

103% More Impressions on Priority Pages for **PeopleFinders**

PeopleFinders, a public-records and people-search platform, partnered with Page One Power on a relevance-first link building campaign. Over seven months, 108 high-authority links drove double-digit and triple-digit gains in clicks and impressions and opened brand-new rankings for high-volume queries.

108

HIGH-AUTHORITY LINKS

103%

REVERSE-PHONE
IMPRESSIONS

50

AVERAGE LINK DR

CLIENT OVERVIEW

Public Records · People Search

PeopleFinders helps people run background checks and look up phone numbers, addresses, and emails using public records. They partnered with Page One Power for strategic, relevant, white-hat link building — growing organic visibility by funneling link equity into their reverse-phone, address, email-lookup, and homepage destinations.

PeopleFinders

INDUSTRY · PUBLIC RECORDS

People search & background checks.

108

LINKS BUILT

50

AVG LINK DR

7-Mo

CAMPAIGN

CAMPAIGN GOALS

Grow visibility on the search pages that convert.

PeopleFinders set out to grow organic visibility by funneling link equity to four priority destinations — reverse-phone, address, email-lookup, and the homepage. In a high-competition public-records category, the goal was to open new rankings for high-volume queries and drive clicks and impressions on the pages that convert.

THE STRATEGY

How the campaign worked.

01

Focus Pages

We concentrated link equity on four priority pages — reverse-phone, address, email-lookup, and the homepage — each tied to high-volume search demand.

02

Editorial Guest Posts

We placed contextual guest posts on relevant business, lifestyle, and consumer-advice publications, earning links at an average DR of 50.

03

Natural Anchor Profile

Anchors like “people finder,” “phone number lookup,” and “who lives at this address” matched real search intent and read naturally in context.

04

Sustained Acquisition

Over seven months we built 108 high-quality links at a consistent cadence, compounding authority across every focus page.

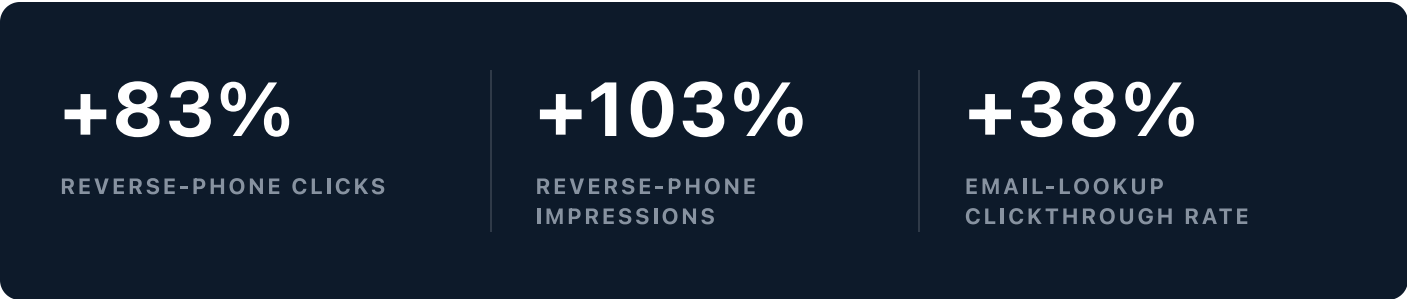
GUEST-POST LINK HIGHLIGHTS

Businessabc.net — peoplefinders.com	DR 81
Citybiz — People Finder	DR 76
Press.farm — People Finder (reverse-phone)	DR 76
Luxury Travel Magazine — number lookup	DR 73

THE RESULTS

New rankings. More clicks. More impressions.

Across the seven-month campaign, high-authority links opened brand-new rankings for high-volume queries and drove clicks and impressions upward on every focus page — led by the reverse-phone page's 83% click and 103% impression growth.



KEYWORD RANKING IMPROVEMENT · OCT 2025 → APR 2026

People Search (318K vol)	— → 55	New Ranking
Phone Number Search (61K vol)	— → 67	New Ranking
Reverse Address Lookup (22K vol)	47 → 31	+16
Find People Search (16K vol)	51 → 40	+11

DATA SOURCE: SEMRUSH

Reverse-phone page	+83% clicks · +103% impressions
Address page	+69% clicks · +84% impressions
Email-lookup page	+21% clicks · +38% CTR
Homepage	+7% clicks · +29% impressions
Guest-post links built (avg DR 50)	108

DATA SOURCE: GOOGLE SEARCH CONSOLE · NON-BRANDED SEARCH TERMS

Every focus page grew in clicks and impressions, three high-volume queries earned brand-new rankings, and the reverse-phone page led the way with 83% more clicks and 103% more impressions — while AI referral traffic began posting strong year-over-year growth.

A FOUNDATION OF AUTHORITY

Relevant links that open new rankings.

By concentrating 108 high-authority, relevance-first links on PeopleFinders' priority pages, Page One Power opened rankings for high-volume queries and grew clicks and impressions across the board — a durable foundation for continued organic growth.

BETTER LINKS. BETTER CONTENT. BETTER RESULTS. PAGE ONE POWER.