

Competitive page one rankings and nearly 100% growth in conversions in less than a year

76%

Increase in traffic to money pages

100%

Increase in course registrations

DR 67

Average domain rating of links

The Challenge

The client offers a series of online education courses. When one of its sites launched in Summer 2020, they reached out to Linkflow for help.

"Part of the difficulty was that we were competing against .gov and .edu sites," said one of our client's senior digital marketing specialists. "We knew how to drive traffic and conversions, but we lacked the internal bandwidth to fully execute. We wanted an agency with both link building and SEO expertise to partner with us and we were confident in Linkflow's team."

In cases where clients are competing against highly authoritative sites with a .gov or .edu address, high-quality link building becomes an even more critical part of a sound SEO strategy. However, developing and implementing that strategy is nearly impossible for teams that have limited bandwidth. By relying on our experienced team, the client was able to dedicate more internal resources to other important growth initiatives.

Our Strategy

The client's primary objectives included:

- Increasing market share
- Securing 30 high-quality backlinks to the home page by the end of the year to improve site authority
- Gaining geo-centric organic search traffic to convert users in specific locations across the U.S.

After developing an SEO strategy to kick off the engagement, we started by refining internal links to improve search engine crawling, spread page authority across the site, and eliminate orphan pages.

We also determined the number of links each page needed to rank in the top ten results for target keywords and began outreach efforts to acquire those backlinks.

By the end of 2020, the client had 32 high-quality backlinks pointing to its homepage and six location-specific money pages. All referring domains were unique, do-follow websites with an average Domain Rating (DR) of 67.

Measurable Success

During the next 10 months, more than 100 backlinks targeting a total of 11 geo-centric money pages were placed. Key pages were now ranking comparably to .gov and .org websites, above the fold on the first page of Google.

Overall site performance was impressive:

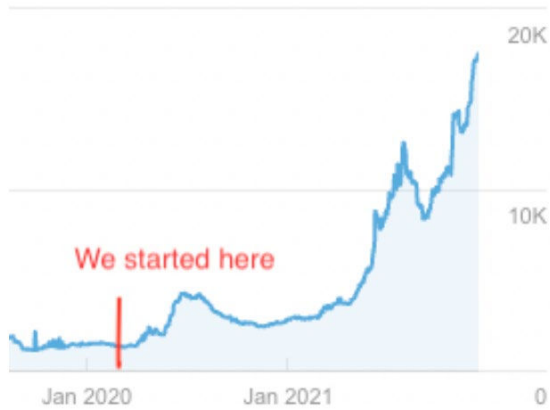
**Cumulative traffic
increased 40%**

**Number of keywords ranking in
positions #1-3 increased by 2400%
(from 13 to 325)**

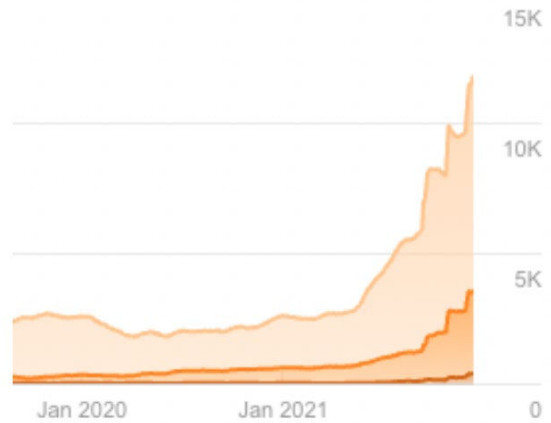
**Completed course registrations
increased 80%**

**Completed payments increased more
than 95%**

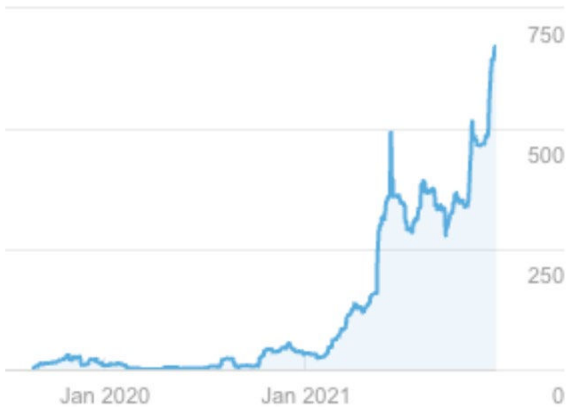
Cumulative traffic increase



Number of keywords ranking position #1-3



Traffic increase for two different state specific pages



By the third quarter of 2021, year-over-year changes in money page traffic, completed registrations, and completed payments were significant:

- Cumulative money page traffic increased more than 76%
- Completed course registrations increased more than 91%
- Completed payments increased more than 46%

Most importantly, the massive gains in volume and quality of search traffic led to more course sales and bottom line improvements.

A True Partnership

“There was an appreciable shift in conversions while working with Linkflow, and that was clearly reflected in our revenue,” said the client.

“The Linkflow team has a strong understanding of our business, and is able to bridge the gap between different departments to explain the challenges, strategy and results in actionable terms. The advice and guidance we receive from Linkflow is data-driven, candid, and always in our best interest. It's refreshing to find an agency we can trust.”

Linkflow – A White Hat Backlinks Service You Can Trust

Find out how we can improve your domain authority, traffic, and conversions steadily and safely.



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