

REDIRECTING AUTHORITY TO RANK NEW RESOURCES
RE: STANSBERRY RESEARCH
SEO + CONTENT + LINK BUILDING
REDEFINE MARKETING GROUP



CASE STUDY

REDIRECTING AUTHORITY TO RANK NEW RESOURCES

CLIENT NAME:

Stansberry Research

SERVICES:

SEO + Content + Link Building

INDUSTRY

Financial Technology

THE CHALLENGE:

New domain with no authority or history

Technical site issues hindered SEO performance

Poor site structure created poor crawlability



STANSBERRY
RESEARCH

PROJECT BRIEF:

Stansberry Research is a U.S.-based publishing company that provides in-depth investment research and newsletters for self-directed investors. In 2021, Stansberry Research launched an investment analysis site called Stansberry Investor (stansberryinvestor.com).

Stansberry's newly launched site contained a lot of technical errors, preventing Google from effectively crawling it. So, Redefine was tasked with increasing the organic visibility, authority, and expertise of the domain.

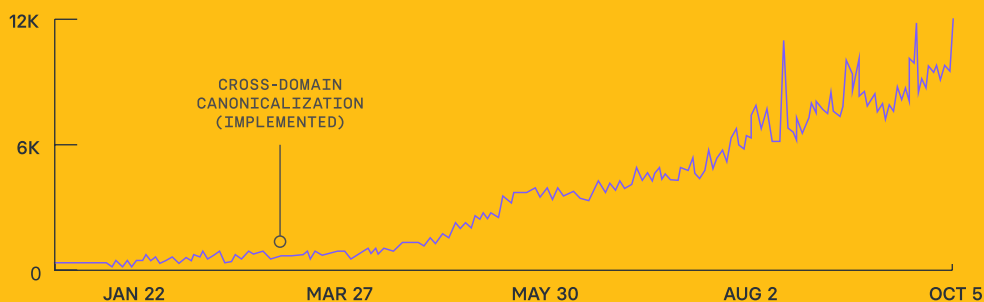
After addressing many of the technical issues, the Redefine team made pivotal recommendation that effectively transferred authority from Stansberry's flagship domain to their newly launched domain.



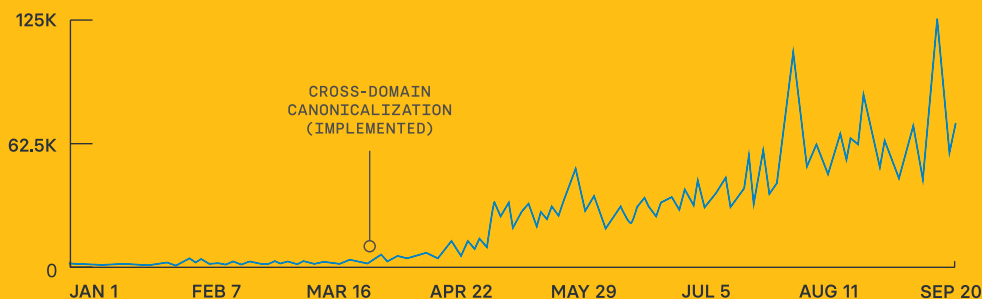
THE RESOLUTION:

- + Implement a cross-domain canonicalization tactic to leverage the authority of Stansberry's primary domain Stansberry Research (stansberryresearch.com).
- + Increase brand and non-brand visibility in search by building a technically sound SEO foundation for the newly created Stansberry Investor resource.
- + Leverage link building to build up the authority of the domain and increase referral traffic to key articles.

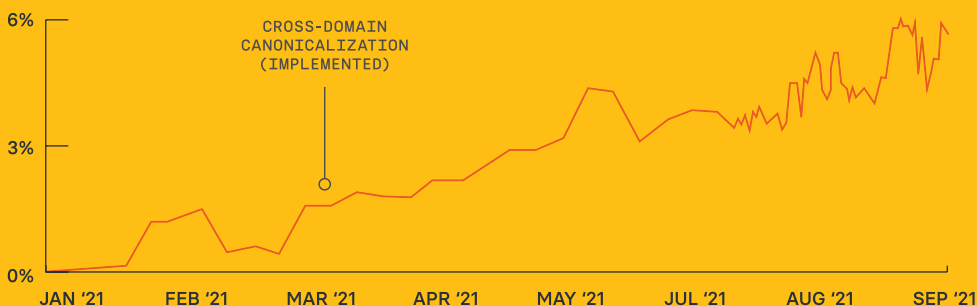
ORGANIC KEYWORD RANKINGS GROWTH



SEARCH RESULTS IMPRESSION GROWTH



VISIBILITY TREND (YTD)



9.6M+

YTD IMPRESSIONS

1,880%+

PAGE 1 RANKINGS

FROM 35 TO 693

41+

AUTHORITY SCORE

233%

BACKLINK GROWTH

Cross-domain canonicalization is a tactic created by Redefine that leverages the authority of a flagship domain to quickly rank a separate but, related domain without authority or history.

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