

CASE STUDY

How Linkflow Helped LifeApps.io Grow 281% in 10 Months

100%+

Growth in domain
authority for LifeApps.io
from DA 20 to 51

3rd place

Organic ranking for
short tail keyword
“autophagy”

281%

Increase in
organic traffic to
LifeApps.io



“When I see great links coming back from high-quality content, our domain authority climbing and our traffic soaring, I know we’re getting exactly what we subscribed to.”

RYAN HILLIARD,
Director of Marketing, LifeApps.io

LIFE Apps is a health and wellness information site that educates users on valuable healthspan increasing behaviors.

Highlights

Challenges

- Moving into “the top 10” for popular key terms
- Gaining higher domain authority without spammy content
- Achieving goals in a hands-off, low-output fashion

Solution

- Regular, strategic link building anchored around core key terms
- Placement of links on high-quality, high domain authority publications
- Big picture SEO strategy that ensures impact on traffic and revenue
- Minimal back-and-forth communication required to get the job done

Results

- 100%+ increase in domain authority for LifeApps.io, with increases across the board for all links
- Third-place ranking for short tail key term “autophagy” and top 10 for short tail term “intermittent fasting”
- 281% increase in traffic over 10 months
- 300% increase in app installs

Challenge

Moving into top keyword rankings from being “stuck” in the teens and twenties

LIFE Apps is a health and wellness content website that provides users with well-researched, high-quality content written by PhDs.

Though LIFE Apps focuses on all five pillars of health—including exercise, nutrition, sleep, mindfulness, and fasting—their niche blog post on “The 5 Stages of Intermittent Fasting” was seeing some success, with keyword rankings in the high teens or twenties.

Still, a ranking in the teens or twenties doesn’t generate a significant amount of organic traffic. Based on the quality of these long-form blog posts, they felt there was an opportunity to move up the rankings, which would increase traffic and app downloads.

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“The ‘5 Stages’ post was ranking pretty high for concepts like autophagy and intermittent fasting,” explains Ryan Hilliard, Director of Marketing at LIFE Apps. “Still, you don’t get a lot of traffic from rankings in the high teens or low 20s.”

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Ryan continues, “We needed to ramp up the amount of people coming to the page, and we would never increase our rankings without external links from other pages.”

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So, LIFE Apps set a goal: Increase their average domain authority to 40 with quality hyperlinks from outside publications.

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“When we launched LifeApps.io in September 2018, our domain authority was around 20-25. Our new goal was to get links with the average domain authority of around 40 to pull that number up,” says Ryan. “But we wanted to raise our domain authority through links from high-quality content—not spam.”

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Ryan wisely recognized that it’s possible to raise your domain authority through spammy, low-quality posts stuffed with keywords.

But that’s not what he was looking for to complement LIFE Apps’ evergreen, informational content.

And though Ryan had attempted to do the link building himself, he found he just didn’t have the time.

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“Every quarter or so, I had the motivation to reach out to publications myself. So I would email a couple of dozen people, and then I would move to other things,” Ryan said. “Probably your typical SEO story when somebody gets it but just doesn’t have time.”

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Ryan was looking for an external service to help him—but he didn't want it to consume his own valuable time and effort.

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“We had worked with an agency on another initiative that required a lot of hand-holding and oversight,” says Ryan. “From experience, it’s frustrating to end up spending just as much time as if you would have done it yourself.”

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When Ryan received a LinkedIn message from Linkflow's Founder Josh Elkin, he looked at what they offered and found the perfect fit—a smaller agency that delivers reliable, hands-off link-building services and understands bigger picture SEO strategy.

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“I wanted to work with a boutique agency because they focus less on operations and more on making clients happy. That was my expectation with Linkflow.”

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“We needed to ramp up the amount of people coming to the page, and we would never increase our rankings without external links from other pages.”

Solution

Strategically hyperlinking back to “5 Stages” from high-quality, high domain authority publications

LIFE Apps took the plunge with Linkflow to help them with three very specific goals:

- 1 Boost rankings on critical keywords—including “intermittent fasting” and “autophagy”—into the top 10
- 2 Increase their domain authority to at least 40, indicating an overall healthy performance and future success
- 3 Drive more organic traffic to their page—increasing the likelihood of conversions

To help them get there, Linkflow used **white hat link building**, regularly building links back to “The 5 Stages of Intermittent Fasting” on premium tier publications.

This strategy involved identifying publications that are relevant to LIFE Apps’ content, including publications within their existing network and new publications.

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Ryan says, “We work with Linkflow to help us increase our visibility on some of our most important keywords.” He continues, “They drive 10-12 links a month for us, anchored around a few core terms that we’re ranking really well for.”

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Linkflow doesn't skimp on quality or safety for LIFE Apps, either. They only work with high-quality, high-domain authority publications to ensure high backlink domain authority and to prevent penalties for so-called "black hat backlinking" from Google.

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“Linkflow places our links on quality publications related to, or adjacent to, healthcare,” Ryan says. “When visitors find these links organically, they’re really, really relevant.”

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And, while most link-building firms don't give a lot of strategic direction to publications, Linkflow works hard to ensure that LIFE Apps' links are allocated in such a way that they have a real impact on traffic and revenue.

Bottom line? Linkflow is delivering on their promises to LIFE Apps.

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“Based on our initial discussions, we look at our domain authority as a proxy for success with Linkflow,” says Ryan. “We’re all on the same page. And we’ve seen tremendous increases in that KPI.”

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Finally, working with Linkflow requires minimal work from LIFE Apps.

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Ryan explains, “We don’t do a ton of back-and-forth communication, which is my preference,” says Ryan. “I wanted to just be able to trust Linkflow to do what they said they were going to do so I can continue to focus on other core initiatives.”

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“Based on our initial discussions, we look at our domain authority as a proxy for success with Linkflow. And we’ve seen increases in that KPI. We’re all on the same page”

Results

A surge in rankings → 281% increase in site traffic in 10 months

Did Linkflow deliver on their promises?

You bet. In fact, Linkflow did such a stellar job that LIFE Apps exceeded their 3-month trial with the marketing firm. As of this writing, they are in month 10 of their partnership.

In fact, they were so delighted with results that they partnered with Linkflow for one of their additional portfolio companies.

Here’s why...

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“For the lifetime of the program, we’re at an average of link domain authority of 62,” Ryan says. “For LIFE Apps, our DA is up to 51.”

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Clearly, Linkflow went above and beyond their goal of meeting LIFE Apps' goal of meeting 40 as an average domain authority.

And with their original domain authority for LIFE Apps hovering around 20, 51 signifies an impressive boost of more than 100%.

But more importantly, their increase in domain authority shows an uptick in rankings – and ultimately, in traffic.

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“The results have been pretty astounding,” says Ryan. “For ‘autophagy,’ we now rank third organically. We’ve moved up from the teens to the top three.”

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As for “intermittent fasting,” LIFE Apps saw similarly exciting results with this term: going from the rankings in the 20s to the top 10.

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“We’ve also seen a lot of organic traffic coming in from ‘intermittent fasting’ rankings in the top 10,” says Ryan. “Again, not through a long-tail keyword strategy; our content and Linkflow’s link building is helping us pick up on the high-volume, trending topic of intermittent fasting.”

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When it comes to boosting traffic, implications of these increases in rankings are pretty tremendous.

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“There’s an exponential growth curve in the amount of traffic you get when you increase rankings,” explains Ryan. “To go from fifth position to third position basically doubles your traffic.”

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In fact, LifeApps.io saw a 281% increase in traffic over 10 months.

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“LIFE Apps has hundreds of thousands of unique organic visitors a month,” says Ryan. “It’s a really heavily trafficked content website. We leverage the content here to also power content within, and to promote install of, our mobile apps.”

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One solid outcome of the traffic boost was an increase in mobile app installs.

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“Historically, a high percentage of people that come through the site download one of our apps,” Ryan says.

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What does that translate to?

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“We drive about three times more installs a week through LIFE Apps than we did at the beginning of the year,” says Ryan. “Our download volume is going up consistently.”

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Linkflow more than delivered on their original promise to help LIFE Apps increase their rankings through high-quality backlinking.

As for the future, LIFE Apps plans to continue leaning into Linkflow’s high-quality, high-return service.



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“Link building is definitely an underserved facet of SEO, but it’s probably one of the most important parts,” says Ryan. “Linkflow does a really good job of delivering on that service. They did exactly what they were hired to do. And we plan on continuing to lean into that.”

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“The results have been pretty astounding. For ‘autophagy,’ we now rank third organically. So we’ve moved up from around the teens to the top three... To go from fifth position to third position basically doubles your traffic.”

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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