

126% Increase in Target Page Clicks for **Tipalti**

Tipalti, a finance-automation platform, partnered with Page One Power to lift its bottom-funnel conversion pages. Combined with Tipalti's own optimization, two target pages climbed onto pages one and two of the SERPs — with clicks up 158% and impressions up 198%.

158%

TARGET PAGE CLICK
GROWTH

34

HIGH-AUTHORITY LINKS

40+

AVERAGE LINK DA

CLIENT OVERVIEW

FinTech · Finance Automation

Tipalti provides finance-automation software that modernizes payment systems and automates recurring tasks for finance teams. Already working with a link building agency but finding gaps in its service, Tipalti partnered with Page One Power to fill those gaps and lift keyword rankings on the pages that drive conversions.



INDUSTRY · FINANCIAL TECHNOLOGY

Finance automation and payments software.

34

LINKS BUILT

40+

AVG LINK DA

6-Mo

CAMPAIGN

CAMPAIGN GOALS

Move two bottom-funnel pages onto page one.

Tipalti set out to raise rankings for two target pages. One already ranked on page one for 100+ keywords — the goal was to push it into the top three. The other sat on page two and beyond, and needed keyword-focused and linkable content to reach page one. While Tipalti's team handled on-page and off-page optimization, Page One Power drove the link building and content.

THE STRATEGY

How the campaign worked.

Core solution and product pages struggle to earn links because linking to them reads as advertorial. So we built linkable content relevant to the brand that appeals to a broad audience, then routed its authority to the target pages through internal linking.

01

Focus Pages

We identified existing content that could pass equity to the target pages; Tipalti quickly added our internal-link suggestions, building a strategic network across the site.

02

Existing Link Opportunities

We surfaced eight existing content link opportunities across the campaign that would directly impact the focus pages.

03

Content Strategy Report

A 30-topic Content Strategy Report surfaced content gaps and built topical authority, with linkable articles and a long-form guide to earn powerful resource links.

04

Strategic Link Acquisition

After publishing the linkable content, manual outreach earned relevant, high-authority links that fed equity into the target pages.

THE SERVICES

◆ LINK BUILDING

Relevance-First Link Building

34 high-authority links at an average Domain Authority above 40, earned through real relationships and relevant placements that feed equity into Tipalti's target pages.

DATA SOURCE: MOZ

◆ CONTENT

Linkable & Strategic Content

A 30-topic Content Strategy Report, plus linkable articles and a long-form guide built to earn resource links and pass authority to Tipalti's conversion pages.

DATA SOURCE: GOOGLE SEARCH CONSOLE

THE RESULTS

Two target pages, onto the front page.

By the end of the six-month campaign, both target pages had climbed onto pages one and two of the SERPs. Clicks and impressions on those pages surged, and the payments target page broke into the top three for its priority keyword.

158%

TARGET PAGE CLICK
GROWTH

198%

TARGET PAGE
IMPRESSION GROWTH

Top 3

PRIORITY KEYWORD
RANKING

Target page clicks	+158%
Target page impressions	+198%
High-authority links earned	34
Average link Domain Authority	40+
Payments page priority keyword	Into Top 3

DATA SOURCE: GOOGLE SEARCH CONSOLE · SIX-MONTH CAMPAIGN

The AP-automation target page moved from page two and beyond onto page one, while the payments target page pushed from page one into the top three for its priority keyword — together driving a 158% lift in clicks and a 198% lift in impressions on the pages that convert.

A PARTNERSHIP THAT FILLED THE GAPS

Links and content, working where it counts.

Where a previous agency left gaps, Page One Power paired relevance-first link building with strategic, linkable content and a disciplined internal-linking plan — concentrating authority on the bottom-funnel pages Tipalti most wanted to rank, and moving them onto the front page of Google.

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