

How Linkflow helped skyrocket a SaaS client's results in 11 months

800%

Increase in traffic

700%

Increase in leads

Top 10

Primary search term

The Challenge

The client is an Australian SaaS startup that helps businesses create sexy looking proposals with ease.

As a new company, their organic traffic was low and was not generating many leads. Specifically, they were frustrated by the lack of new leads coming to their "business proposal template" page.

For the term "business proposal template" they ranked in the 30s, which wasn't high enough to bring in a meaningful number of website visits or conversions. There were a number of well-funded competitors who had seemingly cornered the market on this and related search terms.

They knew that backlinks were a crucial piece of the SEO puzzle, but didn't have a plan in place to gain new backlinks in a consistent, high-quality way.



The Solution

Based on our analysis of the competitive situation, we were confident that a high-quality link building program would dramatically increase traffic and conversions, as well as their rankings on a range of search terms.

Even though some of their competitors had many more links (some in the thousands, even), we saw that those links were mostly low-quality, and we knew we could outrank many of their competitors by bringing in just 50–60 high-quality, high-authority links.

We recommended that they allow us to build them a steady flow of high-quality backlinks from business, tech, and entrepreneurship-related websites at a rate of 10 links per month.

Our goals for this campaign were ambitious:

- Grow organic search traffic to their desired landing page by 5x within one year
- Grow the number of new leads per month by 5x within one year
- Create a 4x increase in number of keywords ranking in top 100 for this page
- Go from 30-something to top 10 for their primary search term "business proposal template"

Our Strategy

Use a mix of our existing relationships with publications as well as outreach to new publications, to build 10 high-quality, relevant links per month to our client's website – specifically to the business proposal template page.

We built links that were:

- Contextual, permanent links
- Within articles on third party publications
- Referencing our client and their business proposal template in a way that added value to the article

Results

By the 3-month mark, we were already seeing considerable improvement in both organic traffic and number of keywords for which this page ranks in the top 100. What we were doing was clearly working.



By the 6-month mark we had built 60 high-quality backlinks. As a result, the number of new users from organic traffic had increased by 170%, and conversions were up over 4x.

We were already close to our goal of 5x-ing conversions in just 6 months.

		Acquisition				
<input type="checkbox"/>	Landing Page	Users	New Users	Sessions	Account Created (Goal 1 Conversion Rate)	Account Created (Goal 1 Completions)
		153.70% ▲	170.45% ▲	157.14% ▲	113.89% ▲	450.00% ▲
<input type="checkbox"/>	1. /templates/business-proposal-template/					

11 months in:

By the 11-month mark, we exceeded most of our 12-month goals



- Traffic increased by 800% (our goal was 500%)
- New leads per month increased by 700% (our goal was 500%)
- Number of top-100 ranking keywords went from 200 to 650
- Went from 30's to top 10 for primary search term "business proposal template"

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traffic, and conversions steadily and safely.



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