

270% Increase in U.S. Organic Traffic for **YorkTest**

YorkTest, a U.K. health and wellness company, partnered with Page One Power to win the U.S. market for "food sensitivity test." Over 12 months the target query climbed from position 19 to 10 and organic traffic to the /us/ subfolder grew 270% year over year.

270%

U.S. ORGANIC TRAFFIC
GROWTH

8,000+

NEW ORGANIC
KEYWORDS

74

HIGH-AUTHORITY LINKS

CLIENT OVERVIEW

Health & Wellness

YorkTest is a leading U.K. health and wellness company with 40 years of scientific expertise in home-to-laboratory testing and health support. They partnered with Page One Power to rank on page one for the "food sensitivity test" query in the U.S. market and lift rankings around their U.S.-based test page.



INDUSTRY · HEALTH & WELLNESS
Home-to-laboratory food sensitivity testing.

74

LINKS BUILT

37

AVG LINK DA

12-Mo

CAMPAIGN

CAMPAIGN GOALS

Win the U.S. market from a U.K. base.

YorkTest wanted to build backlinks to their U.S. food-sensitivity test page and, more broadly, the /us/ subfolder. While they used a U.K. link building agency, they found earning U.S. backlinks far easier with a U.S.-based partner — so they turned to Page One Power to win relevant links in their target market.

THE STRATEGY

How the campaign worked.

A bottom-of-funnel test page won't earn links on its own. So we built high-quality, linkable content that pointed to the target page — distributing link equity where it mattered most.

01

Focus Pages

We targeted the U.S. food-sensitivity test page and the U.S. blog. Because only U.S.-relevant content qualified, we worked within a deliberately focused content set.

03

Top-Funnel Linkability

Linkable articles covered top-funnel topics relevant to the brand with broad audience appeal, earning diverse, high-quality links.

02

Linkable Content

We built a long-form guide to earn resource links plus linkable articles to secure content links, bolstering the client's content library.

04

Internal Links & Acquisition

Keyword-rich internal links passed equity to the test page and sent topic signals to Google. Over 12 months, manual acquisition delivered 74 links.

THE SERVICES

◆ LINK BUILDING

Relevance-First Link Building

74 links at an average Domain Authority of 37, earned through real relationships and U.S.-relevant placements aligned to YorkTest's brand and target keywords.

DATA SOURCE: MOZ

◆ CONTENT

Linkable Content & Guide

Three linkable, top-funnel articles plus one long-form resource guide, built to secure links on resource pages and grow domain authority.

DATA SOURCE: GOOGLE SEARCH CONSOLE

THE RESULTS

Page one for the target query.

Over 12 months, links and linkable content pushed “food sensitivity test” from position 19 onto page one, grew the /us/ subfolder's organic traffic 270%, and expanded YorkTest's ranking keyword footprint fivefold.

**#19 →
#10**

“FOOD SENSITIVITY TEST”
RANKING

270%

U.S. ORGANIC TRAFFIC
GROWTH

300K+

TARGET-QUERY
IMPRESSIONS

CAMPAIGN GROWTH · 12 MONTHS

"Food sensitivity test" ranking	#19 → #10
U.S. subfolder organic traffic, YoY	+270%
Organic ranking keywords	2,153 → 10,419
"At home food sensitivity test" ranking	#15 → #9
High-authority links earned	74
Average link Domain Authority	37

DATA SOURCE: GOOGLE SEARCH CONSOLE · 12-MONTH CAMPAIGN

Organic ranking keywords grew from 2,153 to 10,419 — with 27% ranking in the top 20 — while the target query "food sensitivity test" reached page one and drove over 300,000 impressions across the campaign.

A PARTNERSHIP THAT MADE IT EASY

"The whole process was so easy. Page One Power understood what we needed and delivered the best possible results."

PROJECT LEAD, YORKTEST

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