

CASE STUDY · LINK BUILDING

40% Growth in Search Impressions for a **Fraud Detection** **SaaS Client**

A fraud-detection SaaS platform partnered with Page One Power to strengthen the authority behind its highest-intent product pages. P1P built links averaging more than double the site's existing domain authority, and over the campaign the brand's search impressions and clicks both climbed, expanding visibility across the queries that matter most.

40%SEARCH IMPRESSION
GROWTH**14%**

SEARCH CLICK GROWTH

50.3

AVERAGE LINK DA

SaaS · Fraud Detection

Our client is a device-intelligence and fraud-detection platform serving financial services and other high-risk online businesses. In a category where buyers vet vendors through deep technical research, search authority on core product topics is what earns a brand a place in the consideration set. The goal was to build that authority where it converts.

INDUSTRY · FRAUD
DETECTION SAAS

Fraud Detection SaaS Client

Device intelligence and fraud prevention platform.

26	50.3	15%
LINKS BUILT	AVG LINK DA	TOP OF PROFILE

Put authority where the conversions happen.

Rather than spread links thin, the campaign concentrated high-authority links on the client's priority product and conversion pages. The aim was to lift the authority of the pages that drive pipeline and grow their visibility in search for high-intent queries.

How the campaign worked.

01

Conversion-Page Focus

We concentrated link equity on the highest-intent product and conversion pages, where new authority does the most for pipeline.

02

High-Authority Guest Posts

We built links averaging Domain Authority 50.3, more than double the site's profile average of 23.4.

03

Authority-First Targeting

We prioritized strong, relevant domains, placing P1P's links in the top 15% of the client's entire backlink profile.

04

Compounding Visibility

A sustained cadence let search impressions and clicks build over the campaign rather than spike and fade.

THE SERVICES

◆ LINK BUILDING

Guest Post Link Building

26 high-authority links at an average Domain Authority of 50.3. Against a profile averaging 23.4 across 4,723 referring domains, P1P's links land in the **top 15%** of the client's entire backlink profile.

DATA SOURCE: MOZ

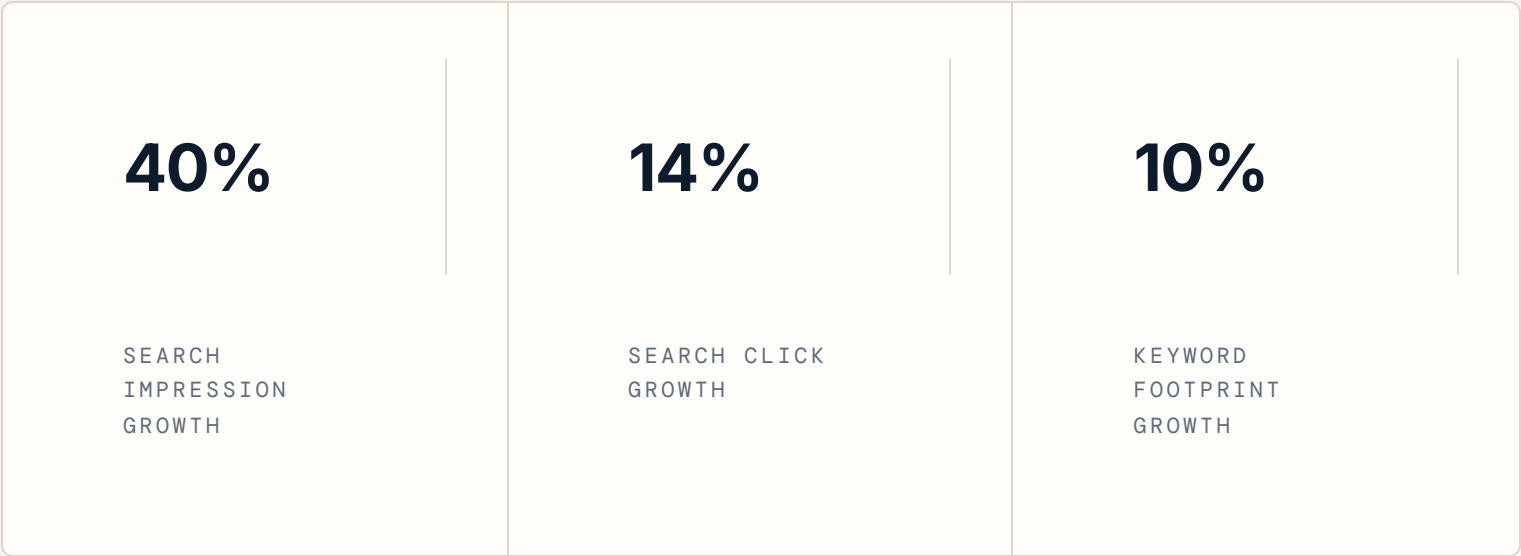
◆ CONTENT

Content & Keyword Strategy

Total ranking keywords grew from **9,926 to 10,944** over the campaign, widening the client's footprint across high-intent search terms.

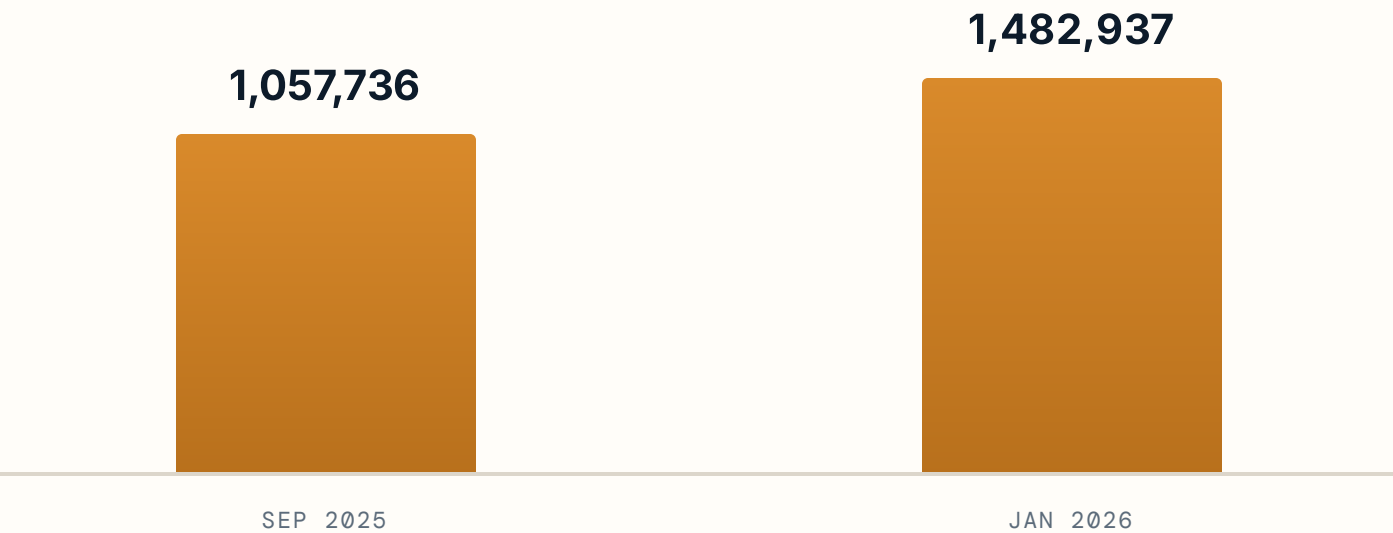
DATA SOURCE: SEMRUSH

Stronger links. Sharper search visibility.



Search Impressions

DATA SOURCE: GOOGLE SEARCH CONSOLE



As link authority built, search impressions rose 40% and clicks climbed alongside them, a sign of stronger SERP presence across the client's ranking keywords.

CLICKS FROM SEARCH

Clicks 38,407 → **43,879**

Impressions 1.06M → **1.48M**

DATA SOURCE: GOOGLE SEARCH CONSOLE

KEYWORD FOOTPRINT

Total ranking keywords 9,926 → **10,944**

DATA SOURCE: SEMRUSH

P1P's links averaged a Domain Authority of **50.3** against the profile's **23.4**, more than double the site average and inside the **top 15%** of all 4,723 referring domains.

DATA SOURCE: MOZ

AUTHORITY WHERE IT COUNTS

High-authority links, focused on the pages that convert.

By concentrating its strongest links on the client's priority product pages, P1P grew search impressions and clicks across the brand's most valuable queries, on a backlink profile measurably stronger than where it began.

BETTER LINKS. BETTER CONTENT. BETTER RESULTS.