

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

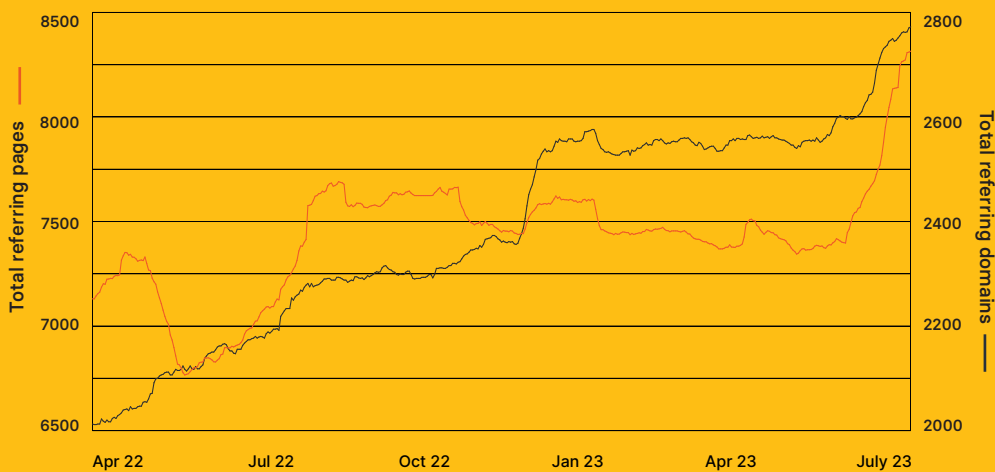
Lack of consistent content publishing hindered the client's backlink profile growth



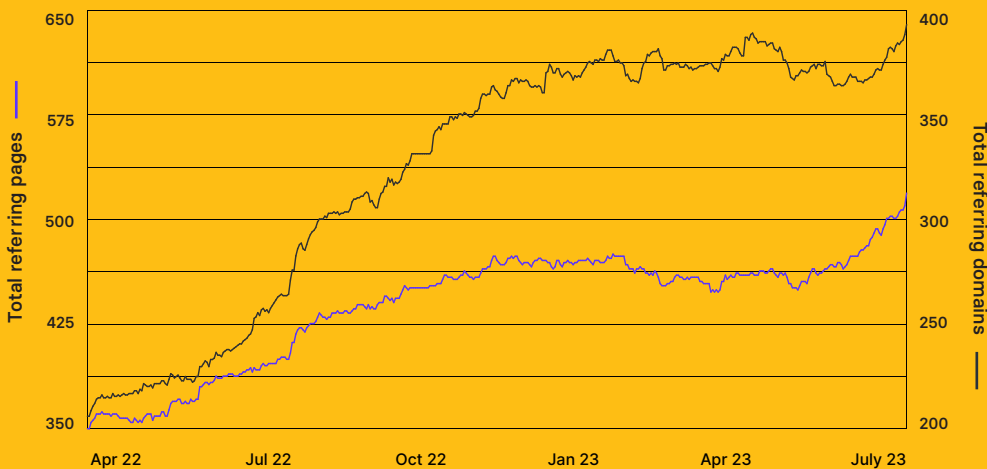
THE RESOLUTION:

- + 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