

78% Increase in Total Ranking Keywords for Domotz

Domotz, a cloud network-monitoring platform, partnered with Page One Power on a 12-month link building and keyword-focused content campaign. The result: stronger non-branded rankings, higher impressions, and durable growth in organic search visibility.

18%

DOMAIN TRAFFIC GROWTH

23%

IMPRESSIONS, YOY

53

AVERAGE LINK DA

CLIENT OVERVIEW

SaaS · Network Monitoring

Domotz provides cloud-based network monitoring software for MSPs, system integrators, IT, and security professionals. With a strong paid-search background and 65–70% of traffic branded, the mandate was to grow non-branded organic visibility in an intensely competitive category, where authority on core product topics decides who ranks.

domotz

INDUSTRY · NETWORK MONITORING SOFTWARE

Cloud-based network monitoring and management.

48

LINKS BUILT

53

AVG LINK DA

12-Mo

CAMPAIGN

CAMPAIGN GOALS

Win non-branded rankings in a branded-heavy market.

Domotz partnered with Page One Power to grow visibility for target queries like “network monitoring” and “network management.” Capturing those keywords meant more non-branded traffic in a space dominated by well-known names. They chose P1P for its track record helping SaaS brands rank in exactly this kind of competitive category.

THE STRATEGY

How the campaign worked.

Bottom-of-funnel product pages struggle to earn links because they read as advertorial. So we built relevant top-funnel content that links internally to those target pages — passing equity where it needs to go, while giving outreach something genuinely linkable.

01

Focus Pages

We built a targeted strategy to drive traffic to Domotz's homepage and its core network monitoring page — the pages that convert.

02

Existing Link Opportunities

We mined Domotz's blog for content that could internally link to new articles and target pages, distributing equity toward bottom-funnel pages.

03

Keyword-Focused Content

Keyword-focused articles built topical authority around “network monitoring” and “network management,” internally linked to the target pages.

04

Linkable Assets & Outreach

Five linkable articles and one long-form guide earned strong resource links through relevance-first, manual outreach.

THE SERVICES

◆ LINK BUILDING

Relevance-First Link Building

48 links in 12 months at an average Domain Authority of 53 — more than double Domotz's existing link average of 25 — secured through real relationships and relevant placements.

DATA SOURCE: MOZ

◆ CONTENT

Search-Intent Content

Content crafted to answer searcher intent while upholding Google's guidelines now ranks 13.8% of Domotz's keywords in the top ten.

DATA SOURCE: SEMRUSH

THE RESULTS

More keywords. Higher impressions. Real growth.

Over the year-long campaign, link building and strategic content grew Domotz's ranking keyword footprint from roughly 3,200 to more than 5,700 — a 78% increase — while impressions and non-branded visibility climbed alongside it.

78%

TOTAL KEYWORD RANKING
GROWTH

23%

IMPRESSIONS, YOY

13.8%

TOP-10 KEYWORDS FROM
P1P CONTENT

Total ranking keywords	+78%
Domain traffic, year over year	+18%
Domain impressions, year over year	+23%
"Network monitoring software" avg position	40+ → 23
Average link DA (P1P vs. profile)	53 vs. 25

DATA SOURCE: SEMRUSH & GOOGLE SEARCH CONSOLE · DEC 2021–DEC 2022

Total ranking keywords grew from roughly 3,200 to more than 5,700, domain impressions rose from 512,066 to 630,186, and Domotz's target term "network monitoring software" climbed from below position 40 into the low 20s — all while the backlink profile's authority more than doubled.

A LONG-TERM AUTHORITY PLAY

Authority that keeps earning rankings.

Relevance-first links and search-intent content lifted Domotz's profile from an average link DA of 25 to 53, signaling to Google that the brand is worthy of ranking. Higher authority, a wider keyword footprint, and stronger non-branded visibility — the kind of growth that compounds well past the campaign.

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