SEARCH ENGINE OPTIMIZATION · CRYPTOCURRENCY TRADING PLATFORM

Page one of Google for “bitcoin,” a keyword with 7.5 million searches a month.

Four aggressive, entirely white-hat months took a cryptocurrency trading platform onto the first page for one of the most competitive single-word keywords on the internet. A year later it was ranking higher still.

Page 1	7.5M	4 mo	12+ mo
for the keyword “bitcoin”	monthly searches for the term	to a stable page-one position	still on page one, and climbing

CLIENT	Cryptocurrency trading platform (under NDA)	MARKET	Global, English-language search
CAMPAIGN	On-site and off-site SEO	TIMEFRAME	Four months
RESULT	Stable page-one ranking for “bitcoin,” improving over the following year	CHANNELS	Google organic search

THE SITUATION

The hardest kind of keyword.

Single-word, head-term keywords are the most contested real estate in search. “Bitcoin” is searched roughly 7.5 million times a month and the first page is held by exchanges, publishers, and encyclopedias with enormous authority.

The client wanted to compete for that page without shortcuts. Everything in this campaign was white-hat and technically sound by Google's own guidelines, which is why the ranking held after the work stopped.

WHAT WE DID

Authority, earned at scale.

01 **Technical foundation.** The site's structure, speed, and on-page signals were rebuilt so that Google could unambiguously read what the platform was and which page should rank for the head term.

02 **Topical depth.** Supporting content around trading, wallets, and market education gave the target page a cluster of relevant pages pointing inward.

03 **Off-site authority.** A sustained, high-budget link program from relevant finance and technology sources, paced to look like what it was: genuine editorial interest.

04 **Patience and tracking.** Movement was slow for three months and then rapid in the fourth, which is normal for head terms. Daily rank tracking told us exactly when to hold and when to push.

RESULTS

Month four: page one, and it stayed.

Progress accelerated sharply in month four and the site stabilized at the bottom of page one for “bitcoin.” At the time of the screenshot it sat at position nine, alongside several related crypto terms tracked in the same account.

Roughly a year after the campaign, the platform was still on page one for “bitcoin” and ranking higher than when we finished. Under the terms of our agreement we can share the trajectory but not the client's name; we are happy to discuss the campaign in detail on a call.

MONTHS 1–2

Foundation

Technical rebuild, on-page work, and the first wave of content.

MONTH 3

Authority

Off-site program at full pace; rankings begin to move from page two.

MONTH 4

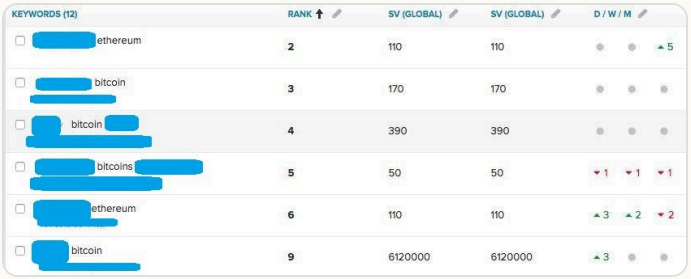
Page one

Stabilizes at position nine for “bitcoin.”

YEAR LATER

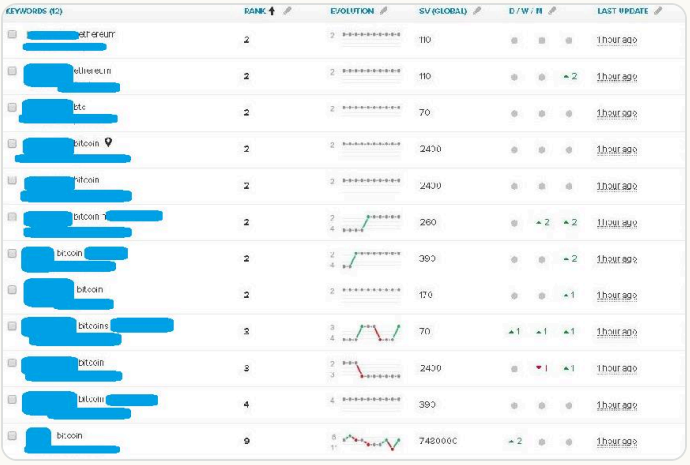
Still there

On page one and ranking higher than at handoff.



KEYWORDS (12)	RANK	SV (GLOBAL)	SV (GLOBAL)	D / W / M
[redacted]ethereum	2	110	110	▲5
bitcoin[redacted]	3	170	170	
bitcoin[redacted]	4	390	390	
[redacted]bitcoins[redacted]	5	50	50	▼1 ▼1 ▼1
[redacted]ethereum	6	110	110	▲3 ▲2 ▼2
[redacted]bitcoin	9	6120000	6120000	▲3

Rank tracker, month four. The target keyword at position nine on page one, with search volume of 7.5 million a month. Client domain redacted.



KEYWORDS (12)	RANK	EVOLUTION	SV (GLOBAL)	D / W / M	LAST UPDATE
[redacted]ethereum	2		110		1 hour ago
[redacted]ethereum	2		110	▲2	1 hour ago
[redacted]btc	2		70		1 hour ago
[redacted]bitcoin	2		2400		1 hour ago
[redacted]bitcoin	2		2400		1 hour ago
[redacted]bitcoin	2		260	▲2 ▲2	1 hour ago
[redacted]bitcoin	2		390	▲2	1 hour ago
[redacted]bitcoin	2		170	▲1	1 hour ago
[redacted]bitcoins	3		70	▲1 ▲1 ▲1	1 hour ago
[redacted]bitcoin	3		2400	▼1 ▲1	1 hour ago
[redacted]bitcoin	4		390		1 hour ago
[redacted]bitcoin	9		7480000	▲2	1 hour ago

Supporting keywords. The wider set of cryptocurrency terms tracked for the same site, most of them moving into the top ten alongside the head term.

WHAT THIS PROVES

If a white-hat process can put a site on page one for “bitcoin,” it can rank a dental practice, a contractor, or a law firm for the terms that matter in a single city. The method is the same; only the budget changes.

Screenshots are taken from Google Search Console, Google Analytics, and our rank tracker. Client-identifying details are redacted.

Want results like these?

Every campaign above started with a free thirty-minute call. Bring us your budget and your market; we will tell you honestly what it buys.

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