



MONSTER SUPPLEMENTS

Our organic search team restored Monster Supplements' organic visibility through a link auditing and removal process then rebuilt its authority, boosting organic traffic by 34.34% and new users by 47.87%

BACKGROUND

Established in 1994, Monster Supplements has grown into one of the UK's leading sports supplements suppliers. Built on the philosophy of "delivering top quality sports supplements at the very best prices", Monster Supplements only provides products that it believes will help to achieve its customers' fitness goals.

WHAT WE DID | ORGANIC SEARCH (SEO)

HOW WE HELPED

Monster Supplements approached us in April 2014 after attempting internally to remove a partial-match unnatural link penalty on their domain. The penalty affected numerous product categories across their website, including areas such as weight loss and protein supplements that were traditionally drivers of high traffic to Monster Supplements' website.

With the project starting in June 2014, our team of organic search executives began with period of link auditing. Utilising the industry-leading software Link Detox, our executives aimed to highlight all unnatural links pointing to the domain. Once the process had been completed our team then looked to contact each domain with the objective of removing each unnatural backlink.

In October 2014, the link removal process was finalised and both a disavow file containing 875 domains and a reconsideration request explaining our link removal actions were submitted to Google. Upon completion of the process, Monster Supplement's manual spam action was revoked.

“OUR ORGANIC SEARCH EXPERTS DEVELOPED A STRATEGY THAT AIMED TO RE-BUILD THE AUTHORITY OF THE WEBSITE AND INCREASE ITS ONLINE SEARCH VISIBILITY”



THE RESULTS SO FAR

After successfully removing Monster Supplement’s partial-match penalty, our organic search experts developed a strategy that aimed to re-build the authority of the website and increase its online search visibility. The campaign began with a number of audits that included area such as technical on-page and website content. The aim of these audits was to highlight areas of the website that would need to be improved to create the best platform for campaign success.

As a direct result of the link removal process, a large proportion of the organic search project was based around enhancing the backlink profile of the Monster Supplement’s website. This was successfully achieved through our outreach process by actively placing content on relevant and influential bloggers within the sports nutrition industry.

Comparison of before and after the removal of the partial-match penalty:

