

306% Increase in Organic Sessions for **Atera**

Atera didn't have the biggest team or budget in their space, but they identified organic search as a channel where they could compete. Over six months, Atera and Page One Power ran a focused link building campaign — growing monthly organic sessions 306% and new monthly users 285%.

306%

ORGANIC SESSION GROWTH

285%

NEW MONTHLY USERS

29

LINKS ACQUIRED

CLIENT OVERVIEW

SaaS · IT Management

Atera provides remote-first IT management software for small and medium IT service providers. After working with multiple link building vendors and experiencing poor results, Atera came to Page One Power for our reputation — and because we could support content creation alongside link building.



INDUSTRY · IT MANAGEMENT
SOFTWARE

Remote-first RMM software for IT providers.

29

LINKS BUILT

6

CONTENT PIECES

6-Mo

CAMPAIGN

CAMPAIGN GOALS

Compete on organic search, not on budget.

Atera set out to grow organic traffic and new users in a competitive IT-software category. Without the largest team or marketing budget, they identified organic search as the channel where they could win — and needed a partner who could pair link building with the content to fuel it.

THE STRATEGY

How the campaign worked.

We researched Atera's highly technical industry so we could create relevant, linkable content that fueled link acquisition and lifted search rankings for the pages that convert.

01

Focus Pages

We identified pages already fully optimized for terms like “RMM software” — pages worthy of ranking — and built links to push them up the results.

03

Linkable Content

Five linkable articles and one long-form guide earned high-quality links and drove equity to target pages through internal links.

02

Sustainable Link Opportunities

We targeted existing content first, then transitioned to new content once live — creating ongoing, sustainable link building to fuel a long-term partnership.

04

Internal Links & Acquisition

Keyword-rich internal links funneled authority to converting pages. Within four months of publishing, P1P content drove 8% of monthly organic blog traffic.

THE SERVICES

◆ LINK BUILDING

Relevance-First Link Building

29 links in six months, driving a significant increase in traffic and monthly users through real relationships and placements relevant to Atera's brand and keywords.

DATA SOURCE: MOZ

◆ CONTENT

Linkable Content & Guide

Five linkable, top-funnel articles plus one long-form resource guide, built to earn links on resource pages and grow Atera's authority.

DATA SOURCE: GOOGLE SEARCH CONSOLE

THE RESULTS

Small team. Outsized organic growth.

In six months, 29 relevance-first links and a focused content library lifted transactional keyword rankings by an average of 18 positions and more than tripled Atera's monthly organic sessions.

+18

AVG POSITION GAIN,
TRANSACTIONAL

43K+

IMPRESSIONS FROM P1P
CONTENT

#2

DEFINITIONAL KEYWORD
(FROM 100+)

CAMPAIGN GROWTH · SIX MONTHS

Monthly organic sessions	+306%
New monthly users	+285%
Transactional keyword rankings	+18 positions avg
Definitional keyword	100+ → #2
Impressions from P1P content	43,000+
High-authority links earned	29

DATA SOURCE: GOOGLE SEARCH CONSOLE · SIX-MONTH CAMPAIGN

Transactional keywords rose by an average of 18 positions, and one high-volume definitional keyword climbed from outside the top 100 to position two. P1P-created content generated over 43,000 impressions and 166 clicks — impressive for pages built primarily to earn links, not traffic.

A LONG-TERM PARTNERSHIP

Sustainable links that keep compounding.

By pairing relevance-first link building with linkable content, Page One Power built Atera a sustainable engine for organic growth — the kind of momentum a small team can compound well past the first six months.

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