

The Link Building Strategy that Skyrocketed Our Client's Website Domain Authority

Presented by **SEO Experts Company India**



Domain Rating

Export



Work Started From Here



Jan 2014

Jan 2016

Jan 2018

Jan 2020

Jan 2022



PROJECT GOAL

This client owns a construction builders website. When this client contacted us, our team **conducted a detailed SEO audit** of the website and produced a thorough report. Following that, we discussed all the client's business pain points.

Our team's efforts led to an exponential rise in the domain rating and a **101.40% increase in organic traffic** to the client's website.

We successfully **increased monthly search traffic** using quality link building as an SEO tactic for the client.





Here are the Link-Building Strategies that We Implemented

1. Created High-Quality Content
2. Conducted Competitors Analysis
3. Utilized guest blogging
4. Adopted Broken Link Building Method
5. Utilized Social Media



Created High-Quality Content

- The first step in any successful link-building strategy is creating high-quality content people want to link to. This is precisely what our team did. The team created content through informative blog posts, in-depth guides, infographics, videos, and more.
- We ensured our content was thoroughly researched, interesting, and pertinent to our client's audience.



Conducted Competitor Analysis

- Analyzed clients' competitors' **websites and backlinks** to understand what worked best in the particular niche.
- We were able to determine which websites were linking to the client's **competitors sites** as well as the type of content that was performing well thanks to tools like **Ahrefs, SEMrush, and Moz**.



Utilised Guest Blogging

- We approached guest blogging websites to increase the client's site's **backlinks to grow their audience.**
- We published approximately **87 guest posts in 11 months**, resulting in a 100% increase in traffic and a **120% increase** in email subscribers.



Employed Broken Link Building Technique

- Our team used the broken link-building method to **find broken links** on other websites and then suggested our content as a replacement.
- This effort **resulted in a 50% increase in traffic** and a 30% increase in conversions.

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Utilized Social Media

- Social media is a powerful tool for promoting content and building relationships with other websites. Our team wholeheartedly focused on it.
- We shared our client's content on social media and engaged with targeted followers.


Pro Tip

You can also use social media to reach out to other websites and influencers in your niche and ask them to share your content.

The Results We Achieved

The organic traffic to our client's website **rose by 101.45%**, and its domain rating improved significantly.

So, here you have it! The challenges we faced, the strategy we built, and the results we delivered

		Acquisition		
<input type="checkbox"/>	Default Channel Grouping	Users [?] ↓	New Users [?]	Sessions [?]
		101.40% ↑ 159,426 vs 79,157	101.75% ↑ 160,015 vs 79,314	92.15% ↑ 189,129 vs 98,428
<input type="checkbox"/>	1. Organic Search			
	Aug 1, 2022 - Mar 31, 2023	102,674 (64.20%)	103,408 (64.62%)	117,544 (62.15%)
	Dec 1, 2021 - Jul 31, 2022	21,032 (26.09%)	20,576 (25.94%)	24,520 (24.91%)
	% Change	388.18%	402.57%	379.38%



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THANK YOU