



Results Snapshot

- 57% increase in average keyword rank
- 80% improvement in share of voice
- 4x more ranking keywords
- 5x increase in backlink budget

Service Areas

- Link Building

Client

Online Higher Education Institution

Industry:

Education

Size:

4000+ Employees

Location:

United States

[Read Case Study →](#)

University Increases Backlink Budget 5x After Showing Clear ROI

The Challenge

The client experienced a steady decline in traffic and visibility on key sales pages, negatively impacting student enrollment.

The new Director of SEO needed to demonstrate measurable results to an organization that was skeptical of search as a viable channel and wary of previous efforts that failed to deliver business impact.

Our Solution

We launched unbranded link-building campaigns to bypass internal delays and drive measurable gains on high-priority sales pages.

Roadblocks

- The organization struggled with previous SEO agencies as they failed to connect efforts to real outcomes. We focused on metrics tied directly to conversions and revenue to win stakeholder confidence.
- Red tape and compliance barriers made technical and content changes nearly impossible to execute. Link-building side-stepped approvals to deliver impact quickly.
- Initial budget limitations made it difficult to show impact at scale. We leveraged early wins to prove ROI, securing additional funding from the CMO.