



Results Snapshot

- 240+ links placed to sales-focused category pages
- 4x increase in organic clicks
- Revenue lifted from \$350K to up to \$1M per month
- SEO champion earned CEO praise and strategic influence

Service Areas

- Link Building at Scale

Client

E-Commerce Retailer

Industry:

E-commerce / Home goods

Size:

200+ Employees

Location:

United States

[Read Case Study →](#)

One SEO, 240 Links, \$1M in Monthly Revenue: How Strategy Won Exec Trust

The Challenge

After a wave of growth, leadership saw SEO as the next channel to scale. But the client had millions of URLs, no in-house link strategy, and limited trust in SEO as a growth lever.

Previous vendors delivered links—not results—which left the SEO team without a clear path to scale or executive buy-in. With limited internal resources, they needed an outreach partner.

Our Solution

We built and executed two unbranded link-building campaigns targeting high-intent category pages. Each campaign was tied to business goals, giving the SEO team a repeatable system and strategic credibility.

Roadblocks

- Executives focused on vanity metrics like DR and traffic. We reframed link value around relevance, placement, and impact to earn internal support.
- There was no internal bandwidth to build a scalable strategy. We handled prioritization, execution, and reporting for the team.
- With dev bottlenecks and no on-page updates, every link had to drive performance on its own.