

CASE STUDY

How We More Than Doubled Linkflow's Organic Traffic in 6 Months

24

Booked calls from organic traffic to the website

18

Articles published as part of a hub-and-spoke content strategy

243%

Increase in organic traffic in just 6 months



"There can be a big difference between SEO content and quality content.

We wanted to bridge the gap by optimizing our blog posts not just for search engines but also for humans."

JESS KIM

Head of SEO, Linkflow

Linkflow is a full service SEO agency focused on improving SEO for SaaS, B2B, and eCommerce companies.

Highlights

Challenges

- Researching keywords in a strategic way
- Improving rankings for specific, targeted keywords for conversions
- Releasing content sustainably and consistently

Solution

- Upfront, comprehensive keyword research
- Standard operating procedures to organize and prioritize new content
- A set content production schedule that meets our needs, balancing employee time

Results

- Cohesive content plan that will take us through the year to implement
- Hundreds of improved keywords within our target clusters
- 243% increase in traffic over 6 months

Background

Revamping our content strategy to gain traffic, leads, and authority.

We wanted more leads coming through the website, and we wanted them to be qualified leads that turn into booked calls. To do this, we needed more organic traffic. So we worked on our own link building efforts, carefully picking the pages and anchors according to a sound plan that we'd seen work for many clients.

The problem is the B2B marketing arena is notoriously cutthroat when it comes to marketing and SEO - of course it is, we're the experts - and despite our efforts to build links to critical pages, we weren't achieving the results we wanted.

That gave us two options: stick to our path and hope something changed, or try something new. We chose the latter route.

While our pages were optimized for search, our blog content and topical authority was lacking.

Our topics were all over the place, ranging from internal linking best practices to explanations of what DR and DA are. Additionally, each piece was a standalone blog without any sort of clustering and internal linking strategy. We didn't have pillars supported by related content and nothing was working together to build our authority about individual topics.

We were just creating content to create content, believing the old fallacy, *if you build it, they will come*.

Getting Started

We had to rethink our approach to content creation.

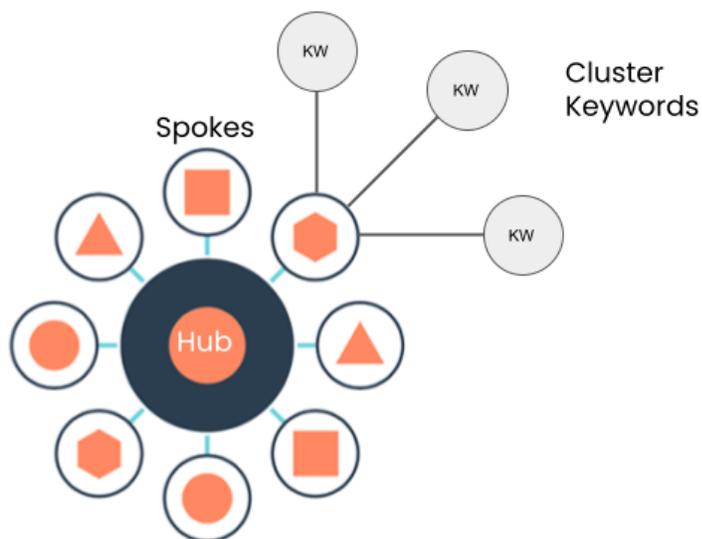
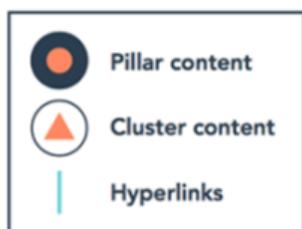
We had always targeted any keyword that was remotely relevant to SEO. The problem with this is that our ideal customers weren't necessarily searching for the keywords we were writing about.

For example, someone searching for "Fiverr Backlinks" doesn't quite fully understand the value of backlinks and therefore probably isn't a good fit. A similar, but significantly more relevant, keyword for us would be «link building pricing» or perhaps «link building packages.» We rank on page 1 for both of these keywords now, among many others.

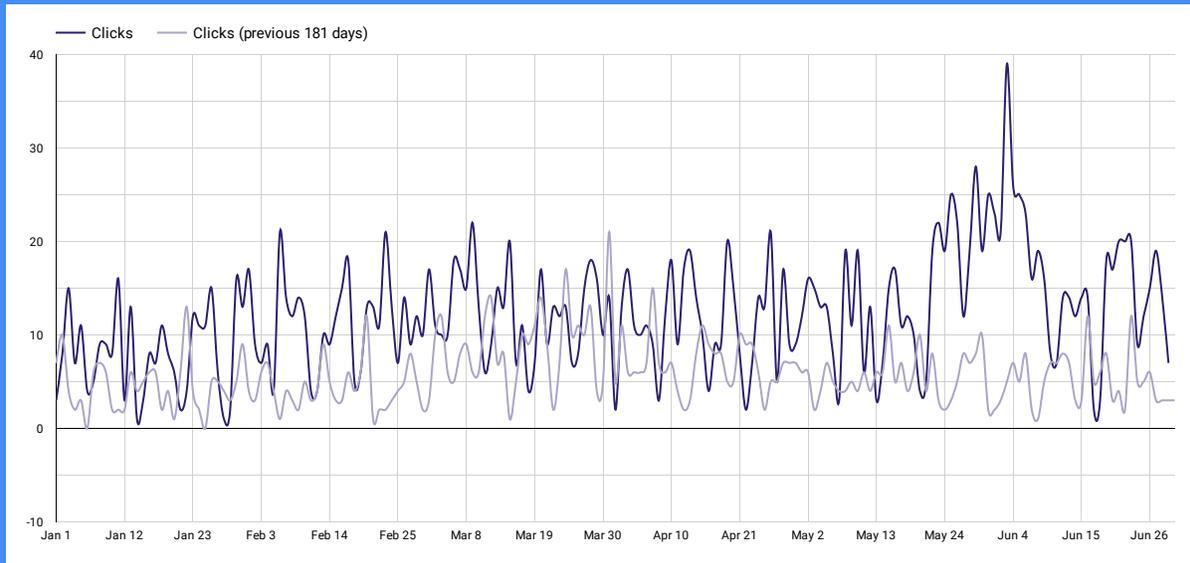
Moving forward, we are taking a more strategic approach to selecting our keywords. We also decided to niche down our content strategy around link building and SaaS topics specifically instead of broad SEO topics.

Hub & Spoke

Topic Clusters



LinkFlow



Results

A surge in rankings → 243% increase in site traffic in 6 months

Our competitive commercial keywords are climbing the ranks quickly and our spoke content is driving leads.

- Booked calls through website in the entire previous year: 37
- Booked calls through website in the first 2.5 months of the new year: 15
- Organic Traffic increased by 47.8% year-over-year just in the first quarter
- Our gains stalled in April when we paused content creation, but momentum picked up again as soon as we continued posting

Linkflow - An SEO Agency You Can Trust.

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

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