

LINK BUILDING PROJECT 2023

Overview

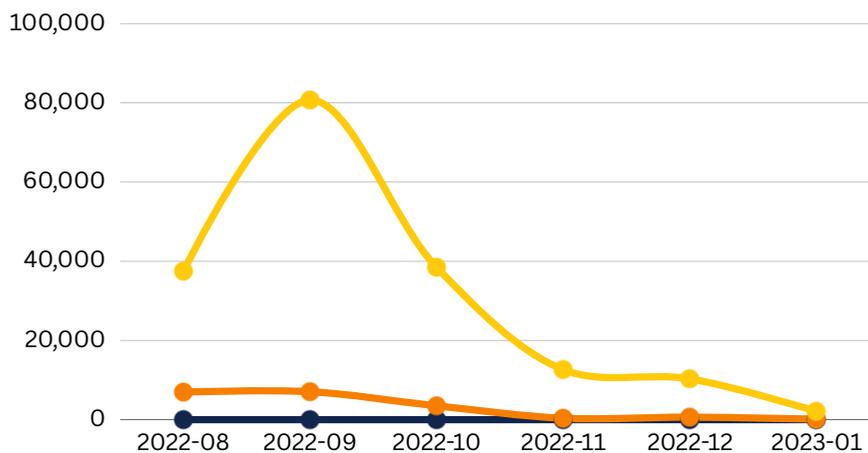
A website specializing in online courses faced a decline in organic traffic and sought a strategic solution to regain and enhance both website traffic and authority.

They partnered with Altura Interactive to craft and promote engaging content across relevant platforms, showcasing their services, missions, and values.

By captivating a broader audience and offering them valuable content, the website successfully began to regain their authority and began ranking for vital keywords in their industry.

Customer Situation

The client strategically decided to introduce a Spanish section on their website. However, they faced challenges in establishing authority within the Spanish-speaking market, which resulted in a significant decrease in traffic by the end of 2022. Also, throughout the entire year, the site's authority level remained stagnant at 0 (Domain Rating of Ahrefs).



Domain Rating (Ahrefs) ■ Organic Traffic (SEMrush) ■ Organic Keywords (SEMrush) ■

Action Plan

To boost the site's traffic and authority, 78 pieces of content (approximately 11-13 pieces a month) were created over a six-month period, each containing a link to the customer. The following process was followed:



Site Selection

Find sites relevant for the customer's target audience.



Content Creation

Create content to promote the client's brand and mission.



Content Publishing

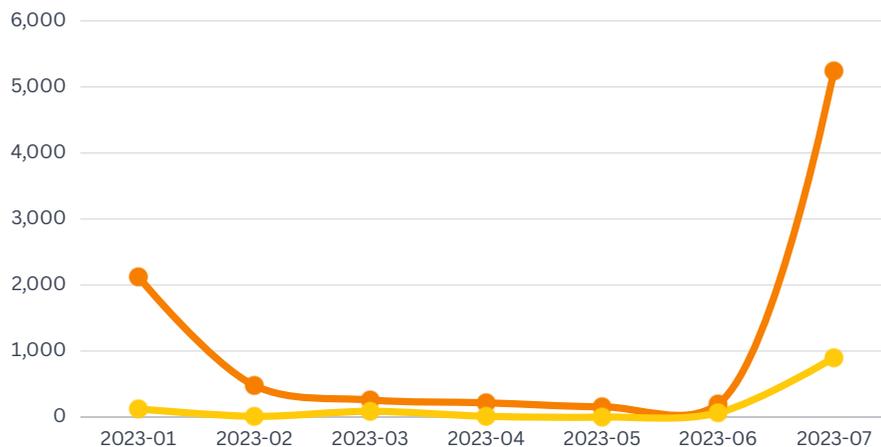
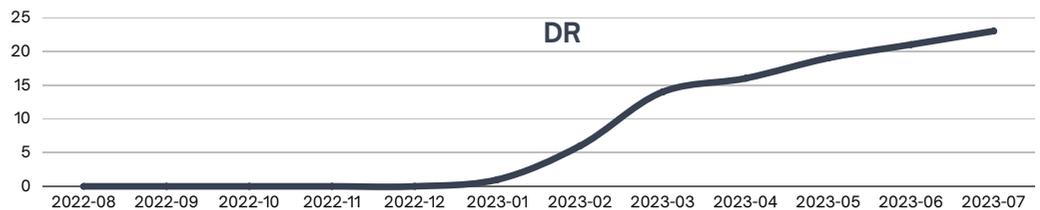
Publish and monitor content's impact on objectives.

Results

After initiating the content generation and dissemination work from February to July 2023, the DR increased from 0 to 22, and the organic traffic and identified organic keywords began to restore.



DR from 0 to 22



Organic Keywords (SEMrush) Organic Traffic (SEMrush)

Contact Details

Would you like to delve deeper into our work? Feel free to contact us at any time! We're more than happy to provide further information and answer any questions you may have.

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