

# How Linkflow doubled traffic and conversions for "ERP Software"

99%

Increase in site visitors  
in six months

100%

Increase in conversions  
in six months

We powered this  
campaign via 60 links  
with an average MOZ  
domain authority of 59

## The Challenge

We started working with a software reviews company client in 2019. They had recently lost around 50% of their organic traffic, which directly impacted their bottom line. They knew they needed to do something "extra" beyond just publishing great content (which they were already doing) in order to move ahead of their competitors in the tight B2B software niche.

When we started working with this client they already had a few hundred backlinks to their website, but the average Domain Authority was low, as were the overall quality of the links.

## Our Strategy

### Contextual Links in High Domain Authority Publications

Over the next six months, we built 60 high authority links with an average domain authority of 59, leveraging our relationships at high-authority publications. These are situations where we have relationships with journalists and publishers at top publications, relationships we've spent years building.






# The Results

We were able to show a 2x increase in both traffic and conversions (revenue) for all ERP-related traffic over a six-month period.

The return on investment for this campaign was over 8x.

## Google Analytics Results:

Acquisition			Behavior			Conversions	
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Organic Download (Goal 1 Conversion Rate) ?	Organic Download (Goal 1 Completions) ?
99.16%  23,830 vs 11,965	97.89%  23,108 vs 11,677	99.69%  26,706 vs 13,374	8.17%  71.25% vs 77.59%	11.14%  1.82 vs 1.64	30.74%  00:01:49 vs 00:01:23	0.34%  2.06% vs 2.05%	100.36%  549 vs 274

- Doubling of visitors from organic search in just 6 months
- Doubling of conversions in same time period
- Improved visitor quality, shown by decreased bounce rate, increased pages/session and session duration

## 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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