

USING HIGH-QUALITY CONTENT TO BUILD HEALTHY BACKLINKS

RE: HYPR CORPORATION

CONTENT + LINK BUILDING

REDEFINE MARKETING GROUP



# CASE STUDY

# USING HIGH-QUALITY CONTENT TO BUILD HEALTHY BACKLINKS

## CLIENT NAME:

HYPR



## SERVICES:

Content + Link Building

## PROJECT BRIEF:

HYPR is a cybersecurity company that provides passwordless authentication for users. HYPR's technology makes it easy to eliminate passwords and deliver lightning-fast login experiences.

## INDUSTRY

Enterprise Cybersecurity

As HYPR sought to kickstart its next phase of growth, the organization chose to lean on organic search for help at the start of Q2 '22. Leveraging a unified approach to content marketing and link building, the Redefine team increased HYPR's backlink profile and rankings significantly. Additionally, with the Redefine team's off-page expertise, we were able to build links for HYPR's domain at a fast rate.

## THE CHALLENGE:

Client had internal resources to execute a strategic content marketing strategy

Lack of consistent content publishing hindered the client's backlink profile growth



## THE RESOLUTION:

- + Develop high-quality content for HYPR's blog around key topics that are frequently searched for by the target audience.
- + Build a 10K+ prospecting list that targeted key publications in cybersecurity and adjacent niches like: human resources, information technology, blockchain, and education.
- + Produce niche-relevant link building content which strategically links to search-optimized blog posts, and pitch content to a filtered prospecting list.

### DOMAIN-WIDE BACKLINK GROWTH (CAMPAIGN TO DATE)



### BLOG SUBDOMAIN BACKLINK GROWTH (CAMPAIGN TO DATE)



A primary catalyst of success for this off-page SEO campaign was hyper-relevant content production. When link prospecting, precisely targets a client's audience; and is combined with relevant content, securing links become less challenging and more beneficial for building authority in organic search.

DATA PROVIDED BY SEMRUSH AND AHREFS.

**1,144**

LINKS BUILT

**+102%**

BACKLINKS

**6-7**

BUILD TIME (HR)

**+48%**

REFERRING DOMAINS