



Cutting through the noise to secure high quality links for a UK comparison site

Maximising ROI with a multi-faceted approach to link building

Builtvisible.



Client

Decision Tech

Industry

Tech comparison site

Services

SEO / Digital PR

Part of the Moneysupermarket Group, Decision Technologies' mission is to create comparison experiences that help connect customers with the very best products and services on the market.

Their network of sites connects consumers with options and advice to find top deals on the entertainment, technology and communications packages they use every day.

93

Links Built

+14

Trust Flow

The challenge

Gain high-quality links from relevant and authoritative domains, with a higher than average Trust Flow.

Decision Technologies came to Builtvisible to increase and diversify its backlink profile on its Broadband, Mobile and TV comparison site – broadbandchoices – in order to gain visibility in a highly competitive SERP landscape.

Our challenge was to increase the number of backlinks from domains with high Trust Flow, to pages deeper within the site architecture. This was intended to improve the link equity being passed through to the product pages, thereby improving their rankings, and ultimately organic traffic.

The solution

A flexible approach to link building utilising a variety of compelling angles.

We undertook an initial research project to understand the search landscape, popular topics and how best to outreach. Using those findings, we then created a bespoke list of tactics.

The first tactic was to capitalise on a very useful tool that already existed on their website but hadn't been fully leveraged to generate the traffic it deserved. We developed a number of different outreach angles to promote the tool including using a 'geo-baiting' approach to whip up local coverage and a broader hook to capture the attention of the national and industry press.

We also worked closely with PR to develop several smaller content campaigns, backed up by primary research and with supporting on-site content such as custom guides for relevant publications to secure links.

Additional tactics included amplifying existing blog posts with supporting assets and press releases, as well as quick wins like link reclamation for brand mentions, broken links and redirects.

The results

This light touch strategy and multi-faceted approach helped us to smash the client's coverage goals quickly and cost-efficiently.



We saw here it doesn't always take a brand-new shiny asset to deliver top tier coverage, taking the time to understand what the client already has to offer and applying some creative thinking can be much more powerful!




Don't just take our word for It!

“I have been working with agencies for twenty years. I can count on one hand the number of times I have come across someone as effective and professional as our Builtvisible SEO Consultant, Maria. I want to congratulate her and the wider team on our account for a job very well done. They are all dedicated, team players, problem solvers, never miss a deadline and most importantly the results that are being delivered with so little resource are really impressive. Both myself and the investors are delighted with Builtvisible's work.”

Nick White, B2C Sales & Marketing Director – Decision Technologies
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