

CLIENT PORTFOLIO

Elite Rankings, Real Revenue.

Four enterprise SEO engagements across four industries. The numbers, the strategies, and what made each campaign work.

42K+

Keywords #1

12,402

Links Delivered

\$20.4M

Client Revenue

98.4%

Retention

Four engagements, four playbooks.

Each industry has its own SEO problem. Fintech is dominated by century-old banks and behemoths like NerdWallet. International SaaS expansion runs into regional search results where US authority does not transfer. DTC brands compete against retailers and beauty editorials. Healthcare requires credentialed expertise signals to rank at all. The four engagements below cover all four problems.

01 Fintech Titan: Dominating Best Savings Account Keywords

Enterprise Fintech / 12 months

02 SaaS Powerhouse: Capturing EMEA Market Share

B2B SaaS / 9 months

03 DTC Beauty Brand: Out-Ranking Sephora and Ulta

DTC E-commerce / 8 months

04 HealthTech: Building YMYL Authority From Scratch

B2B HealthTech / 14 months

A four-channel authority engine.

Every campaign in this portfolio uses the same four channels. The mix changes by industry. The method does not.

01 Tier-1 Digital PR

Forbes, Inc., HubSpot, MarketWatch, and sector-leading trade press. We pitch your executives as quotable experts and produce original research that journalists want to cite. The highest-impact channel when placements land.

02 Bespoke Guest Posts

Long-form content placed on niche-relevant sites with real human traffic and DR60+. Every piece is written from scratch for the publication's audience and editorial voice. We do not work with template farms.

03 Strategic Niche Edits

Placements in aged articles that already rank for related queries. The fastest channel because Google's trust in those pages transfers immediately, with no waiting period.

04 Roundup and Comparison Targeting

"Best [category]" listicle articles where buyers actively evaluate options. We negotiate inclusion as a featured option. The highest-converting placement type for SaaS and e-commerce.

Fintech Titan: Dominating "Best Savings Account" Keywords

Engagement: 12 months // Tier: Growth & Authority Suite

+340%

Organic Traffic

28 to 60+

Domain Rating

7,000+

Keyword #1 Positions

\$4.1M

Attributed Deposits

THE CLIENT AND STARTING POSITION

[Stash.com](https://stash.com) is a Series A-funded digital savings platform offering high-yield accounts as well as investment solutions to U.S. consumers. The category is dominated by century-old banks (Chase, Capital One, Marcus by Goldman Sachs), editorial review sites (NerdWallet, Bankrate, Forbes Advisor), and major investment platforms such as Robinhood with decades of authority.

Starting metrics: DR 28, around 180,400 monthly organic visits, "best savings account" ranking #34 on page four, 12 total keywords ranking #1.

THE CHALLENGE

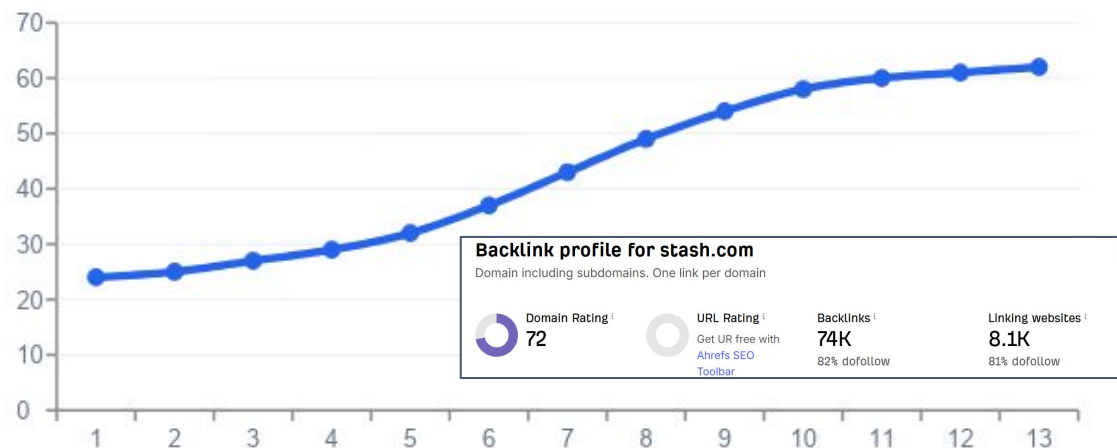
The "best savings account" SERP is one of the most contested in personal finance. A content-only strategy was guaranteed to fail. The client needed link authority comparable to the incumbents within 12 months to meet investor growth expectations.

Fintech Titan: Execution and Results

STRATEGY

- Tier-1 Digital PR. Positioned the CFO and Head of Product as quotable experts. Targets included Forbes Advisor, MarketWatch, Yahoo Finance, Business Insider.
- Niche edits on aged personal-finance content already ranking page 1.
- Direct roundup outreach to be included in "best savings accounts" listicles on DR75+ sites.
- Bespoke guest content on personal finance blogs covering emergency fund strategy, FIRE, and savings rate history.
- 87 placements at DR70+ delivered over 12 months. Target was 75. Average DR of placements: 74.3.

DOMAIN RATING PROGRESSION



OUTCOMES

180.4K to 301K

Monthly Organic Traffic

#34 to #1

Primary Keyword Position

#4,700 to #7,000+

#1 Rankings

\$780K to \$3.12M

Traffic Value Per Month

TAKEAWAY

A medium-sized startup will not outrank a 100-year-old bank by writing more content. Link authority is a different competition. Three things made this campaign work: patience (real movement started in month five), executive availability for HARO and journalist queries, and a diversified placement mix that included niche edits in articles Google already trusted.

SaaS Powerhouse: Capturing EMEA Market Share

Engagement: 9 months // Tier: Growth & Authority Suite

+\$1.2M

New Monthly ARR

+450

Referring Domains

-65%

Cost Per Lead

41 to 70+

Domain Rating

THE CLIENT AND STARTING POSITION

Client: Attio

A US-headquartered CRM platform with strong North American presence was looking to expand into EMEA. Priority markets: UK, Germany, France, Netherlands. Existing brand awareness in those markets was near zero.

Starting metrics: DR 41 (strong globally, but on a North America focused link profile), around 3,200 monthly organic visits to EMEA-targeted pages, 28 EMEA referring domains out of 1,400 total.

THE CHALLENGE

EMEA SaaS buyers do not research like US buyers. They rely more on local trade publications and prefer vendors with regional case studies. The SERPs are entirely different. UK, German, and French Google show different competitive sets. The client lacked regional authority signals to tell Google they belonged on those SERPs.

Backlink profile for <https://attio.com/>

Domain including subdomains. One link per domain



Domain Rating ⁱ
74



URL Rating ⁱ
Get UR free with
[Ahrefs SEO Toolbar](#)

Backlinks ⁱ
39K
63% dofollow

Linking websites ⁱ
3.2K
81% dofollow

SaaS Powerhouse: Execution and Results

STRATEGY

- Original research-led PR. Commissioned a survey of 800 EMEA sales leaders on AI in CRM workflows, then pitched findings to UK and EU tech publications.
- Regional authority placements in Sifted, TechCrunch Europe, EU-Startups, Computing UK, Heise (DE), JDN (FR).
- Local "best CRM" comparison roundups across EMEA-targeted SERPs.
- Language-localized content hubs. Six pillar pages built in German and French, backed by tier-2 link acquisition in those local languages.
- 450+ new referring domains across 9 months (vs. 28 starting EMEA).

MONTHLY EMEA ORGANIC TRAFFIC



OUTCOMES

3.2K to 31.8K

EMEA Traffic Per Month

0 to #4

"CRM Software UK"

0 to #6

"CRM Germany"

+\$1.2M

MRR Attributed

TAKEAWAY

For B2B SaaS expanding internationally, link authority builds more slowly than for B2C, but the gains last longer. The biggest mistake we see US SaaS companies make is treating international expansion as a content translation problem when it is really an authority-building problem. Original research gave EMEA journalists a reason to write about the brand.

DTC Beauty Brand: Out-Ranking Sephora and Ulta

Engagement: 8 months // Tier: Growth & Authority Suite

+254%

Organic Traffic

22 to 49

Domain Rating

510

Top-3 Keywords

\$2.4M

Annual Revenue

THE CLIENT AND STARTING POSITION

A direct-to-consumer skincare brand (Divi) specializing in clinical-grade actives for hair and scalp, with strong product-market fit but modest organic visibility.

Competing against Sephora, Ulta, Dermstore, Amazon, and major editorial review sites (Byrdie, Allure, Self).

Starting metrics: DR 22, around 22,000 monthly organic visits, 0 keywords in the top 3 for category-defining terms, paid acquisition CAC trending up quarter over quarter.

THE CHALLENGE

In beauty and skincare, the SERP is dominated by editorial sites. The top five results for "best [product] for [skin concern]" queries are almost always review listicles from Byrdie, Allure, Self, NewBeauty, and Cosmopolitan. Outranking those requires either becoming an editorial site yourself (expensive and slow) or being the brand they cite. We chose the second option.

DTC Beauty Brand: Execution and Results

STRATEGY

- Beauty editorial inclusion campaign. Pitched the founder (a board-certified dermatologist) as an expert source in Byrdie, Allure, Real Simple, Health.com, Self.
- "Best for [concern]" roundup targeting on DR75+ sites for rosacea, sensitive skin, and fungal acne queries.
- Niche edits on aged dermatology content already ranking for skin-condition queries.
- Author-bio link building. Bylined articles by the founder dermatologist on credible health and beauty sites.
- 67 placements over 8 months. 19 in Tier-1 beauty publications.

Domain Authority Score

Backlink profile for <https://www.diviofficial.com/>

Domain including subdomains. One link per domain



Domain Rating ⁱ
49



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
[Toolbar](#)

Backlinks ⁱ
8.1K
87% dofollow

Linking websites ⁱ
588
69% dofollow

OUTCOMES

22K to 78K

Monthly Organic Traffic

510

Top-3 Keywords

-41%

Blended CAC

+\$2.4M

Annual Revenue

TAKEAWAY

When the SERP is dominated by editorial review sites, the realistic goal is to become the brand those reviews cite, not to outrank them directly. Having a credentialed founder mattered more than budget on this campaign. The dermatologist's name on bylines and HARO quotes opened doors that generic outreach cannot.

HealthTech: Building YMYL Authority From Scratch

Engagement: 14 months // Tier: Growth & Authority Suite

+488%

Organic Traffic

41 to 69

Domain Rating

+312%

Demo Requests

32

P1 Commercial Terms

THE CLIENT AND STARTING POSITION

A B2B telehealth platform serving outpatient clinics (confidential), with strong technology and a clinical advisory board but limited public-facing authority. The platform operates in a Your Money or Your Life (YMYL) category. Google holds health-adjacent content to the highest E-E-A-T bar.

Starting metrics: DR 41, around 8,000 monthly organic visits, low E-E-A-T trust signals, no keyword visibility in top 20 for high-intent commercial terms.

THE CHALLENGE

YMYL is the most punishing SEO environment. After Google's medical helpfulness updates, sites without verifiable expertise, author credentials, and authoritative inbound links often disappear from results entirely. Standard guest-post tactics that work in fintech or SaaS get filtered out in healthcare. The campaign required 14 months because trust signals in this category are slow to compound.

HealthTech: Execution and Results

STRATEGY

- Healthcare trade press placements in HealthIT News, MobiHealthNews, Modern Healthcare, Becker's Hospital Review, MedCity News.
- Credentialed-author guest content. Every byline came from an MD, RN, or healthcare-credentialed contributor. Author schema deployed site-wide.
- Niche edits on aged peer-reviewed-adjacent content on medical professional association sites and academic-adjacent publishers (DR80+).
- E-E-A-T technical support. Coordinated structured data work to surface clinical advisory board credentials to Google.
- 51 placements over 14 months. 14 in Tier-1 healthcare trade publications.

ORGANIC TRAFFIC AND DEMO REQUESTS



OUTCOMES

8K to 47K

Monthly Organic Traffic

0 to 32

P1 Commercial Terms

+312%

Demo Requests

DR 41 to 69

Authority

TAKEAWAY

Healthcare SEO is slower to build than fintech or SaaS, but the authority that gets built is more durable. Once Google trusts a healthcare site, that trust holds across algorithm updates because it is grounded in entity-level signals rather than link counts alone. The non-negotiable is credentialed authorship.

ENGAGE WITH US

Your site is next.

If you are competing for keywords where authority decides the SERP, we should talk. Every engagement is backed by three layered protections.

30 Days

Full Refund

Money-back. Any reason. No documentation required.

90 Days

Performance Pledge

25+ DR30+ placements delivered, guaranteed.

12 Months

Dominance Guarantee

100+ placements annually. If we miss, we keep working at no cost until we hit it.

seo-services.io / \$4,999 per month / Strictly limited to 3 new partners monthly. 24-hour response.