

How Linkable Content Powers SEO Success:

Case Study Content Drives Quality Backlinks

Our recent case study Why Your Long-Term SEO Matters demonstrates how creating original, linkable content coupled with paid amplification can drive high-value rankings and backlinks—key factors in boosting your overall brand presence.

- SEO
- Content Marketing
- Link Building
- Paid Ads



“This case study reinforces what we tell our clients every day: investing in thoughtful, original, and linkable content delivers results. By taking a multi-channel, collaborative approach that integrates SEO, content marketing, and paid ads, we’re able to amplify those results and create a compounding impact with a high-intent audience.”

Amanda Stephens
VP of Operations, seoplus+

The Challenge

As a digital marketing agency, our focus is primarily on helping clients generate more visibility, traffic, and revenue. In 2024, we turned some of our efforts inward to test strategies on our own B2B website. Could we practice what we preach and create link-worthy content that would generate backlinks and high-intent traffic?

The Approach

For this case study, published in April 2024, we focused on high-value, intent-driven content designed to educate, inspire, and attract organic interest. By combining strategic keyword research with deep industry expertise, we produced content that wasn’t just optimized for search engines—it was built to earn backlinks and drive meaningful engagement. We supplemented the content with a small paid ads budget on Google Ads to drive targeted, high-intent traffic to the new case study.

The Results

- 6 backlinks** from reputable websites like NuOptima and Growtha. These aren’t solicited links—they are natural endorsements that signal authority to search engines.
- 15+ high-intent keyword rankings**, helping attract qualified leads actively searching for solutions in this space. We are currently ranking for keywords like “long term SEO strategy.”
- 12,000+ organic impressions** enhanced brand visibility, positioning seoplus+ as a thought leader when it comes to long-term SEO strategy.