



## Results Snapshot

- 6,496+ unbranded backlinks earned
- 120+ product pages supported
- Unified reporting and intake across 5 teams
- In-House team now runs link ops

## Service Areas

- Link Building at Scale

## Client

Global Software Company

### Industry:

Enterprise SaaS

### Size:

10,000+ Employees

### Location:

San Jose, California

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# Citation Labs Delivers 6,496 Unbranded Links to 120+ Enterprise Product Pages

## The Challenge

To stay visible in search and avoid losing sales to competitors, the SEO team needed to deliver 14,000+ unbranded backlinks to product pages while juggling vendor management, team-building, and reporting ROI to leadership.

All of this had to happen while building in-house systems and coordinating across five product teams with conflicting priorities.

## Our Solution

We launched a scalable outreach program aligned to quarterly link targets and sales priorities. We also managed reporting and training to support five product teams and long-term handoff.

## Roadblocks

- Each domain required manual approval, and one-link-per-domain limited scale. We built a workflow to streamline approvals and expand publisher reach without sacrificing alignment.
- Conflicting priorities across product teams slowed intake. We standardized planning, requests, and reporting to keep delivery on track.
- Legacy success metrics (like DR and traffic) filtered out high-value links. We helped redefine relevance to unlock stronger placements.