

A BI focused approach on closing the domain authority gap

Your website is technically sound. Your content provides relevant information. So why is your DA < 50?

[Cody West points out that](#) it's most likely because you're investing in links blindly. He gives a strategy that beginners and SEO gurus alike can follow to build links with positive ROI.

Here's what he suggests you do to close the DA gap:

+Analyzing **domain level and page rank** separately. Helps to account for transfer of equity from page to page.

+**Plot the total number of links** to your domain and compare this to your competitors. Map the acquisition velocity of your target website against your closest organic competitors.

+Create "**Quality Flag 1**" to filter out links in your data set that don't meet your criteria. Create another flag, "**Quality Flag 2**" with requirements that are stricter.

+**Exclude nofollow links**. Most link builders avoid landing these links.

+Still want to include nofollow links? Set a **DR and Traffic threshold** on them that's much larger than what you'd set for follow links.

+**ONLY** include backlinks built from a metrics perspective. Don't manually choose the websites to analyze.

+Account for **link velocity**. Calculate the average and medium number of links your competitors built.

+ Between the **mean and average**, pick the higher number. Subtract it with the link velocity of your site. Multiply the answer with 12, that's the link velocity.

+The **total number of links** you'll need to build is equal to the link gap plus link velocity.

Still having trouble bridging the domain gap? Cody gives a more [detailed solution here](#).

Triple your website visitors with this thorough SEO case study. Five ways to improve your IG Stories Ads game. Want to build 20% LLAs without using third party services? Apple wants to pay you for slowing down your iPhones.

[CORONAVIRUS]

The on-going impact of COVID-19

The new coronavirus has kept its pace around the globe, recording more cases in Europe and the USA. So far, we talked about how the shipping and manufacturing industries are suffering from the outbreak. However, there's more than that. Besides, of course, consequences for people's safety and health...

As the COVID-19 spreads around, more and more companies are cancelling global events with larger gatherings from across the world.

Mobile World Conference and Facebook F8 have been two events that touch our industry and have been deleted. The risk is still growing and more events keep getting deleted or postponed.

Google recently [announced the cancellation](#) of its Google I/O developer conference and San Francisco Game Developers' Conference followed the same destiny.

And if events are not cancelled officially, attendants are preferring to not participate. That's the case of the SXSW, that will happen on 13-22 March. Despite the event not being cancelled, [many companies](#) such as Facebook, Twitter and Amazon pulled out.

Regarding the affiliate industry itself, Affiliate EXPO, an Italian affiliate conference [has been postponed to July](#).

[INSTAGRAM]

Doubling down on Stories Ads

Back in 2018, Mark Zuckerberg said that Stories would overtake the Feed as the dominant medium. Two years later, what are you doing about it?

If you're looking to do better with Stories, [Florian Litterst shared](#) some tips to improve your Stories Ads.

+ Instagram Shopping Ads: Use your best performing Shopping Posts in your Shopping Ads. These worked well for Florian in TOF and MOF campaigns.

+ **Branded Content Ads:** Since last year you can boost branded posts and stories from your Ads Manager. These deliver huge results when ran to MOF campaigns, targeting website visitors and posts engagers in the last 30 days. Especially good to build social proof.

+ **Make it native:** Use the Instagram app to make your creatives look like organic posts: Boomerang, GIFs, stickers and text overlay will give them a native touch. *Extra tip from The Crew is to create your own Giphy channel so you can have branded GIFs! You can [find ours here](#) and you can find it on IG by looking for “stackedmarketer”.*

+ **Use videos or small animations:** Facebook recently rolled out an update that allows you to choose different creatives types for different placements. So, you can use 1:1 videos for the Feed and 9:16 for Stories.

+ **Battling the low CTR:** Instagram Stories Ads are famous for having cheap CPMs but very low CTR. To overcome this, make sure to add an animation below the CTA to pump those clicks. Florian provides a [good example here](#).

[SEO]

Taking a chaotic website and tripling its visitors

[Matthew Woodward is back in our newsletter](#) with a case study about a travel company whose website and SEO was completely chaotic and how he took that website to 1,951 first page rankings with 656 of them ranking on top 3 spots of SERPs.

He breaks down his strategy into 7 steps with each step having its own goal:

+ **Keyword research:** The first step was to identify the right set of keywords to build content around. They were then categorised into topic-based clusters which allowed them to work with an endless database of relevant topics and their keywords that could be worked with across the site.

+ **Backlink audit:** Next step was to understand the sites existing link profile and flag any links to disavow. Using Ahrefs, he found that around 96% of the links were low quality links coming from shady web 2.0's, old directories and irrelevant paid links.

+ **Competitor analysis:** This step was about understanding and correcting the content structure the way Google prefers it. Here [Matthew showed a list](#) of things that were reviewed and worked upon.

+ **Content strategy:** Now was the time to create a long-term, research-backed publishing schedule. They removed, consolidated and restructured the existing content.

+ **Onsite audit:** This is about uncovering all technical issues such as illogical site structure, lack of internal linking and duplicate content.

+ **Improving user experience:** Website speed, responsive website design, new high-quality images to all pages and other actions to make the experience on the website better.

+ **Link building:** Last but not the least was to pump up the site with relevant inbound links. 5 critical things to note about link building were:

- Link building is pointless on a poorly built site.
- Your site needs solid foundations first.
- Links can do as much harm as good.
- You need to build strategic links.
- Obsessive compulsive link building leads to wasted budget.

This is precisely why link building is step 7 and not step 1 of this case study.

+ **Results:**

- Organic visitors had grown from an average of 9k visitors per month to 58k at the very peak of high season.
- It also increased the number of top 3 results from 197 to 656.

Want to get a closer look? [Check out Matt's full post here.](#)

[ROUNDING UP THE STACK]

- **AMAZON:** Looking to get started with Amazon Ads, here's how you can become savvy enough to ensure your campaigns make the most off the ecomm platform.
- **WORDPRESS:** Eight popular WordPress plugins are being attacked, beware!
- **FACEBOOK:** Depesh Mandalia shared how to create a 20% LLA without using third-party services. You'll need some basic Python or PHP coding skills though.
- **GOOGLE:** Google Ads has released an updated version of its mobile app with new optimization score features and a new dark mode option.
- **FACEBOOK:** Apparently Facebook is now sending an alert to your Ads Manager if you're at risk of being banned.
- **EMAIL:** According to this study, you should send cart recovery emails one hour after the cart abandonment. This and more stats about recovering those lost conversions.
- **TIKTOK:** What if TikTok is just another shiny object? Nick Shackelford's take on some reasons why TikTok isn't all sunshine and roses.

[POOLSIDE]

This is not the marketing you expect from Apple

Have you ever experienced your iPhone suddenly slowing down in speed and performance?

Especially around the time of a new iPhone release? *Well, who hasn't?*

Some of us kept wondering if it's because of their rough usage of the phone, hardware/software issues or just a plain coincidence.

It's none of that!

Apple had actually decided to intentionally slow down ageing iPhones to push the newest versions in the market.

That's not the kind of strategy we expect from Apple.

However, they'll pay their dues. The company has agreed to pay \$500M to settle multiple cases for slowing down older iPhones. They will also pay around \$25 per eligible iPhone, with a minimum of \$310M.

[Here's how you can get your bucks back.](#)

So, if you own any of the phones mentioned in the article and are experiencing a slowdown, you know what to do!

