RANK ROOTS

GUEST POSTING & SEO BACKLINKS · CASE STUDY

VOGRACE SEO GUEST POSTING CASE STUDY

How Rank Roots planned, delivered and documented a bulk, keyword-mapped guest-posting campaign for a custom-merchandise brand.

CLIENT
Vograce.com

SERVICE
Guest posting & SEO backlinks

CAMPAIGN PERIOD
August 2025 – June 2026

DELIVERY
794 recorded placement URLs · 4 batches

PREPARED BY
Rank Roots · 23 October 2026

DOCUMENT TYPE
Selected portfolio of documented examples

Independent portfolio document prepared by Rank Roots. It was not produced, reviewed or endorsed by Fiverr. Figures labelled Ahrefs are third-party estimates.

01 · EXECUTIVE SUMMARY

Campaign overview

Vograce, a custom print-on-demand and merchandise manufacturer, commissioned Rank Roots to publish guest posts on third-party websites, each linking to a specific Vograce product or collection page with a defined target keyword. Rank Roots delivered the campaign in four batches between August 2025 and June 2026 and logged every published URL in a shared placement report.

794
recorded placement URLs
campaign record · 4 delivery batches

698
distinct publisher domains
in the placement report · no duplicate URLs

13
Vograce target pages
17 keywords from the client's order sheet

205
placements per 2026 batch
against 195 planned per batch

Execution

Articles are written around the target product, with one contextual in-body link to the Vograce page assigned to the keyword. Of the 81 placements confirmed live during this review, 80 link to the page the order sheet assigns, using the keyword or a close variant as anchor text.

Verification

Recorded URLs were re-checked live on 22–23 Oct 2026. All 8 featured placements were confirmed in Chrome with followed links. In a random sample of 60 recorded URLs, 36 were live with the expected link, 23 had been removed or changed by the publisher and 1 could not be reached (page 9).

SEO performance

Ahrefs estimates vograce.com's organic traffic at 53.4K on 22 Oct 2026, up from about 47.8K a month earlier (+11.7%), with organic keywords up 664 and top-3 keywords up 510. 8 order-sheet keywords that received placements improved in exact or close wording.

Reporting

Each batch sits in its own tab of a shared, view-only placement report, ordered by product, so every placement can be opened and traced back to the client's order sheet.

How to read this portfolio

This is a selected portfolio of documented examples, not a complete audit. 794 is the number of placement URLs Rank Roots recorded; their live status was checked on samples, with results on page 9. Ahrefs figures are third-party estimates of website performance during the period, not results attributed to guest posts alone. A separate internal audit records every check and open item.

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p. 4 Delivery record
p. 5 Selected placements
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p. 8 Keyword improvements in Ahrefs
p. 9 Quality assurance and conclusion

02 · STRATEGY AND EXECUTION

From keyword brief to published placement

The campaign was built around Vograce's commercial pages. The client's order sheet set the keyword, the number of posts and the destination page for each request; Rank Roots wrote the articles to that plan and recorded every published URL.

DOCUMENTED WORKFLOW

1 Brief and keyword mapping

The order sheet maps 17 keyword entries to 13 Vograce product and collection pages, with a post quantity for each.

2 Topic-matched articles

Articles cover the target product — buying guides, use cases, design trends — so the link sits in relevant context.

3 Contextual, keyword-led links

One in-body link per article to the assigned page, with the order-sheet keyword or a close variant as anchor text.

4 Batch delivery

Four batches — August 2025, March, April and June 2026 — each published within a window of 1 to 11 days.

5 Recording and reporting

Every URL logged in a shared report, one tab per batch, ordered by product so each request traces to its rows.

KEYWORD-TO-PAGE PLAN (CLIENT ORDER SHEET)

VOGRACE DESTINATION PAGE	KEYWORD(S) · POSTS	POSTS
/collections/custom-keychains	custom keychains (25) · personalized keychains (5)	30
/collections/custom-clear-acrylic-keychains	acrylic keychain	20
/collections/custom-stickers	custom stickers	20
/collections/custom-acrylic-standees	acrylic stand (20) · acrylic standee (15)	35
/products/custom-clear-acrylic-pins	acrylic pins	20
/collections/custom-pins	custom pins	10
/products/custom-dakimakura-body-pillows	custom body pillow	10
/collections/custom-notebooks-printing	custom printed notebooks	10
/products/custom-poster-printing	poster printing	10
/products/custom-reusable-sticker-book	reusable sticker book	10
/collections/custom-washi-tape-printing	custom washi tape	10
/collections/custom-enamel-pins	custom enamel pins	10
Product-keyword posts per batch		**195**

The sheet also lists three diamond-keychain keywords (60 posts, /products/custom-acrylic-diamond-keychains) in a note dated 16 Jun 2026, after the last recorded batch. They are not part of the delivery records and are not counted as delivered here.

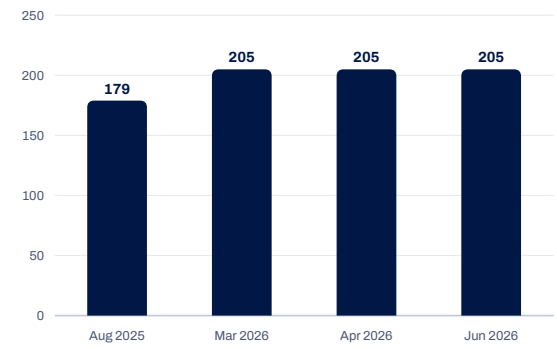
Why this structure matters

Mapping each keyword to the most specific product page directs links to the pages the campaign is meant to support, and keeping one tab per batch in product order makes a bulk campaign of hundreds of placements easy for the client to review. Publisher-selection criteria and publisher approval steps were not recorded in the campaign report, so they are not described here.

03 · DELIVERY

Four batches, 794 recorded placements

Placement URLs recorded per batch



Rows in each tab of the placement report · 794 in total.

BATCH	PUBLISHED	URLS	PRODUCT PAGES
Aug 2025	27 Aug – 6 Sep 2025	179	6 of 12
Mar 2026	26 – 28 Mar 2026	205	all 12
Apr 2026	25 Apr 2026	205	all 12
Jun 2026	3 – 7 Jun 2026	205	all 12
Total		**794**	**698 domains**

2026 BATCHES AGAINST THE ORDER SHEET

PRODUCT TOPIC	PLAN	MAR	APR	JUN
Keychains	50	55	55	55
Custom stickers	20	19	20	20
Acrylic stands / standees	35	39	40	40
Pins	40	41	40	39
Custom body pillows	10	10	10	10
Custom printed notebooks	10	10	10	10
Poster printing	10	10	10	10
Reusable sticker books	10	10	10	11
Custom washi tape	10	10	10	10
Other (URL wording not product-specific)	–	1	0	0
Total	**195**	**205**	**205**	**205**

Keychains combine custom, personalized and acrylic keychains; pins combine acrylic, custom and enamel pins. Topics are assigned from each URL's wording, as the report does not record a keyword per row.

Delivery at a glance

The first batch (August 2025) covered six product pages — keychains, acrylic keychains, stickers, standees, acrylic pins, body pillows. Each 2026 batch covered all 12 product pages and delivered 205 placements against 195 planned, with the additional placements in keychains (+5 per batch) and standees (+4 to +5). Publication windows were short: 26–28 March, 25 April and 3–7 June 2026.

04 · SELECTED PLACEMENTS

Selected placement portfolio

Eight placements chosen to show different products, publishers and batches. Each was opened in Chrome on 22–23 Oct 2026: the article is live, the Vograce link sits in the body text and points to the assigned page, and it carries no nofollow, sponsored or UGC attribute. Whether Google has indexed each page was not checked. Images are unedited crops of the live pages: masthead above, linked paragraph below.



IPS News · Inter Press Service — Business

Buy Custom Key Chains Online – Unique & Affordable

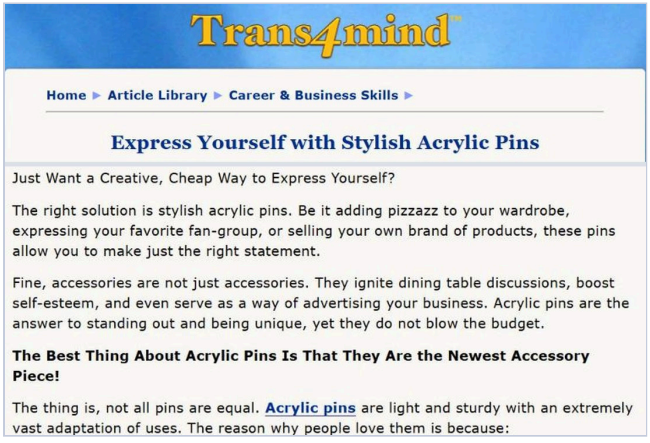
BATCH	Aug 2025 · row 53
PUBLISHED	2 Sep 2025
ANCHOR	“custom key chains”
LINKS TO	/collections/custom-keychains
LINK	followed · rel="noopener"
ROBOTS	meta robots “index, follow”
CHECKED	live in Chrome, 22 Oct 2026



THISDAY · Nigerian national newspaper website

How Custom Stickers Can Transform Your Marketing

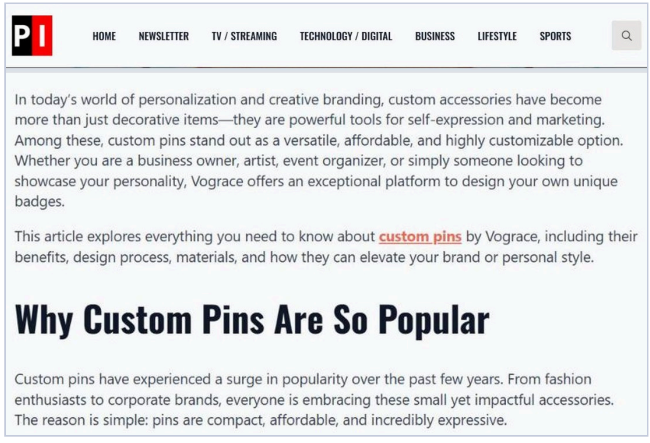
BATCH	Aug 2025 · row 79
PUBLISHED	1 Sep 2025 (date in URL path)
ANCHOR	“custom stickers”
LINKS TO	/collections/custom-stickers
LINK	followed · no rel attribute
ROBOTS	no noindex directive on the page
CHECKED	live in Chrome, 23 Oct 2026



Trans4mind · Article Library › Career & Business Skills

Express Yourself with Stylish Acrylic Pins

BATCH	Aug 2025 · row 161
PUBLISHED	Not shown
ANCHOR	“Acrylic pins”
LINKS TO	/products/custom-clear-acrylic-pins
LINK	followed · no rel attribute
ROBOTS	no robots meta tag (indexable by default)
CHECKED	live in Chrome, 22 Oct 2026

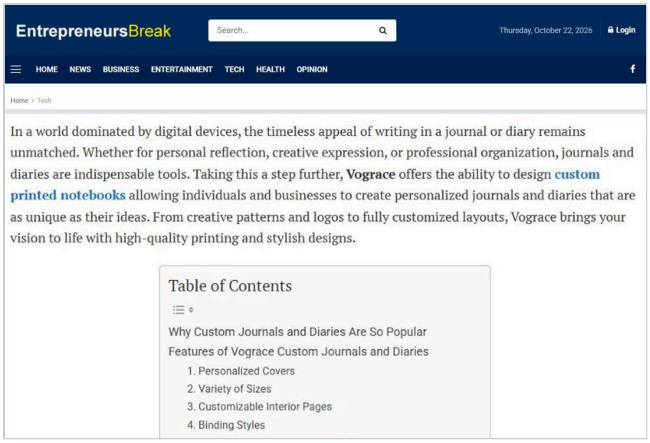


Programming Insider · Technology and business publication — Branding

Custom Pins by Vograce – Design Your Own Unique Badges

BATCH	Mar 2026 · row 1
PUBLISHED	27 Mar 2026
ANCHOR	“custom pins”
LINKS TO	/collections/custom-pins
LINK	followed · rel="noopener"
ROBOTS	meta robots “index, follow”
CHECKED	live in Chrome, 22 Oct 2026

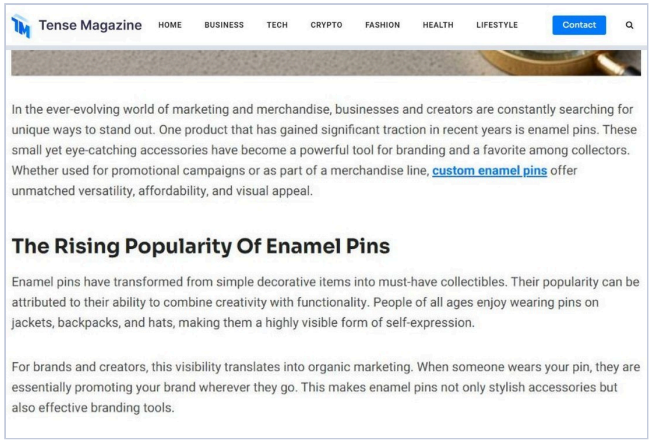
04 · SELECTED PLACEMENTS (CONTINUED)



Entrepreneurs Break · Business and technology news site — Tech

Custom Journals & Diaries – Unique Designs by Vograce

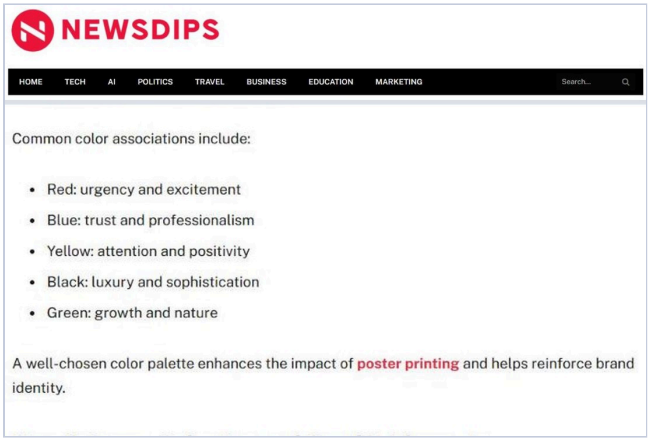
BATCH	Mar 2026 · row 151
PUBLISHED	28 Mar 2026
ANCHOR	“custom printed notebooks”
LINKS TO	/collections/custom-notebooks-printing
LINK	followed · rel="noopener"
ROBOTS	meta robots “index, follow”
CHECKED	live in Chrome, 22 Oct 2026



Tense Magazine · Online magazine — Blog

Why Enamel Pins Are Perfect for Branding and Collectibles

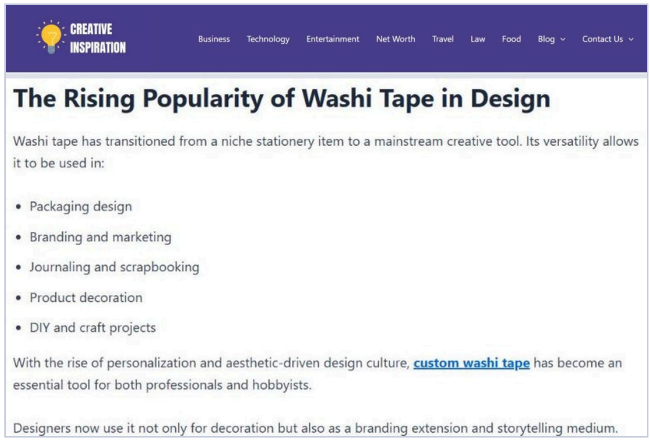
BATCH	Apr 2026 · row 202
PUBLISHED	25 Apr 2026
ANCHOR	“custom enamel pins”
LINKS TO	/collections/custom-enamel-pins
LINK	followed · rel="noopener"
ROBOTS	meta robots “index, follow”
CHECKED	live in Chrome, 22 Oct 2026



NewsDips · News and blog site — Blog

Custom Poster Printing: From Artwork to Finished Product

BATCH	Jun 2026 · row 162
PUBLISHED	7 Jun 2026
ANCHOR	“poster printing”
LINKS TO	/products/custom-poster-printing
LINK	followed · rel="noopener"
ROBOTS	meta robots “index, follow”
CHECKED	live in Chrome, 22 Oct 2026



Creative Inspiration · Multi-topic blog — Business

Washi Tape Printing Trends Every Designer Should Know

BATCH	Jun 2026 · row 203
PUBLISHED	7 Jun 2026
ANCHOR	“custom washi tape”
LINKS TO	/collections/custom-washi-tape-printing
LINK	followed · rel="noopener"
ROBOTS	meta robots “index, follow”
CHECKED	live in Chrome, 23 Oct 2026

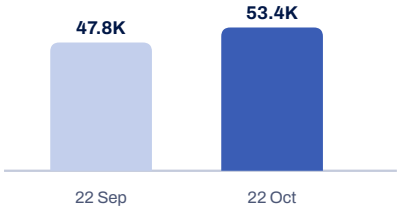
Also re-confirmed in Chrome on 23 Oct 2026: GISuser (“Custom stickers”, Aug 2025) and Writer Blog (“custom keychains”, Apr 2026). The recorded NewsDips URL now redirects to the same article under /blog/. The complete record of 794 URLs is in the placement report.

05 · SEO PERFORMANCE

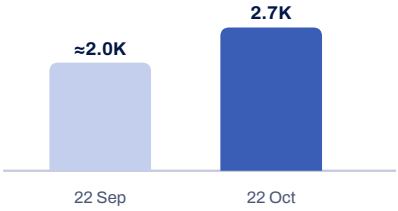
Organic performance, 22 Sep → 22 Oct 2026

vograce.com — Ahrefs estimates, 22 Sep → 22 Oct 2026

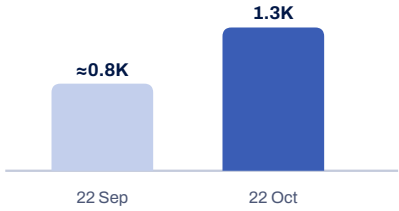
Organic traffic
+11.7%



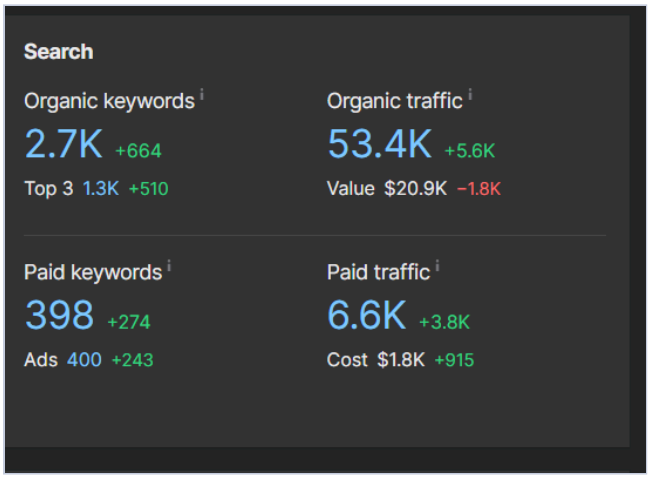
Organic keywords
+664



Top-3 keywords
+510



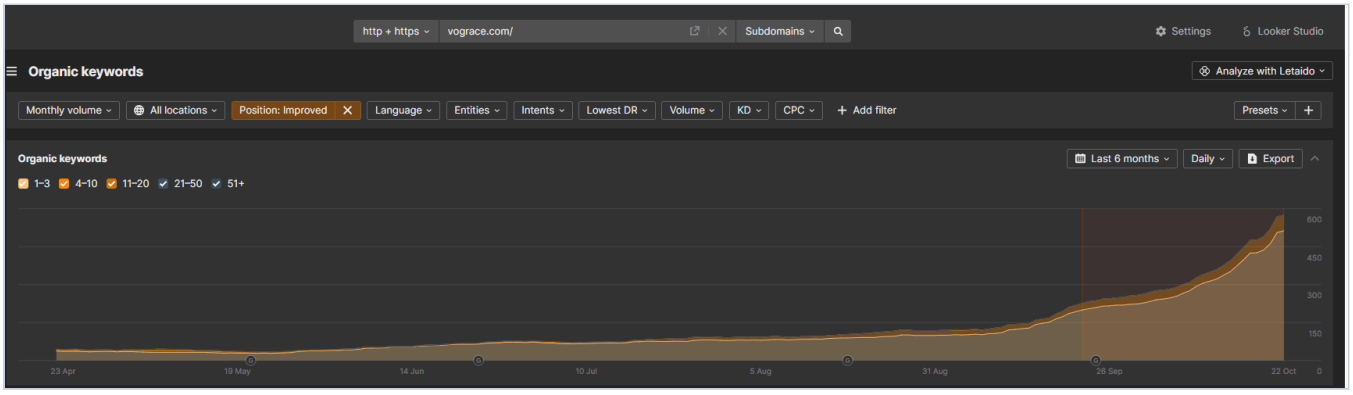
Ahrefs Site Explorer, all locations, “Changes: Last month”, captured 22 Oct 2026. Earlier values derived as current value minus the change shown.



Source: Ahrefs Site Explorer overview for vograce.com, “Search” panel, 22 Oct 2026 (cropped, unedited screenshot).

Reading these figures

These are Ahrefs estimates for vograce.com, not Search Console clicks, and they describe the website’s performance during the period measured, which began more than three months after the last recorded batch. Rankings are also influenced by on-site work, other marketing (the same panel shows Vograce’s paid search growing that month) and Google updates, so the change is not attributed to guest posts alone, and future results are not guaranteed.



Source: Ahrefs Site Explorer, Organic keywords for vograce.com with the “Position: Improved” filter, all locations, last 6 months (23 Apr – 22 Oct 2026), daily, captured 22 Oct 2026 (cropped, unedited screenshot). The plotted count rises sharply from about 26 Sep 2026 to just above 600. The “G” markers on the time axis are Ahrefs’ Google-update annotations; one falls near the start of the rise.

05 · SEO PERFORMANCE (CONTINUED)

Keyword improvements in Ahrefs

8 keywords from the client's order sheet that received placements improved their Ahrefs position between 22 Sep and 22 Oct 2026 — 6 in exact wording and 2 as close variants.

ORDER-SHEET KEYWORD	AHREFS KEYWORD	VOLUME	POSITION 22 SEP → 22 OCT	TOP LOCATION (AHREFS)
custom pins	custom pins	8.6K	2 → 1	United States
custom body pillow	custom body pillow	3.9K	4.3 → 2	United States, 4 locations
acrylic stand	acrylic stands	830	8 → 2.5	United States, 2 locations
custom keychains	custom keychain	500	3 → 1	Canada
acrylic keychain	acrylic keychain	250	2 → 1	Canada
acrylic pins	acrylic pins	220	3 → 1	Philippines, 2 locations
custom washi tape	custom washi tape	30	2 → 1	Canada
personalized keychains	personalized keychains	10	5 → 3	Brazil

The same rows in Ahrefs

Each strip shows the column header and the keyword's row from the Ahrefs "Organic keywords" report for vograce.com (Position: Improved, 22 Oct vs 22 Sep 2026), cropped from the original screenshots without editing; other keywords on the same screens are not shown.

acrylic pins (exact) · custom keychain (close variant of "custom keychains") · custom pins (exact) — screenshot E6

Keyword	Volume	Traffic	Change	Paid	Position	Change	Locations	Change	Top location
acrylic pins	220	45	+23	0	1	▲2	2		Philippines
custom keychain	500	108	+24	0	1	▲2	1		Canada
custom pins	8.6K	326	−1,698	0	1	▲1	1		United States

custom body pillow (exact) — screenshot E10

Keyword	Volume	Traffic	Change	Paid	Position	Change	Locations	Change	Top location
custom body pillow	3.9K	695	+228	0	2	▲2.3	4		United States

acrylic stands (close variant of "acrylic stand") — screenshot E12

Keyword	Volume	Traffic	Change	Paid	Position	Change	Locations	Change	Top location
acrylic stands	830	43	+2	0	2.5	▲5.5	2		United States

acrylic keychain (exact) — screenshot E7

Keyword	Volume	Traffic	Change	Paid	Position	Change	Locations	Change	Top location
acrylic keychain	250	14	+3	0	1	▲1	1		Canada

custom washi tape (exact) — screenshot E8

Keyword	Volume	Traffic	Change	Paid	Position	Change	Locations	Change	Top location
custom washi tape	30	7		0	1	▲1	1		Canada

personalized keychains (exact) — screenshot E13

Keyword	Volume	Traffic	Change	Paid	Position	Change	Locations	Change	Top location
personalized keychains	10	0		0	3	▲2	1		Brazil

"Position" is the position on 22 Oct 2026 and the "Change" beside it is the number of places gained. The "Change" after "Traffic" is the change in Ahrefs' estimated monthly traffic, which can move independently of position — for custom pins it is negative despite the move from 2 to 1. Where a keyword ranks in several locations, Ahrefs shows the combined volume and an averaged position (e.g. 2.5). Related US wordings also improved: custom key chains (2.4K, 7 → 4), custom key chain (1.0K, 7 → 3) and personalized keychain (900, 12 → 3).

06 · DELIVERY AND QUALITY ASSURANCE

How the work was checked

- **Delivery record.** One shared report, one tab per batch; every placement has a row number, live URL and status. Recounted for this review: 794 URLs, no duplicates, 698 domains.
- **Featured placements.** All 8 opened in Chrome on 22–23 Oct 2026: article live, in-body link to the assigned page, followed link, page set to be indexable.
- **Random live check.** 60 recorded URLs drawn at random, 15 per batch: 36 live with the expected link; 23 removed or changed by the publisher (16 articles deleted, 3 sites offline, 3 URLs replaced, 1 link removed); 1 unreachable.
- **Link attributes.** All 35 confirmed links whose HTML was read in Chrome are followed — none carries nofollow, sponsored or UGC.
- **Publisher screening.** For this review all 698 domain names were screened; 79 were flagged by name for manual review; none are used as featured examples, and the review findings are recorded in the internal audit. Publisher metrics (DR, traffic) were not recorded in the campaign report.

RANDOM SAMPLE BY BATCH	LIVE WITH LINK
Aug 2025	9 of 15
Mar 2026	13 of 15
Apr 2026	3 of 15
Jun 2026	11 of 15
All batches	**36 of 60**

Removed and changed placements, and the 60 diamond-keychain posts listed in the order-sheet note dated 16 Jun 2026, are tracked for follow-up in Rank Roots' internal audit. Link loss was highest in the April 2026 batch and lowest in March 2026.

Conclusion

The Vograce campaign shows Rank Roots running a bulk guest-posting programme end to end: a keyword-to-page plan built from the client's brief, 794 placement URLs recorded across four batches, topic-matched articles with contextual links to the right product pages, and a delivery record the client can check line by line. Live, followed placements are confirmed on publishers such as IPS News, THISDAY and Programming Insider, and Vograce's Ahrefs-estimated organic visibility grew during the month measured.

The live checks also show why ongoing monitoring matters in guest posting: some publishers remove articles over time, so re-checking and replacing lost placements is part of keeping a campaign's value.

RANK ROOTS

Rank Roots

Guest posting and SEO backlink campaigns ·
Prepared 23 October 2026

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PLAN A CAMPAIGN LIKE THIS

Message Rank Roots
fiverr.com/agencies/rankroots