



How Selz Used Link Building to Increase Organic Traffic By 99%

Key Results

- Secured 16 high-quality links over a period of 5 months
- Achieved average domain authority of 60+ for placement sites
- Saw a sustained weekly organic traffic increase of 99%

The Problem

SLOW ORGANIC TRAFFIC GROWTH

The team at Selz was regularly creating high-quality SEO-based content and successfully promoting it on their blog and social profiles, but they weren't growing their organic traffic quickly enough to hit their aggressive goals. They were searching for a way to amplify their current organic efforts to accelerate growth and increase organic traffic to both their blog and website.

The Solution

LINKS ON HIGH DOMAIN AUTHORITY (DA) WEBSITES

When Selz contacted Jessica Thiefels Consulting, they were initially weary about the prospect of link-building. Link-building has a bad reputation in the SEO community because so many companies use underhanded tactics to generate backlinks. For example, placing links on low DA sites, which doesn't provide SEO value and in some cases can actually hurt the brand

Our approach to link-building is completely different. For Selz, instead of focusing on a high quantity of low-quality links on irrelevant websites, we set a goal to secure 2 to 4 high-quality link placements per month on sites with a DA above 50 (DA is measured on a 1 to 100 scale).

When a website has a high DA, that means that Google trusts that site and in turn, ranks it well in search. Google sees a high-quality site and says, "Well, Site A is a great site, and is linking to Site B, so Site B must also be good because Site A wouldn't link to a low-ranking or spammy domain." Over time, this adds to your backlink profile, which is crucial for ranking in Google.

This is why hundreds of links on low authority sites are less valuable than a few links on high authority sites.

About Selz

Selz is an e-commerce platform providing entrepreneurs access to powerful tools that help increase their online sales.

Project timeframe: 5 months

Topics targeted: Business, entrepreneur, marketing, ecommerce

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Want to learn more about link building?

Read the CMO's guide to backlinking

[Read now](#)

COMPOUNDING VALUE

After 5 months of working with Selz, we secured 16 link placements with an average DA of 60. While these same results can be seen with any brand, it worked well for Selz because they were creating high-value, SEO-optimized content on their website at the same time. Ranking in Google takes more than just building links or creating good content—it's a combination of factors that get you to page one for years to come.

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“After building our backlink profile, our visitors, sign ups, and sales are at an all time high. Months later our organic numbers are still rising and our posts are still being impacted by our link placements.”

Kristen DeCosta

Content Manager, Selz

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Unlike other channels like PPC that stop working when you stop paying, organic strategies like link-building ***keep generating traffic.***

Contact us to learn how Jessica Thiefels Consulting can help you increase traffic and generate more leads

[Get in touch](#)