

Understanding the Value of Backlinks



Test creating high quality backlinks for two keywords. One keyword would receive more backlinks than the other to determine the value of backlinks.

OPPORTUNITY

Show the value of creating high quality backlinks over a short period of time and how these links may improve search rankings for the targeted keywords.

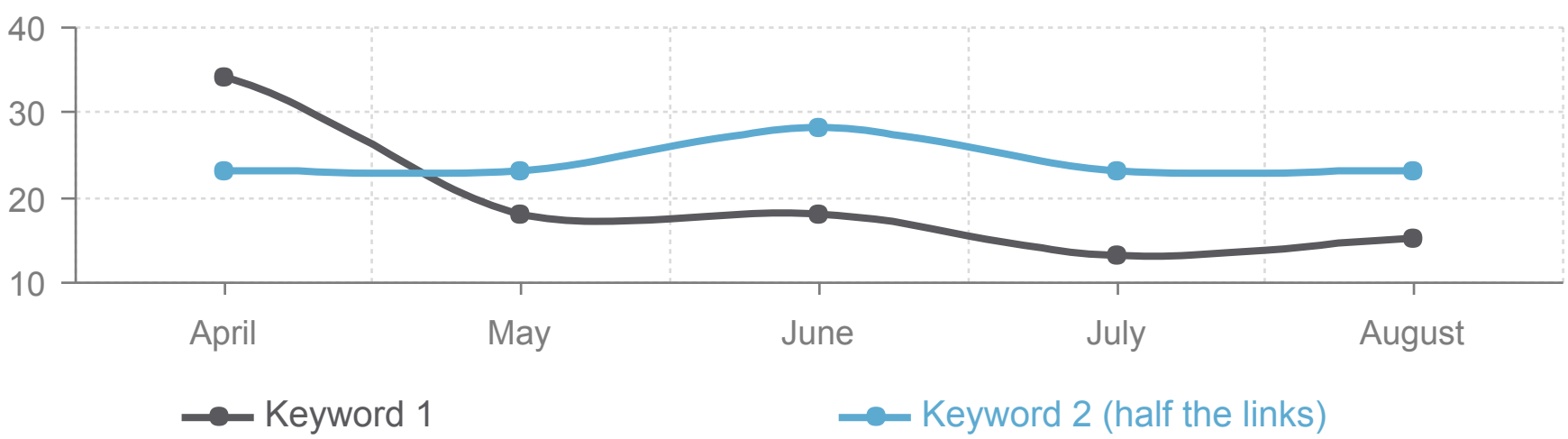
PROCESS

Create content that avoids selling and provides wide reaching information for readers. Content includes links to client website as well as third party websites. Twice as many backlinks were created for one of the keywords over a 3 month test period.

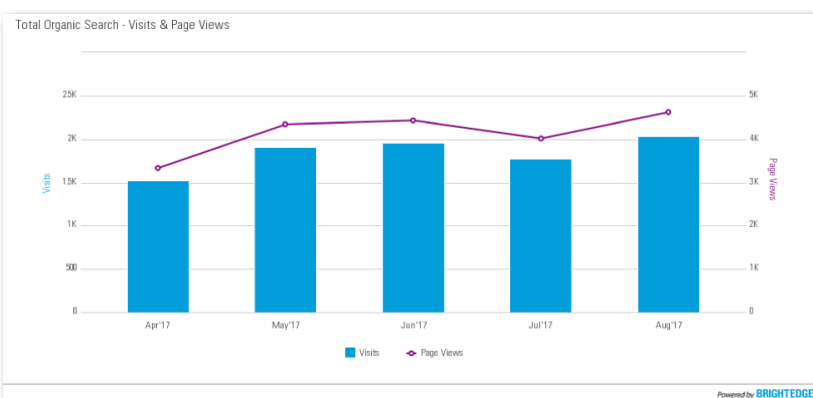
BENEFITS

During the test, the keyword and page that received the most backlinks had the greatest improvement in ranking.

Keyword Rankings



Keyword 1



Keyword 2

