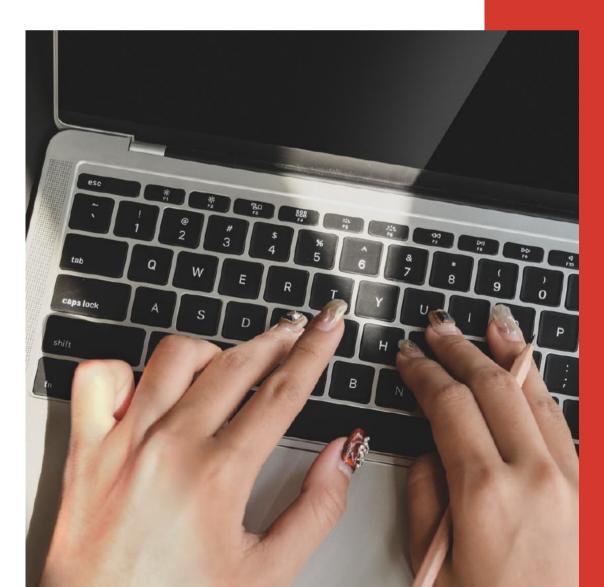
### The Link Building Strategy that Skyrocketed

# Our Client's Website Domain Authority

**Presented by SEO Experts Company India** 





omain Rating		
	SEO EXPERTS	
		,
Jan 2014	Jan 2016	Jan 2018



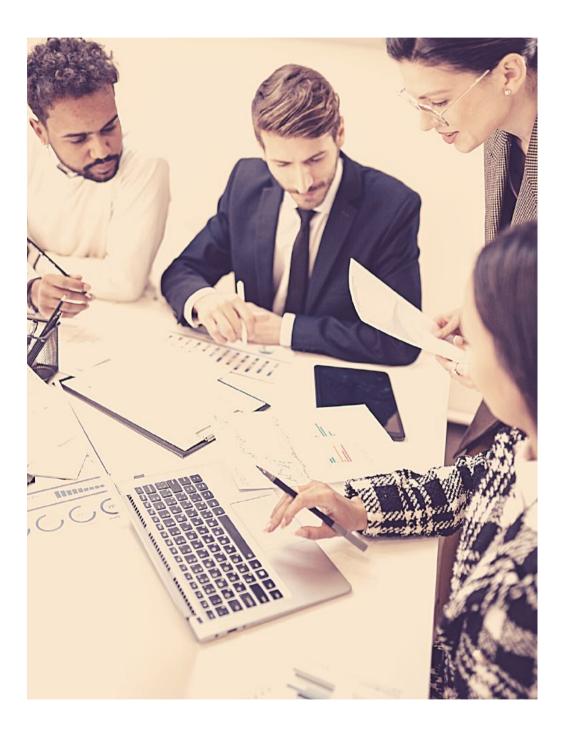
### **PROJECT GOAL**

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

3. Utilized guest blogging

5. Utilized Social Media

- 1. Created High-Quality Content
- 2. Conducted Competitors Analysis
- 4. Adopted Broken Link Building Method





## **Created High-Quality Content**

- The first step in any successful link-building strategy is creating highquality 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.









- 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.







- 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		
	Default Channel Grouping	Users ? ↓	New Users (?)	Sessions ?
	SEO EXPERTS	101.40%  159,426 vs 79,157	101.75% - 160,015 vs 79,314	92.15% 189,129 vs 98,428
	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



