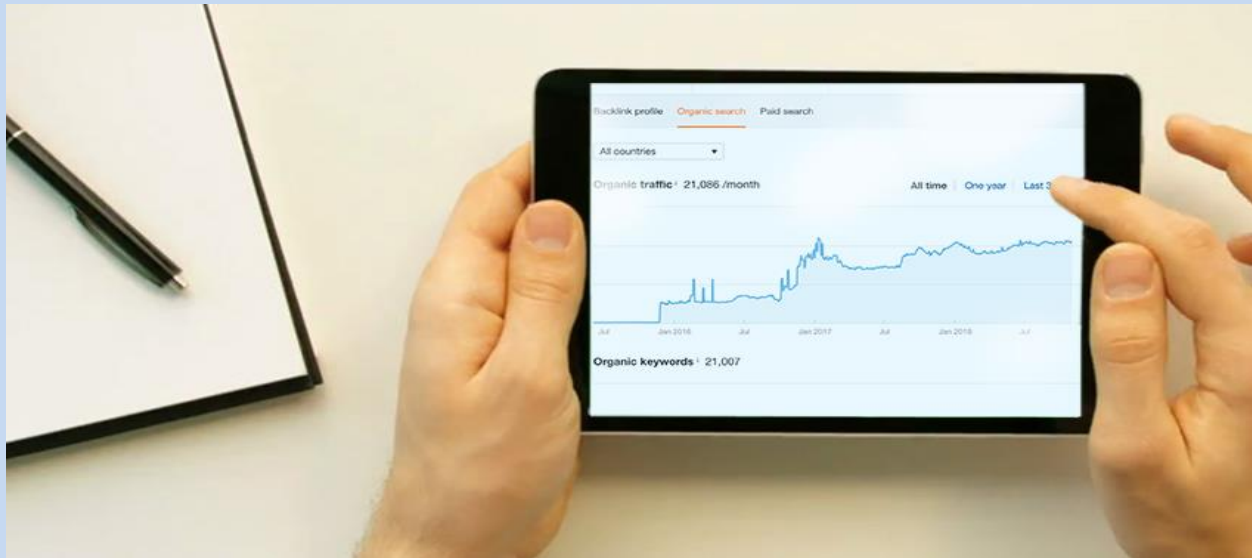


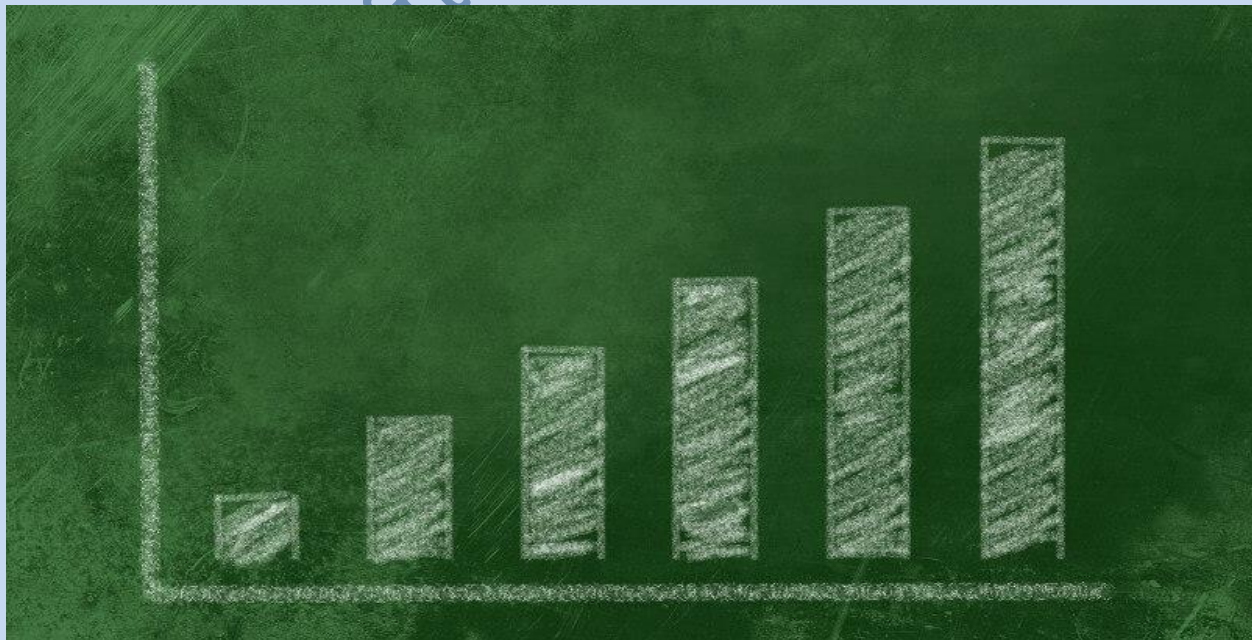
Guide Tuition: ([www.guidetuition.com](http://www.guidetuition.com))

## SEO Case Study - Zero to 20,000 visitors in 8 months

---



Here is the process i used to successfully build up traffic for a brand-new website -  
- without using any tricks or hacks.



You need more traffic.

More visitors on your site means more impressions, more signups, more purchases — more revenue.

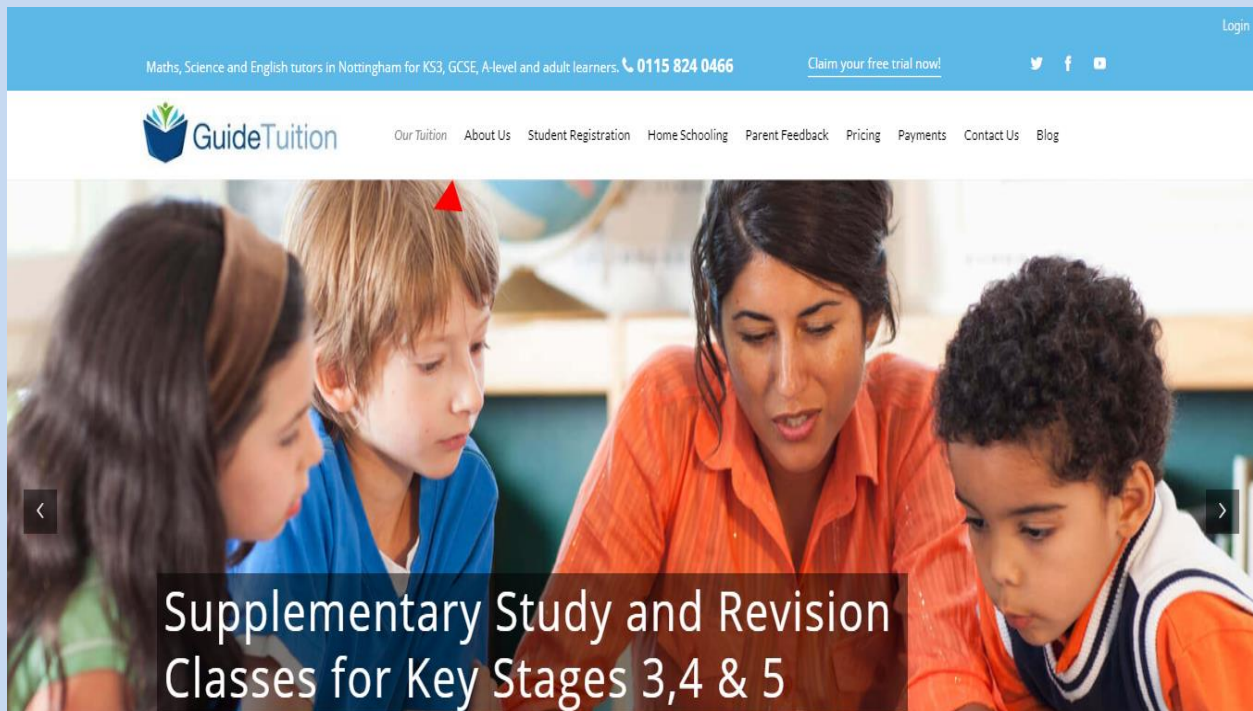
But how do you capture more traffic from search results that are becoming more crowded, more diverse, and evolving in the way they are delivered?

**With SEO, of course!**

Today, I want to share a process we've developed at Guide Tuition to earn links and visibility, and to increase web traffic for our clients. I'm going to walk through how we built a site's SEO strategy from the ground up — growing from zero visitors to 20,000 — and share key takeaways that you can apply to your own strategy.



www.guidetuition.com



The general outline of our strategy was:

- Start slow and take advantage of “easy wins.”
- Focus on securing a handful of strategic links to important pages.
- Establish passive link acquisition channels to build momentum.
- Be intentional about content creation and its impact on search.
- Level up over time, and target higher-value opportunities.

Let's dive into the case study.

**Note:** We had control over every aspect of the site, making it much easier to accurately attribute organic gains to the SEO work we were implementing, as well as to make SEO recommendations every step of the way. I have also anonymized the data to maintain confidentiality for the website.

## 1. Starting slow with a new site

Starting with a new site, we understood there were limitations.

At the beginning, we focused on opportunities with low competition and decent traffic value. We used SEMrush to determine traffic value and manual research to gauge competition.

Examining the search engine results pages (SERPs), we looked for results with:

- Bad exact-match domains.
- A lack of big name brands.
- Low-quality or outdated content.
- Pages with low link counts.

Here is [an example](#) of this type of SERP, for [Physics and Maths Tutor] for bad exact-math domain:

The screenshot shows a Google search for "Physics and Maths Tutor". The search bar at the top contains the text "Physics and Maths Tutor" and a search icon. Below the search bar, there are navigation tabs for "All", "Videos", "News", "Shopping", "Images", "More", "Settings", and "Tools". The search results show "About 13,900,000 results (0.71 seconds)". A "Privacy reminder from Google" banner is visible. The first search result is highlighted with a red box and contains the following information:

- 1. Physics & Maths Tutor**
- <https://www.physicsandmathstutor.com>
- Revise GCSE/IGCSEs and A-levels! Past papers, exam questions by topic, revision notes, worksheets and solution banks.
- Metrics: L: 681, LD: 6.81K, I: 13.7K, Rank: 15.8K, Age: 2014|03|12, whois, source
- Rank: 86.6K, Adv Disp Ads: 0, Pub Disp Ads: 10

Below the first result, there are two more results: "Chemistry Revision" and "Maths Revision". To the right of the search results, there are two sidebars: "Related Keywords" and "People Also Search For". The "Related Keywords" sidebar lists various keywords related to physics and maths tutoring, such as "physics and maths tutor physics", "physics and maths tutor solution bank", etc. The "People Also Search For" sidebar lists related search terms like "Keywords Everywhere Is Now A Paid Tool" and "People Also Search For".

## 2. Establish passive link acquisition channels

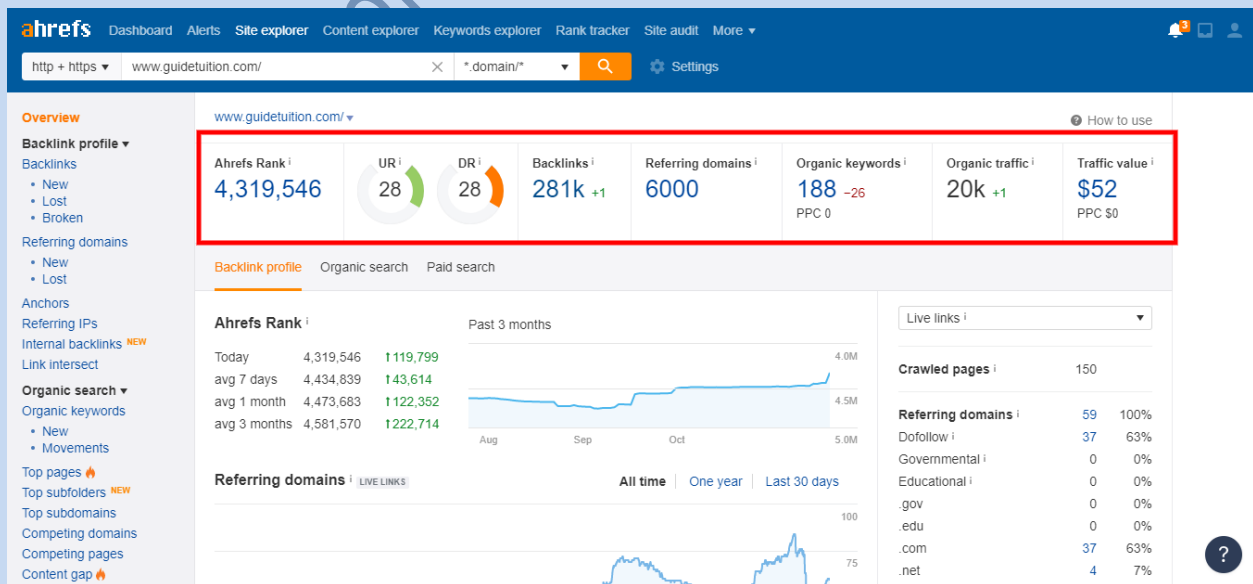
Link building is really hard.

Link acquisition is a manual process that is ongoing, forever. My favorite description of link building came from former Googler Matt Cutts, who defined it as [“sweat, plus creativity.”](#)

Because securing links is so difficult — and we knew we needed links to grow traffic — we sought to establish passive link acquisition channels to amplify all our link-building efforts.

Part of our content strategy was to use high-quality, original photography, and this provided a perfect opportunity to attract passive links. Rather than copyrighting or watermarking our photos, we decided to use a [Creative Commons license](#) that allowed others to use the photos as long as they linked back to their original source (on our site).

For example, in the screen shot below, Check snap of ahref to check backlink profile of [www.guidetuition.com](http://www.guidetuition.com)



Even massive publications like these need great photos and often turn to Creative Commons or other sites to do that.

Along with having your images cited, other potential ways to earn links organically include:

- Sponsorships and community involvement.
- Compiling original data or research.
- Being interviewed or quoted.
- Building a unique tool.

The key is to create something original, and then make it easy for others to cite (link to) you as the original source.

### 3. Strategic content creation

Content drives SEO success.

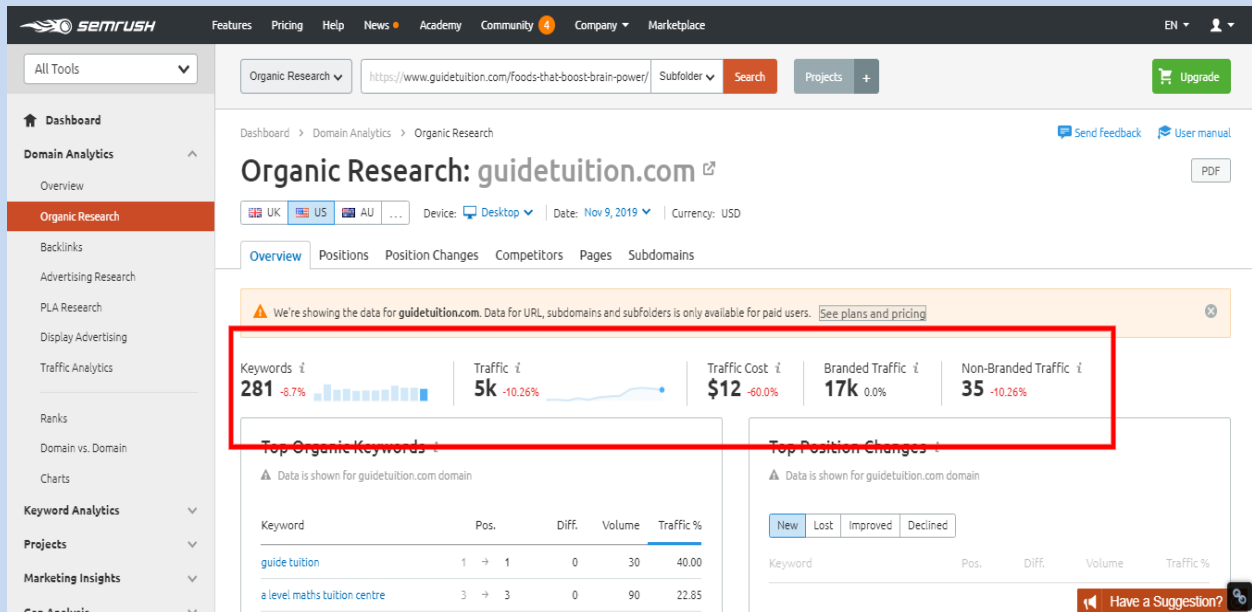
It's possible to secure a few links to bottom-of-the-funnel pages, but you'll need middle and top-of-the-funnel content to sustainably capture attention and links.

Creating useful content for your audience is always a sound strategy, but you can take it a step further by being intentional and strategic about the content you publish.

We maintained a relentless focus on SEO — creating every page with search, and the opportunities available to us, in mind.

To determine opportunity, we compared SEMrush traffic value against competition level.

Using the “Foods that boost brain power” example, we can analyze potential opportunities. For example, this blog is ranking number one, which SEMrush estimates is worth \$12K:



#### 4. Leveling up over time

Momentum is key in SEO.

As you build traction with your campaign, SEO tends to have a multiplying effect where your results will build exponentially. As you earn more visibility in search, you begin to attract more visitors — and if you satisfy the needs of those visitors, they will keep coming back (increasing traffic), endorsing your website (links) and sharing how great you are with others (social media, blogs, podcasts and so on).

We recognized our site was building momentum, and after six months of work, we started to raise expectations. We began to target more competitive spaces (which we avoided at the start), and because we had built a strong foundation, we were successful.

We established a solid baseline of authority and trust with our site, giving us the ability to compete for higher-value terms. Seeing early returns, we began taking even bigger bets on the content we created — not only investing in original design and photography but also adding interactive elements such as custom tools and video.

For example, in this screen shot you can see the payoff:



## Recap

We didn't use any secret tricks or hacks to grow traffic. Rather, we invested in building quality content, and we implemented various link acquisition strategies to match each stage of the project. As the site grew, so did our expectations and goals.

To recap, here's our process for growing traffic:

1. Start slow and take advantage of "easy wins."
2. Focus on securing a handful of strategic links to important pages.
3. Establish passive link acquisition channels to build momentum.
4. Be intentional about content creation and its impact on search.
5. Level up over time, and target higher-value opportunities.



[www.guidetuition.com](http://www.guidetuition.com)

This is a repeatable, scalable process that we've found to be effective. Of course, you will need to tweak and adjust this process a bit to fit your unique situation and needs.

However, I hope you can take the key lessons we learned from this project and apply them to your own strategy.



Softtrix is one of the best SEO and PPC companies of India. We have custom packages for all your internet marketing services at affordable prices. Hire Softtrix to increase your revenue through quality Digital Marketing Services.

Website: <https://www.softtrix.com/>