

# Tiered Link Building Case Study

## HOW WE INCREASED ORGANIC TRAFFIC BY 63.58% FOR A LAW FIRM



One of the best ways to **INCREASE RANKINGS AND AUTHORITY** of websites is link building.

Establishing authority through backlinks significantly impacts the overall SEO and performance.

Backlinks give websites the **BOOST** they need to rank higher and increase organic website traffic when correctly paired with other SEO elements.

*It is never this simple, however.*



# SEO IS NOT ABOUT INDIVIDUAL TASKS,

but rather a complex combination of actions.

It's about *doing it all*: technical optimisation, competitor analysis, keyword research, content, and backlinks. Finding the right combination of SEO actions is what gets the website ranking. And missing one of those elements could be holding back the rankings. This case study demonstrates just that...





If you're looking to increase website visits and online presence, continue reading about how a law firm used our **Link Building** campaign with 10 hours of **Custom Signals** and achieved strong results, greatly increasing organic traffic and new users. This case study shows how you can leverage our services to gain more business for your company.



## RESULTS FROM OUR LINK BUILDING CAMPAIGN

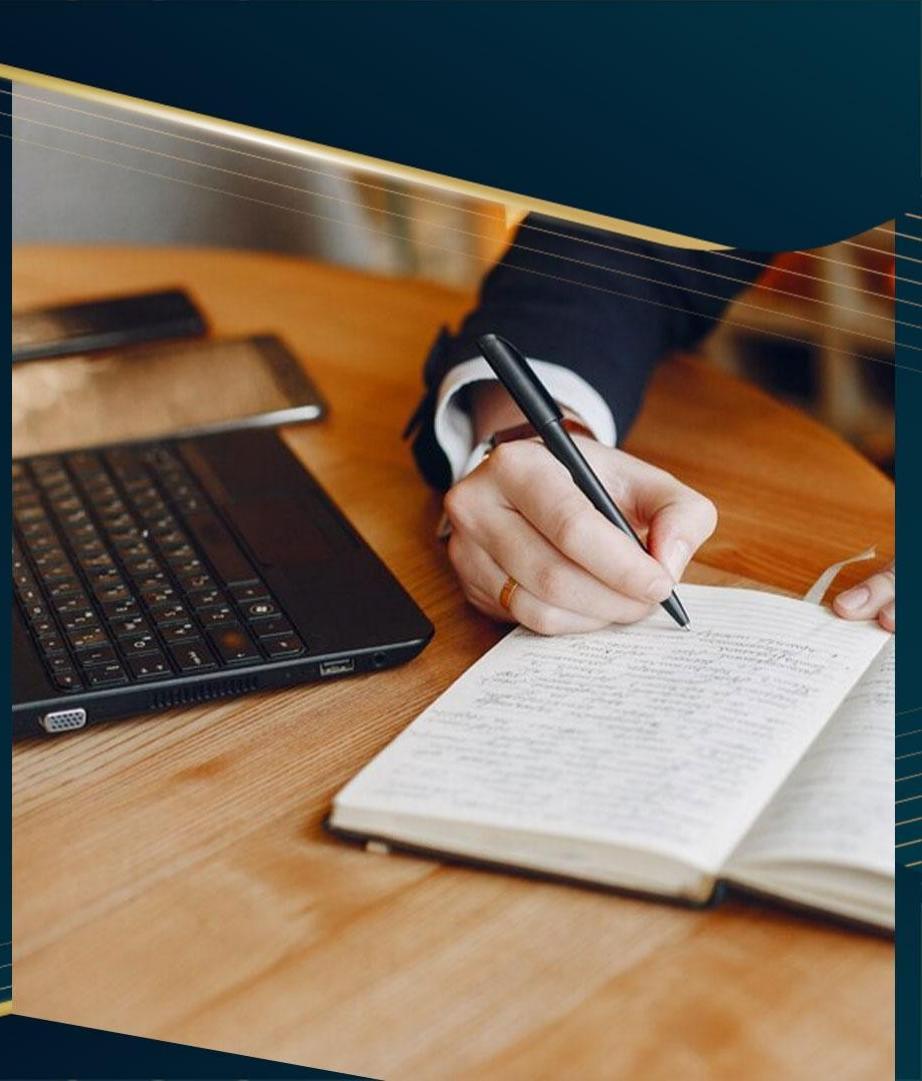
- ✓ Ranked **28** keywords from positions 6-18 to top 5 (some even in top 3 positions)
- ✓ **63.58%** increase in organic traffic in the first 3 months
- ✓ **15.77%** increase in monthly new organic users
- ✓ **77.45%** increase in quarterly new organic users
- ✓ **1820** more clicks than the previous 3 months
- ✓ Additional 2,305 incoming users/leads (**62.76%** increase)

## INITIAL DATA

The website already had established rankings; however their 3 target pages had keywords hovering around position 6-18. These are not bad positions, but pushing these keywords to top 3 – top 5 would potentially bring the business **MANY MORE LEADS.**

Most clicks occur in the top 5 positions.

If your business isn't ranking in these spots, **YOU'RE MISSING OUT** on a huge portion of potential traffic, clicks, and revenue.



## KEY FINDINGS FROM ANALYZING 4 MILLION+ SITES:

✓ The #1 result in Google's organic search results has

**AN AVERAGE CTR OF 31.7%**

✓ The #1 SERP result is

**10X MORE LIKELY**

to receive a click compared a page in #10 spot

✓ **ORGANIC CTR FOR POSITIONS 7-10 IS VIRTUALLY THE SAME**

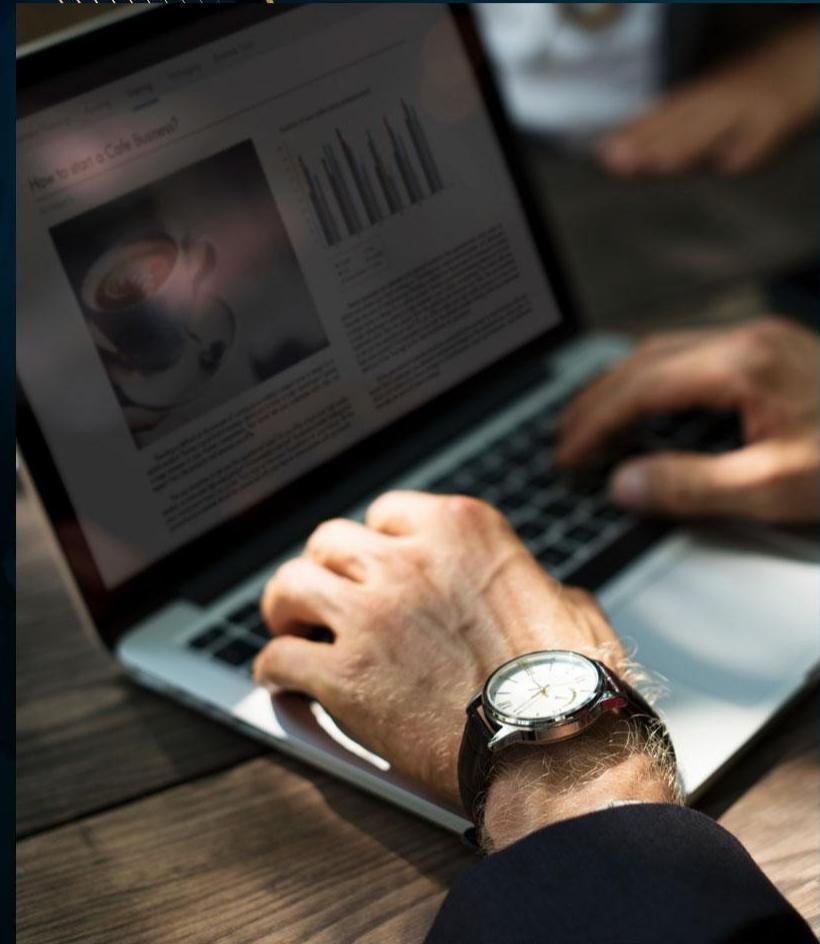
Therefore moving up a few spots on the bottom of the first page may not result in more organic traffic



# MANAGED LINK BUILDING CAMPAIGN

Our team manages the **ENTIRE** link building process for you, while you sit back and watch the impact of your campaign's results. Our strategies are *custom made* for each client and their niche. Our process includes:

- ✓ Technical SEO Audit
- ✓ Anchor Text Ratio Audit
- ✓ Future Link Mapping Strategy
- ✓ Competitor Analysis
- ✓ Matching Brand with Backlinks
- ✓ Creating Content
- ✓ Anchor Text Optimisation
- ✓ Manual Outreach and Link Placement





When you work with our link building team you get;

- ✓ Diverse Set of Niche Relevant Link Types
- ✓ Outreach Guest Posts
- ✓ Curated Niche Link Placements
- ✓ Do-Follow Media Mentions and Brand Links
- ✓ Tier 2 Links and Link Indexation
- ✓ Anchor Text Ratio Audit
- ✓ Future Link Mapping
- ✓ Data Studio Setup
- ✓ Link Indexation

For the client, this meant that they would get high traffic guest posts and niche link placements for maximum results in the fastest time possible.



## ADDITIONAL 10 HOURS IN CUSTOM SIGNALS

If you're looking to increase nationwide brand presence or rank in more competitive industries/locations, additional hours in custom signal creation can give you the added boost you need to succeed. We take your off-page brand promotion even further with;

- ✓ National SEO Niche and Authority Signals and Outreach
- ✓ Competitor Backlink Opportunities
- ✓ Competitor Brand Mentions
- ✓ Even More Niche Link Opportunities

# THE AUDIT OF THE SITE : **CHALLENGES TO OVERCOME**

The website audit didn't uncover any major flaws in the site itself. Page titles were slightly over-optimised, but other than that, on-page optimisation was in place. The target pages looked good and had a decent amount of quality content. All technical and on-page aspects were good to go.

The biggest challenge with the campaign was the client's pages and suggested keywords for each page were not in line with search intent. The client wanted to use the same page to target a variety of keywords with different search intents, but this is how keyword cannibalisation happens.





Keyword cannibalisation is a very common issue. In fact, correcting matching keywords and pages based on search intent is one of the **MOST IMPORTANT STEPS**.

Getting it wrong will significantly “limit” the campaign’s potential. This is *exactly why* we don’t proceed with a campaign until we are sure what target pages/keywords we are going after.

So we went back to the client and explained our audit findings, then agreed on 5 pages to target, each with different keyword clusters. **Correctly mapping keywords to the corresponding page/search intent is vital to maximise ranking impact.**

Now, it was all about planning and executing a link building strategy.

## OUR LINKING BUILDING STRATEGY

To maximise the impact, you must combine the link with the correct, optimised anchors. However, using too many of one anchor type or over-optimised anchors can negatively affect rankings. It's important your SEO agency understands how to best leverage anchor text.

If you are unsure of what anchors to use...

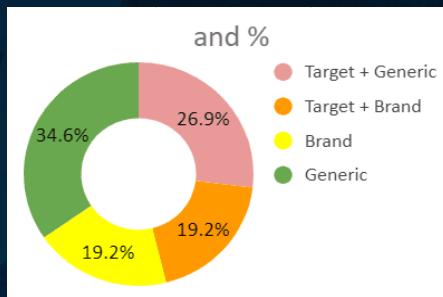
Our team is extensively trained in **creating the best anchor text** for link building.



# ANATOMY OF EACH PAGE...

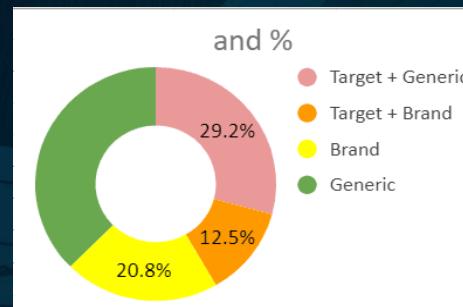
## PAGE 1

Guest posts: 5  
Niche placements: 6  
Anchor ratio:



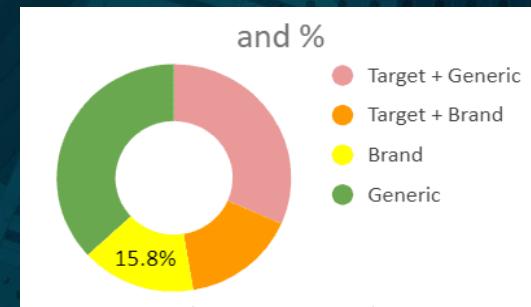
## PAGE 2

Guest posts: 5  
Niche placements: 6  
Anchor ratio:



## PAGE 3

Guest posts: 5  
Niche placements: 6  
Anchor ratio:

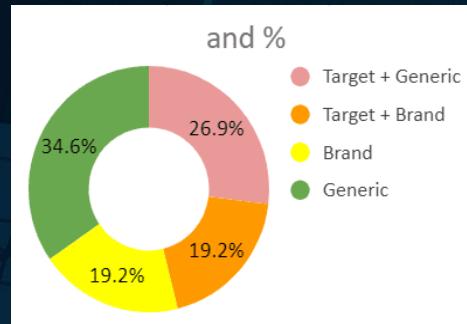


## PAGE 4

Guest posts: 5

Niche placements: 6

Anchor ratio:

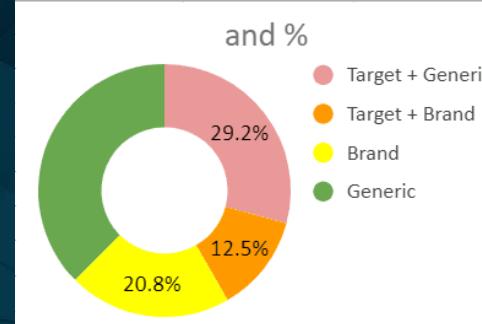


## PAGE 5

Guest posts: 5

Niche placements: 6

Anchor ratio:



# RESULTS OF LINK BUILDING

After 3 months of our link building campaign, we were able to **PUSH 13 KEYWORDS** from position 6-18 to the top 5. Many of the keywords ranked in the top 3!

You can see the best position, latest position (at the 3 month mark), and how the position changed in the chart to the right.

Many of these terms are highly competitive with substantial search volume. This enabled our client to **INCREASE TRAFFIC, CLICKS, AND LEADS!**

#	Keyword	Change	Latest	Best	First	Volume
40	family law attorney [REDACTED]	-6 🟢	1 ★	1	2 🟢	140 / 170
37	divorce attorney [REDACTED]	-11 🟢	1 ★	1	5 🟢	210 / 260
34	divorce attorney [REDACTED]	-6 🟢	2 ★	2	4 🟢	140 / 140
33	[REDACTED] divorce attorneys	-10 🟢	2 ★	2	5 🟢	210 / 260
30	[REDACTED] divorce lawyers	-10 🟢	3 ★	3	13 🟢	260 / 260
25	divorce lawyer [REDACTED]	-5 🟢	4 ★	4	5 🟢	170 / 210
38	divorce attorneys [REDACTED]	-7 🟢	4 ★	4	11 🟢	140 / 140
41	[REDACTED] family law attorney	-7 🟢	4 ★	4	8 🟢	140 / 170
39	[REDACTED] divorce attorney	-8 🟢	4 ★	4	12 🟢	140 / 140
32	affordable divorce lawyers in [REDACTED]	0 ★	5 ★	5	15 🟢	20 / 20
43	[REDACTED] family lawyer	-5 🟢	5	4	6 🟢	50 / 50
26	divorce lawyer [REDACTED]	-7 🟢	5 ★	5	6 🟢	260 / 260
35	divorce attorneys in [REDACTED]	-8 🟢	5 ★	5	10 🟢	50 / 50
60	[REDACTED] divorce attorney	-2 🟢	6 ★	6	15 🟢	170 / 170
28	divorce lawyers in [REDACTED]	-4 🟢	6 ★	6	11 🟢	260 / 260
46	family lawyer [REDACTED]	-5 🟢	6	5	5 🟥	140 / 260
61	divorce attorney [REDACTED]	-6 🟢	6 ★	6	14 🟢	170 / 170
24	divorce lawyer [REDACTED]	-7 🟢	6 ★	6	10 🟢	170 / 210
58	[REDACTED] divorce lawyers	0 ★	7 ★	7	16 🟢	10 / 10
64	divorce attorney [REDACTED]	-3 🟢	8 ★	8	12 🟢	20 / 30
49	divorce lawyers [REDACTED]	-1 🟢	9 ★	9	10 🟢	70 / 70
53	divorce lawyer [REDACTED]	-2 🟢	9 ★	9	11 🟢	-/-
44	[REDACTED] family lawyers	0 ★	10	5	6 🟥	50 / 50
47	divorce lawyer [REDACTED]	0 ★	10 ★	10	17 🟢	140 / 140
52	divorce lawyer [REDACTED]	0 ★	10	9	11 🟢	70 / 70

There were over 28 keywords in top 5, with 18 of those keywords being top 3, in month 5 of the campaign.

## CONSISTENCY IS KEY!

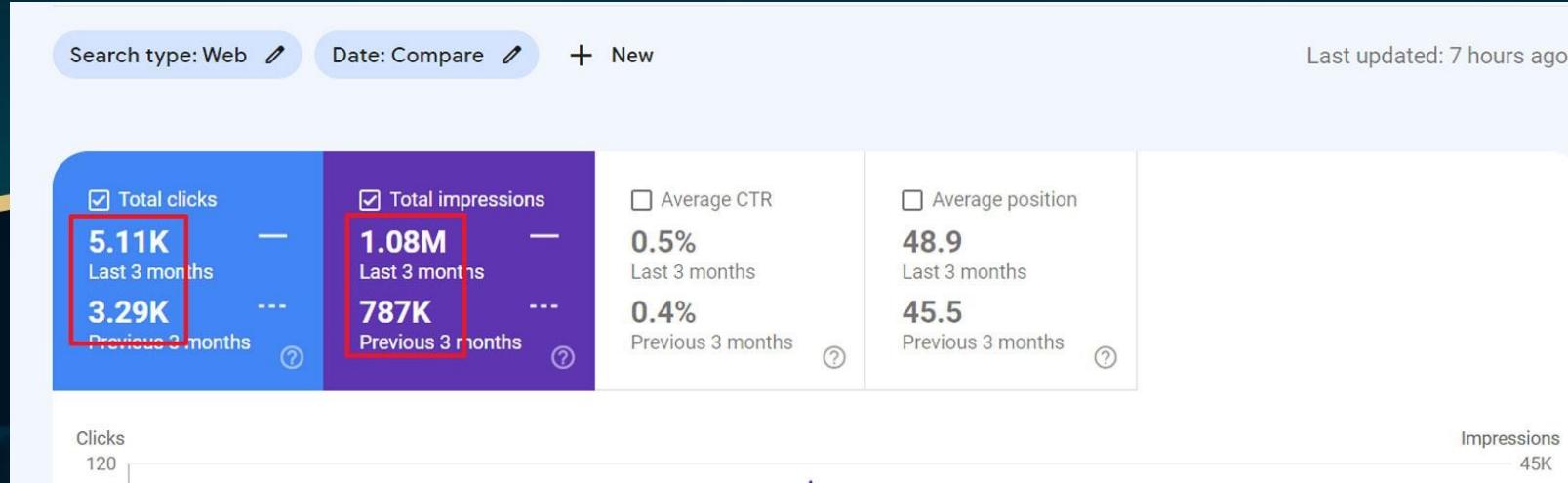
Consistently building diverse and quality links in a natural manner ensures there will be a return on investment and creates an authoritative backlink profile for your clients, which then boosts rankings as seen below.

Latest	Best	First	Volume
1 ★	1	2 	140 / 170
1 ★	1	5 	210 / 260
2 ★	2	4 	140 / 140
2 ★	2	5 	210 / 260
2 ★	2	5 	70 / 70
2 ★	2	6 	260 / 260
2 ★	2	8 	170 / 170
2 ★	2	11 	140 / 140
3 ★	3	4 	170 / 170
3 ★	3	6 	50 / 50
3 ★	3	6 	50 / 50
3 ★	3	7 	70 / 70
3 ★	3	8 	140 / 170
3	2	9 	50 / 50
3 ★	3	10 	50 / 50
3 ★	3	11 	260 / 260
3 ★	3	12 	140 / 140
3 ★	3	13 	260 / 260
4 ★	4	5 	140 / 260
4 ★	4	5 	170 / 210
4 ★	4	10 	170 / 210
4 ★	4	16 	10 / 10
4 ★	4	17 	140 / 140
4 ★	4	18 	10 / 10
5 ★	5	7 	40 / 90
5 ★	5	13	20 / 20

These ranking improvements lead to increases in the clicks and impressions of the website...

- ✓ **293,000 More Impressions** than the previous 3 months
- ✓ **1820 More Clicks** than the previous 3 months
- ✓ Improved average **Click Through Rate** (content better matched user's search intent)

Our link building also expanded the number of keywords the pages ranked for. This is why the average position decreased, even though the positions of all target keywords significantly increased.



Thanks to the increased visibility and exposure, the law firm's website saw a **63.58% increase in organic traffic** over the course of the first 3 months. There was also a **62.76% increase in users** to the site, bringing in an **additional 2,305 incoming leads**. Sessions also increased from 4,313 to 7,054 in 3 months.

In the Google Analytics chart below you can see the growth in users over the **first 3 months**. This is sustained growth that continues to increase as the campaign progresses.

	Default Channel Grouping	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal
		57.23% <span>▲</span> 8,355 vs 5,314	56.33% <span>▲</span> 8,246 vs 5,270	57.95% <span>▲</span> 9,834 vs 6,226	185.52% <span>▲</span> 7.02% vs 2.46%	27.05% <span>▼</span> 3.36 vs 4.61	27.87% <span>▼</span> 00:01:27 vs 00:02:00	0.00%	0.00%	0
<input type="checkbox"/>	1. Organic Search									
	Feb 4, 2022 - May 5, 2022	5,978 (71.55%)	5,915 (71.71%)	7,054 (71.73%)	0.17%	3.41	00:01:22	0.00%	0 (0.00%)	\$0.00
	Nov 5, 2021 - Feb 3, 2022	3,673 (68.62%)	3,616 (68.54%)	4,313 (69.27%)	0.30%	3.87	00:01:39	0.00%	0 (0.00%)	\$0.00
	% Change	62.76%	63.58%	63.55%	-43.56%	-11.80%	-16.82%	0.00%	0.00%	
<input type="checkbox"/>	2. Direct									
	Feb 4, 2022 - May 5, 2022	1,634 (19.56%)	1,625 (19.70%)	1,859 (18.90%)	30.66%	2.65	00:00:58	0.00%	0 (0.00%)	\$0.00
	Nov 5, 2021 - Feb 3, 2022	1,487 (27.78%)	1,483 (28.11%)	1,616 (25.96%)	8.60%	3.87	00:01:25	0.00%	0 (0.00%)	\$0.00
	% Change	9.89%	9.58%	15.04%	256.47%	-31.57%	-31.48%	0.00%	0.00%	

Default Channel Grouping	Acquisition		Behavior		Conversion Rate
	Users	New Users	Sessions	Bounce Rate	
	63.43% <span>▲</span> 8,995 vs 5,504	64.17% <span>▲</span> 8,970 vs 5,464	65.69% <span>▲</span> 10,702 vs 6,459	47.96% <span>▲</span> 6.85% vs 4.63%	23.58% 3.36 vs 4.00
1. Organic Search					
Mar 2, 2022 - May 31, 2022	6,498 (71.75%)	6,459 (72.01%)	7,751 (72.43%)	0.27%	3.36%
Dec 1, 2021 - Mar 1, 2022	3,703 (66.79%)	3,640 (66.62%)	4,332 (67.07%)	0.25%	4.00%
% Change	75.48%	77.45%	78.92%	6.70%	-15.2%
2. Direct					
Mar 2, 2022 - May 31, 2022	1,769 (19.53%)	1,760 (19.62%)	1,990 (18.59%)	30.35%	2.20%
Dec 1, 2021 - Mar 1, 2022	1,664 (30.01%)	1,662 (30.42%)	1,854 (28.70%)	15.43%	3.00%
% Change	6.31%	5.90%	7.34%	96.76%	-28.5%

# LINK BUILDING RESULTS

Over the first 3 months of our Managed Link Building, we saw massive growth.

This investment resulted in:

- ✓ **28+** keywords in the top 5 (over half of which are in the top 3)
- ✓ Additional 2,305 incoming users/leads (**62.76%** increase)
- ✓ **63.58%** increase in organic traffic

# WANT RESULTS LIKE THESE?

Simply reach out to us!

If you are uncertain of your SEO needs or which services to choose, our agency is always here to help you determine what you need to rank higher in the SERPs!

Let our team manually review your brand and determine exactly what links your business needs to succeed.

