

# Process and Success with Linking

## CASE STUDY: CPG

A leading international manufacturer of consumer products came to IMPAQT with a goal of increasing the awareness and brand visibility of one of their sites. Solely a linking campaign, IMPAQT had the task of finding quality links that would favorably affect their placement within the engine results in a short period of time.

### Question:

How could IMPAQT help the client increase their online visibility and create brand awareness through Linking?

### Revelation:

IMPAQT's process for linking is one that has been refined over the past 7 years. We know that a successful linking campaign can positively affect placement within the natural Search results. Our dedicated Linking Team followed specific steps in the linking process to acquire quality links for this client. An in-depth Linking Questionnaire was completed by our client, identifying their target audience,\* budget, and site goals and objectives. Based on this document, IMPAQT generated a list of potential linking opportunities. Our internal team directly contacted companies that would find our client's site relevant to their line of business.

IMPAQT also went above the fold by reaching out to relevant industry channels to pursue potential linking opportunities. Through our knowledge of their industry and the goals of their site, we identified linking candidates that could be solicited at association meetings. We worked with our client to obtain marketing materials that would inform these potential linking partners of our client's site and how they would benefit from this relationship.

### The IMPAQT:

By following this process, utilizing our industry knowledge, and expanding the variety of potential linking partners, we surpassed our client's expectations.

- Exceeded linking goal by 42%
- Increase of 300 to 6,046 first time unique visitors
- Stable number of 1,105 repeat sessions within a given month created a champion of our company:

*"Excellent job all around on your part – exceeded expectations... I am now recommending you to all comers for Link Campaigns and any brand who needs 'full service' SEO or SEM"*

– IMPAQT Client

\* "target audience, site goals & objectives, and budget"

