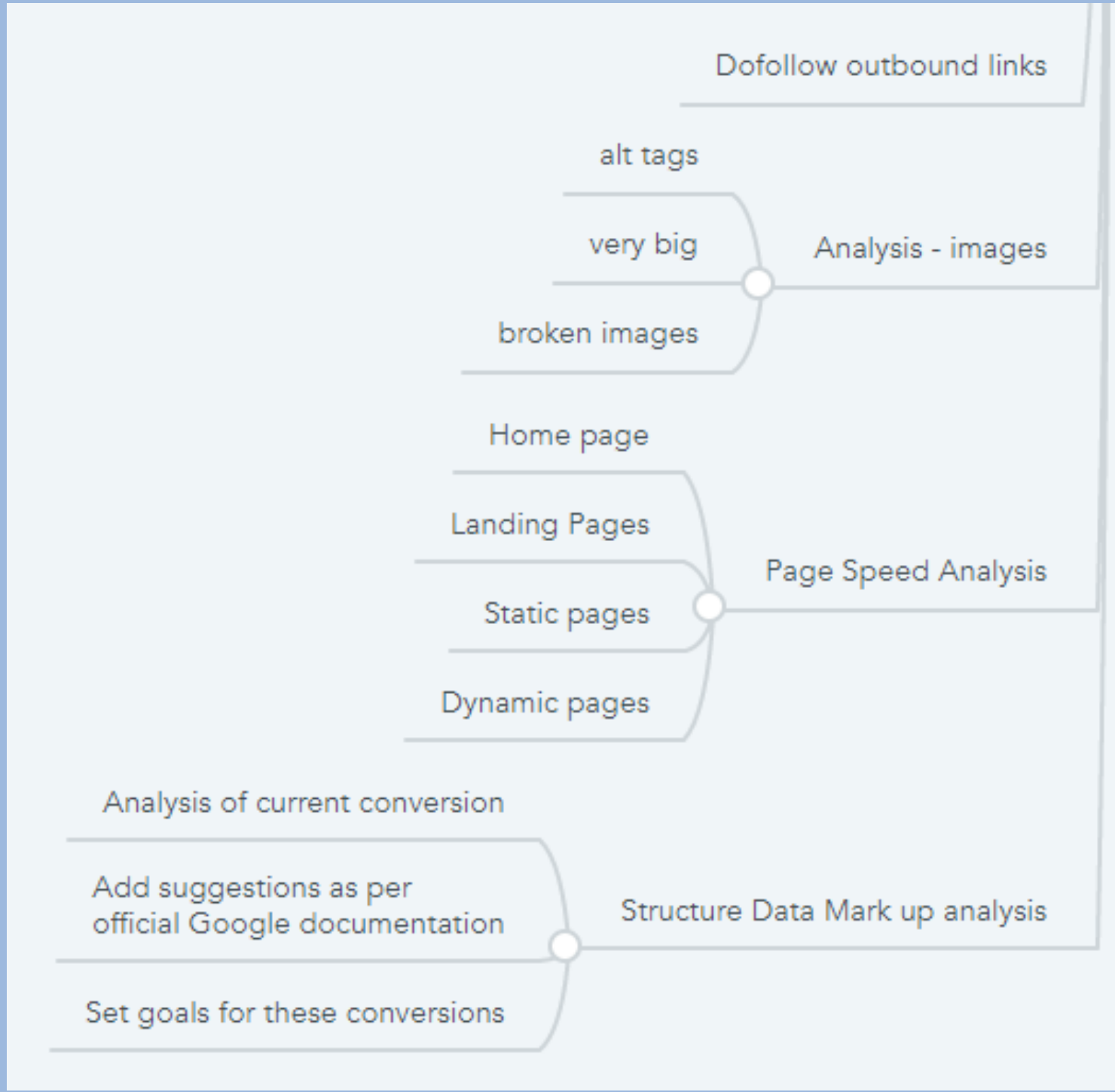
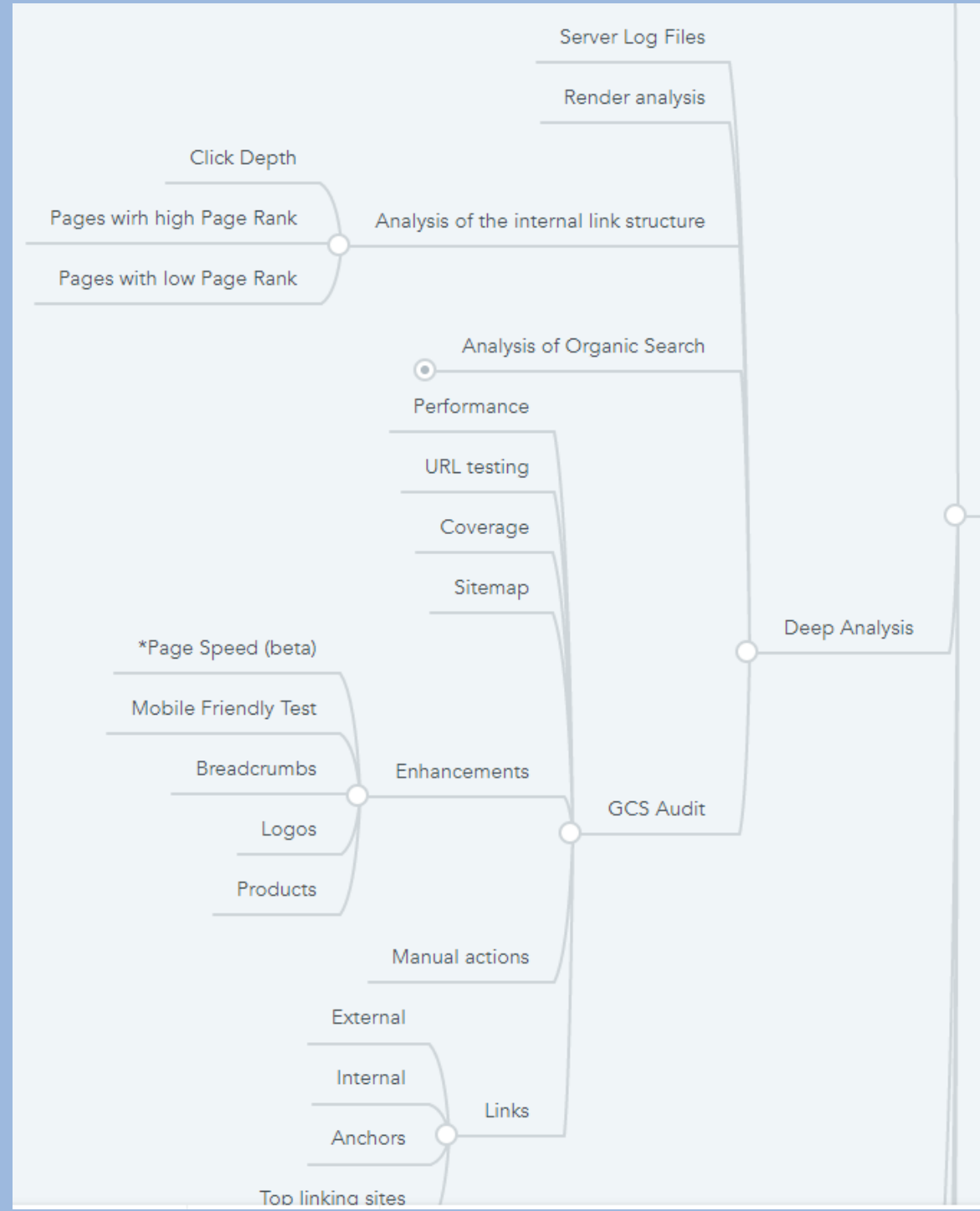
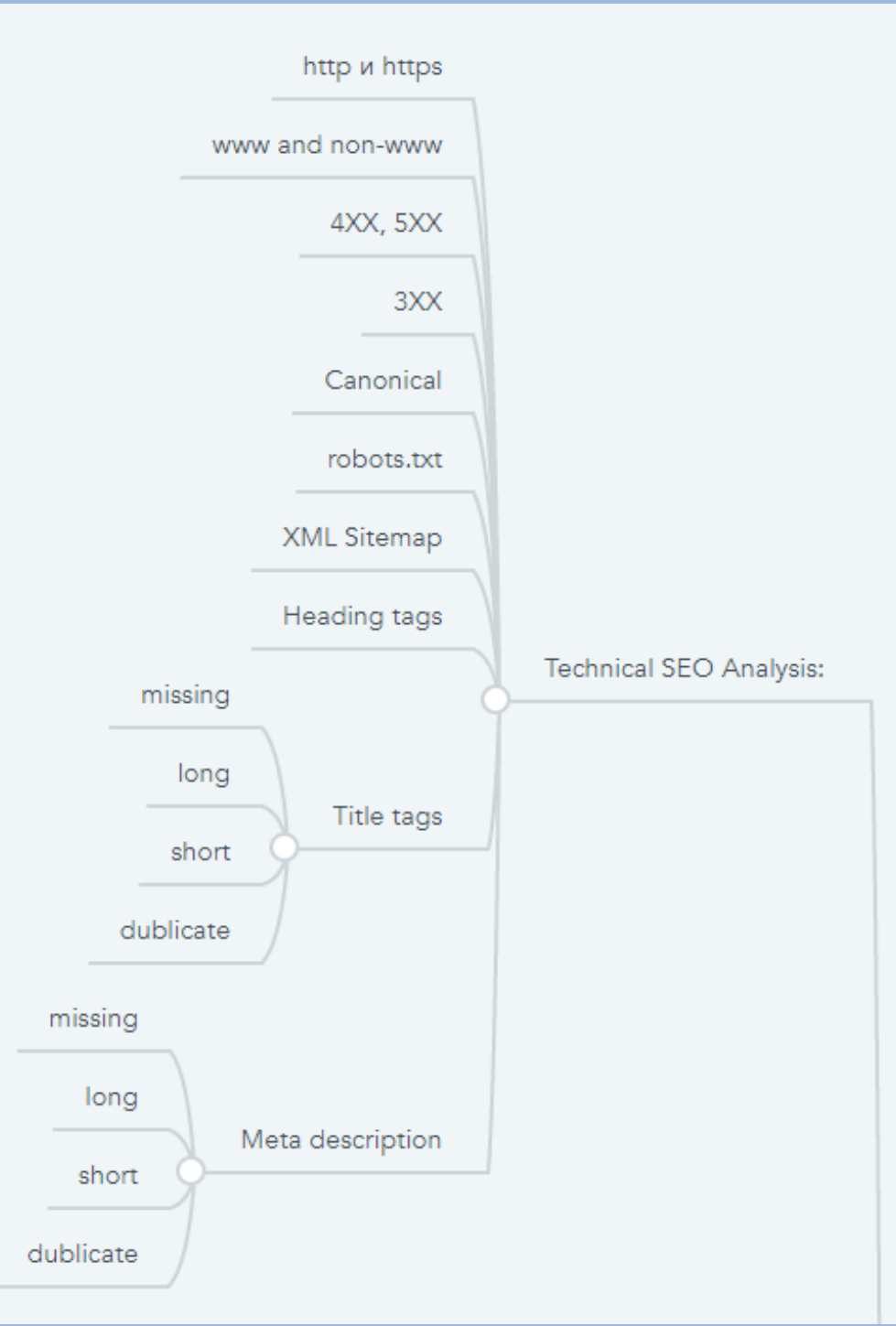
## 3 Link Profile Analysis

Spammy Backlinks Check and Unnatural Inbound Links.

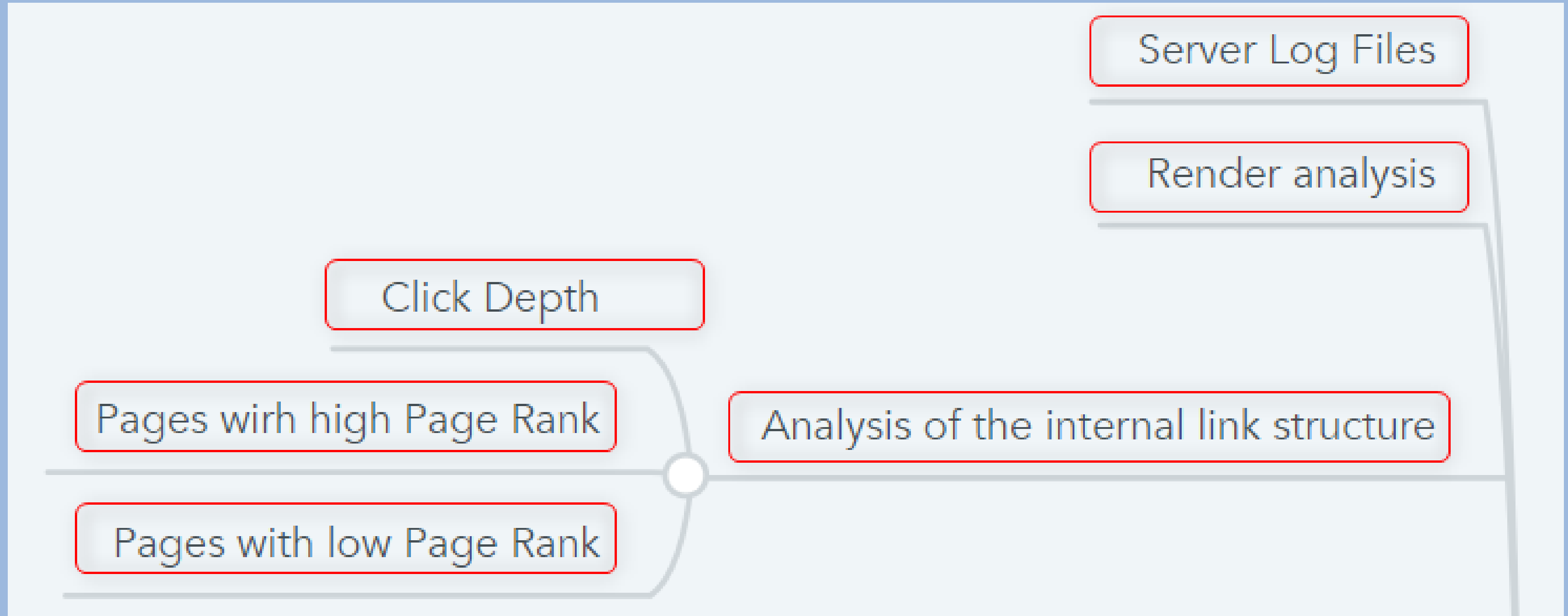
# Full Technical SEO Analysis



# Technical Audit Plan (mindmap)



# Server .log Files / Internal Links



# Server .log Files

- Missing Googlebot Mobile
- A lot of 4xx Errors
- A lot of 3xx Redirects
- Few 5xx Errors



Path	All Googlebots	Googlebot Mobile	Googlebot	4xx	3xx	2xx	1xx	5xx	Num Events	Average Bytes	Average Response Time (ms)	Googlebot ...
https/	15034	0	2036	214	1037	13782	0	1	15034	15485	0	12998
https://.../	15034	0	2036	214	1037	13782	0	1	15034	15485	0	12998
wp-content/	2811	0	0	82	176	2553	0	0	2811	29752	0	2811
en/	1197	0	244	1	29	1167	0	0	1197	19106	0	953
work/	294	0	1	51	0	243	0	0	294	4020	0	293
tv-programa-machove/	147	0	83	0	0	147	0	0	147	18206	0	64
team-logos/	140	0	0	0	4	136	0	0	140	2779	0	140
prognazi/	135	0	23	0	12	123	0	0	135	12050	0	112
teglene-na-pari-ot-efbet/	132	0	7	0	0	132	0	0	132	7592	0	125
strategii/	104	0	24	0	0	104	0	0	104	13215	0	80
rykovodstvo/	99	0	24	0	3	96	0	0	99	16527	0	75
registracia-akaunt-v-efbet/	75	0	1	0	0	75	0	0	75	7974	0	74
khachen-ov-djokovic-prognaza-09-07-2018-wimbledon-tuk/	70	0	0	0	0	70	0	0	70	5741	0	70
winbet/	59	0	10	0	0	59	0	0	59	32919	0	49
bet365/	58	0	18	0	0	58	0	0	58	40884	0	40



# Internal Links 1.

We built our own tool for internal links analysis

Search anchor: **bet365**

Unique links: **3492** | Checked links: **149643** | Different anchors: **5883**

Last Crawled	Link	EXTERNAL									INTERNAL
		Anchors	Links	breadcrumbs	head	languages	footer	body	sidebar	others	Links
17/07 13:57	bet365/	43	3266	0.1%	93.1%	0.1%	x	6.6%	x	0%	50
17/07 13:31	bet365/poker/	9	3053	0%	99.5%	x	x	0.5%	x	x	40
17/07 13:48	bet365-oferta-za-nova-smetka/	5	1561	0.1%	x	x	x	1.5%	98.4%	x	38
17/07 13:49	en/bet365/	12	389	0.3%	92%	1.3%	x	5.9%	x	0.5%	58
17/07 13:49	en/bet365-mobile-app/	6	372	0.5%	95.7%	0.8%	x	3%	x	x	55
17/07 13:56	en/bet365-bonus-code/	6	368	0.3%	96.2%	0.3%	x	3.3%	x	x	51
17/07 13:27	novini-bet365/	3	83	60.2%	x	x	x	21.7%	18.1%	x	60
17/07 13:21	de/bet365-mobile-app/	4	46	2.2%	87%	8.7%	x	2.2%	x	x	27
17/07 14:03	bet365/bonus/	23	40	2.5%	2.5%	2.5%	x	85%	x	7.5%	37
17/07 13:21	bet365-mobile-app/	11	25	4%	16%	16%	x	60%	x	4%	43
17/07 13:48	registracij-nova-smetka-bet365/	12	16	6.3%	x	x	x	93.8%	x	x	38
17/07 14:03	et/bet365-eesti/	4	16	6.3%	50%	31.3%	x	12.5%	x	x	14
17/07 13:56	hu/bet365/	3	15	6.7%	60%	31.3%	x	x	x	x	13
17/07 13:57	promqna-na-zalog-v-bet365/	2	14	7.1%	x	x	x	42.9%	50%	x	39
17/07 13:57	bonus-loqnost-bet365/	2	14	7.1%	x	x	x	42.9%	50%	x	39
17/07 13:57	bet365-sazdai-zalog-opciq/	2	14	7.1%	x	x	x	42.9%	50%	x	38
17/07 13:57	bet365-novini-na-jivo/	2	14	7.1%	x	x	x	42.9%	50%	x	39
17/07 13:48	bet365/kazino/	8	14	7.1%	x	x	x	85.7%	x	7.1%	37
17/07 13:21	et/bet365-mobilirakendus/	3	14	7.1%	50%	28.6%	x	14.3%	x	x	12
17/07 13:31	bet365-cash-out/	7	13	15.4%	x	x	x	76.9%	x	7.7%	36
17/07 13:57	zalozi-sabitie-bet365-ot-mobilno-ustroistvo/	2	12	8.3%	x	x	x	33.3%	58.3%	x	39
17/07 13:57	limitirane-bet365-akaunt-prichini/	2	12	8.3%	x	x	x	33.3%	58.3%	x	39
17/07 13:57	zalozi-prava-kolonka-bet365-akumulator/	2	12	8.3%	x	x	x	33.3%	58.3%	x	37
17/07 13:57	siguren-zalog-bet365-parvi-golmaistor/	2	12	8.3%	x	x	x	33.3%	58.3%	x	38
17/07 13:57	bet365-specialni-oferti-mondial-2018/	2	12	8.3%	x	x	x	33.3%	58.3%	x	38
17/07 14:03	de/bet365/	3	12	8.3%	41.7%	41.7%	x	8.3%	x	x	29
17/07 14:03	en/bet365-virtual-sports-betting/	3	10	10%	x	x	x	90%	x	x	49
17/07 13:48	affiliates/bet365/	3	9	11.1%	x	x	x	88.9%	x	x	38
17/07 13:21	en/bet365-live-betting-review/	2	9	11.1%	x	x	x	88.9%	x	x	49
17/07 13:20	en/bet365-basketball-betting/	2	9	11.1%	x	x	x	88.9%	x	x	49
17/07 13:20	en/bet365-horse-racing-betting-review/	2	9	11.1%	x	x	x	88.9%	x	x	49
17/07 13:20	en/bet365-tennis-betting-review/	2	9	11.1%	x	x	x	88.9%	x	x	49

# Internal Links 1.1.

## We built our own tool for internal links analysis

- With Own Crawler
- Anchor Text Analysis
- Number of Internal Links per page
- We separate all Types of Internal links in:  
Breadcrumbs, Head, Languages, Footer, Body,  
Sidebar, and Other Types.
- How many External Links pointing to the page.
- Types of the Anchor Texts;

# Internal Links 2.

We built our own tool for internal links analysis

bet365-mobile-app/

Links locations on front end for this link	body
Frequency	100% 8

## Anchors to this article

Anchors	breadcrumbs	head	languages	footer	body	sidebar
bet365 mobile app(1)	x	x	x	x	100% 1	x
това ревю за мобилната версия на bet365(1)	x	x	x	x	100% 1	x
мобилната версия(1)	x	x	x	x	100% 1	x
мобилно приложение(1)	x	x	x	x	100% 1	x
мобилната версия на bet365(1)	x	x	x	x	100% 1	x
bet365 мобилна версия и приложения за android и ios (2020)(1)	x	x	x	x	100% 1	x
мобилна апликация на bet365(1)	x	x	x	x	100% 1	x
мобилно приложение на bet365(1)	x	x	x	x	100% 1	x

## External links (TO) (8)

Link	Anchor	Location
mobilni-zalozi/	bet365 mobile app	body
mobilni-zalozi/	това ревю за мобилната версия на bet365	body
bet365/poker/	мобилната версия	body
bet365/	мобилно приложение	body
bet365/	мобилната версия на bet365	body
bet365/	bet365 мобилна версия и приложения за android и ios (2020)	body
sравнение-efbet-ili-bet365/	мобилна апликация на bet365	body
sравнение-1xbet-ili-bet365/	мобилно приложение на bet365	body

## Internal links (FROM) (0)

Link	Anchor
------	--------

# Internal Links 2.1.

## We built our own tool for internal links analysis

- We can check all types of Anchor Texts for every URL type in the website: Breadcrumbs, Head, Languages, Footer, Body, Sidebar, and Other Types;
- We created a simple formula with limitation written on "R" to calculate Page Rank for every Single Page;

The screenshot shows a search interface with a search bar containing "bet365 mobile app" and a URL "https://.../mobilni-zalozi/". Below the search bar is a table with columns for different page types: breadcrumbs, head, languages, footer, and body. The "body" column has a value of "100%".

breadcrumbs	head	languages	footer	body
x	x	x	x	100%

# Internal Links 2.2.

## We built our own tool for internal links analysis

- Example of "R"

```
library("igraph")
# Swap out path to your Crawler All Outlink CSV. For Windows, remember to
# change backslashes to forward slashes.
links <- read.csv("C:/Documents/all-outlinks.csv", skip = 1) # CSV Path
# This line of code is optional. It filters out JavaScript, CSS, and
# Images. Technically you should keep them in there.
links <- subset(links, Type=="AHREF") # Optional line. Filter.
links <- subset(links, Follow=="true")
links <- subset(links, select=c(Source, Destination))
g <- graph.data.frame(links)
pr <- page.rank(g, algo = "prpack", vids = V(g), directed = TRUE, damping =
0.85)
values <- data.frame(pr$vector)
values$names <- rownames(values)
row.names(values) <- NULL
values <- values[c(2,1)]
names(values)[1] <- "url"
names(values)[2] <- "pr"
# Swap out 'domain' and 'com' to represent your website address.
values <- values[grep("https?:\\/(.*)?domain\\.com.*", values$url),]
# Domain filter.
# Replace with your desired filename for the output file.
write.csv(values, file = "output-pagerank.csv") # Output file.
```

# Render Analysis

- We found some rendering anomalies
- Detailed analysis was performed
- Some external blocking scripts were found



Последни прогнози:

- [Здраво закъсалият отбор на Монако приема лидера ПСЖ](#)
- [Селта посрещат отпущения се Реал Мадрид](#)
- [Милан ще се пробват да нанесат първа загуба за Ювентус в Серия А](#)
- [Прогноза за мача на Барселона срещу Реал Бетис](#)
- [Манчестър Сити и Манчестър Юнайтед в градско дерби с голям заряд](#)

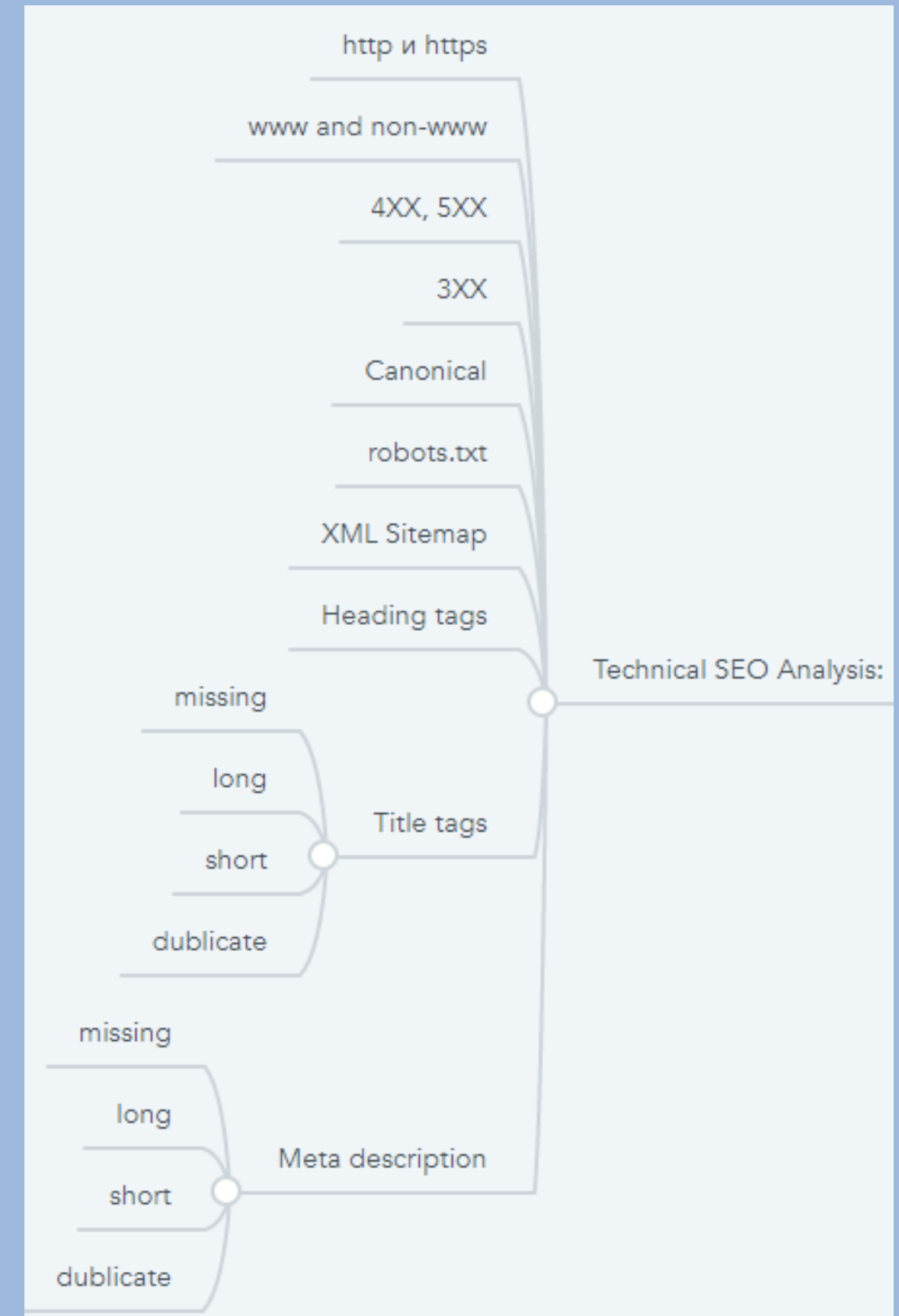
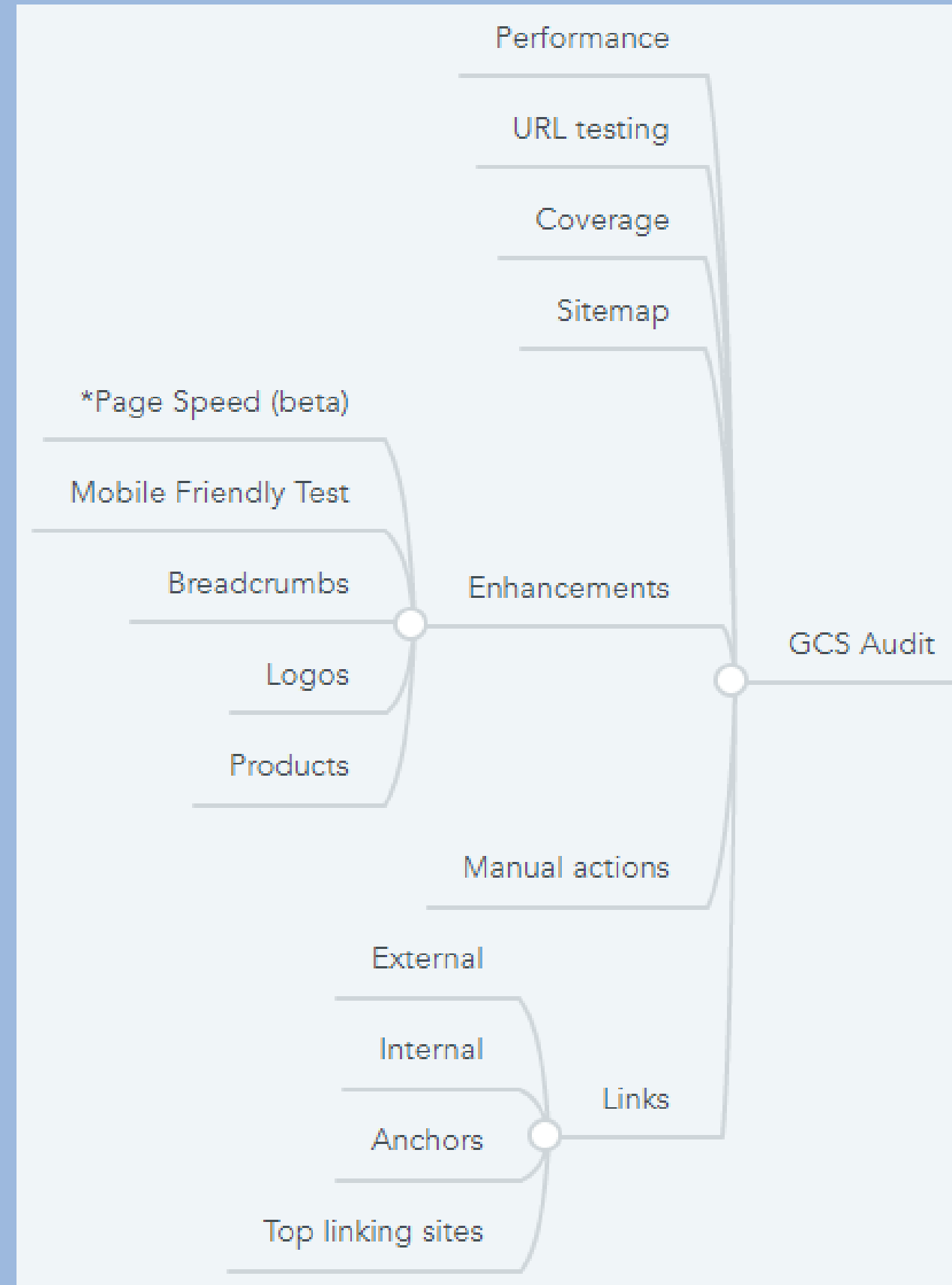
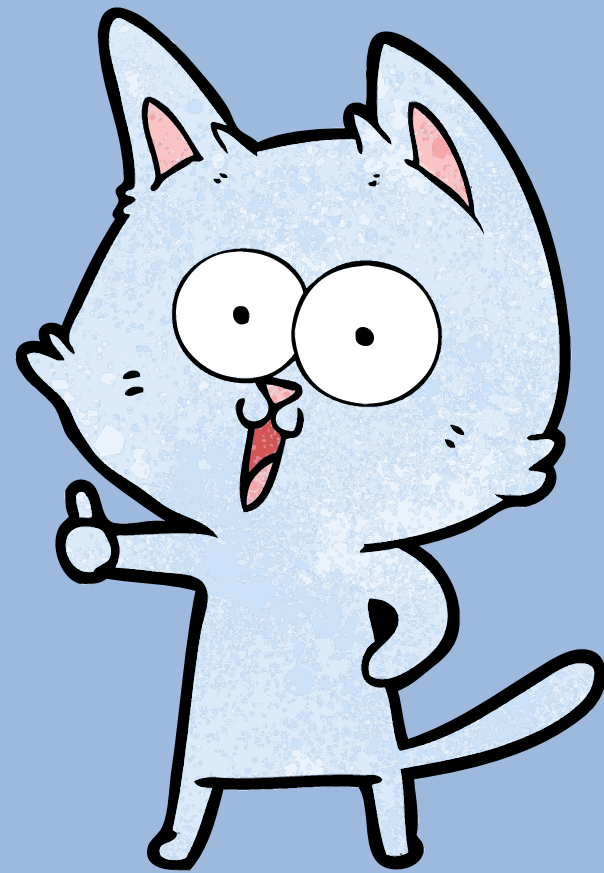
Спортни прогнози, ревиюта за букмейкърите: Efbet, Bet365, Betfair, Sportingbet и Pinnacle Sports. Бонус за всеки букмейкър в интернет.

Навигация

- [Букмейкъри](#)
  - [Efbet](#)
  - [Bet365](#)
  - [Betfair](#)
  - [Winbet](#)
  - [Bwin](#)
  - [1xBet](#)
  - [Pinnacle](#)
  - [Национална Лотария](#)
  - [Еврофутбол](#)
  - [Sportingbet](#)
  - [Евробет](#)
    - [Еврошанс](#)

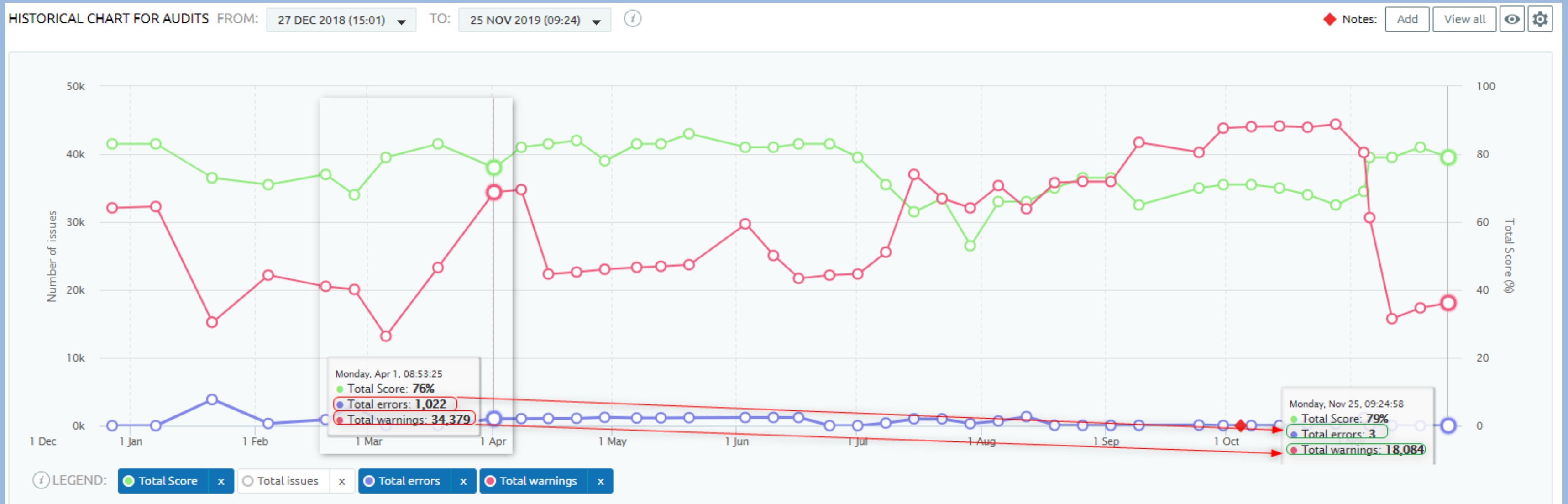
# Technical SEO Audit 1.1.

- On-Page SEO Audit Steps and Criteria



# Technical SEO Audit 1.

- **From 1 022 Errors to 3 Errors**
- **From 24 379 Warnings to 18 084 Warnings**





# Redesign & Page Speed Optimization

1

## Redesign

We started with redesigning on the site layout and elements. The entire code has been rewritten and cleared out, in particular: HTML, CSS, JavaScript, JSON-LD, RDFa were added too.

2

## Page Speed Optimization

In the process of rewriting, we improved the loading speed. We've raised it 3 times!

3

## Website Architecture

The overall structure of the website was completely reorganized and reworked as well for better semantics, UX and architecture.

# Redesign 1.

## Redesign

1

Website layout version in 2018.

Search

BOOKMAKERS COMPARISON BONUSES CASINOS PREDICTIONS MOBILE VIRTUALS USEFUL MORE LOGIN

### How do you register on Bet365?

Registering with Bet365 is simple and takes no more than a few minutes to enter your data and verify your account. In the steps below you will find detailed first-person information on how to create a new account with Bet365.

Username:

E-mail:

Password:

Confirm Password:

Bonus Code:

I would like to receive information about offers and promotions

I am at least 18 years of age and I have read, accept and agree to the Terms and Conditions, Rules, Privacy Policy, Cookies Policy and policies relating to age verification and KYC (Know Your Customer)

Join Now

How to register at Bet365 – Step by Step

#### ARTICLE CONTENT

1. Bet365 Review
2. How to register?
3. Sports Betting
4. Betting options and markets
5. Bet365 promotions
6. IN-PLAY
7. Live-Streaming
8. Bet Slip
9. Cash-Out option
10. Virtual sports
11. Casino games at Bet365
12. Poker
13. Deposits and Withdrawals
14. Mobile version and applications
15. Bet365 Affiliates
16. About Bet365

#### TOP OFFERS FOR БЪЛГАРИЯ

	220bn	Get 220bn
	€130	Get €130
	€100	Get €100

# Redesign 1.1.

## Redesign

1

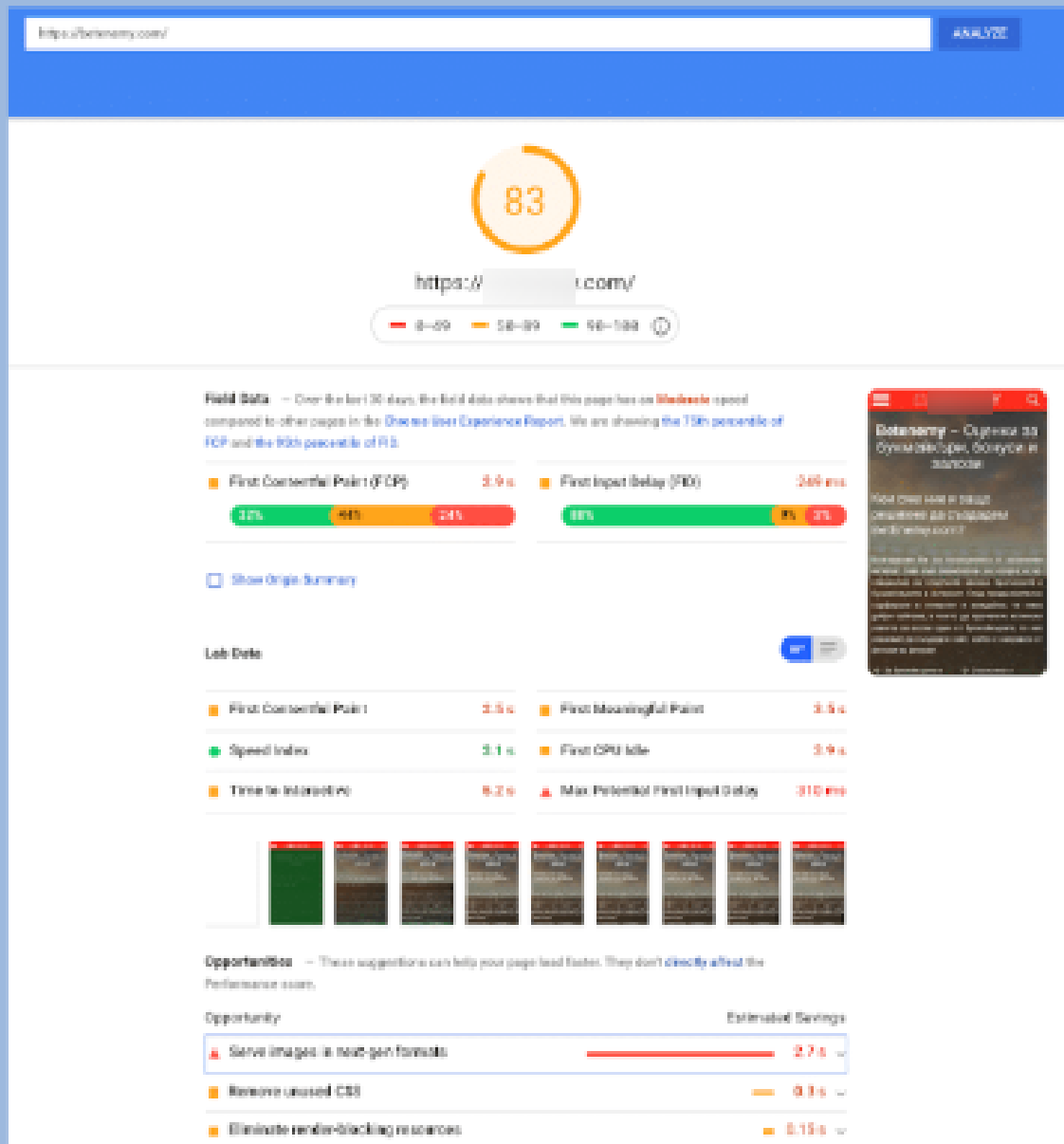
Website version after Redesign.

The screenshot displays the redesigned website for a Bet365 review. The layout is clean and organized, featuring a dark green header with navigation links and a search bar. The main content area is divided into several sections:

- Header:** Includes the Bet365 logo, a search bar, and navigation links for BOOKMAKERS, COMPARISON, BONUSES, CASINOS, PREDICTIONS, MOBILE, VIRTUALS, USEFUL, MORE, and LOGIN.
- Hero Section:** Features the Bet365 logo, a 5.0 rating, and buttons for VISIT BET365 and CREATE ACCOUNT.
- Review Summary:** A section titled "Bet365 – In-depth review" with a 5.0 rating and a "BONUS CODE" button.
- Options & Features:** A list of features including Casino, Cashout, Live Betting, Live Streaming, Poker, Live Casino, and E-Sports.
- BET365 RATINGS:** A table showing ratings for various categories:

Category	Rating
Design & Navigation	94%
Bonuses	91%
Odds Live	99%
Cashout Option	90%
Casino Area	100%
Mobile Version	100%
Customer Support	100%
- BET365 +/-:** A list of pros and cons, including "Most Popular", "Different bonuses", "Cash Out", "Different payment methods", "High odds", "Good range of casino games", and "Limiting players".
- LATEST PLAYER REVIEWS:** A section showing user feedback, including a review by Jason L. with a 5-star rating.
- TOP OFFERS FOR SUBSCRIBERS:** A section displaying promotional offers for subscribers, such as "Get 220ms", "Get 4130", and "Get 4100".
- BET365 INFORMATION:** A section providing details about the bookmaker, including "Founded: 2000", "Country: UK", "Website: Bet365.com", "License: UK, Bulgaria, Gibraltar", "Alexa Rank: 205", "Devices: Mobile Version, Android, iOS", and "Bookie Type: Traditional".
- BET365 SUPPORT:** A section with a "Languages" dropdown set to "multilingual" and a "Ask your questions here" button.
- TOP 10 BOOKMAKERS:** A section listing the top 10 bookmakers.

# Page Speed Optimization 2.1.



2

## Page Speed Optimization Score before Page Speed Optimization.

FCP - 2.9 s

FID - 249 ms

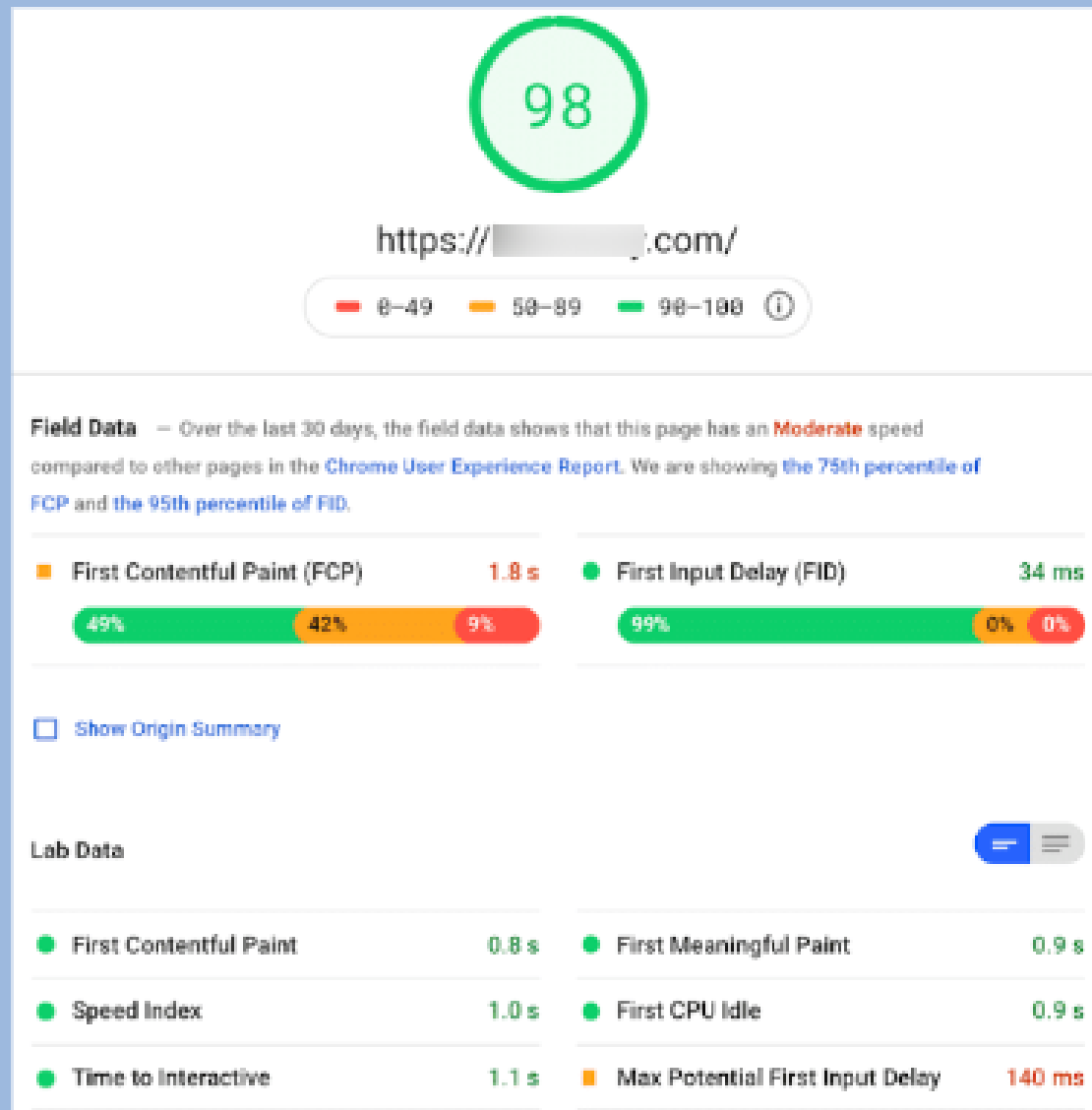
Speed index - 3.1 s.

Time to Interactive - 5.2 s

First Meaningful Paint - 3.5 s

First CPU Idle - 3.9 s.

# Page Speed Optimization 2.2.



2

## Page Speed Optimization Score after Page Speed Optimization.

FCP - from 2.9 s to 1.8 s

FID - from 249 ms to 34 ms

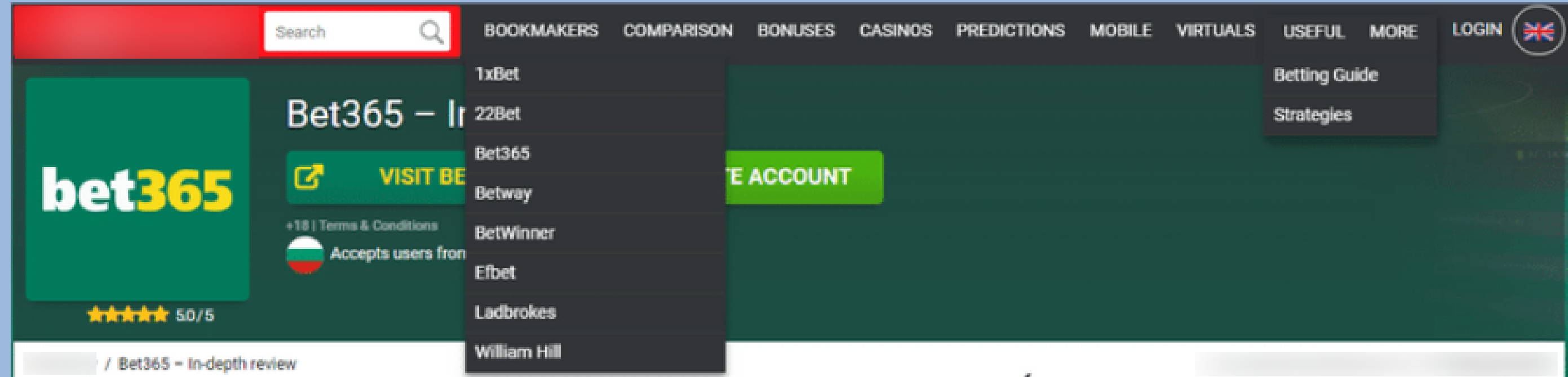
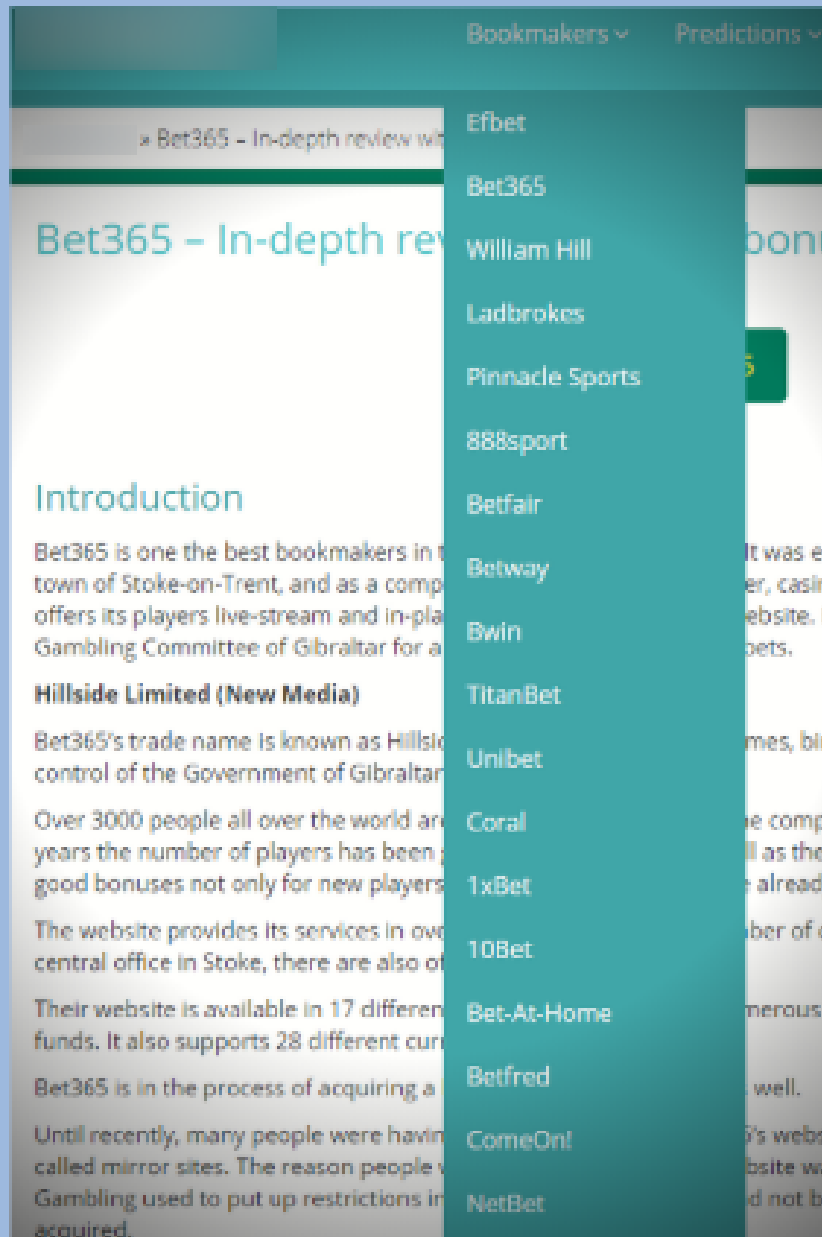
Speed index - from 3.1 s to 1.0 s

Time to Interactive - from 5.2 s to 1.1 s

First Meaningful Paint - from 3.5 s to 0.9 s

First CPU Idle - from 3.9 s to 0.9 s

# Redesign & Page Speed Optimization



3

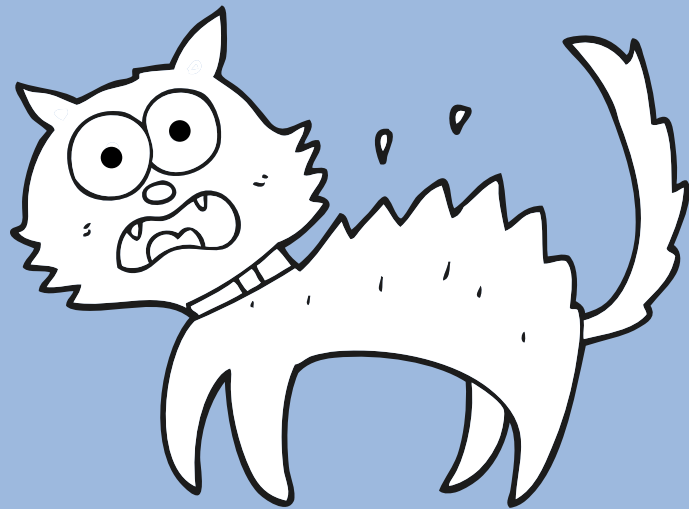
## Website Architecture

The overall structure of the website was completely reorganized and reworked for better semantics, UX and architecture.

# Other and releated critical

## - Technical SEO Issues

- We have resolved a major DNS issue - 4 websites shared the same DNS address!
- About 150 000 dynamically generated internal links with the same anchor were fixed.
- We fixed the whole Schema.org mark-up, debugging it type by type.



- 1257 Duplicate Titles
- 12 152 Broken Internal Links
- About 200 pages with similar pages were removed and redirected.

# Comprehensive Content Audit

## {Content Marketing Strategy}

### Semantic Keywords Research Timeline





# Comprehensive Content Audit

## Results 1-4

### {Content Marketing Strategy}

1

We conducted a comprehensive research and analysis of keywords, phrases and questions used by potential customers. All phrases were organized into a main semantic core and sub-cores.

2

We used these semantic cores and sub-cores and created a document on the structure of the current content on the website.

3

As a result: current content was expanded and some additional sections were added.

4

The main part here is the Bonuses and Mobile sections. During the research process, we found that bonuses are very popular and attractive to the user, mobile versions or mobile apps as well, so we decided to make a special section on the website, enriched with information - how to use bonuses, how to install mobile apps, what features they have, etc.

# Comprehensive Content Audit

## Results 5-8

### {Content Marketing Strategy}

5

We found many orphaned pages with little-to-none content. They were combined or removed and relevantly redirected.

6

The content of almost  $\frac{2}{3}$  of the pages was extended and enriched.

7

All pages were semantically optimized one by one.

8

The whole internal link structure was reworked with natural anchors implemented between the pages

# Comprehensive Content Audit

## Results 9-12

### {Content Marketing Strategy}

9

100 bookmaker reviews with over 5K words content based on Content Marketing Strategy were written.

10

More than 100 reviews for bookmakers' mobile applications with over 3K words each based on the Content Marketing Strategy were written.

11

Over 50 betting manuals with over 3K words each based on Content Marketing Strategy were prepared.

12

Unique content for each page.

# Comprehensive Content Audit

## Results 13-16

### {Content Marketing Strategy}

13

Predictions for each football match each day are prepared every day.

14

Use of interactive elements on any custom-designed page.

15

Personalized design for each page according to the bookmaker was applied.

16

Summary and Ratings were added.

# Link Profile Analysis 1.

## Links

- Overview
- Performance
- URL inspection

Index

- Coverage
- Sitemaps
- Removals

Enhancements

- Speed (experimental)
- Mobile Usability
- AMP
- Breadcrumbs
- Events
- FAQ
- Logos
- Products
- Review snippets

### External links <sup>?</sup>

Total 6,751

#### Top linked pages <sup>?</sup>

<a href="https://[redacted].com/en/bet365-mobile/">https://[redacted].com/en/bet365-mobile/</a>	1,274
<a href="https://[redacted].com/">https://[redacted].com/</a>	844
<a href="https://[redacted].com/en/">https://[redacted].com/en/</a>	373
<a href="https://[redacted].com/en/1xbet-mobile-app/">https://[redacted].com/en/1xbet-mobile-app/</a>	354
<a href="https://[redacted].com/fr/application-mobile-1xbet/">https://[redacted].com/fr/application-mobile-1xbet/</a>	119

[MORE >](#)

#### Top linking sites <sup>?</sup>

<a href="http://twilightontheolympicpeninsula.com">twilightontheolympicpeninsula.com</a>	459
<a href="http://nurbality.com">nurbality.com</a>	268
<a href="http://miamiwakeboard-cablecomplex.com">miamiwakeboard-cablecomplex.com</a>	267
<a href="http://loveyichangcity.xyz">loveyichangcity.xyz</a>	224

### Internal links <sup>?</sup>

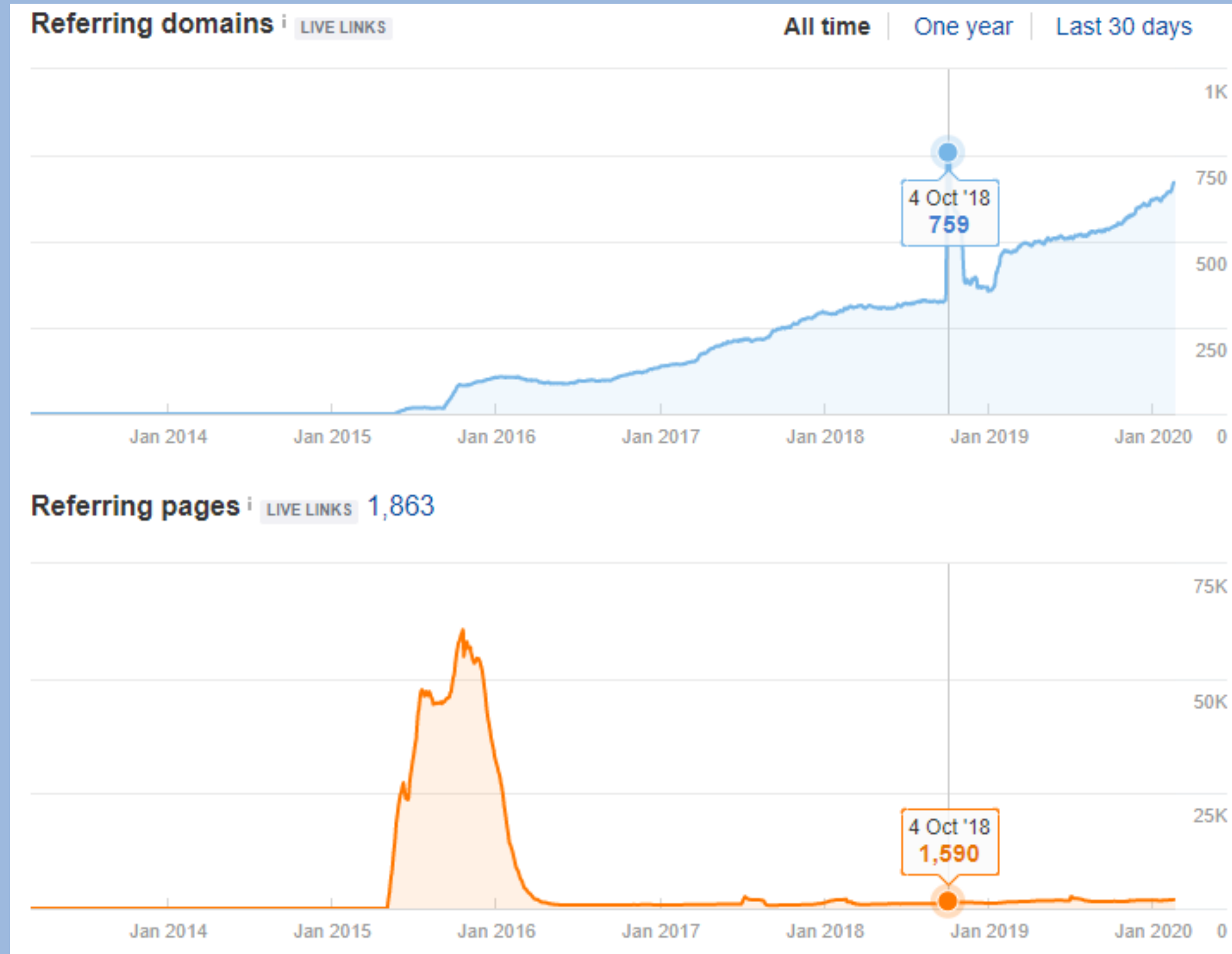
Total 329,738

#### Top linked pages <sup>?</sup>

<a href="https://[redacted].com/">https://[redacted].com/</a>	13,795
<a href="https://[redacted].com/prognozi/">https://[redacted].com/prognozi/</a>	6,774
<a href="https://[redacted].com/bet365/">https://[redacted].com/bet365/</a>	6,230
<a href="https://[redacted].com/kazino/">https://[redacted].com/kazino/</a>	6,188
<a href="https://[redacted].com/bet365/poker/">https://[redacted].com/bet365/poker/</a>	6,183
<a href="https://[redacted].com/bukmeikari/">https://[redacted].com/bukmeikari/</a>	6,157
<a href="https://[redacted].com/futbolni-novini/">https://[redacted].com/futbolni-novini/</a>	6,143
<a href="https://[redacted].com/betfair/">https://[redacted].com/betfair/</a>	6,133
<a href="https://[redacted].com/palms-bet/">https://[redacted].com/palms-bet/</a>	6,130
<a href="https://[redacted].com/bukmeikari-sravnenie/">https://[redacted].com/bukmeikari-sravnenie/</a>	6,115

[MORE >](#)

# Link Profile Analysis 2.



# Link Profile Results from Analysis 1-4

1

User-generated Spam - About 500 Spammy comments published on the website pages were removed.

2

Manipulative structured data, marked up content invisible to users and against the structured data guidelines were removed.

3

Over 1500 Unnatural Inbound Links were disavowed - aggressive link-building tactics, such as link-buying or link schemes - website was a victim of a massive Black-hat.

4

10 Unnatural Outbound Links were removed -Cross affiliate links between other similar websites of the client.

# Link Profile Results from Analysis 5-8

5

725 pure spam links were disavowed as well. - Links to website from sites with huge volumes of scraped or stolen content, gibberish content or repeated violations of Google's guidelines.

6

20 Links from websites with no or bad design were disavowed too.

7

15 Links from directories were removed too.

8

About 120 links from Malicious pages were disavowed.



# The result:

- Clear link profile with editorial and naturally earned links.
- High authority websites in the link profile left.
- Good ratio between the different anchor phrases.
- Better established brand.
- Continuous outreach campaign:
  - Betting Bloggers Outreach
  - Active Players / Blogger outreach
  - Media websites contacts and outreach
  - Organization Websites Outreach

# General results:

## Data from Google Search Console:

- From **27k to 238k** Clicks
- From **2.25M to 22.3M** Impressions
- From **22.4 to 12.7** Average Position

## Data from Google Analytics:

- **406.22%** More Users
- **403.65%** More Sessions
- **529.33%** Goals Completions
- **From 1 333 to 3 152** Goals Completions {registrations}

# Featured Snippets Results 1.

Google

All Images News Videos More Settings Tools

About 215,000 results (0.39 seconds)

Betsafe Bonus Code 2020

Type of Offer	Info	Bonus Code
→ <b>BetSafe Sport Welcome Bonus</b>	Up to 25 EUR + 10 EUR Free Spins	Reveal Code
→ <b>BetSafe Casino Welcome Bonus</b>	100% up to 50 EUR + 20 Bonus Spins	Reveal Code
→ <b>Betsafe Poker Package</b>	€1,000	Reveal Code
→ <b>Mobile Bonus</b>	25% cash profit boost	Reveal Code

1 more row · 3 days ago

[.com > betsafe-bonus-code](#)


[Betsafe Bonus Code - 100% bonus up to €25 + €10 FS \(Feb ...](#)

About Featured Snippets Feedback

Google

All News Shopping Videos Images More Settings Tools

About 772,000 results (0.55 seconds)

 **A privacy reminder from Google**

[REMIND ME LATER](#) [REVIEW](#)

Cash Out. If you want to cut your losses or lock in a profit for your bets in Tennis, Football, Rugby, Baseball, Boxing, American Football, Basketball, or Ice Hockey, you can opt for BetBright's Cash Out option. However, be reminded that it is not available for all markets and multiple bets. 19 Nov 2019

[BetBright Full Review \(2019\) - Advantages & Disadvantages + ...](#)  
<https://.com > bet-bright>

About Featured Snippets Feedback

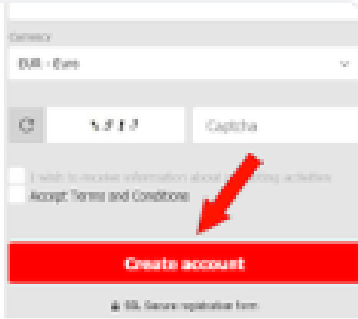
# Featured Snippets Results 2.

Google

All News Images Maps More Settings Tools

About 1,190,000 results (0.46 seconds)

Like most bookmakers, **Winmasters** also provides a casino welcome **bonus** for newly registered punters. To enjoy this promo, you only need to deposit as low as €20. Then, you'll immediately receive a 100% **bonus** that can be worth up to €100 given that you are from one of the eligible countries covered by this promotion. 31 Jan 2020



com > winmasters-bonus-code

[Winmasters Bonus Code - 50% up to €50 Sign Up Offer \(Feb ...](#)

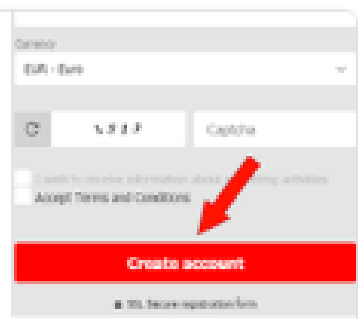
About Featured Snippets Feedback

Google

All News Images Videos More Settings Tools

About 190,000 results (0.40 seconds)

**WinMasters** follows this logic and provides a welcome **bonus** of up to €50 when punters use the **bonus code** "BONUS50INT". However, this **promo** is not available in some countries. It can be claimed only by players from specific countries. 31 Jan 2020



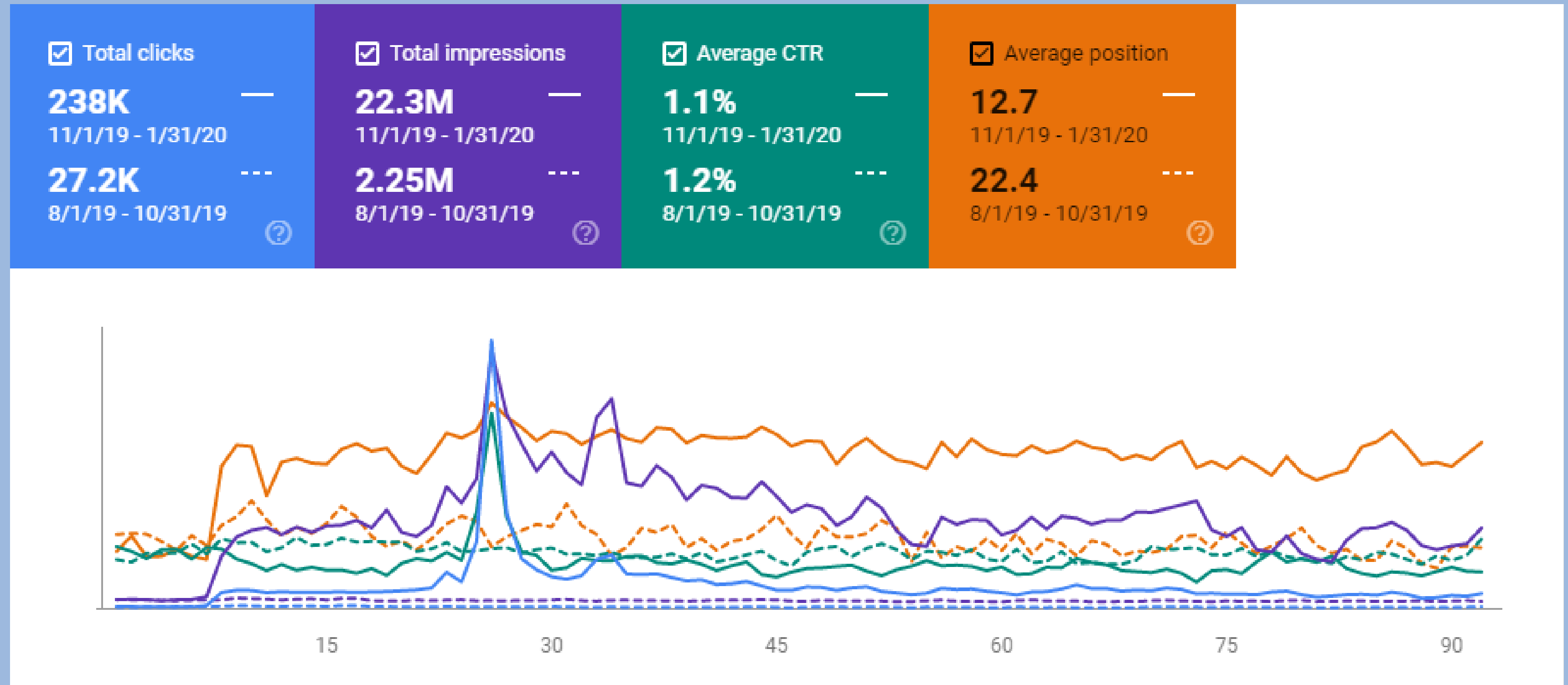
com > winmasters-bonus-code

[Winmasters Bonus Code - 50% up to €50 Sign Up Offer \(Feb ...](#)

About Featured Snippets Feedback

# Google Search Console 1.

Data from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019



# Google Search Console 1.1.

Data from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019

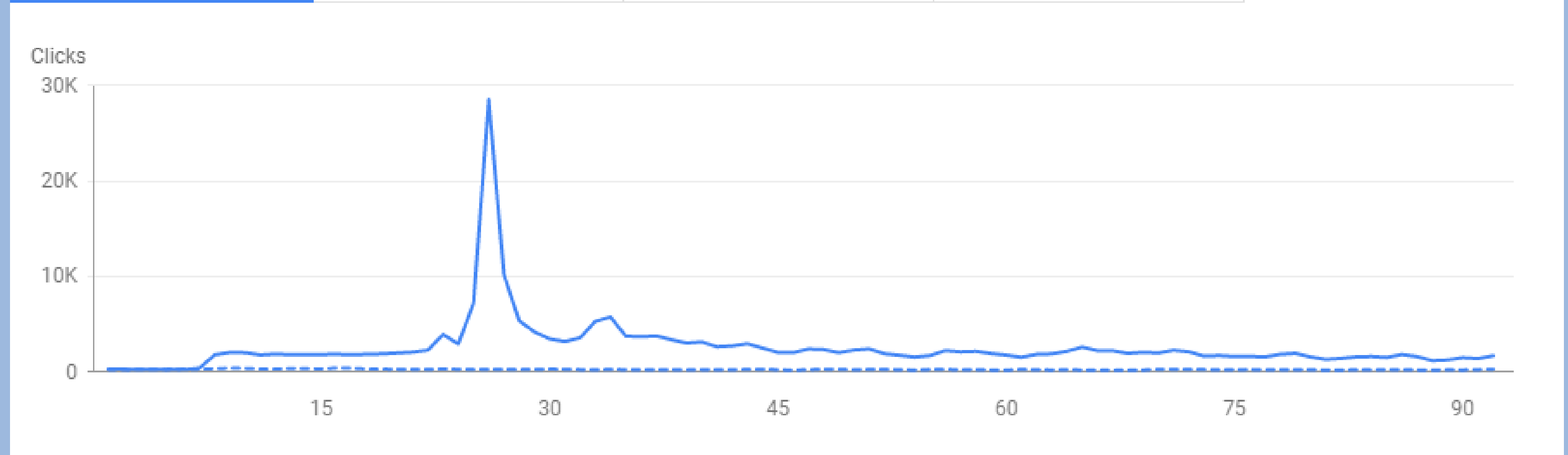
- **From 27k to 238k** Clicks
- **From 2.25M to 22.3M** Impressions
- **From 22.4 to 12.7** Average Position



# Google Search Console 1.2.

Data from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019

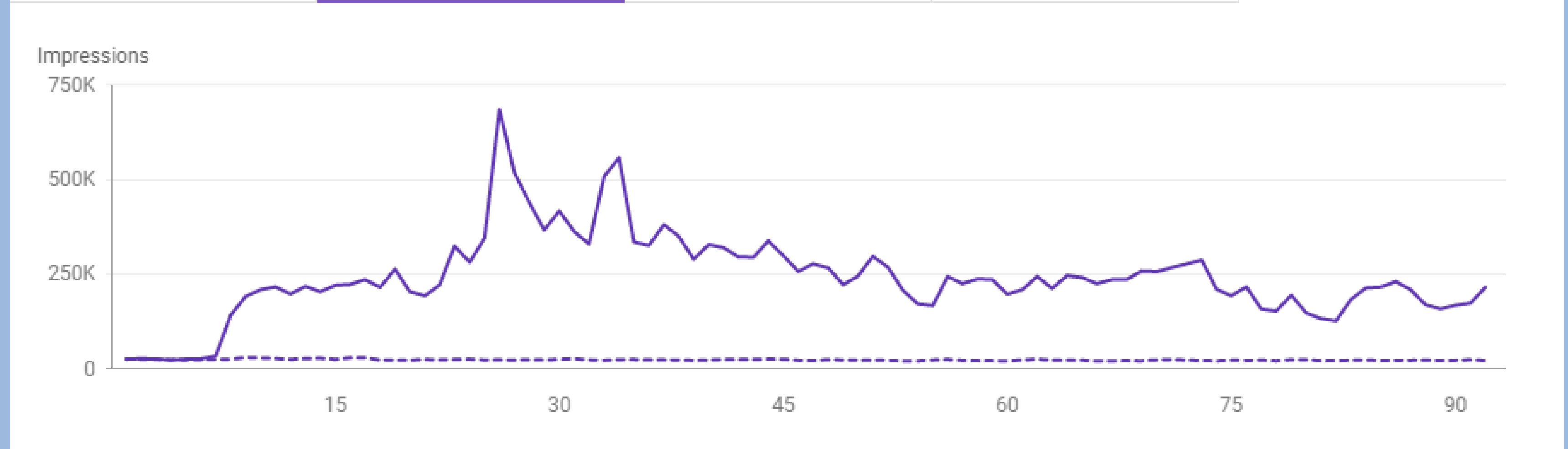
<input checked="" type="checkbox"/> Total clicks <b>238K</b> 11/1/19 - 1/31/20 <b>27.2K</b> 8/1/19 - 10/31/19	<input type="checkbox"/> Total impressions <b>22.3M</b> 11/1/19 - 1/31/20 <b>2.25M</b> 8/1/19 - 10/31/19	<input type="checkbox"/> Average CTR <b>1.1%</b> 11/1/19 - 1/31/20 <b>1.2%</b> 8/1/19 - 10/31/19	<input type="checkbox"/> Average position <b>12.7</b> 11/1/19 - 1/31/20 <b>22.4</b> 8/1/19 - 10/31/19
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# Google Search Console 1.3.

Data from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019

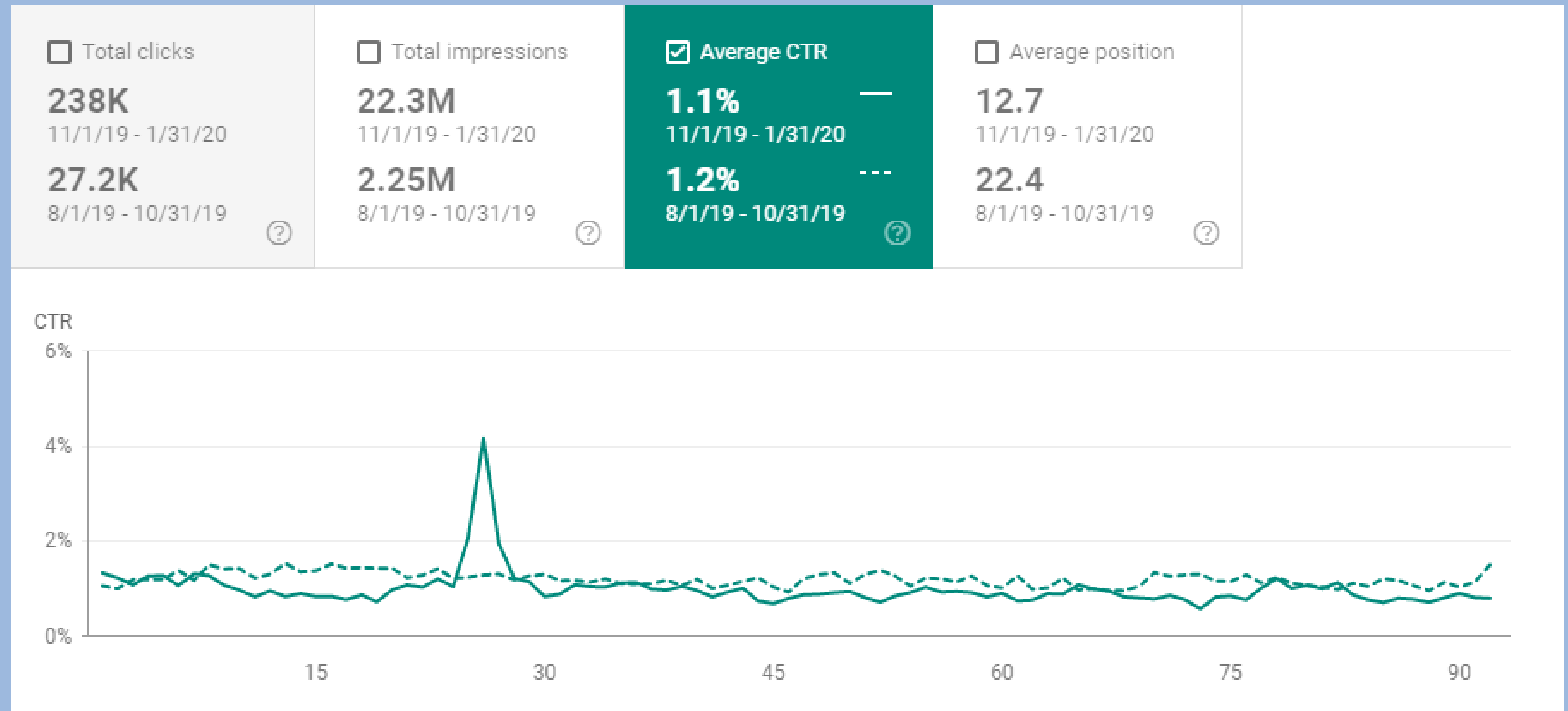
<input type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
<b>238K</b> 11/1/19 - 1/31/20	<b>22.3M</b> — 11/1/19 - 1/31/20	<b>1.1%</b> 11/1/19 - 1/31/20	<b>12.7</b> 11/1/19 - 1/31/20
<b>27.2K</b> 8/1/19 - 10/31/19	<b>2.25M</b> --- 8/1/19 - 10/31/19	<b>1.2%</b> 8/1/19 - 10/31/19	<b>22.4</b> 8/1/19 - 10/31/19





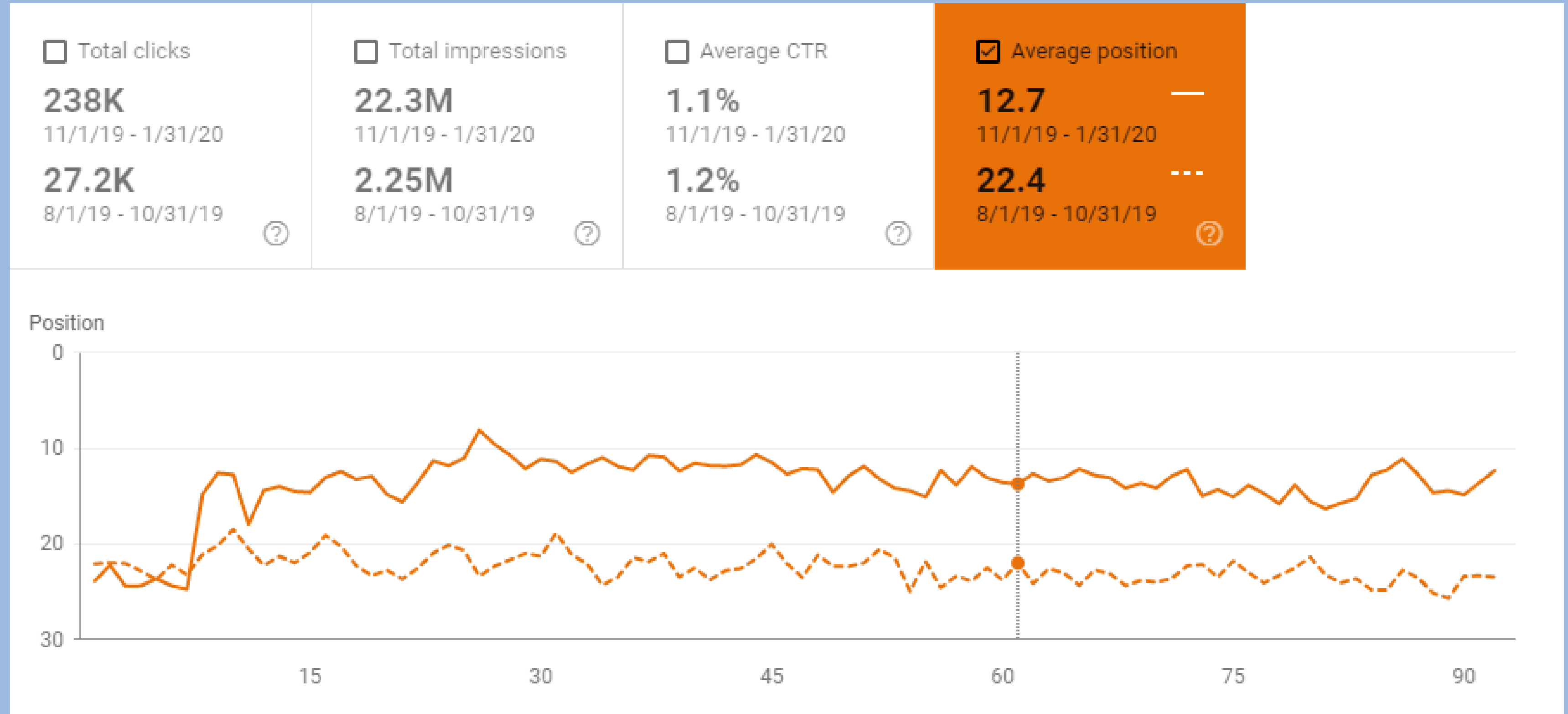
# Google Search Console 1.4.

Data from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019



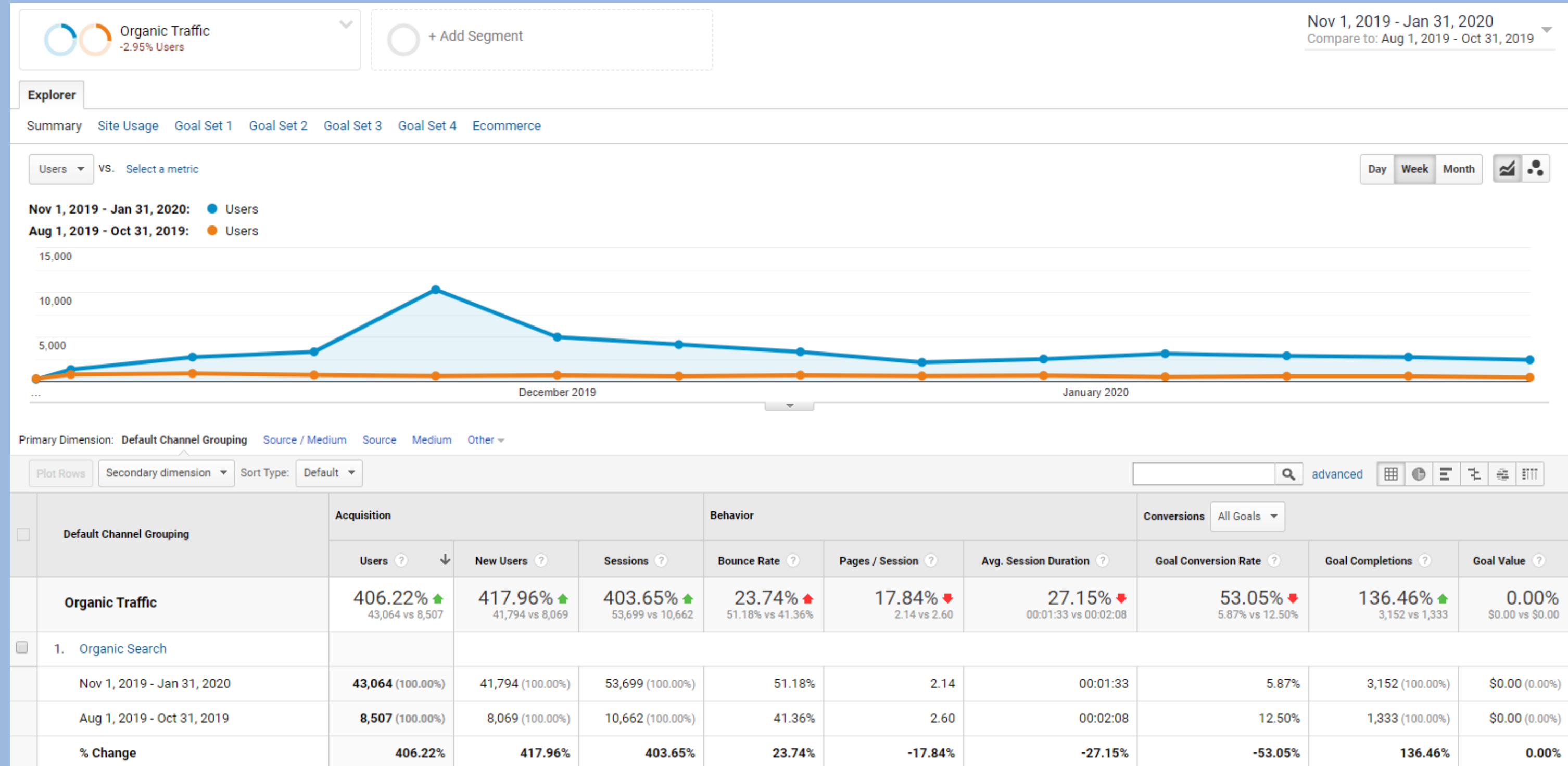
# Google Search Console 1.5.

Data from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019



# Google Analytics 1.

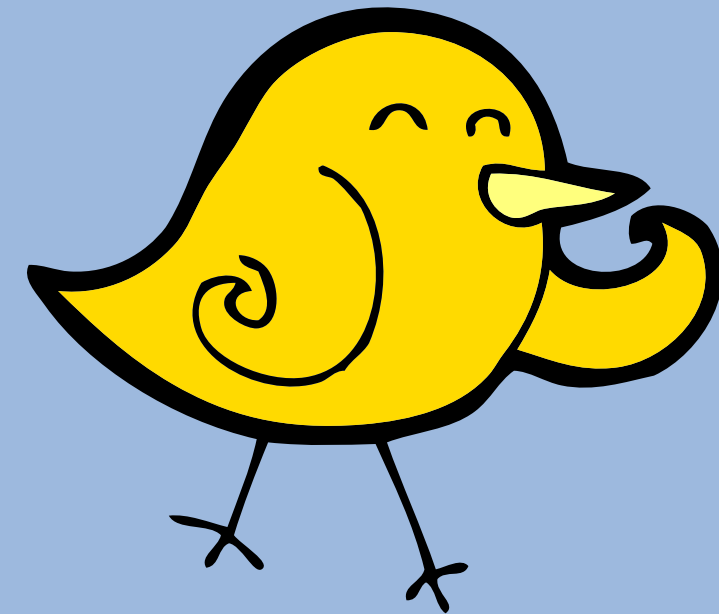
Organic Traffic from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019



# Google Analytics 2.

Organic Traffic from 01.11.2019 to 31.01.2020 vs. from 01.08.2019 to 31.10.2019

- **406.22%** More Users
- **403.65%** More Sessions
- **529.33%** Goals Completions
- **From 1 333 to 3 152** Goals Completions {registrations}



# Thank you

