

229 Product Keywords Moved to Page One for **BigSteelBox**

BigSteelBox, a Canadian moving and storage company, partnered with Page One Power on a six-month link building and content campaign. Primary service pages climbed from page two into the top 10 — generating over 6 million impressions and more than 79,000 clicks.

25+

PAGE-ONE RANKINGS
GAINED

32

HIGH-AUTHORITY LINKS

45

AVERAGE LINK DA

CLIENT OVERVIEW

Moving & Storage

BigSteelBox is a moving and storage company in Canada, serving 35 locations across the provinces with moving and storage solutions for personal and business use. They partnered with Page One Power to improve their organic search and raise rankings for keywords around “storage,” “moving,” and “long-distance moving” through link building.



INDUSTRY · MOVING & STORAGE

Portable moving and storage across Canada.

32

LINKS BUILT

45

AVG LINK DA

6-Mo

CAMPAIGN

CAMPAIGN GOALS

A link building partner they could trust.

BigSteelBox had long succeeded with organic traffic and content marketing, but felt they were reaching the limit of what they could write about moving and storage. They wanted a trusted link building partner to improve rankings for traditional moving and storage service keywords — many of which were stuck on page two.

THE STRATEGY

How the campaign worked.

Over six months, we set out to directly affect the client's primary service pages — building a foundation that would demonstrate the work, the partnership, and the results we could drive.

01

Focus Pages

We identified three primary service pages with important moving and storage keywords ranking on page two — a realistic focus that could drive significant results once lifted to page one.

02

Content Briefs

In month one we created ten content briefs with optimized headers, titles, meta descriptions, and specific talking points for the client to write and publish.

03

Linkable & Keyword Content

Five briefs were built for linkability; five targeted supporting keywords. Both were internally linked to the target pages with keyword-rich anchors to build topical authority.

04

Strategic Link Acquisition

Once content published, manual link acquisition began. Because topics were top-funnel and non-advertorial, they earned backlinks from impactful, high-authority sites.

THE SERVICES

◆ LINK BUILDING

Relevance-First Link Building

32 links in six months at an average Domain Authority of 45, earned through real relationships and placements relevant to BigSteelBox's site, brand, and target keywords.

DATA SOURCE: MOZ

◆ CONTENT

Linkable & Keyword Briefs

Five linkable, top-funnel briefs to earn links, plus five keyword-focused briefs targeting critical moving and storage phrases to build BigSteelBox's topical authority.

DATA SOURCE: GOOGLE SEARCH CONSOLE

THE RESULTS

Onto page one. Millions of impressions.

Over six months, high-authority links and strategic content moved 229 product keywords onto page one, lifting primary service pages into the top 10 and driving a surge of impressions and clicks.

229

KEYWORDS MOVED TO PAGE ONE

6M+

SEARCH IMPRESSIONS

79K+

CLICKS EARNED

CAMPAIGN GROWTH · SIX MONTHS

Product keywords moved to page one	229
Page-one rankings improved	25+
High-authority links (Apr–Nov 2022)	32
Average link Domain Authority	45
Total search impressions	6M+
Total clicks	79,000+

DATA SOURCE: GOOGLE SEARCH CONSOLE · APR–NOV 2022

Primary service pages that had languished at the end of page one and the start of page two climbed into the top 10, moving 229 product keywords onto page one and generating over 6 million impressions and more than 79,000 clicks across the campaign.

A FOUNDATION BUILT IN SIX MONTHS

Relevant links. Real rankings. A partnership that delivered.

In a single six-month campaign, Page One Power built a foundation of relevant, high-authority links and strategic content that moved BigSteelBox's primary service pages onto page one — proof of the work, the partnership, and the results a relevance-first approach can drive.

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