

271 Earned Links from a Single Media Blitz for **Vitality Medical**

Vitality Medical, a medical-supply e-commerce leader, partnered with Page One Power on a digital-PR and link building campaign. A single data-driven “Respiratory Readiness Index” earned 271 links — picked up by Yahoo, MSN, and AOL — while focus-page clicks climbed as high as 400%.

271

MEDIA BLITZ LINKS EARNED

94

TOP PLACEMENT DA
(YAHOO)

400%

INCONTINENCE PAGE CLICKS

CLIENT OVERVIEW

E-Commerce · Medical Supplies

Vitality Medical sells hospital supplies, patient care, incontinence, and respiratory therapy products online. They partnered with Page One Power for strategic, relevant, white-hat link building and earned media — funneling link equity into their highest-value category pages and homepage.

**Vitality
Medical**

INDUSTRY · MEDICAL SUPPLIES

Online medical & healthcare supply retailer.

271

MEDIA BLITZ LINKS

6

NEWS LINKS (AVG DA 76)

3-Mo

CAMPAIGN

CAMPAIGN GOALS

Earn authority through newsworthy data.

Vitality Medical set out to maintain and grow organic visibility by funneling link equity to five priority destinations — hospital supplies, patient care, incontinence, respiratory therapy, and the homepage. The plan paired steady news-link acquisition with a large-scale digital-PR play designed to earn coverage at national scale.

THE STRATEGY

How the campaign worked.

01

The Respiratory Readiness Index

We produced a data-driven study ranking U.S. states by respiratory burden and demand — a genuinely newsworthy, linkable asset for national and regional press.

02

Media Blitz Outreach

Coordinated outreach placed the study across the news ecosystem, earning syndicated pickups on Yahoo, MSN, AOL, and dozens of regional outlets.

03

News Links & Syndications

Alongside the blitz, we secured six high-authority news links and syndications at an average DA of 76, reinforcing the focus pages.

04

Equity to Focus Pages

Internal links routed the earned authority from the study's blog post toward the transactional category pages that drive revenue.

MEDIA BLITZ HIGHLIGHTS · RESPIRATORY READINESS INDEX

Yahoo News	DA 94
MSN	DA 92
AOL	DA 91
SF Weekly	DA 78

THE RESULTS

National coverage. Compounding clicks.

The Respiratory Readiness Index earned a combined 271 links, lifting domain authority and driving year-over-year click growth across Vitality Medical's focus pages — while page authority held steady on every priority URL.

+400%

INCONTINENCE PAGE
CLICKS, YOY

+231%

HOMEPAGE
IMPRESSIONS, YOY

+150%

HOMEPAGE CLICKS, YOY

FOCUS PAGE AUTHORITY · JAN → APR 2026

Homepage	57 → 57	Maintained
Hospital Supplies	48 → 48	Maintained
Respiratory Therapy	46 → 46	Maintained
Domain Authority	+1 pt	+1.82%

DATA SOURCE: MOZ

Incontinence supplies page	+400% clicks · +70% impressions
Homepage	+150% clicks · +231% impressions
Hospital supplies page	+200% clicks
Media Blitz links (Respiratory Readiness Index)	271 · avg DA 39
News links & syndications	6 · avg DA 76

DATA SOURCE: GOOGLE SEARCH CONSOLE & MOZ · JAN-APR 2026

A single data-driven study earned 271 links and syndicated coverage on Yahoo, MSN, and AOL, lifting domain authority a full point while focus-page clicks climbed 150–400% year over year — proof of how newsworthy content compounds into organic performance.

EARNED MEDIA THAT COMPOUNDS

One study. National coverage. Lasting authority.

By pairing a large-scale digital-PR study with steady news-link acquisition, Page One Power delivered national coverage and durable authority for Vitality Medical — the kind of earned media that keeps lifting rankings and traffic long after the headlines fade.

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