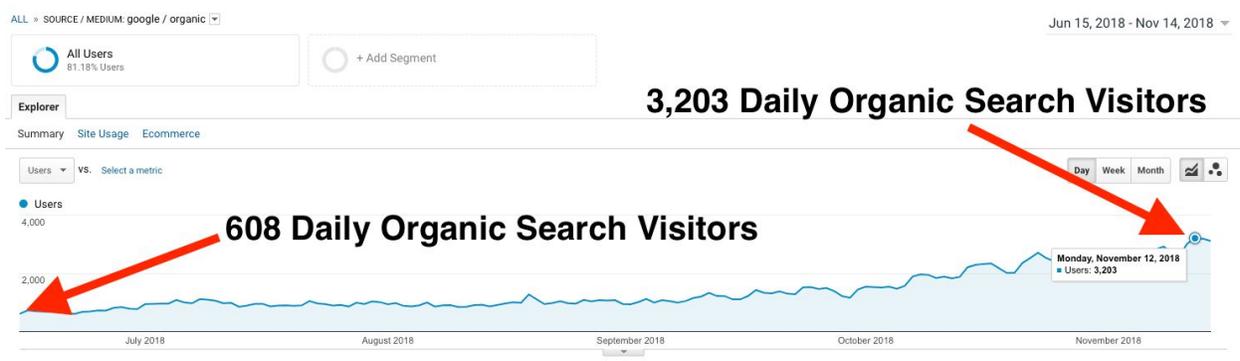


How I Increased Organic Search Traffic 5X in 5 Months

By Jon Dykstra, FatStacksBlog.com

Thank you for requesting this brief report.

Here's a screenshot for one of my niche sites for which I managed to more than triple organic search traffic in 5 months.



As you can see, this is very recent. Let's dive in.

Here's what I did in 5 simple steps.

STEP 1: Bought an aged site. If you have an existing site with some authority, you're good to go. The more authority it has, the better.

STEP 2: Found some great long tail, easy-to-rank keywords.
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STEP 3: Outsourced content creation.

STEP 4: Analyzed results to discover best-performing content. **STEP 5:** Published more content... rinse and repeat.

Let's go into more detail.

- [My very reasonably priced course on building great niche sites and blogs](#) -

STEP 1: BOUGHT AN AGED SITE

I bought this site 3 years ago (approximately). My original plan was to improve ad monetization for a quick boost in RPM and then grow it in the same niche. It turned out it was in a terrible niche for monetization. No matter what I did with ads, RPM didn't budge (and it was low to begin with). I realized there was no point spinning my wheels in that lousy niche.

Accordingly, I did nothing with it until 5 months ago because I wasn't sure what I should do with it.

Side note: Interestingly, letting the site sit with no new content for a couple years didn't seem to hurt it at all.

I had always wanted to change the niche, but had read and was told changing niches on established sites doesn't work.

Finally, I realized I had nothing to lose so I threw up some content unrelated to the existing content to see what would happen. Lo and behold, those articles ranked pretty fast. They targeted long tail keywords, so it wasn't huge traffic, but at least I knew I could publish more and grow the site. That's what I did and am doing.

Lesson: Buying an aged site at the right price is the way to go for faster organic search results. I paid 50 times monthly revenue for the site which is a huge premium. It earned little so it didn't cost too much. Now that it's growing plus the fact I increased the ad revenue per 1,000 visitors with the new niche, it's looking like it was an okay investment. I hope in a year or two it proves to be an excellent investment.

The point with buying an aged site is you can very much speed up the organic search traffic process... and you don't have to spend a fortune to get an aged site.

I certainly don't recommend changing the niche of an established site like I did (I had no choice). So, when shopping for an aged site, if at all possible, go after an aged site related to your intended niche.

What if you have a site with some age and authority?

Then you're good to go. Don't go buy one. Focus on the one you have. The point I make above is it's very difficult to enjoy rapid SEO success with a brand new domain. You need some domain authority.

STEP 2: FOUND LONG TAIL KEYWORDS

This is the most important step.

You need to find great keywords with decent search volume that you can rank for quickly without building links.

I don't like link building. I'd rather publish more content that can rank on its own than build links. Better yet, my favorite approach (when it works out) is to publish content that attracts links. This is never a sure thing, but it happens when you get creative with content and come up with good long tail topics well covered.

My greatest skill in growing a niche site business is keyword and topic research. Once I have a topic, creating the content is pretty simple. I outsource it as well as do some of it myself (depending on the site).

My favorite research method

I use a variety of keyword research methods. Here's one of my better methods.

Most people start keyword research by inputting a seed keyword relevant to their niche into their keyword research software (FYI, I use SEMRush). If they're in the solar panel niche, they input "solar panel" or "solar energy" and start digging from there.

I do the opposite.

I start with generic seed keywords that apply to any niche. I then sift through hundreds of related results (I find the Ahrefs Keyword Research tool to be particularly good at generating excellent results).

What I look for are any results relevant to my niche. Most are irrelevant, but the ones that are relevant are usually very good. With Ahrefs I can filter by search volume and more importantly keyword difficulty (i.e. filter for lower keyword difficulty keywords).

Example: I could input the generic seed keyword "stylish". I would then comb through hundreds or even thousands looking for all keywords related to my niche. In some cases I find none. In other cases I find dozens or hundreds.

STEP 3: PUBLISHED CONTENT

If you're in the blogging business and/or niche site business, you have to create content. There's no way around it. If you hate creating content, this is not a business for you.

I outsource most content, yet I'm involved in reviewing and editing content daily. I am a stickler about quality. I also spend time going over existing content assessing how it can be improved. My point is I'm neck deep in content creation daily.

How you go about creating it doesn't matter. If you have limited funds, write it yourself. If you have piles of money, outsource it.

STEP 4: ANALYZED RESULTS

The last step is to wait and see what works. When I veered from the existing niche with the site I bought, I didn't know whether different niche content would rank in the search engines. That's why I started slowly instead of throwing lots of money at it right away.

I'm not suggesting you stop working to see what works. I happen to have several niche sites so I always have plenty to do. If you have one site and it's an aged site you invested in, keep on publishing content as much as you can as fast as you can. Over time you'll get a sense of what's working and what's not working. At that point you adjust your content strategy.

STEP 5: PUBLISHED MORE CONTENT... RINSE & REPEAT

Once I figured out what types of content were performing best, I scaled up my orders for more content and started publishing one long article per day. I continue at that pace today.

How many articles did I publish to triple SEO traffic in 5 months?

I publish about 7 to 10 articles per week. I started in June 2018 and kept at it and now traffic and more importantly, revenue is growing very fast. That site should crack the four figures per month any week now. When I bought it, the previous owner was making \$200 per month.

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Next steps:

Check your email regularly for some great info about what I do and did to build a million dollar niche website business.

For a lot more detail on how I do this plus earn nearly mid 5 figures per month from display ads and affiliate commissions from niche sites - [check out my course here](#).