

RankingPen SEO Case Study

Case Study: Ranking a 1k+ Search Volume Keyword at #2 in Under 8 Hours

Client: Internal project - RankingPen Blog

Service: SEO Content Writing & Keyword Research

Goal: Test keyword research skills on a neglected blog and generate both affiliate and service leads.

Background

In 2024, I shared a result where I ranked a fresh blog post on Google's first page within 24 hours.

Fast-forward to 2025: I revisited my personal blog, which I had completely neglected for over a year.

It had only two blog posts, one of which was already ranking on page one for several keywords.

I realized the site still had untapped potential for both affiliate income and client acquisition.

The Challenge

- Blog dormant for 12+ months
- Low authority, minimal backlinks
- Need for BOFU keywords to drive targeted leads
- Aim for immediate SERP visibility

The Process

1. Audit & Opportunity Spotting: Used SEMrush to assess current performance; noted a still-ranking post proving domain trust.
2. Keyword Selection: Chose a 1k+ search volume keyword with weak SERP competition but high commercial intent.
3. Execution: Wrote and published a fully optimized article around 11 p.m., ensuring strong on-page SEO (titles, meta, headers, semantic keywords, internal links, images).

The Results

- Ranked #2 on Google within 8 hours of publishing
- Keyword volume: 1k+/month
- No backlinks or paid promotion
- Positioned for affiliate sales and service leads

Key Takeaways

- The right keyword can bypass domain authority limitations
- Manual SERP review is vital - tools don't always reflect real competition
- With precision, SEO results can be immediate

Proof of Ranking

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The screenshot shows a Google search for "semrush rapid url indexer". The search bar contains the text "semrush rapid url indexer" and a red arrow points to it. Below the search bar, the "All" tab is selected, and navigation options for Videos, Images, News, Short videos, Forums, and Web are visible. The AI Overview section provides a summary: "A 'rapid URL indexer' is an SEO tool that helps expedite the process of search engines indexing new or updated web pages. It's designed to get your website's content discovered and included in search engine databases faster." It includes a "What it does:" section stating that the tool helps search engines like Google quickly identify and add web pages to their index. A "Why it's useful:" section is partially visible with a "Show more" button. To the right, there are two search results: "Local SEO Rapid URL Indexer - LinkedIn" dated 20 Nov 2024, and "Guide to Rapid URL Indexing for Local SEO - WIRe Innovation" dated 9 Dec 2024. Below these, a result from Semrush is shown: "How to Get Your Website Indexed by Google" dated 27 May 2024. At the bottom, a result from rankingpen.com is highlighted with a red arrow: "SEMrush Rapid URL Indexer: Does It Exist & What Are the ..." dated 8 hours ago. The snippet for this result reads: "8 hours ago — No, SEMrush does not currently offer a built-in Rapid URL Indexer. While SEMrush".