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

Presented by SEO Experts Company India
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
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.
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.
<table>
<thead>
<tr>
<th>Organic Search</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 1, 2022 - Mar 31, 2023</td>
<td>102,674 (64.20%)</td>
<td>103,408 (64.62%)</td>
<td>117,544 (62.15%)</td>
</tr>
<tr>
<td>Dec 1, 2021 - Jul 31, 2022</td>
<td>21,032 (26.09%)</td>
<td>20,576 (25.94%)</td>
<td>24,520 (24.91%)</td>
</tr>
<tr>
<td>% Change</td>
<td>388.18%</td>
<td>402.57%</td>
<td>379.38%</td>
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THANK YOU