

# Unprecedented Traffic Growth in 1/10 of the Time: How INK Partnered with Crowd Content to Grow Blog Traffic 1,700% in 1 Month



## Introduction

Our blog has always been a laboratory for testing new optimization theories. INK's rigorous content creation process involves putting our own innovative strategies and techniques to the test before recommending them to others. Once we've proven what works through in-depth analysis, we then scale up for users and clients.

INK's latest blog experiment resulted in some of the most impressive growth we've ever seen.

In this case study, you'll see how we partnered with industry-leading content creators at [Crowd Content](#) to grow the INK blog traffic **from 500 visitors per month to over 13,000** at record speed. You'll also learn how we got **260x more keywords** in the extremely competitive top 10 Google search results and grew our **traffic value over 1,570%**.

What makes these results even more impressive is how this collaboration achieved them in just over a month. What's more, we achieved those results without paid

advertising and virtually no link building. Instead, we partnered with talented writers sourced from [Crowd Content](#) who used our content optimization platform, INK.

This is the story of how INK started small with a brand-new domain and skyrocketed growth in record time.

## **Background**

In October 2019, we launched our AI content performance optimization editor, INK, and with it, a brand-new website. As with almost all new sites, [inkforall.com](#) had little domain authority or traffic value.

After successfully launching INK on Product Hunt and earning Product of the Day and Month in October, we saw a spike in referral traffic from Product Hunt and Social Media.

However, as content creation and content performance experts, our growth wasn't yet at the level we expected. Having a blog with unrivaled, quality content and extraordinary SEO results is crucial for us and the INK brand.

Beyond increasing organic traffic to [inkforall.com](#), we wanted to increase INK's visibility to our target audience. In addition to providing valuable content to an audience we know is hungry for answers, the goal was to drive quality leads to our site and send prospective users to our INK desktop application.

For this reason, we crafted a surgically-precise strategy to prove the power and the value of our INK application. We partnered with the highly-skilled content creation experts at Crowd Content to achieve this essential goal.

## **SEO Audit**

Before we could chart the ideal course to where we knew we needed to be, we had to first understand where we were. As such, INK strategists used Ahrefs to establish a baseline. The team continued to use this tool to monitor progress against that established baseline.

Before launching this SEO initiative, INK's traffic was hovering at around 500 organic visitors per month. The INK domain was capturing about 3,100 relevant keywords and about 200 of them were in the top 10 Google search positions. Traffic value was around \$330.

## **Keyword Research + Competitive Analysis**

Typically, INK's process is to audit a site to understand which of its keywords are ranking in positions 4 - 10. This method identifies keywords that are almost in the top three Google results, and with a little help, that difference from position 4 in Google to position 3 can mean thousands of more visitors per month. These "easy wins" are often lower effort but yield high rewards.

For our SEO collaboration, however, we didn't choose this method. Instead, we opted for an extremely bold strategy for a small, relatively young site.

First, we identified our top 10 to 15 competitors.

Next, INK strategists audited those sites using Ahrefs. We honed in on the keywords responsible for the majority of their organic traffic. These were the keywords for which our competitors were consistently ranking in the top 5 Google search positions.

Then, the INK Intent team refined that list of keywords to include only the terms that are most relevant to our industry, brand, and product.

From there, the INK team identified the highest-value keywords from a single competitor and chose the top 64 search terms.

The final step was to build the most comprehensive, exhaustive, and most valuable content around each of those 64 competitive keywords.

The idea? Redirect what's working for our competitors to our new domain and do it better.

## **SEO Strategy and Content Creation**

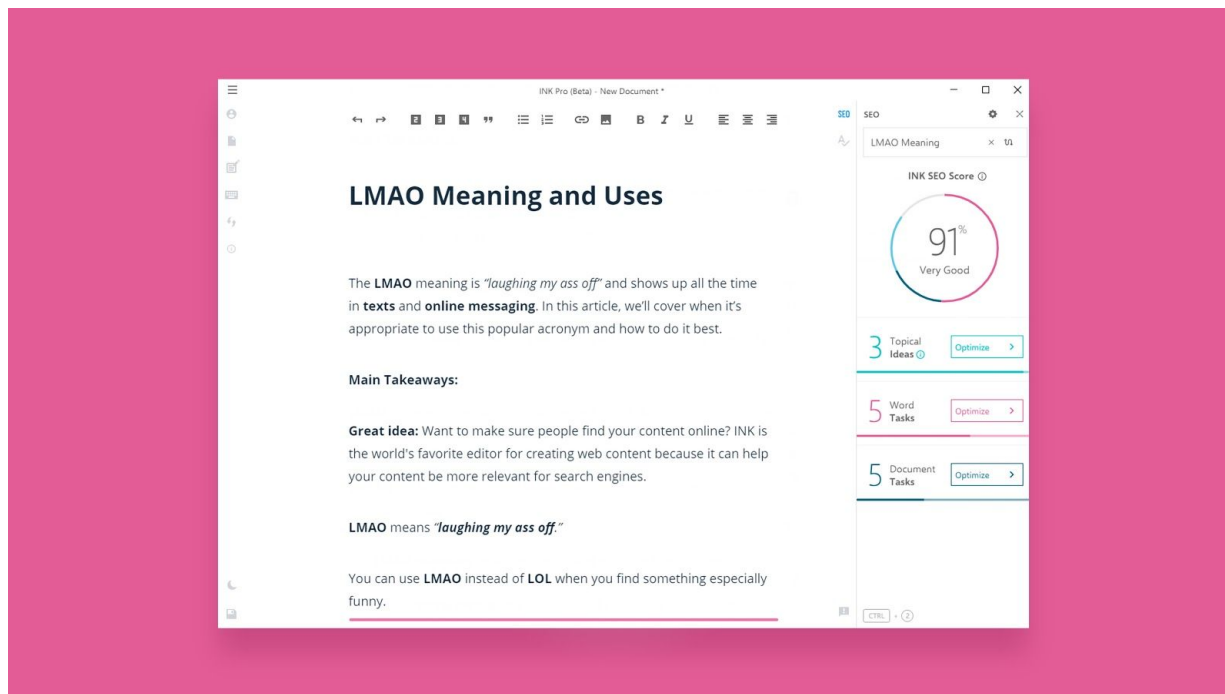
What may be surprising is that INK did not create this blog content. Instead, we partnered with the expert content provider Crowd Content.

The talented Crowd Content team only used two resources to create all 64 articles:

1. Our intent research
2. The INK content optimization platform

The goal was to create the most comprehensive and exhaustive guides for each intent.

A recent [data study](#) the INK team conducted showed that articles with an INK SEO Score over 91% are up to **four times more likely to rank** in the top 10 Google results versus the average, relevant top 100 article. Therefore, every article Crowd Content produced had an INK Score of at least 91%.



Screenshot of the AI-powered INK Editor and INK SEO Scoring functionality.

To reach this target, Crowd Content's highest-rated writers crafted these articles. Crowd Content's writers enriched the initiative with the necessary topical expertise and supplemental topical research to produce articles that were more informative, more engaging, and better crafted than the current high-ranking competitor pages.

To reach this target, Crowd Content used its Enterprise program's unique content creation process to ensure all content they delivered to us was publish-ready.

First, we scheduled a kick-off call for the project with the dedicated project manager assigned to our account. During this call, the Crowd Content team took great care to learn about our project and its goals. Crowd Content also used this time to build a custom creative brief and style guide for their writers to follow.

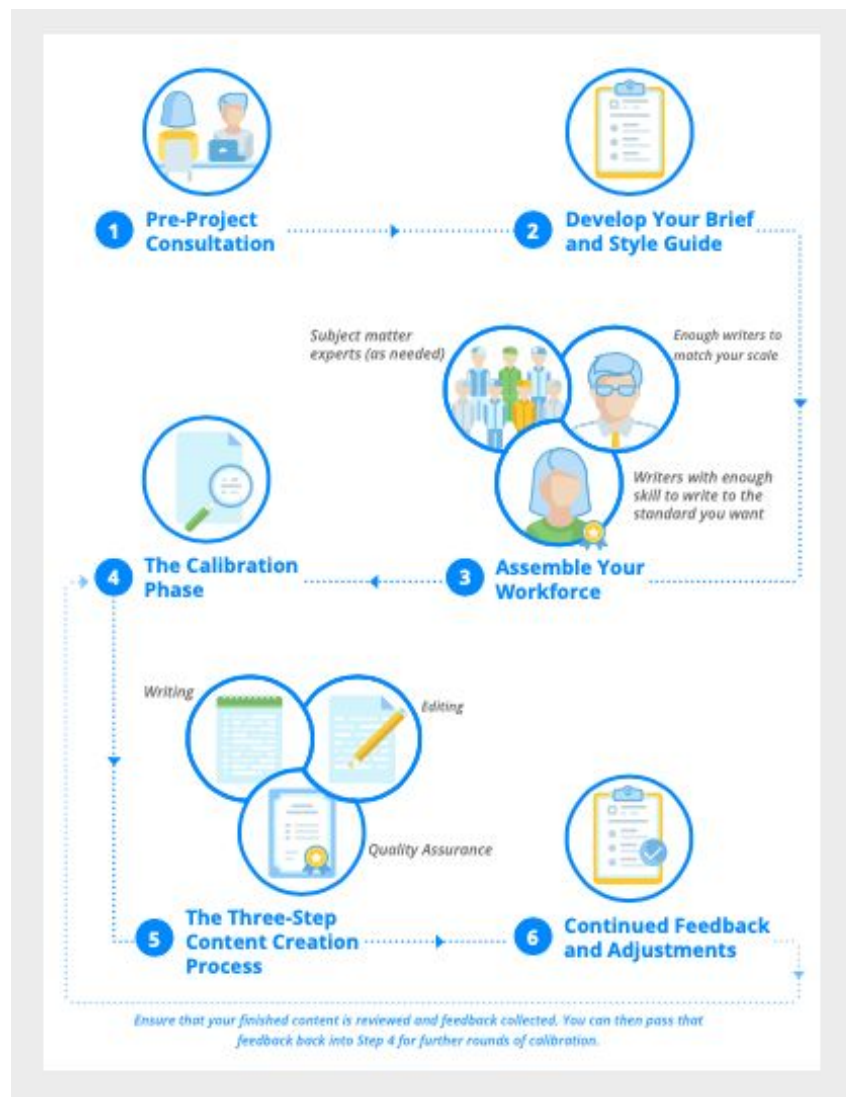
Next, our dedicated project manager at Crowd Content built us a team of expert writers guaranteed to create amazing content for this initiative. These content creation experts profoundly understand how to craft authoritative content optimized for both search engines and readers.

Our project manager also handled all aspects of creating the 64 articles, including coordinating writers, answering questions, and managing writers' workloads.

Crowd Content's writers enriched the initiative with the necessary topical expertise and supplemental topical research to produce articles that were more informative, more engaging, and better crafted than the current high-ranking competitor pages.

These expert writers optimized each article around a highly competitive target keyword and at least four related keywords.

Beyond ranking potential, Crowd Content also optimized these articles around Related Questions to help prioritize them for highly visible Snippet opportunities.



Infographic outlining Crowd Content's Enterprise content creation process.

Once the content was written, Crowd Content had an experienced editing team review all the content to make sure it was flawless. As a testament to Crowd Content's white-glove approach and unparalleled quality, they had their QA team do a final review and ensure that all requirements (including scoring above 91% in INK) were met.

Getting publish-ready content back that met all our requirements was critical to moving as quickly as we did with this project and driving the results we did.

In addition to this high-quality original text crafted by Crowd Content, INK’s Design team created original images and graphics in-house. These completely original assets were included in the articles with optimized image metadata. The goal here was to help these assets rank in Google Image Results, encourage sharing on social media, and create backlinking opportunities via other sites using INK images.

Finally, INK implemented in-article UTM-coded conversion banners and additional conversion call-out boxes. This strategy was designed to make the INK application visible and present to readers (and potential INK users). Moreover, this approach was meant to ensure accurate tracking of blog-to-app-download conversion rates, and accurate sizing of INK’s ROI.

## Results

When we launched this campaign in early June, we had about 500 visitors per month.

Just one month later, we had over 7,000 visitors per month.

In that **one month**, our collaboration produced these industry-changing results that continue to climb day by day:



Graphic outlining INK’s impressive organic growth in just one month.

## Industry-Changing Traffic and Keyword Increases

The bottom line? In about 30 days, we increased our organic traffic by 1,700%.

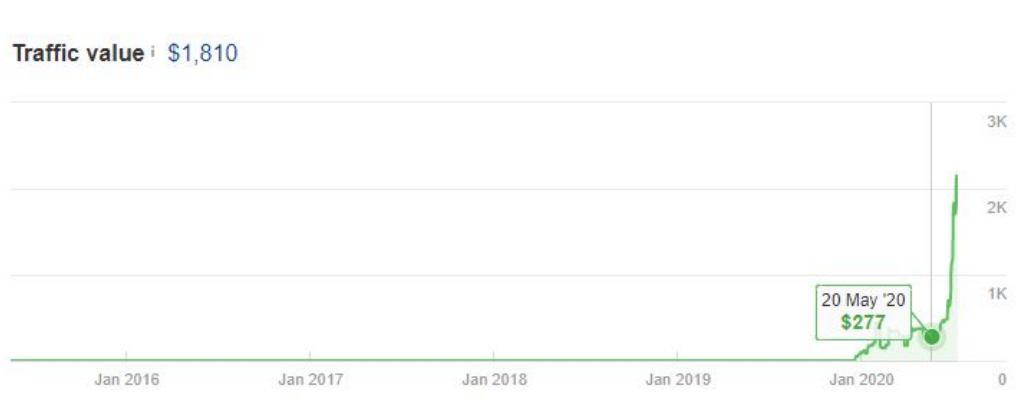


Ahrefs screenshot showing INK's initial organic traffic and keyword growth as a result of this initiative.

What's more, we achieved this incredible growth without any paid advertising and virtually no link building.

## SEM-Free Traffic Value Increases

Even while just focusing on SEO, our collaboration increased the value of our traffic by over 550%. In fact, INK's traffic value increased from \$277 to \$1,810 in about a month.



Ahrefs screenshot showing INK's initial traffic value growth as a result of this initiative.

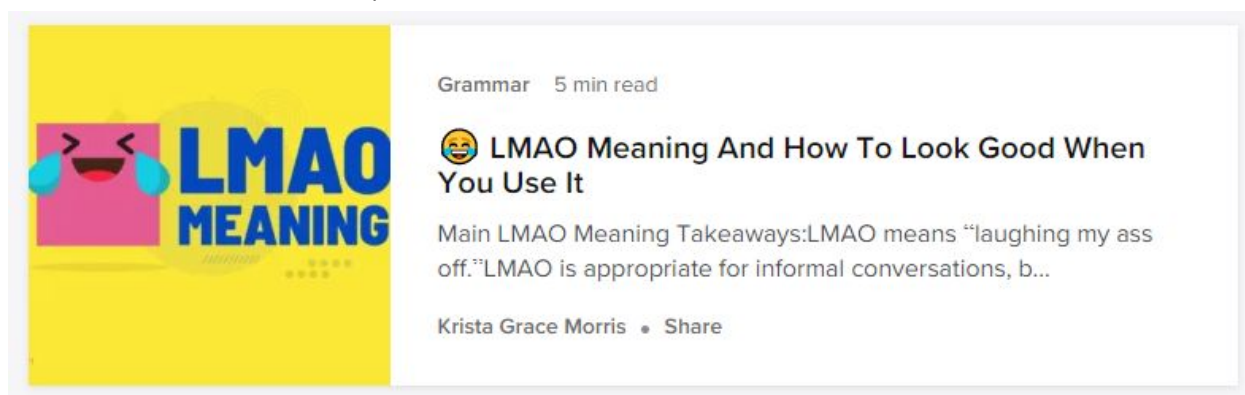
## Little to No Link Building

Because authority is a critical ranking factor, building links to relevant and reputable sites affects search engine rankings.

However, the majority of these articles started ranking for several target keywords with no link building or backlinks at all.

This is a clear demonstration of the quality of the content, the quality of Crowd Content's writers, and proof that the INK optimization platform works.

Take [this article](#) for example:



Snippet from one article completed as part of this content collaboration.

Even without backlinks, this article ranked on page 1 of Google SERPs for its target keyword. Moreover, it also ranked in the top 10 Google results for 40% of keywords captured within two weeks of publication.

<b>Backlinks</b> <sup>i</sup> NO DATA Recent 0 Historical 0	<b>Referring domains</b> <sup>i</sup> NO DATA Recent 0 Historical 0	<b>Organic keywords</b> <sup>i</sup> 336 PPC 0	<b>Organic traffic</b> <sup>i</sup> 629
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Ahrefs screenshot confirming the lack of backlinks and referring domains for this article.



## Compare That To Our Competitors

To put this unprecedented growth in perspective, let's compare it to two competitors in the SEO space:



INK\_

inkforall.com

Graphic comparing INK's organic growth to two established industry competitors.

One competitor SEO company has been aggressively producing intent-optimized content for three years. However, their traffic has stagnated and has not grown past 3,000 visitors per month.



Another competitor SEO company has been producing SEO content for about one year and five months. Yet, their traffic hasn't climbed beyond 1,500 visitors per month.



When you compare our gains with this competitor, our collaboration increased INK's traffic by over 1,700% in 10% of the time.

## **Conclusion**

INK works. Even without backlinks, relevant intent research combined with optimizing the content in our INK editor dramatically increased our blog traffic.

INK and Crowd Content set out on a mission to prove that the INK SEO editor works. When you write content in INK, we proved that it is more likely to rank. And, not just rank, but rank competitively, and in less time.

We saw unprecedented growth not just by our own standards but also by those of established competitors who have been working toward this goal for years. In just one month, we demonstrated some of the most jaw-dropping growth in the industry with strong intent research, well-written content, and our INK application.

We're well on our way to knocking the competition out of the top spot and pushing our exponential growth even further.

**Ready to see what INK can do for you? [Download INK for free](#) to start exploring how to take your content to new heights.**