

CASE STUDY

A high-earning website within the ultra-competitive finance niche approached us for link building services. At the time, the site had huge ad spend in PPC and display networks with minimal investment in organic traffic. They wanted to test the impact of link building and SEO on site revenue.

Project Overview | Financial Niche

Competition Level: High

Project Duration: 8 Mos.

Project Goal(s):
Increase organic traffic.
Increase revenue.

STRATEGY DEVELOPMENT



Site Assessment:

We analyzed the client's website and concluded that simply building links to converting pages was not an optimal strategy, since the converting pages were very thin on content. We discovered a number of assets on the site that would be better targets for links, which could flow authority back to converting pages through proper internal linking.

During our assessment, we also found internal linking issues that were causing pages to perform poorly in search. These issues were also a potential red flag to search engines, as pages with thin content were linking only to other pages with very similar thin content.

Potential Obstacles:

After reviewing the client's site, we observed the following potential stumbling blocks:

- Thin content on converting pages, making it difficult to earn links.
- Linkable assets were siloed, and not flowing authority to converting pages.
- Internal linking issues possibly indicating manipulation to search crawlers.

Strategic Plan:

Considering our site assessment and acknowledging the potential obstacles, we developed the following strategic plan to execute on client goals:

1. Acquire resource links to bolster backlink profile and improve SEO.
2. Provide a plan to resolve internal linking problems and issues with thin content.
3. Build links on hyper-relevant sites to increase visibility, branding, and referral traffic.

acquire | provide | build

EXECUTION



1. Acquire resource links to bolster backlink profile and improve SEO.

Throughout the course of the campaign, we built over 150 links for the client. These links pointed to a variety of pages on the client's website, from top-of-funnel content to converting pages. The types of links we acquired were very diverse including: resource links, in-content links, and fresh mentions. Not only were we able to improve the client's backlink profile, but we also diversified it, creating a much more natural link distribution.

2. Provide a plan to resolve internal linking problems and issues with this content.

We helped the client develop an internal linking strategy that allowed for authority to flow through to converting pages from other pages we built links to. We also provided a plan to fix internal linking and thin content issues that helped the site rank better, and improved user experience.

3. Build links on hyper-relevant sites to increase visibility, branding, and referral traffic.

Along with the numerous resource links we acquired, we also built different types of links that focused on direct referral traffic and branding among their target audiences. For this approach, we concentrated on local event sites, websites dedicated to training courses, and colleges with specific programs related to the client's services.

THE CLIENT'S INVOLVEMENT WAS INSTRUMENTAL IN THE SUCCESS OF THESE STRATEGIES, OFFERING SPECIAL PROMOTIONS AND SUPPLYING US WITH COLLATERAL WHEN POSSIBLE.

KEY RESULTS

Increased Conversions

Over the last 6 months of this project, conversions grew by over 50%.

There were **17,020 total conversions**

Conversions



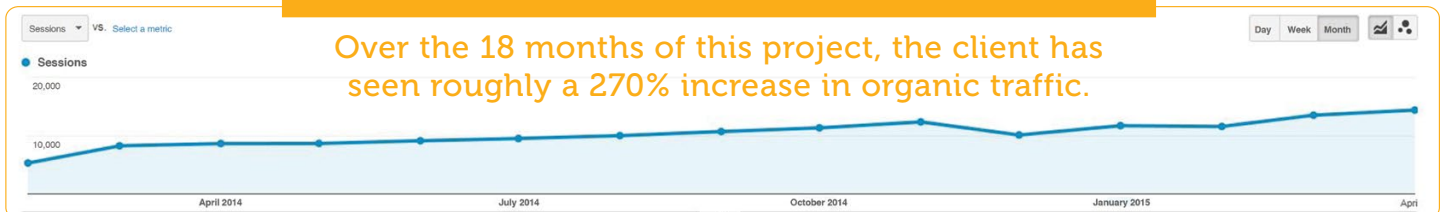
First interaction is Organic Search: **57.06%**
9,158 vs 5,831



Last interaction is Organic Search: **50.81%**
8,150 vs 5,404

Organic Traffic Growth

Over the 18 months of this project, the client has seen roughly a 270% increase in organic traffic.



Stronger Backlink Profile

We secured over 150 links for the client during this campaign.