

MATT COLLETTA CASE STUDY

Starting from Scratch in SEO

**Growing Traffic
from 0 to
75,162/month
in 18 Months**

outdoorcommand.com



Company

outdoorcommand.com

RankFire founder Matt Colletta started Outdoor Command in 2019. In addition to providing the best-in-class outdoors content, Matt's goal was to demonstrate the SEO strategy that is required to grow the search traffic of a brand new site.

Challenge

Competing With Authority From Scratch

The front page of Google is dominated by authoritative sites with thousands of pages that have been around for years. Additionally, the age and depth of these authoritative sites has enabled them to attract thousands of backlinks, which further improves their ability to rank on the front page for valuable keywords.

As a completely new site, Outdoor Command started at a huge disadvantage in the space. In order to compete for valuable keywords and traffic, Outdoor Command would have to build authority with an extensive content marketing strategy. This, coupled with efficiently acquired backlinks, would allow the site to compete with its much older competitors in the outdoors space.

Monetization:

**Affiliate and
Ad Revenue**

Location:

USA (Global)

Services:

**Product Reviews
& Guides**

Search Traffic

(March 2021):

75,162/Month



Process





Ahrefs Rank
1,046,863

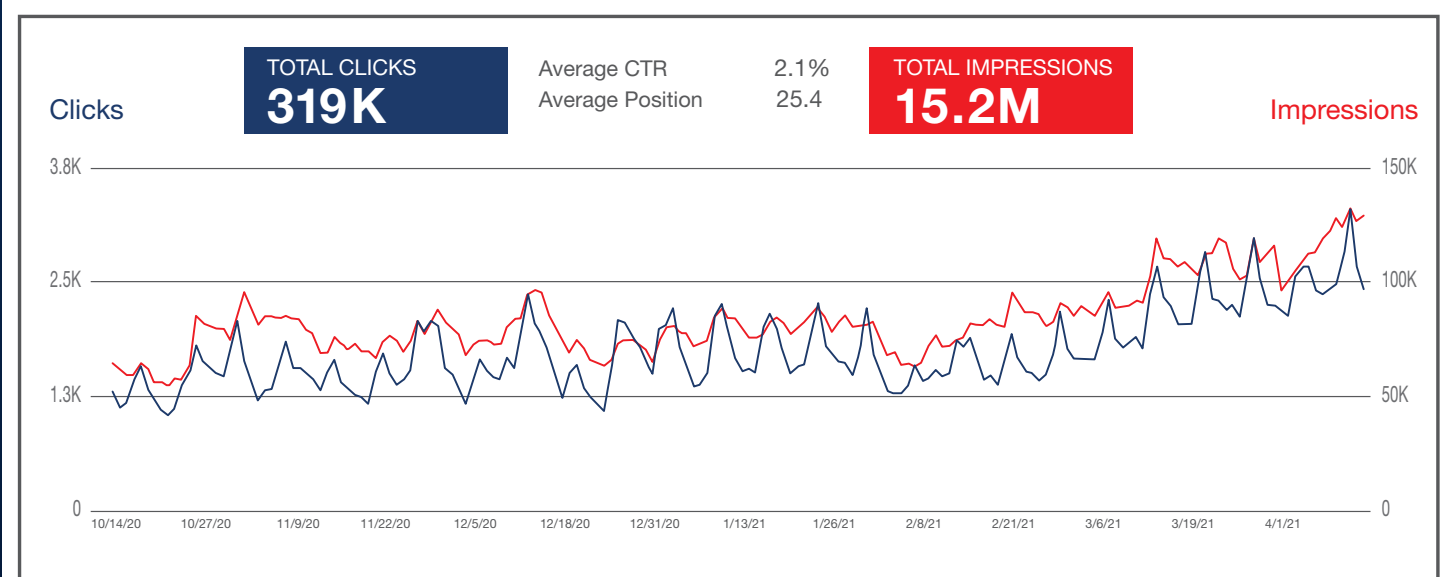
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Backlinks
2.95K +137
Recent: 5.64K
Historical: 7.22K

Results & Statistics

Matt's marketing strategies and execution have allowed Outdoor Command to compete with (and even outrank) authoritative sites for valuable keywords after just 18 months.

Outdoor Command's Google Search Console traffic graph



Referring domains
673
Recent: 859
Historical: 969

Organic keywords
65.4K +2K
PPC 0

Organic traffic
37.8K +1K

Traffic Value
\$28.8K
PPC \$0



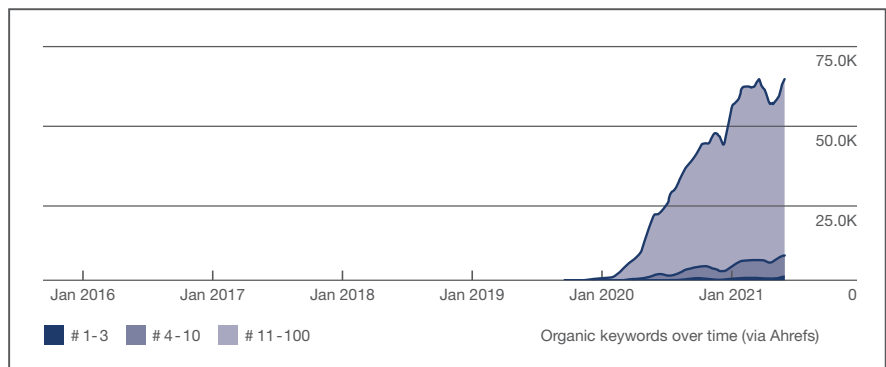
With 620 articles and counting, Outdoor Command ranks for 65,427 keywords, leading to over 70,000 visitors in March of 2021. What's more, Outdoor Command holds the coveted #1 spot for 513 keywords worldwide.

Through Matt's link building efforts and the quality of Outdoor Command's content, the number of referring domains (sites linking to Outdoor Command) has grown steadily to 859 over the course of 18 months.

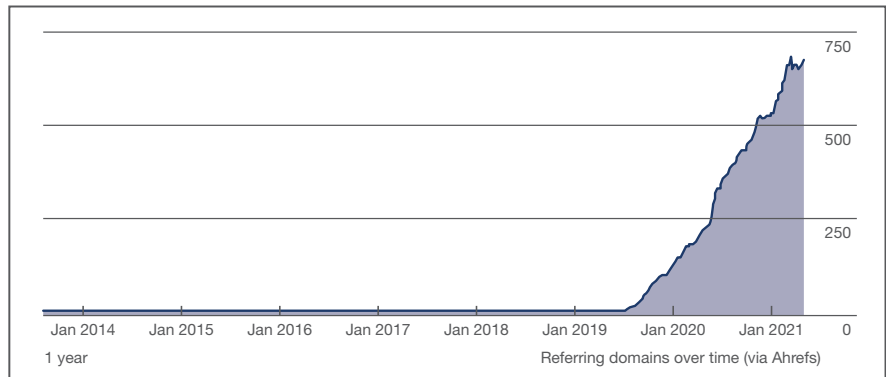
Results & Statistics

Organic Keywords

65,380

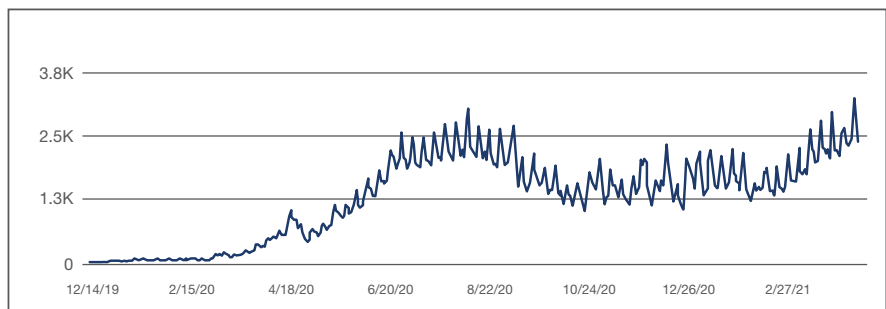


Referring Domains



Total Clicks

641K



If If Matt Colletta's approach can make Outdoor Command go from 0 to 75,162 just imagine what they can do for your business.

**Want more traffic,
leads, and customers
without wasting time
and money?**

**Email mattcolletta@gmail.com now
to schedule a free SEO consultation.**