

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

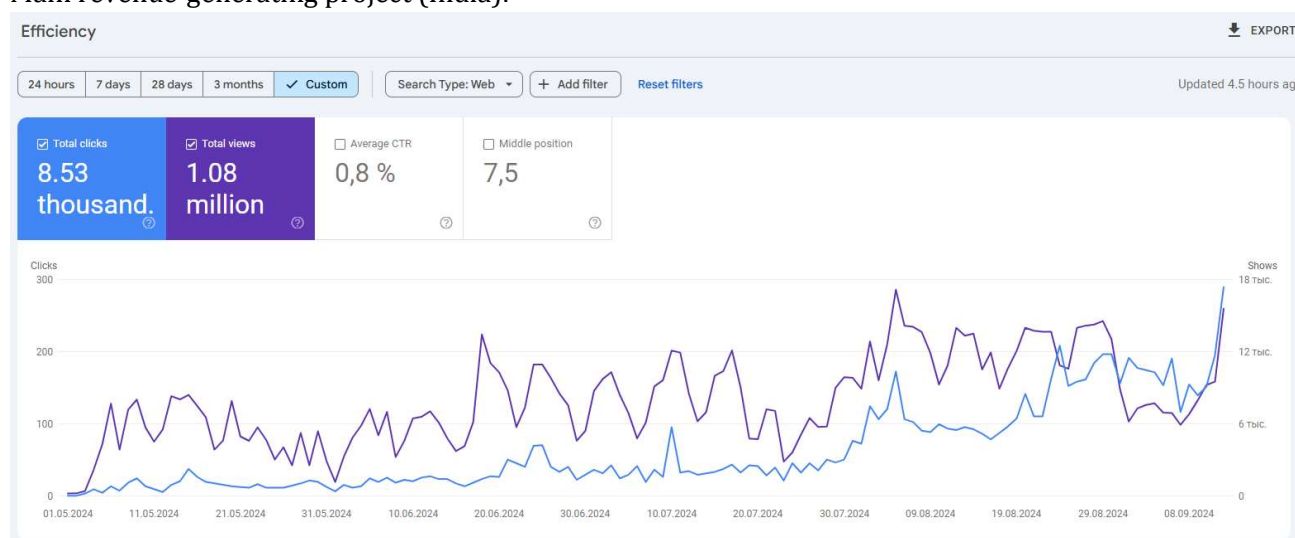
- Project fully paid back within 10 months
- Scaling potential: new GEOs and niches
- Revenue-to-cost ratio: 169%
- Possibility of selling the portfolio of websites with a multiplier

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

Period

01 Apr, 2024 – 31 Jan, 2025

Country

All

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

Period

01 Apr, 2024 – 30 Apr, 2025

Country

All

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: Bannikov Andrey