

CASE STUDY · LINK BUILDING & CONTENT

102% Organic Traffic Growth for a **Student Lending Client**

A national student lending brand partnered with Page One Power to win organic visibility in one of the most competitive corners of consumer finance. Through a sustained guest-post link building program and content support, the client more than doubled organic traffic over two years, expanded its ranking keyword footprint by nearly half, and built a backlink profile measurably stronger than it started with.

102%

ORGANIC TRAFFIC GROWTH

87

HIGH-AUTHORITY LINKS

48

AVERAGE LINK DA

Financial Services

Our client is a national private student lending brand competing against deep-pocketed, well-known names in consumer finance. In a vertical this authority-sensitive, search visibility is won on the strength of a backlink profile, not the size of an ad budget. The mandate was to build that authority and convert it into durable organic growth.

INDUSTRY · STUDENT LENDING

Student Lending Client

Private student loan provider.

87	48	19.9%
LINKS BUILT	AVG LINK DA	TOP OF PROFILE

Build authority that competitors can't simply outspend.

The client set out to grow organic traffic and ranking coverage in a market dominated by larger competitors. Rather than chase raw referring-domain volume, the plan was to lift the authority of the backlink profile with relevant, high-quality editorial links, then expand the keyword footprint so that new authority translated into real rankings and traffic.

How the campaign worked.

01

High-Authority Guest Posts

We earned 87 editorial guest-post links on relevant publications, averaging Domain Authority 48, well above the profile's existing baseline of 23.

02

Authority-First Targeting

We prioritized stronger linking domains to raise the overall quality of the profile, not just its volume, placing our links in the top 19.9% of all referring domains.

03

Sustained Cadence

Links were built consistently from November 2024 onward, compounding authority month over month instead of chasing one-off spikes.

04

Keyword & Content Expansion

Content support widened the ranking keyword set and pushed priority terms up the results, turning new authority into measurable traffic gains.

THE SERVICES

◆ LINK BUILDING

Guest Post Link Building

87 high-authority links at an average Domain Authority of 48. With the broader profile averaging DA 23 across 1,961 referring domains, P1P's links rank in the **top 19.9%** of the client's entire backlink profile.

DATA SOURCE: MOZ

◆ CONTENT

Content & Keyword Strategy

Ongoing content support expanded total ranking keywords from **18,148 to 26,729** and grew keywords in positions 1–3 from **666 to 843** since the partnership began.

DATA SOURCE: SEMRUSH

Authority in. Traffic out.

102%

2-YEAR ORGANIC
TRAFFIC GROWTH

47%

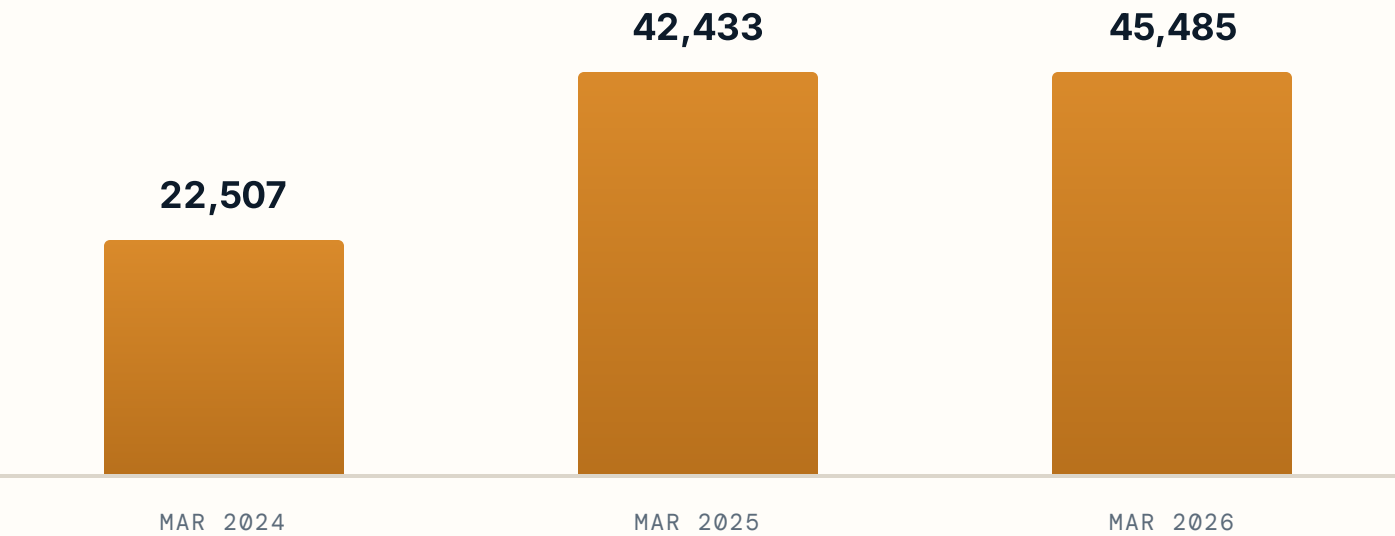
TOTAL KEYWORD
GROWTH

27%

GROWTH IN TOP-3
KEYWORDS

Organic Traffic · 2-Year View

DATA SOURCE: SEMRUSH



Guest-post link building drove sustained organic growth, with the steepest gains during the first stretch of the campaign and traffic holding strong well above branded levels since.

BACKLINK AUTHORITY

Profile average DA 23 → **48**

P1P link percentile **Top 19.9%**

Links built (since Nov 2024) **87**

DATA SOURCE: MOZ

KEYWORD FOOTPRINT

Total ranking keywords 18,148 → **26,729**

Keywords in positions 1–3 666 → **843**

DATA SOURCE: SEMRUSH

AUTHORITY COMPOUNDS

A stronger profile, built one quality link at a time.

In a market crowded with larger, better-funded lenders, our client more than doubled organic traffic and grew its ranking keyword footprint by nearly half, on the back of a backlink profile that got measurably stronger throughout the campaign.

BETTER LINKS. BETTER CONTENT. BETTER RESULTS.