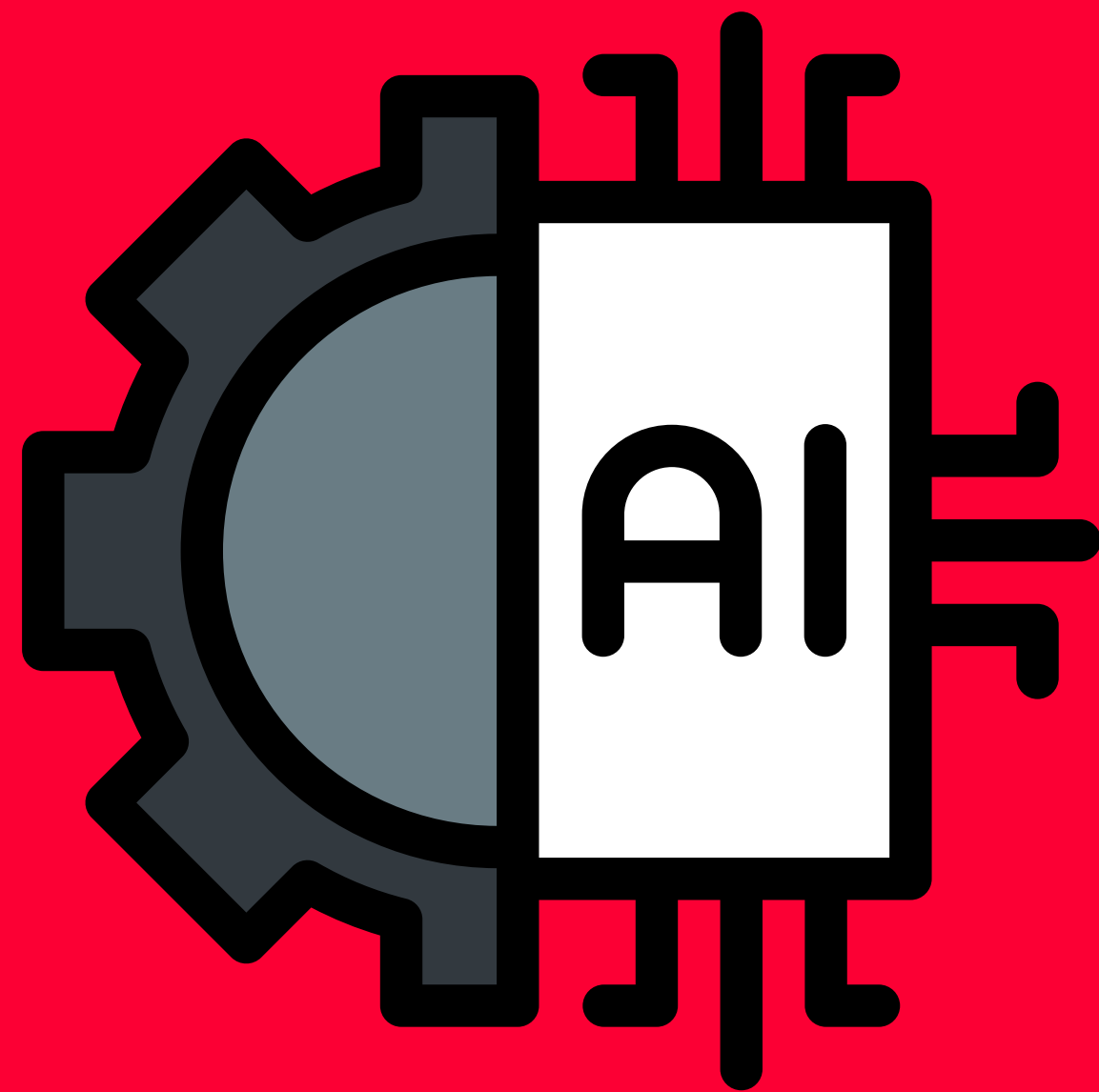




SEO

LinkBuilding

SEO & Link Building for a SaaS Platform: 913% Traffic Growth in 6 Months



About the Project

- **Client:** A US-based IT company developing a platform for business process automation and AI-driven solution integration.
- **Challenge:** High competition in the English-speaking market and the specifics of the niche — most keywords are dominated by major SaaS players.
- **Client Request:** Strengthen website visibility, improve technical signals, and increase the flow of organic traffic without relying on paid channels.



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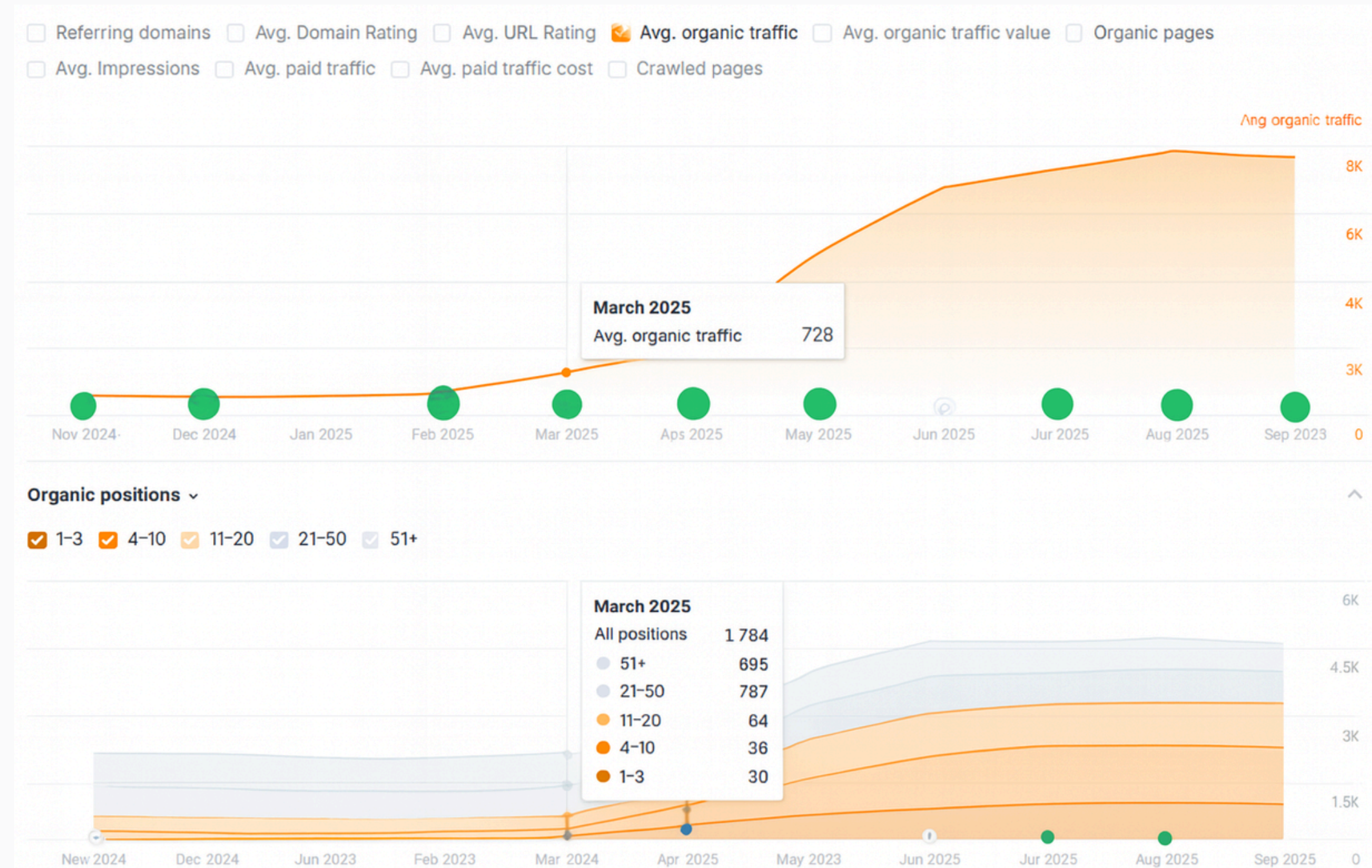


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Starting Point

- ▶ **Organic traffic:**
728 (March 2025)
- ▶ **Keyword visibility:**
All positions: 1,784
Top-3: 30
Top-10: 68
Top-20: 224



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Work Completed

Phase 1 (March–April)

- Comprehensive SEO audit
- Website structure optimization based on Google's requirements
- Semantic research and clustering



After fixing the identified issues, the website's loading speed improved, Core Web Vitals showed better performance, and **indexability increased by 22%**.



Once we collected the semantic core and analyzed competitors, we developed a new structure for the **Solutions** section — it allowed us to cover more topics and **simplify navigation**.



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Work Completed

Phase 2 (April–June)

- Development of a new structure for the Solutions section based on competitive analysis
- Creation of SEO-optimized content and meta tags for priority clusters
- Implementation of schema markup across all page types to improve how search engines interpret the content, which increased CTR and generated the first rich snippets



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Work Completed

Phase 3 (July–September)

- Link building: crowd links, submissions, articles, and mini-PBN
- Increasing domain authority and strengthening Integration / API-first cluster pages
- Achieving traffic and visibility growth with zero risk of filters or penalties



We placed:

130 crowd links on English-language IT forums

248 submissions in trusted directories

18 article placements on niche platforms with DR 50+

359 mini-PBN links



To amplify the effect, part of the backlinks received tiered reinforcement, which **improved their indexation and accelerated DR growth.**



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Results After 6 Months

•▶ Organic Traffic

Was: 728

Now: **7,378 (+913.7%)**

•▶ Clicks

Was: 2,621

Now: **7,162 (+173%)**

•▶ Impressions

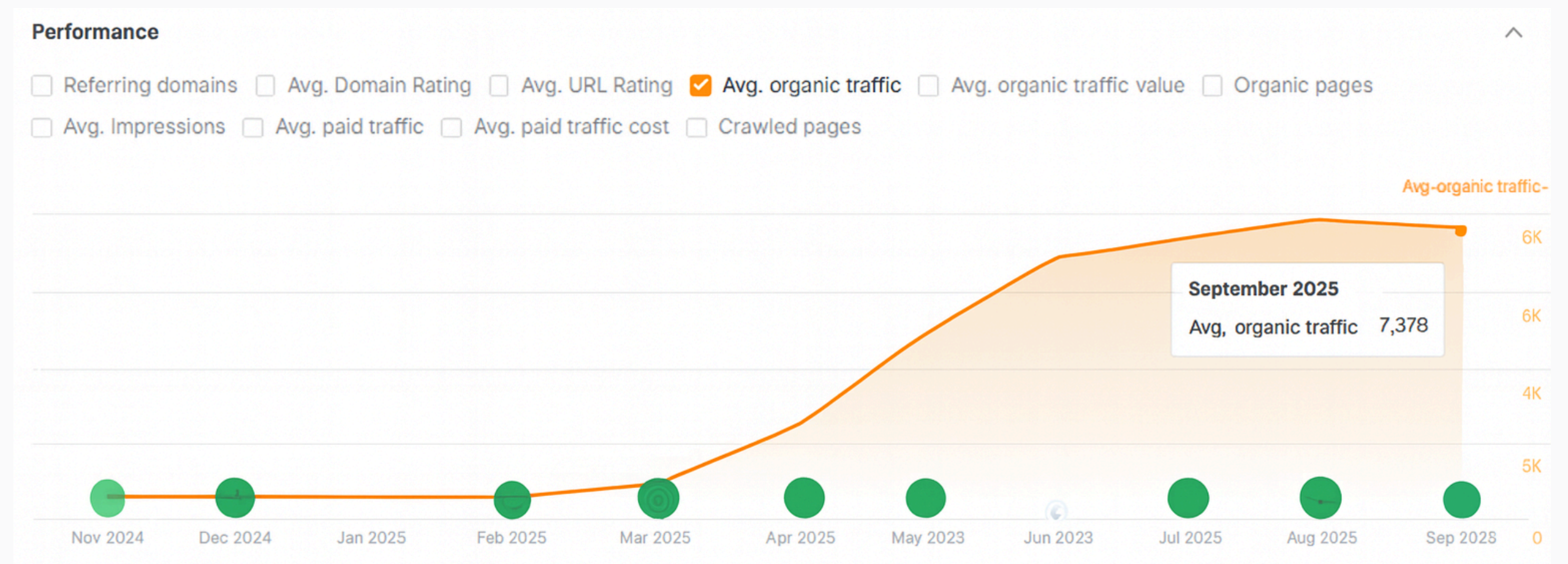
Was: 210,279

Now: **994,788 (+373%)**

•▶ DR

Was: 28

Now: **39 (+39.3%)**



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Results After 6 Months

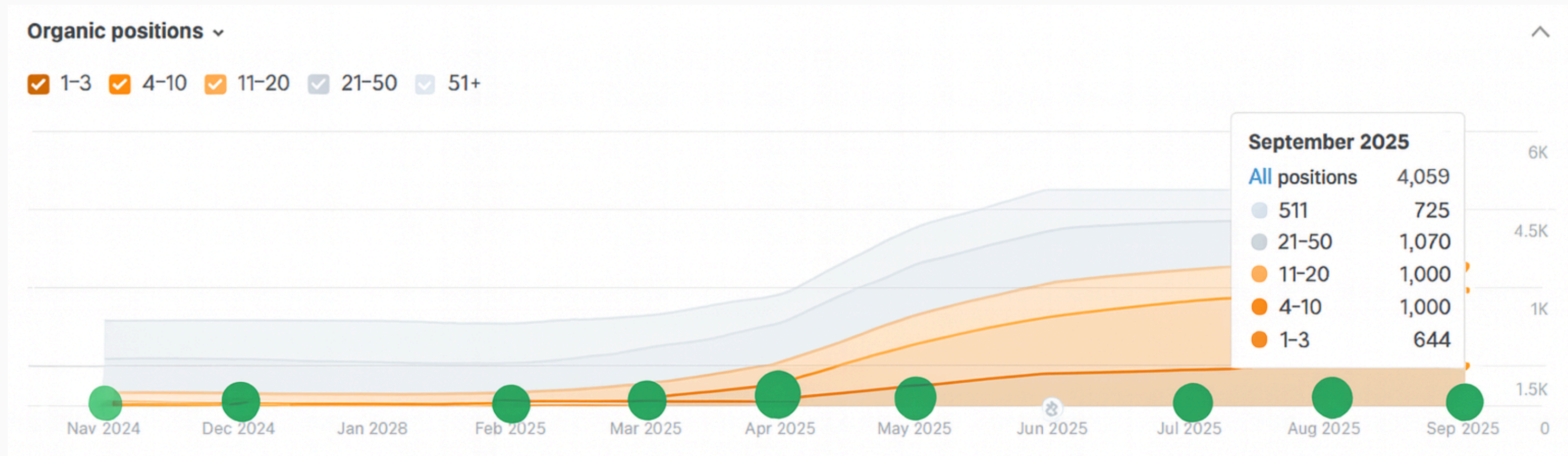
► Position Growth

- Top-3: from 30 to **644 positions (+2,046%)**
- Top-10: from 58 to **1,410 (+2,331%)**
- Top-20: from 224 to **620 (+176%)**

► Keyword Visibility

Was: 1,784

Now: **4,059 (+127.6%)**



What the Client Gained

- ➔ A 913.7% increase in organic traffic and a 127.6% growth in keyword visibility provided a stable flow of high-quality traffic and **reduced dependence** on paid campaigns.
- ➔ Growth in clicks and impressions was driven not only by improved visibility but also by **higher CTR** — users clicked more often on enhanced snippets with schema markup.
- ➔ The integration/API-first cluster delivered a noticeable impact. Pages began consistently ranking in the **Top-10**, which increased the number of inquiries from **B2B clients**.



The project's growth was smooth and safe, with no drops after Google updates. We increased domain authority without penalty risks, and the implementation of schema markup strengthened overall search visibility.



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Our team is ready to help your project grow

We apply a strategy that combines technical optimization
with powerful link building.

We deliver safe and fast results — within 1–2 months.

Contacts



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