

CASE STUDY · LINK BUILDING

Average Search Position Improved from 17 to 10 for a Security Technology Client

A B2B manufacturer of professional video surveillance and security hardware partnered with Page One Power for two years of sustained link building, content, and digital PR. The result: a domain trusted enough to carry rankings from page two onto page one of Google, sitewide.

17 → 10

AVG SEARCH POSITION,
SITE-WIDE

200+

HIGH-AUTHORITY LINKS
EARNED

+33%

ORGANIC TRAFFIC, YOY

CLIENT OVERVIEW

B2B · Security Hardware

Our client is a B2B manufacturer of professional video surveillance and security hardware, serving commercial, retail, and government markets. In a technical, considered-purchase category, organic visibility on core product and solution pages is what drives qualified pipeline.

INDUSTRY · SECURITY & SURVEILLANCE TECH

Security Hardware Client

Professional video surveillance, access control, and security hardware.

200+

LINKS EARNED

36

DOMAIN
AUTHORITY

+52%

TOP-10
KEYWORDS

CAMPAIGN GOALS

Build earned authority across an entire technical product catalog.

The client partnered with Page One Power for sustained link building, content, and digital PR over two years, concentrating early efforts on a priority product line before expanding authority sitewide. The goal: climb non-branded rankings on commercial, high-intent search terms and build a link profile strong enough to compound over time.

THE STRATEGY

How the campaign worked.

01 Focus-Page Prioritization We concentrated early link building on the client’s highest-priority product subfolder, then expanded outward as authority compounded.	02 Guest Posts & Digital PR 200+ links were earned through guest posts and original-research digital PR, including one nationally syndicated study.
03 Content & Keyword Expansion Blog content and on-site optimization grew non-branded visibility across commercial and transactional search terms.	04 Sustained Velocity A steady two-year cadence let authority and rankings compound rather than spike and fade.

THE SERVICES

◆ LINK BUILDING

200+ High-Authority Links

200+ guest post and digital PR links earned over two years lifted site-wide Domain Authority from **32 to 36**, with the priority product page gaining 5 points of its own.

DATA SOURCE: MOZ

◆ DIGITAL PR

National Survey-Driven Placement

An original, survey-driven study on roadway surveillance technology and public trust earned **200+ syndicated placements** across national newswire networks, with referring domains rated as high as **92**.

DATA SOURCE: CAMPAIGN COVERAGE DATA

THE RESULTS

Two years of compounding search visibility.

+52%

TOP-10 KEYWORD GROWTH
(1,136 → 1,726)

+33%

ORGANIC TRAFFIC,
YEAR-OVER-YEAR

36

DOMAIN AUTHORITY
(FROM 32)

Average Search Position, Site-Wide

DATA SOURCE: GOOGLE SEARCH CONSOLE

17



PRIOR 6 MONTHS

10



LAST 6 MONTHS

Over six months, the client's average position climbed off page two and onto page one of Google — a move that captures a dramatically higher share of clicks, across every device and market.

PRIORITY FOCUS AREA

Average position ~22 → **~11**

Page Authority 29 → **34**

DATA SOURCE: MOZ

NON-BRANDED KEYWORD GROWTH

Positions 1-3 655 → **902**

Positions 4-10 481 → **824**

DATA SOURCE: AHREFS

An original, survey-driven digital PR study earned **200+ syndicated placements** across national and regional outlets, with referring domains rated as high as **92** — proof that earned coverage and link building compound together.

DATA SOURCE: CAMPAIGN COVERAGE DATA

TWO YEARS OF EARNED AUTHORITY

Sustained link building and digital PR compounded into page-one rankings, sitewide.

Two years of consistent link acquisition and content lifted average search position from 17 to 10 site-wide, grew non-branded top-10 keyword visibility by more than half, and built a link profile trusted enough to keep compounding — the same authority signals are increasingly surfacing in AI-assistant search as well.

BETTER LINKS. BETTER CONTENT. BETTER RESULTS.