

CASE STUDY · LINK BUILDING & DIGITAL PR

604 Links and 197% Impression Growth for **A Case for Women**

A Case for Women needed the authority to rank content on queries Google treats carefully. Over a twelve-month term, Page One Power built 15 editorial links and ran three original survey campaigns that earned 589 placements from 448 domains — lifting Domain Authority from 26 to 31.

604

LINKS
ACQUIRED

+197%

SEARCH
IMPRESSIONS

26 → 31

DOMAIN
AUTHORITY

+149%

RANKING
KEYWORDS

The site had the right content. It didn't have the authority.

A Case for Women writes about sexual assault, workplace misconduct, and rideshare safety — queries where Google is unforgiving about who it trusts. Coming into the 2025–26 term the domain sat at DA 26 and organic sessions were sliding. The pages existed. Nothing was ranking them.

Most agencies answer that with volume: throw links at the domain, send a report, move on. That's not us. We built the year in two tracks — handcrafted editorial placements to lift the whole domain, and original survey research designed to be worth covering by national press.

Every contracted deliverable was completed during the term: August 29, 2025 through August 28, 2026, year two of a partnership that began in August 2024.

Scope of work delivered

15

Editorial links

Handcrafted placements averaging DA 47, built one relationship at a time from September through March.

7

Blog articles

Keyword-targeted pieces published on site, produced against a prioritized content roadmap.

589

Digital PR links

Earned across three survey campaigns — 448 unique linking domains, 155 of them DA 50+.

ALSO DELIVERED

Content roadmap

Advanced technical content (FAQ page)

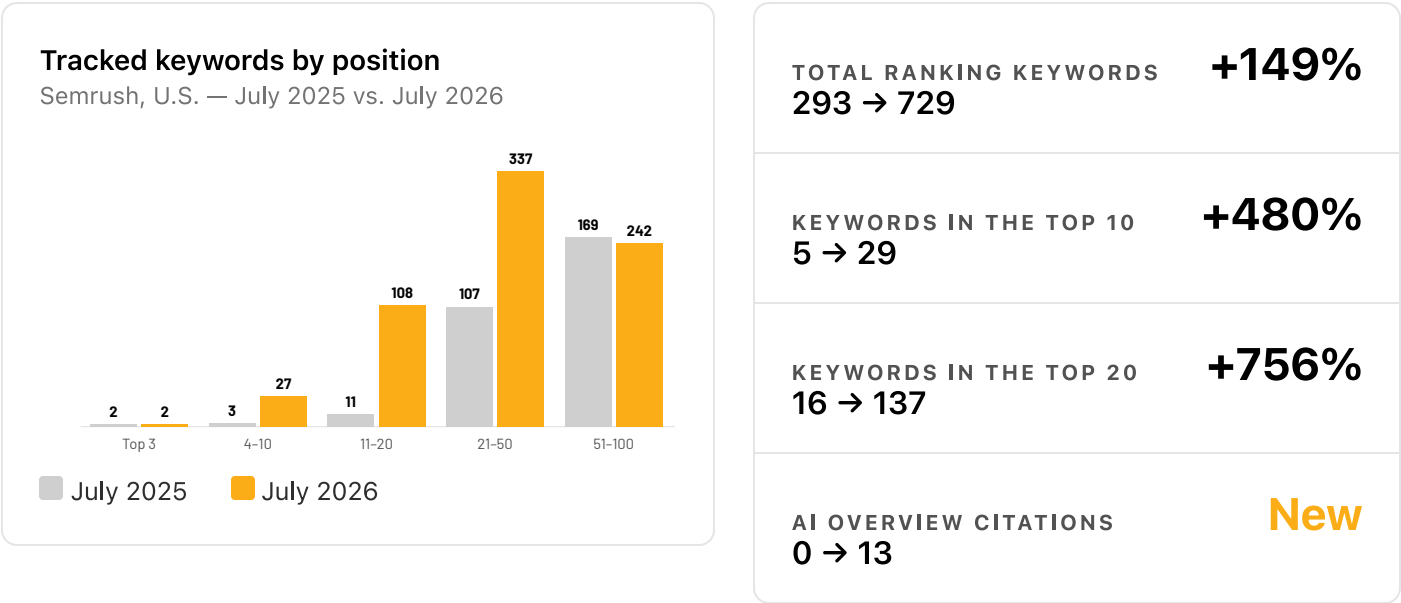
Crawl optimization

Three surveys, 1,000 respondents each, pitched to national media

CAMPAIGN	PUBLISHED	LINKS	AVG. DA
The Illusion of Safety: Roblox Parental Controls Yahoo (DA 95) · MSN (94) · AOL (93) · Parents.com (86)	Dec 10, 2025	176	44.6
How Women Perceive Legal System Bias & Trust Yahoo (94) · MSN (92) · AOL (91) · SF Weekly (78)	Feb 4, 2026	292	39.3
The Hidden Cost of Rideshare Trust MSN (92) · AOL (91) · Digital Journal (89) · Good Men Project (82)	May 15, 2026	121	28.0

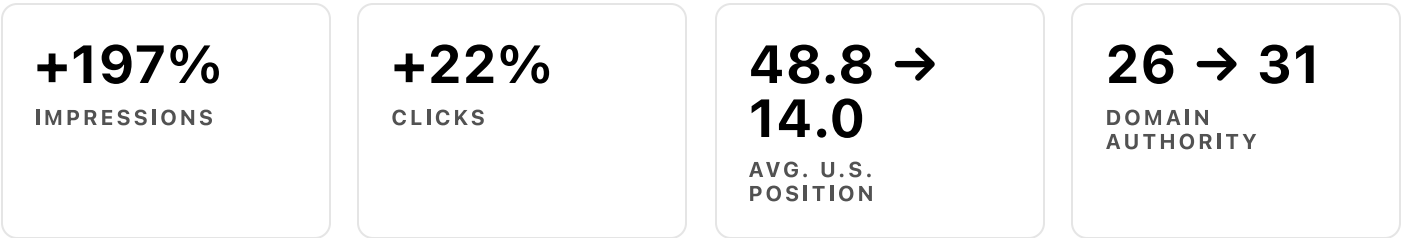
589 total placements · 448 unique linking domains · 155 links from DA 50+ domains · 13 from DA 80+. DA per Moz.

Rankings moved in every bucket that matters



Search visibility nearly tripled

Google Search Console, second half of the term against the first: impressions rose from 68,320 to 203,151 and average U.S. position improved from 48.8 to 14.0 — about 35 places. 602 queries earned their first impressions, and mobile average position moved from 39.1 to 10.6.



The pages that moved

PAGE	TYPE	CLICKS	IMPRESSIONS	AVG. POSITION
What Does SA Mean?	Blog article	68	92,125	8.3
Roblox Parental Controls (survey)	Digital PR	62	16,460	6.4
The Hidden Cost of Rideshare Trust (survey)	Digital PR	11	404	6.8
Legal System Bias & Trust (survey)	Digital PR	10	747	8.3
Combined		151	109,736	

What Does SA Mean now ranks for 89 keywords, 23 of them in the top 10 — including position 7 for a term searched 9,900 times a month.

Links land. Authority rises. Traffic follows.

STEP ONE

Links land

Digital PR links begin arriving in January 2026 — the month organic sessions hit their low of 494.

STEP TWO

Authority rises

February and March are the two heaviest link months, and Domain Authority climbs from about 26 to about 30 across them.

STEP THREE

Traffic follows

Sessions rise every month from January onward, reaching 1,113 in June — up 125% from the low.

The year in summary

604 links built	15 editorial placements plus 589 earned digital PR links from 448 unique domains.
DA 26 → 31	A five-point gain, with the steepest rise in the two heaviest link months.
Impressions +197%	68,320 to 203,151, with average U.S. position improving from 48.8 to 14.0.
Keywords +149%	293 to 729 year over year, and from 5 to 29 keywords ranking in the top 10.
Sessions +125%	494 in January 2026 to 1,113 in June 2026.

Sources: Page One Power link tracker; Moz Domain Authority; Google Search Console (export July 30, 2026); Semrush organic keyword tracking, U.S.; GA4 organic sessions. Chart timing shows alignment, not a causal test.