

How we helped an e-commerce client build authority from scratch

INDUSTRY:

Construction materials
company

LINKS BUILT:

144

**AVERAGE DOMAIN
RANK (DR) OF LINKS BUILT:**

58

DURATION:

9 months and
still going

Background

A newly formed e-commerce company in the construction space reached out to us to begin a link building campaign. Their challenge was to rank for a wide range of commercially relevant keywords with high difficulty scores.

Established industry players including Amazon and Home Depot had a massive head start but our team identified opportunities to compete.

Our Strategy

It's important to note that when you're starting from scratch, you can't just build links to pages and expect to rank for your target keywords. Instead, one of your primary objectives should be to build the overall authority (typically referred to as DR or DA) of your site.

It's the same in fitness: building up core strength should be your first priority—before you start to focus on biceps, triceps, or anything else.

Our SEO team put together a strategy to strengthen site authority. The client's category pages would need to be fortified with keyword-optimized supplemental content to have the best chance of ranking.

The reason for this is that link building and content creation go hand in hand—no matter how strong your backlinks are, if you are building them to pages that have no keyword mentions or provide a bad user experience, your chances of achieving the best possible rankings are slim to none.

This client had significant internal bandwidth and budgeting constraints that prevented them from making the recommended content enhancements before we began link building. However, as these content changes are implemented, we expect even more dramatic results.

Results

Over the course of 9 months, we achieved the following results:

- Built 144 links with an average DR of 58
- Ranking page 1 for a high-intent keyword with a 74 difficulty score
- Went from single-digit DR to 25+
- 129% increase in site traffic



Takeaways

- Backlinks alone can dramatically improve SEO results, but building links while optimizing content is the most powerful strategy.
- Even if you're a new e-commerce brand going up against household names, it is still entirely possible to compete for traffic and revenue.
- Websites starting from scratch face additional hurdles to rank. It's important to set realistic expectations and to have patience while your site builds authority.