

## CASE: Investment-Themed Website Network

### 1. General Information

- Project / Network Name: Investment Network (branded traffic)
- Niche / Topic: Investments, brokerage services
- Project goals:
  - Generate branded traffic for affiliate program
  - Acquire leads and active users
  - Create a digital asset with semi-passive income
- Number of websites in the network: 5 (targeting different GEOs)

### 2. What Was Done

Launched on WordPress:

- Template setup, structure, content generation and publication
- Indexing, basic optimization

Promotion:

- Use of PBN networks and redirects
- Building link profile (crowd, comments, outreach, etc.)

Monitoring and Support:

- Monthly work (for 3 months)
- Then — maintaining link profile at minimal level

Monetization:

- Connecting affiliate program
- Analytics integration (GSC, affiliate reports)

### 3. Results

| Metric                     | Before | After                                                                                   |
|----------------------------|--------|-----------------------------------------------------------------------------------------|
| Monthly traffic            | 0      | ~3K/month (1 site in top-5 for most keywords, 2 more sites in top-10 for some keywords) |
| Affiliate revenue (annual) | 0      | \$11,005                                                                                |
| Promotion cost (total)     | —      | \$6,500                                                                                 |
| Time to first leads        | —      | October 2024 (~6 months)                                                                |
| ROI (12 months)            | —      | 69%                                                                                     |
| Revenue-to-cost ratio      | —      | 169%                                                                                    |

By June 2025 (month 14), revenue exceeded 200% of initial investment.

## 4. Growth Dynamics

Traffic and revenue growth by month:

April 2024: launch

June 2024: first registrations

January 2025: full payback

April 2025: revenue doubled

Although registrations started in June, a significant portion of users began depositing and being active only from October. This is due to the specifics of the investment niche.

## 5. Conclusions and Prospects

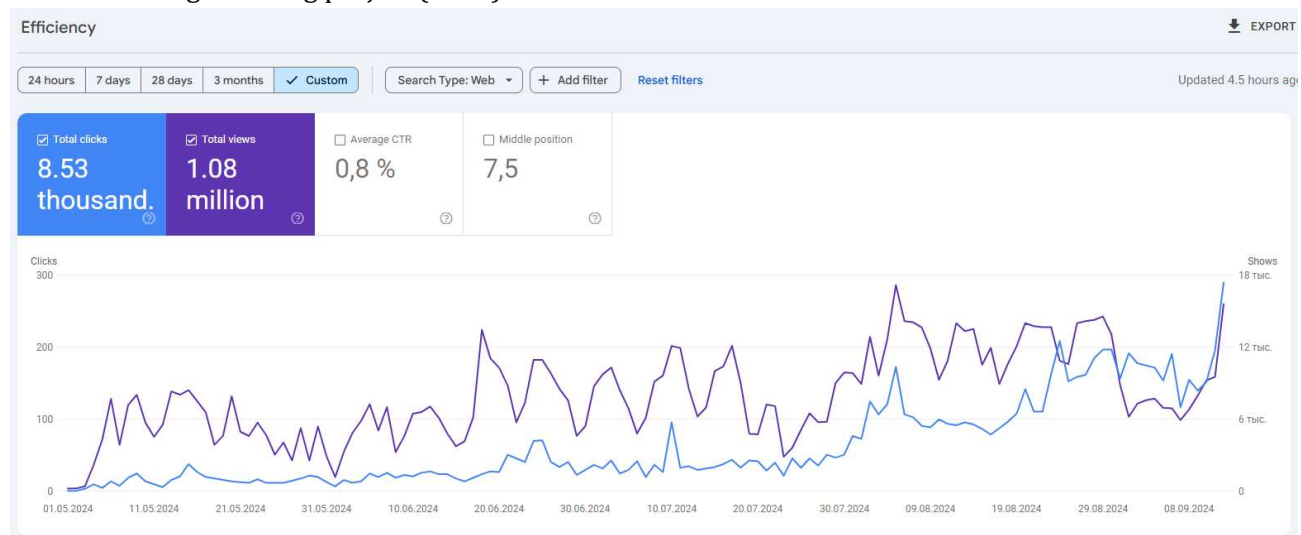
- Project fully paid back within 10 months
- Scaling potential: new GEOs and niches
- Revenue-to-cost ratio: 169%
- Possibility of selling the portfolio of websites with a multiplier

## 6. Technologies and Approaches

- Content generation (including AI)
- Links: Outreach / Crowd / PBN / 301
- CMS: WordPress
- Analytics: GSC, affiliate reports

## 7. Screenshots

Main revenue-generating project (India):



Affiliate program screenshot as of end of January 2025:

Performance statistics

Switch to new performance report

Group by: Link Source Day Week Month Year Country Campaign

Period01 Apr, 2024 – 31 Jan, 2025

CountryAll

Clear filters

Apply

The report is updated once in 2 hours.

|              |               |               |               |                   |               |              |
|--------------|---------------|---------------|---------------|-------------------|---------------|--------------|
| 17 282       | 590           | 3.41 %        | 77            | 467.1025          | 1 494.7863    | 5 937.72     |
| Clicks       | Registrations | Conversion    | Start Trading | Volume (Min. USD) | Volume (lots) | Profit (USD) |
| Partner link | Clicks        | Registrations | Conversion    | Start Trading     | Volume        | Profit       |
|              |               |               |               | LotsMin. USD      |               |              |

Affiliate program screenshot for 12 months:

Performance statistics

Switch to new performance report

Group by: Link Source Day Week Month Year Country Campaign

Period01 Apr, 2024 – 30 Apr, 2025

CountryAll

Clear filters

Apply

The report is updated once in 2 hours.

|              |               |               |               |                   |               |              |
|--------------|---------------|---------------|---------------|-------------------|---------------|--------------|
| 24 136       | 858           | 3.55 %        | 117           | 1 004.5886        | 2 781.6534    | 11 005.74    |
| Clicks       | Registrations | Conversion    | Start Trading | Volume (Min. USD) | Volume (lots) | Profit (USD) |
| Partner link | Clicks        | Registrations | Conversion    | Start Trading     | Volume        | Profit       |
|              |               |               |               | LotsMin. USD      |               |              |

8. Team

SEO Implementation: Arthur Shishko