

150% Increase in Target Page Clicks for **Kreo**

Kreo, an AI-powered construction takeoff and estimating platform, partnered with Page One Power on a six-month keyword-focused content and link building campaign. The result: more ranking keywords, more top-10 positions, and a durable surge of organic traffic to its highest-priority product pages.

216%

TOTAL RANKING KEYWORDS

394%

KEYWORDS IN TOP 10

177%

ORGANIC TRAFFIC, YOY

CLIENT OVERVIEW

SaaS · Construction Tech

Kreo is an AI-powered construction takeoff and estimating platform, built cloud-first with flexible reporting and a create-iterate-repeat workflow. In a technical, considered-purchase category, organic visibility on core product and solution pages is what drives qualified pipeline. The mandate was to build that visibility where it converts.



KREO

INDUSTRY · CONSTRUCTION
SOFTWARE

AI-powered takeoff and estimating
software.

29

LINKS BUILT

43.3

AVG LINK DA

20

ARTICLES PUBLISHED

CAMPAIGN GOALS

Turn page-two rankings into page-one visibility.

Kreo set out to target priority-page keywords ranking at the bottom of page one and on page two of the SERPs, then grow the overall number of ranking keywords and search opportunities through keyword-focused content. Rather than chase volume, the plan concentrated authority on the transactional pages that drive pipeline.

THE STRATEGY

How the campaign worked.

01

Content Strategy Report

We analyzed Kreo's site against industry competitors, surfaced a clear content gap, and mapped a long-term keyword plan to strengthen target pages over time.

03

Linkable Assets

Five linkable articles plus a linkable resource guide were built to earn high-authority backlinks and establish Kreo's authority across its category.

02

Keyword-Focused Content

Fifteen articles targeted priority terms like "construction estimating software" and "takeoff software," supporting the pages Kreo most wanted to rank.

04

Strategic Link Acquisition

From month two, manual link building secured contextual links from authoritative sources, routing equity into the target pages and supporting content.

THE SERVICES

◆ LINK BUILDING

Manual Link Building

29 high-quality links at an average Domain Authority of 43.3, strengthening Kreo's backlink profile and lifting rankings on its target product pages.

DATA SOURCE: MOZ

◆ CONTENT

Keyword-Focused Content

20 articles — 15 keyword-focused, 5 linkable — plus a Linkable Resource Guide. 65 top-ten keywords were tied directly to P1P content.

DATA SOURCE: GOOGLE SEARCH CONSOLE

THE RESULTS

Rankings up. Traffic compounding.

Over the six-month campaign, keyword-focused content and high-authority links moved priority pages up the SERPs and grew visibility across Kreo's most valuable subfolders.

84%

DOMAIN CLICK GROWTH

127%

DOMAIN IMPRESSION
GROWTH

150%

/TRADES/ PAGE CLICK
GROWTH

Total ranking keywords	+216%
Keywords in top 10 positions	+394%
Organic traffic, year over year	+177%
Domain impressions	+127%
Clicks to /trades/ priority pages	+150%

DATA SOURCE: GOOGLE SEARCH CONSOLE · NOV 2022–MAY 2023

The /trades/ subfolder — seven priority URLs at the center of the link building and content work — saw a 150% jump in clicks between the six months before the campaign and the six months during it, while the domain overall gained 84% more clicks and 127% more impressions.

A LONG-TERM AUTHORITY PLAY

Content and links that compound — and keep compounding.

A comprehensive content strategy and a disciplined link building campaign maximized Kreo's visibility for prioritized page keywords. Definitional, top-funnel content and linkable assets strengthened target keywords over time and established the brand as an authority in its industry — with more keyword-focused content and high-authority links, these rankings will keep climbing.

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