

**B****BlogMaster360**

• CASE STUDY • LINK BUILDING + AI VISIBILITY

# Vograce: #1 on Google for its core product searches.

How our guest posts, blogger outreach, tiered backlinks, UK link building and AI visibility work helped a global custom merchandise brand rank first for its biggest product keywords in the US.

## THE GOAL

Put Vograce's collection pages at the top of Google for high-volume "custom" product searches, and grow its reach beyond the US.

**59.8K**

Organic visits a month

Up over 50% since May

**\$32.8K**

Monthly traffic value

What this traffic would cost in Google Ads

**5 of 5**

Top keywords ranking #1

Including "custom pins" and "custom keychains"

**70+**

AI visibility score

Raised during the project

Client: Vograce

Custom merch e-commerce

Project value \$18,300 · 10 orders

Data: Ahrefs, Oct 2026

THE CLIENT · THE CHALLENGE

# A global merch brand in a crowded e-commerce market.

Vograce is a custom merchandise manufacturer for creators, artists, anime fans and brands. Customers design their own keychains, pins, plushies and more, and Vograce makes and ships them worldwide.

WHAT VOGRACE MAKES

- Acrylic keychains
- Enamel & acrylic pins
- Custom plushies
- Body pillows
- Stickers
- Acrylic standees
- Photocards & prints
- Clothing & accessories

WHO BUYS

- Creators
- Artists
- Anime fans
- Brands

THE CHALLENGE

Searches like “custom pins” and “custom keychains” are some of the most contested in e-commerce, with thousands of searches a month and many print-on-demand stores chasing them. Vograce needed its collection pages to win those searches, not just its brand name.

OUR BRIEF

- 1 Rank collection pages for high-volume “custom” searches
- 2 Build authority with guest posts, outreach and tiered links
- 3 Grow UK reach with local SEO and UK link building
- 4 Raise Vograce’s visibility in AI search

PROJECT AT A GLANCE

|                  |                     |               |
|------------------|---------------------|---------------|
| 10               | \$18,300            | \$1,830       |
| orders completed | total project value | average order |

## WHAT WE DID

# Authority from many sources, pointed at the pages that sell.

## 1 Guest posts

Articles on relevant, established websites with natural links to Vograce's collection pages.

## 2 Outreach guest posts

Manual outreach to real site owners and bloggers to earn placements on sites with genuine audiences.

## 3 Tiered backlinks

Supporting links that strengthen each placement, so more authority flows to the pages that convert.

## 4 Local SEO with UK link building

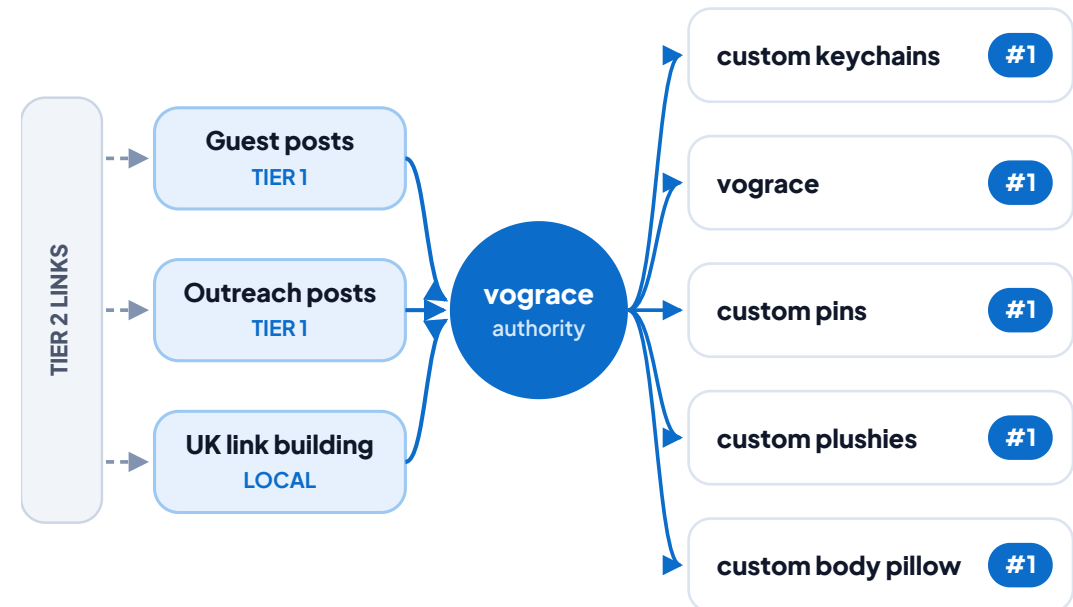
UK-focused links and local signals to grow Vograce's visibility with UK shoppers, alongside its US core market.

## 5 AI visibility

Clear, consistent brand and product information so AI search tools understand what Vograce makes and recommend it.

### How authority reaches the pages that rank

A simplified view of the link building for vograce.com



■ **Tier 1:** guest posts, outreach posts and UK links point straight to Vograce's collection and product pages.

■ **Tier 2:** supporting links point to those placements, not to Vograce, so each one carries more weight.

RESULTS · RANKINGS

#1 on Google US for every top keyword

Ahrefs · October 2026

5 of 5

top keywords rank #1

38.7K

monthly searches where Vograce is #1

27.7K

of those are product searches, not the brand name

| Keyword            | Search type      | Searches / mo | Position |
|--------------------|------------------|---------------|----------|
| custom keychains   | Product category | 12K           | #1       |
| vograce            | Brand            | 11K           | #1       |
| custom pins        | Product category | 8.2K          | #1       |
| custom plushies    | Product category | 3.9K          | #1       |
| custom body pillow | Product category | 3.6K          | #1       |

Top countries

|               |     |
|---------------|-----|
| United States | 79% |
| Canada        | 7%  |
| Australia     | 3%  |
| Spain         | 2%  |
| Sweden        | 2%  |

Top keywords

|                    |   |      |
|--------------------|---|------|
| vograce            | 1 | 11K  |
| custom pins        | 1 | 8.2K |
| custom plushies    | 1 | 3.9K |
| custom keychains   | 1 | 12K  |
| custom body pillow | 1 | 3.6K |

Top pages

|                                                                                   |       |     |
|-----------------------------------------------------------------------------------|-------|-----|
| https://vograce.com/                                                              | 11.2K | 24% |
| https://vograce.com/collections/custom-pins                                       | 8.5K  | 18% |
| https://vograce.com/products/custom-plushies-toys-plush-stuffed-dolls             | 5.2K  | 11% |
| https://vograce.com/collections/custom-keychains                                  | 5.2K  | 11% |
| https://vograce.com/products/custom-instant-photocards-picture-print-photo-car... | 2.4K  | 5%  |

Ahrefs · top countries, keywords and pages

EVIDENCE

PAGES THAT BRING IN VISITORS

Share of US organic traffic · visits a month

Homepage

24%11.2K

Custom pins

18%8.5K

Custom plushies

11%5.2K

Custom keychains

11%5.2K

Instant photocards

5%2.4K

TRAFFIC · RETURN ON INVESTMENT

# Each month’s traffic is worth more than the project

Ahrefs · Oct 2026

59.8K

Organic visits a month  
Ahrefs estimate

+50%

Traffic growth since May  
From about 39K to 59.8K a month

79%

Visitors from the US  
Then Canada 7%, Australia 3%

70+

AI visibility score  
Raised during the project

## Organic traffic of <https://vograce.com/>

Domain including subdomains

Organic traffic <sup>i</sup> 59.8K  
Traffic value <sup>i</sup> \$32.8K

Domain  
Rating <sup>i</sup>

URL  
Rating <sup>i</sup>

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Ahrefs · organic traffic still climbing, May to Oct 2026

EVIDENCE

### Project cost vs. monthly traffic value

Traffic value = what the same visits would cost in Google Ads

Whole project, 10 orders \$18,300

Organic traffic value, every month \$32,800

1.8x

One month of organic traffic is worth about 1.8 times the whole project cost.

#### WHY IT WORKS

Links from many real sources point at the collection pages that sell, so Google ranks those pages, not just the brand.

#### BEYOND THE US

Local SEO and UK link building extend Vograce’s reach to UK shoppers.

#### GAINS THAT LAST

The latest order was placed in June 2026, and traffic kept climbing through October.