

# “How We Helped Close.com Adding \$30.2K+ Worth Of Traffic To Their Website (Every Month)”

How does an additional monthly organic traffic value of \$30.2K sound to you?

<b>Referring domains</b> <b>101</b> Recent 108 Historical 134	<b>Organic keywords</b> <b>161</b> +16 PPC 0	<b>Organic traffic</b> <b>280</b>	<b>Traffic value</b> <b>\$30.2K</b> PPC \$0
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Not too shabby, right?

That'd mean increasing your traffic value by \$362.4K a year.

Well, that's exactly what we did with Close.com (and more).

Just continue reading, and I will share the steps we took to increase Close's visibility on Google - especially for their money-generating pages.

## What does “Traffic Value” mean?

Simply put: If you'd generate the same amount of traffic (\$30.2K) through Google Ads instead of SEO, you'd have to pay that \$ amount to Google each month. With SEO, you don't. Even if you would stop investing in SEO, the traffic would still be there for months or even years to come.



## #1 The Challenge

Close.com wanted to promote one of their main products - predictive dialer software.

The main problem they faced was the extremely high cost-per-click (CPC), so Google Ads wasn't an option.

No one wants to pay \$50, \$150, or even \$210 per click, right?

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Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	
predictive dialer	7	1,300	37	210.00
what is predictive dialer	4	90	33	85.00
predictive dialers	7	200	35	145.00
what is predictive dialing	5	100	29	50.00
predictive dialer	7	1,300	37	210.00
predictive dialer	7	1,300	37	210.00
predictive dialer software	6	250	34	125.00
predictive dialing	9	200	35	130.00

With such extremely high CPC, we knew there's definitely "SEO value" for those search terms but at the same time maximum SEO competition ...

... So, we knew it'd be pretty hard to get them to the top of Google, but since we're always open for challenges, we just went for it.

## #2 The Solution

Since the content looked good enough to rank in the top #10, we primarily focused on strategic backlink acquisition.

The rules: Only natural in-content links coming from relevant sites with high Domain Authority.

Domain	Status	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Links to target
superbthemes.com		90	26,764	199	3.0K	1
ecwid.com		90	41,282	21,687	228.9K	8
shift4shop.com		85	9,549	1,505	48.0K	1
recruitee.com		85	9,739	4,386	40.8K	1
nextiva.com	New	79	5,861	1,019	632.4K	1
valuwalk.com	New	78	41,083	506	55.2K	1
voilanorbert.com	Lost	76	2,715	832	16.2K	1
promo.com		76	7,941	955	250.2K	1
twine.net		76	5,073	1,186	7.5K	1
omniconvert.com		75	2,477	1,975	19.3K	2
oktopost.com	New	74	2,570	816	3.3K	1
cyfe.com		73	2,972	355	10.1K	1
close.io		73	2,025	0	450	1
theoldreader.com		73	6,161	270,772	7.1K	23
qeretail.com	New	72	895	797	530	1
bricsys.com		72	4,195	827	32.0K	4
hypercontext.com		72	1,284	648	8.2K	1
adzooma.com		71	1,260	1,765	4.0K	1
180sites.com		71	693	95	41	1
raindance.org	New	70	4,560	2,302	24.8K	1

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Over a period of 6 months, we've built 50+ high-quality dofollow backlinks for Close, all in the DR60 - DR90+ range. The links you can see in the screenshot above were all built by us.

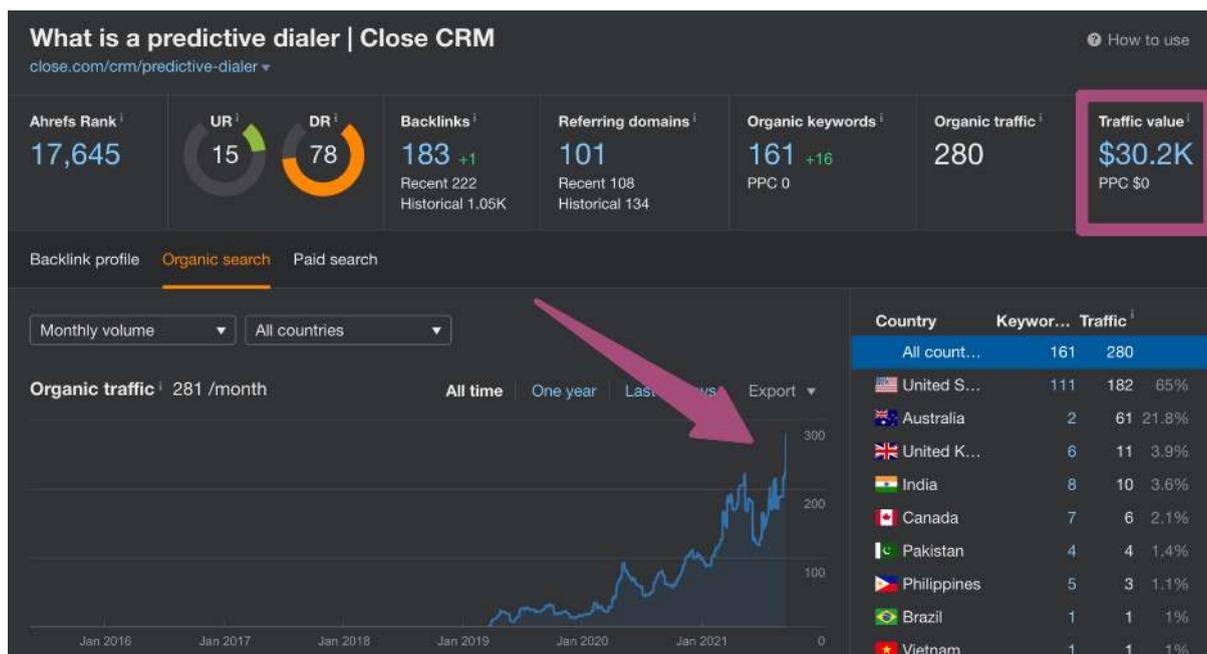
### #3 The Results

Today, Close ranks for all search terms related to "predictive dialer" in the top #10. Their main keyword on #3 and 160 other closely related search terms are in a similar position.

Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>i</sup>	Position <sup>i</sup>	URL <sup>i</sup>	
predictive dialer	7	1,300	37	210.00	187	3	close.com/crm/predictive-dialer/
what is predictive dialer	4	90	33	85.00	8	5	close.com/crm/predictive-dialer/
predictive dialers	7	200	35	145.00	7	4 ↑ 2	close.com/crm/predictive-dialer/
what is predictive dialing	5	100	29	50.00	7	6	close.com/crm/predictive-dialer/
predictive dialer	7	1,300	37	210.00	5	4	close.com/crm/predictive-dialer/#how-works
predictive dialer	7	1,300	37	210.00	5	4	close.com/crm/predictive-dialer/#what
predictive dialer software	6	250	34	125.00	5	10	close.com/crm/predictive-dialer/
predictive dialing	9	200	35	130.00	4.4	6 ↑ 4	close.com/crm/predictive-dialer/
predictive dialer with crm	4	30	17	—	4.4	2	close.com/crm/predictive-dialer/
predictive dialer crm	6	10	13	150.00	4.0	1	close.com/crm/predictive-dialer/
predictive dialer system	6	80	34	140.00	4.0	7	close.com/crm/predictive-dialer/
predictive dialer systems	3	60	31	230.00	2.7	7	close.com/crm/predictive-dialer/

While the traffic isn't massive, the traffic value is, and it's super relevant to the service they offer too.

Also, it's just the beginning. The keywords will still climb, and the traffic continues to grow over time.



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Note: It's essential to understand that those 50+ backlinks we've built are benefiting all Close's other pages and blog articles, too (the entire website).

With that said, you need to see backlinks as a website and company asset. The more (good ones) you have, the better you'll be off in the future.

### Backlinks are just one side of the equation.

Backlinks are still crucial but not everything. If you really want to grow your business through SEO, we should talk. Let us holistically approach your (website) needs. This means a customized SEO strategy, traffic projections, your SEO growth potential, on-page SEO, fresh content, etc.



You know what to do: [Book Your Discovery Call Now!](#) (spots are limited)

Thanks a lot for taking the time and reading this case study. I hope you got something out of it for your business.

Wishing you a wonderful day!

Cheers,  
Burkhard

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