

# **HOTH X OVERVIEW**

## **MANAGED SEO SOLUTION**

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# Introduction

Thanks for your interest in our [Hoth X Managed SEO Service!](#)

In this document you will learn the specifics of the Hoth X advanced SEO research, strategy, and SEO processes to get you more targeted traffic to your website. We'll also walk you through what you can expect with your campaign.

# Hoth X SEO Strategy

The goal of HOTH X is to provide a customized and managed SEO solution to get more targeted traffic to your website.

We accomplish this by using a specific process to maximize your easy wins, build quality authoritative links, and develop SEO-optimized content. Our team of SEO strategists will work with you one-on-one to develop a customized and long-term strategy for your website.

## **1) Maximizing current rankings with our “Easy Wins Method”:**

Since the vast majority of the traffic is on the first page of Google, we want to identify any keywords that you’re ranking for - just not at the top. These are keywords that Google already likes you for, you just haven’t reached the top 3 positions.

With our Easy Wins Method, we identify terms that you’re already ranking for in positions 4-30 and push those terms up with a diversified, safe, white hat link building strategy to get you quick results.

Our tests have shown that this results in quicker increases in traffic than just starting from scratch. This will help accelerate ROI of our program.

By using the Easy Wins method, we can boost keywords you’re already targeting on your website... but what about the keywords you’re missing out on?

## **2) Advanced Competitive Research:**

Because Google wants to see you as an authority, we need to find all the keywords in your niche that you should be targeting, from either direct or indirect competitors.

We perform advanced competitive research (Competitive Gap Analysis) to find what you're missing.

This analysis results in a large list of valuable keywords that you are not currently targeting, but your competition is. We use these keywords to build out high quality blog content to attract your perfect customer.

By combining both of these strategies we are able to achieve awesome boosts in targeted traffic.

You can read more about the overarching [SEO strategy here](#).

## **Products and Deliverables**

After the research is completed, we use a combination of our products(based on your budget) to produce results.

### [HOTH Foundations](#)

HOTH Foundations packages build your website brand signals and adds contextual relevance. These links pack a punch and mimic the path of viral content - channeling authority through multiple tiers of links back into your site.

We place diverse anchors (including, brand & partial match anchors) inside of contextually relevant articles.

### [HOTH Guest Post](#)

HOTH Guest Posts are our method of securing high-quality, contextual links that lead back to your site. We do this by manually reaching out to relevant sites in your industry, securing a guest posting slot, and publishing an article on the site(s).

We use your top keywords for the highest authority posts and work our way down the list, maximizing your SEO results.

### [HOTH Blogger](#)

HOTH Blogger is our package that includes high-quality, SEO-optimized articles crafted for your site based on your competitive gap analysis. Adding content to your website shows Google that you are an authority.

The purpose of blog content is to increase the amount of keywords your website ranks for, as well as target mid-cycle buyer keywords that lead customers to purchase. This content is also a perfect inbound marketing tool, as it builds trust by sharing relevant and valuable info with your readers.

### [HOTH Local](#)

If you have a brick and mortar or local business, it's critical to get listed in your industry's top directories. We use a customized process to get you NAP citations in the top directories for your niche.

The purpose of HOTH Local is to get you ranking in the "map pack," get relevant links to your website, as well as place you in top industry directories.

Additionally, we may include some of our other products in services based on your needs. [Click here to see a full list!](#)

# Hoth X SEO Process

After joining the HOTH X program, we have a specific, streamlined process to get you the best results. Here's what it looks like:

## Join HOTH X

[You can join HOTH X here.](#) When joining the program, we'll just ask a few questions about your website, niche, and competitors so we can perform our analysis.

## Initial Research

During this analysis, we'll consider all important aspects of your campaign:

- Penalty Check - We'll take a look at your website's ranking history to see if you have ever been penalized. This will let us know if there is anything we need to watch for as we are doing our work.
- Backlink Anchor Text Ratio - We will determine if any of your anchor texts are currently over-optimized for specific keywords. This way as we start to build out more backlinks, we can be sure to not overdo any keywords and keep your site safe. [Read more about anchor text here.](#)
- Easy Win Keywords - We don't just want to target any keywords, we want to target keywords that you will actually rank for and will bring you money.
- Content Gap Analysis - This is where we will find all of the keywords your direct and indirect competitors are ranking for (and that you're currently missing). We will then filter this list based on keyword competition, CPC value and volume. This list of keywords is ideal for our content creation process.

## Research Review Strategy Call

After we perform the research, we'll compile all our findings and get on a call with you. On this call we show you all the research we completed and pick out keyword targets together. You know your business best, so we will work with you to put together an excellent customized campaign.

### **Campaign Design**

After the call, we will design the campaign for you. By using a combination of diversity link building, high quality in-content links, and optimized blog content, our strategy will get you the best results in the shortest amount of time.

All of our work is 100% transparent. We design the campaign and will push it to your dashboard for approval before we start any work.

### **Campaign Approval**

As mentioned, you have complete control over your campaigns. Just log into your dashboard and approve the orders and we'll start right away. If anything has changed between our call and when the campaign is designed, you can also let us know in your portal.

### **Monthly Reporting And Communication**

All our reports are transparent. You will receive a .zip file of all the work completed including link and content reporting. In addition, you have the option of getting on a call to review the campaign progress.

As we progress month over month, you will have new campaigns to approve and can contact your HOTH X campaign manager at any time!



# HOTH X Pricing

Hoth X is flexible based on your budget. Campaigns are available in \$500 increments with a \$250 one-time setup fee to cover the initial campaign research and setup. Campaigns start at \$1,000 a month and go up to \$100,000 per month or unlimited.

Apart from the campaign setup fee, your entire budget will be put towards established Hoth Deliverables at the same price.

With HOTH X, **there is no contract:** You can upgrade, downgrade, or cancel at any time. We suggest giving us at least 3 months to show substantial results.

# Case Studies

All of the case studies are from clients on our HOTH X managed SEO program. You can learn about [the strategy behind all these case studies here](#).

Let's get into it!

## 1. Pet Niche Site SEO Results

### Background

This site was getting almost no traffic, even though it was registered in late 2013. The owner had spent a good amount of time on this site and built out a significant amount of pages, however it wasn't getting hardly ANY traffic.



### Audit

The first thing we always do is audit the site to see if it has any major underlying issues. This site had no penalties, it just never ranked page 1 for the target keywords. It also had no over optimization, they just didn't have many links.

Ahrefs shows organic keywords but it doesn't tell the whole story – You can see below that the site had keywords in the top 100, but that's not as important in being in the top 10. That's where our "easy wins analysis" REALLY COMES IN HANDY.

### Organic keywords <sup>†</sup> 2,832



### Easy Wins Analysis

With our easy wins analysis, we look for keywords that are ranking somewhere in Google, but not in the top spots where the majority of the traffic is. If we can identify these, we can push them up and see quicker traffic gains.

For this site, we identified 1001 easy wins keywords, ranking mostly on page 2-3 with traffic between 10 – 9,400ms, with CPC between about .50 cents – \$6.

This site had HUGE potential, but since the site wasn't cracking page 1, it wasn't getting much love.

### Content Gap Analysis

With the content gap analysis, we look for competitor keywords that the site isn't targeting yet, and this becomes the basis for our content creation.

For this site, we found 103 keywords volume between 150 – 2900 ms, with similar PPC costs to the easy wins. We worked with the client to pick out high priorities and selected some keywords based on their industry trends knowledge (This is why we work WITH the customers to understand business goals).

Here's what our campaigns looked like:

Month 1:

- 1 Guest Post – Exact match on easy wins
- 1 Guest Post – Exact match (another kw) on another easy win
- HOTH Foundations Medium (Web 2.0s) – partial match, brand, naked anchors
- HOTH Blogger 1 x 1000 word post – informational kw focus based on industry trends

Month 2 – Very Similar

- 1 Guest Post – money keyword variation
- 1 Guest Post – money keyword variation
- HOTH Foundations Medium – partial match, branded, naked anchors
- HOTH Blogger 1 x 1000 word post – money keyword

Month 3 – Similar, But got more anchor text diversity

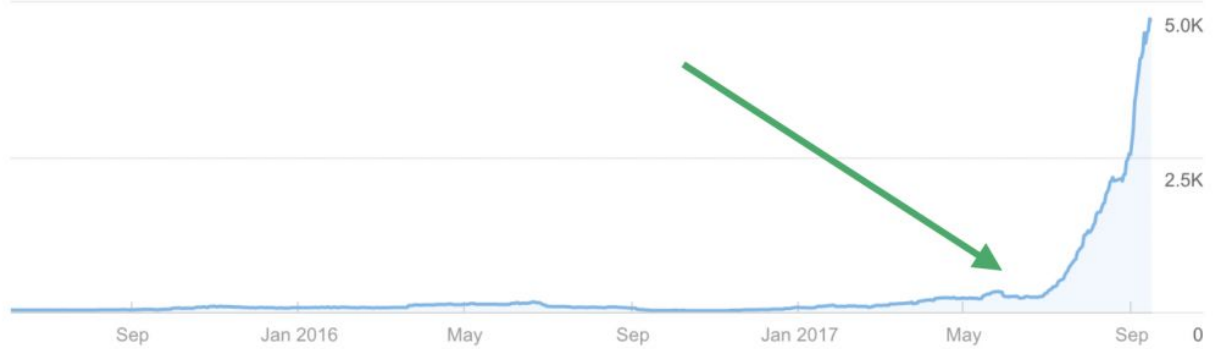
- 1 Guest Post – Branded
- 1 Guest Post – Branded
- HOTH Foundations Medium – Branded, URL, Partial match mix
- HOTH Blogger 1 x 1000 – Content gap kw, high volume

Results:

Since this site had a decent amount of content already, and had so many opportunities for easy wins, we really focused on getting those easy wins up to page 1.

When we were able to do this – The traffic exploded:

**Organic traffic** <sup>i</sup> 4,712 /month



Takeaways

This was only 3 months of work and this site has a ton more potential. In the next 3 months, we'll begin linking some high volume keywords that we used for content. This site is set up for domination in the niche!

## 2. Foreign Language Local SEO In A Major City

Background

So this one is a bit crazy because it's both non-US and even Non-English – It's a French Canadian Site. For most of our SEO products, we work natively in English but the client was OK with that even though it's a French site. This was a good test to see if our strategy would hold up in a non-English use case.

Audit

We always start with an audit. This site had no penalties, it just wasn't getting much traffic. They were slightly over optimized for their money keywords, having 1 exact match at 28% and another at 25%. This wasn't a big deal, as they just didn't have many links, but still a consideration.

#### Easy Wins – Find “Hidden Goldmines”

This had less easy wins than some other sites, but that's OK because it's local. Traffic is lower than other niches, but it will convert higher since there is higher intent.

We found 43 terms with traffic between 20 – 1000 searches a month, with CPC between .20c – \$5 a click. We started by focusing on some high priorities around the \$4-\$5 a click range.

#### Competitive Gap

We found 31 terms between 20 – 1,600 ms with CPC between .10 – \$3. Some of these were local areas they hadn't targeted yet, some of these were popular brand names of appliances that they work with, and some of these were great keywords for services they offer that they don't have pages for yet, or weren't optimizing. We showed them all of these.

This one was a bit different than our other case studies in that they had actually started doing SEO on their own with us around January 2016 before they hopped on HOTH X mid 2017.

Their first order was placed in March 2016, and right after that they got a nice bump. For some reason, they stopped and didn't place an order until Aug 2016:

Organic keywords i 539



They started ramping up orders around January 2017 with a mix of HOTH Foundations (Large), HOTH Press etc:

Organic keywords i 614



Mid 2017, they hopped on HOTH X and we went at it more strategically:

## Organic keywords 614



Remember we have limited options, this is international AND foreign language, so here's what the strategy looked like:

Month 1-3 all the same

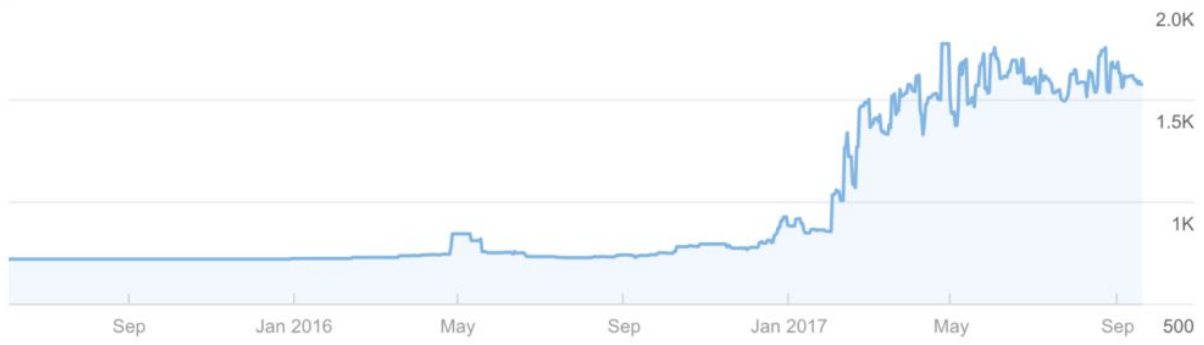
- HOTH Foundations Packages
- Mix of Natural, Branded, and exact match since we have control

As for the results?



Organic search Canada

Organic traffic <sup>i</sup> 1,572 /month



BOOM!

What's even cooler is that they have spent in total, all time since 2016 with us \$5,300.99. However, Ahrefs is reporting a PPC cost of \$8k PER MONTH.

\$8,000 per month = \$96k per year they would have to spend on PPC!!



Takeaway

The takeaway from this is that consistency is key. As you can see from the charts above, their SEO dropped off when they stopped taking action, and ramped back up when they got more consistent.

By using our SEO strategy, you can uncover big wins for consistent results. No matter what type of business you are, we probably have a solution for you. In addition, it's important to not focus on tons of traffic – focus on the RIGHT TARGETED traffic.

### **3. Niche E-commerce SEO Case Study**

#### Background

This is an online store that sells items that cost between ~\$50 – a few hundred dollars each. They had started SEO with us and did some blog content starting Feb 2017 and some linking starting April 2017.

#### Audit

This site had very little traffic until this year. They had No over optimization since most of the SEO was with us.

#### Easy Wins Analysis

We found 76 potential targets, mostly bottom of page 1 through page 3 all with CPC between .60 and \$2.50. These terms / URLs were a mix between homepage, product pages, and their blog content and we selected high priority targets with the customer.

#### Competitive Gap Analysis

E-commerce is a bit different than other sites with the content gap analysis. When you run it, you often get a ton of product names that you may not sell. The other thing is that many stores have very little content on their product pages (not good for ranking). We work closely with the client on

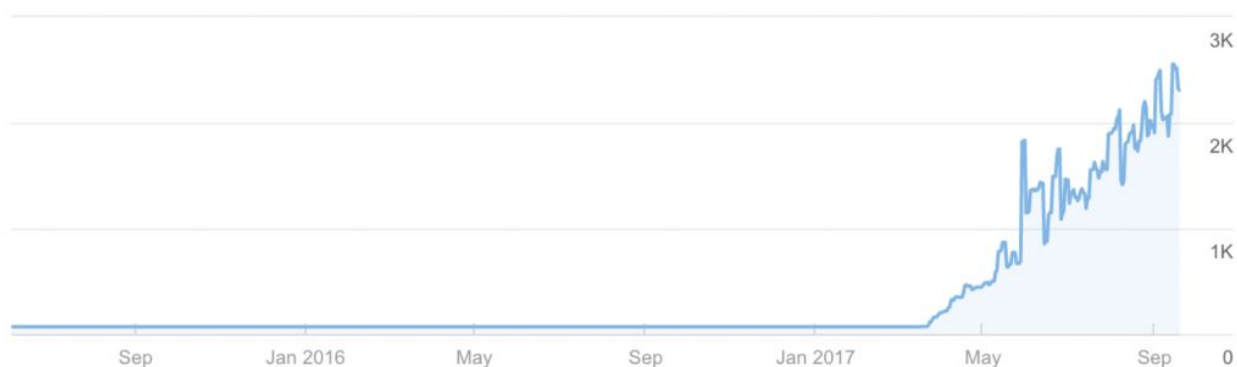
these and pick targets together. In this case they LOVED our content and we found some killer keywords where we could write long articles about.

Month 1 – 3 we kept strategy the same

- HOTH Foundations Medium – Focused on easy wins, exact and variations, homepage branding and URL
- Blogger 4 X 1000 word with nice volume keywords related to the niche products

And for the results, the traffic starts improving when we started:

**Organic traffic** <sup>i</sup> 2,307 /month



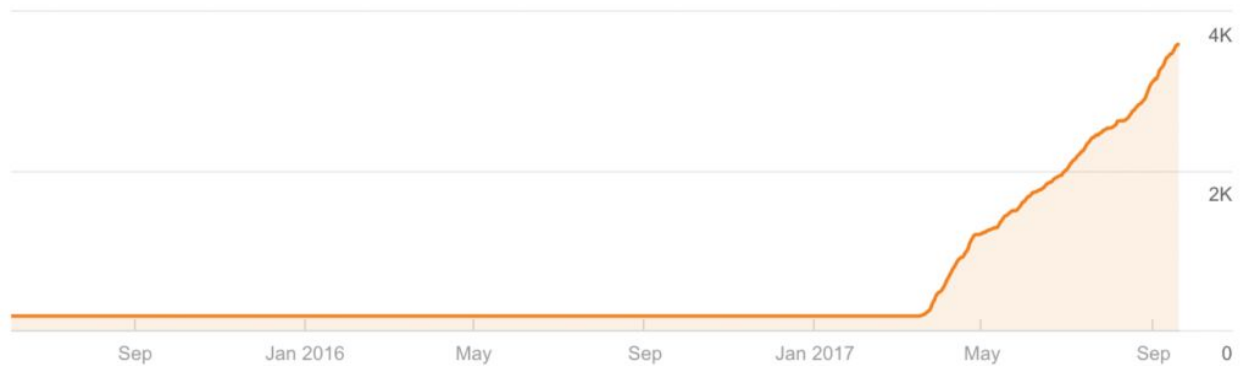
Going Forward

Now we have these awesome, long form blog content ranking (AND they are valuable pieces of content, as opposed to just product pages), we'll be able to do some surgical link building and get these pushed up even farther.

What's great is that we have LOTs of content to work with now... and it's beginning to show!

By following this strategy, we see Google starting to unlock the floodgates – This is showing the massive potential that we can target coming up:

## Organic keywords <sup>i</sup> 3,591



### Takeaways

Ecommerce needs content, and by writing long form blog posts, you can start ranking for your valuable keywords. These pages are easier to rank, and you can do an internal link to your product pages. After you have the content, it makes getting good links 1000X easier!

## 4. SAAS Company SEO Case Study

### Overview

This is a software as a service business with big contracts. Even though most of the terms they want to target have small search volume, it's OK because they are very valuable keywords. Just 1 conversion for them means big money.

This site had a pretty good amount of content, full pages, a blog, but they just weren't seeing the rankings.

### Audit

This site had no previous penalties. It did have some previous traffic, but it wasn't growing. There was no over optimization, and overall they just didn't have enough link juice! We wanted to increase their link equity, as well as continue making sure they got consistent content.

## Easy Wins

This site had good content, a few first page rankings, but this is such a lucrative industry just getting a few more clients could easily mean \$100k+ a year difference per client – Some of the PPC costs were up to \$130 per click!

We found 114 terms with volume between 10-40 a month, with an average CPC of \$20! The majority of these terms were on page 2-3. We knew from the beginning we probably wouldn't see impressive traffic graphs for easy wins, but it would be lucrative!

## Competitive Gap

We found 301 terms between 300 – 10,000 searches a month, all with CPC. However this is a competitive space, and there were lots of brand names in there. Even with that said, there were lots of gems in there and we shared these ALL with the client.

## Strategy

This was a pretty sound HOTH X strategy without too many variations. Here's what we did:

### Month 1

- 1 Guest Post – exact match with easy win keywords
- 1 Guest Post – exact match with other easy win keywords
- 1 HOTH Foundations Medium – naked, brand, and partial match
- 1 HOTH Blogger x 1000 words – exact match from content gap

### Month 2 – Same thing without repeating keywords

- 1 Guest Post – exact match with easy wins

- 1 Guest Post – exact match product page 2 from easy wins
- 1 HOTH Foundations Medium – Branded, URL, partial match
- 1 x HOTH Blogger 1000 – keyword from content gap

Month 3 – Same thing without repeating keywords

- 1 Guest Post – exact match
- 1 Guest Post – partial match product page 2
- 1 HOTH Foundations Medium – Branded, URL, partial match
- 1 x HOTH Blogger 1000 – keyword from content gap

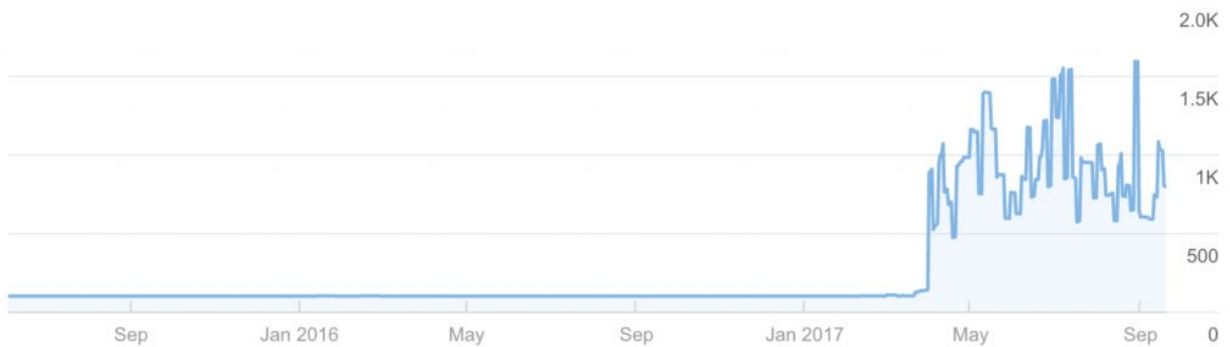
We have only completed 2 months of links and they haven't even taken full effect yet... but look at this huge spike in keyword rankings:

**Organic keywords** † 1,346

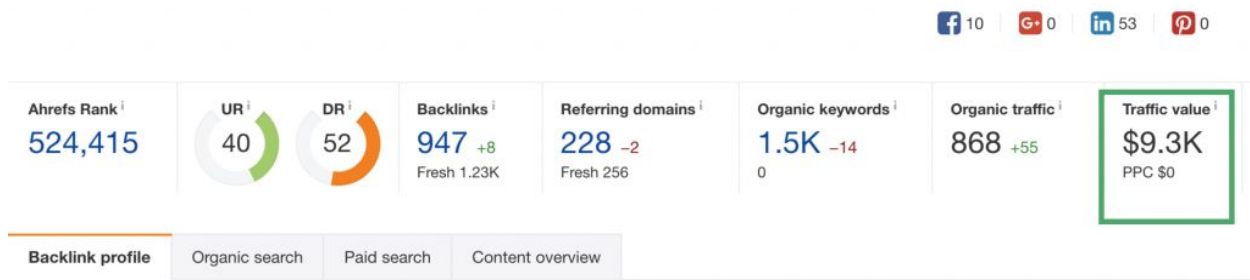


Traffic following suit:

## Organic traffic <sup>i</sup> 795 /month



and the \$\$\$:



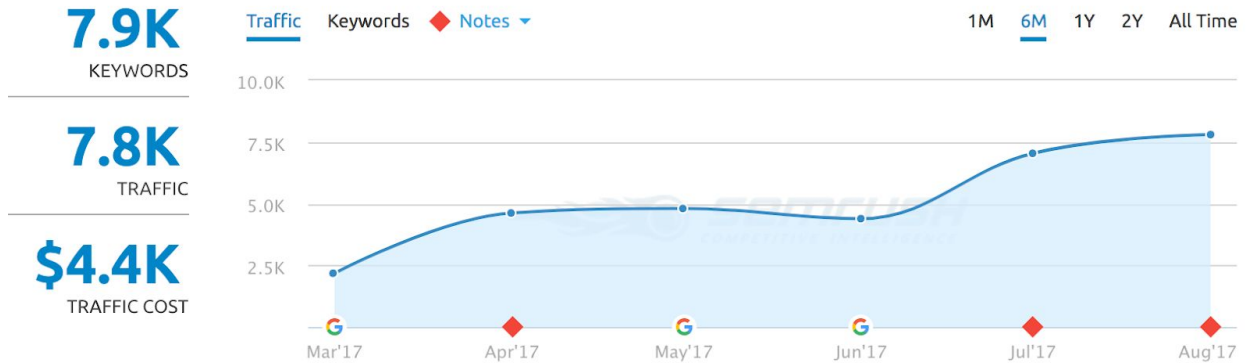
## Takeaway

If you have a good amount of content, but you're not getting ranking, build high quality, diverse links. Remember content + authority links is the key.

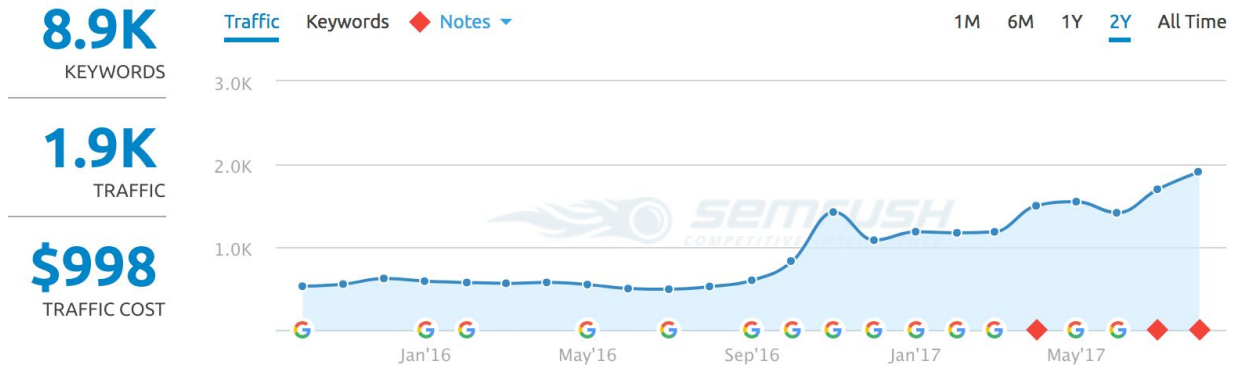
Month 4+ starts getting really exciting because we see the results from the linking, have more to target, and can push more to page 1!

Here are some other early campaign results from clients:

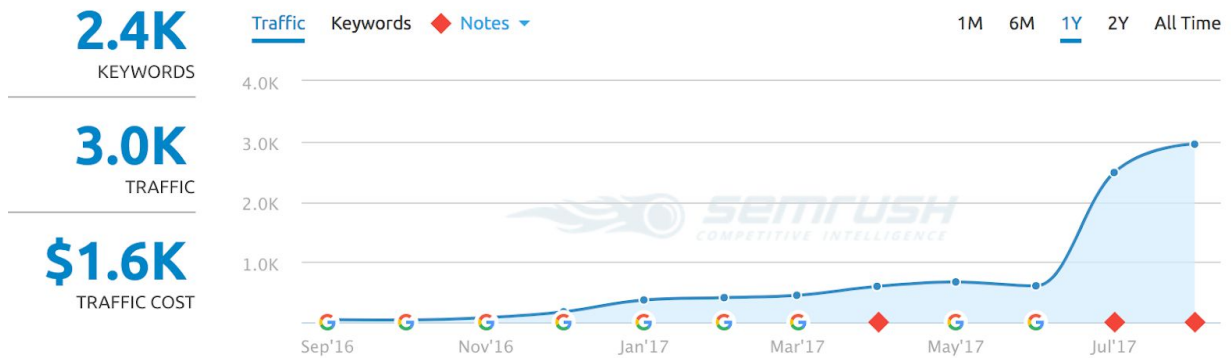
### Niche How To Website:



### Health Advice Website:

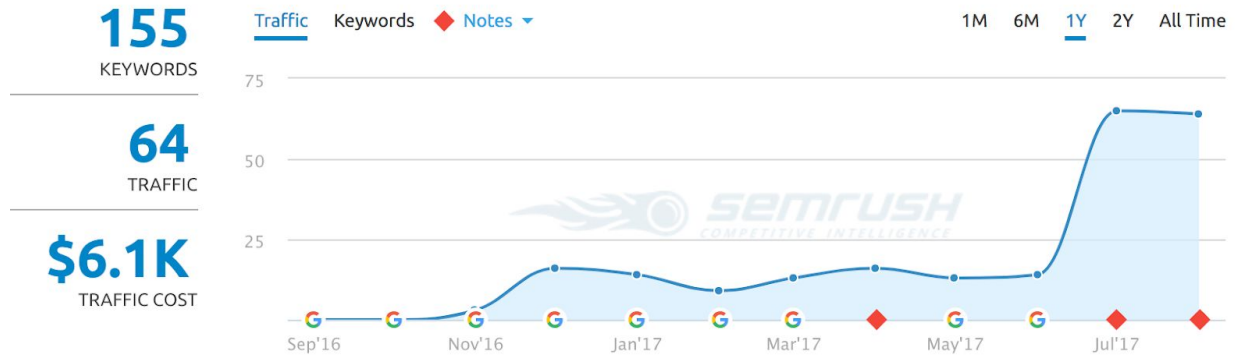


### Dog Breeder:



### Injury Lawyer:





# How To Get Started

We're excited to get started on your HOTH X campaign!

Getting started is as easy as [selecting a package](#) and giving us a bit of information about your site. You can [get started here](#) or if you'd like to speak to an account manager, [click here to book a call](#).

Any questions? We're here for you!

Email: [support@thehoth.com](mailto:support@thehoth.com)

Phone: (877) 720-HOTH | (877) 720-4684

Meet: [Click here to book a consultation!](#)