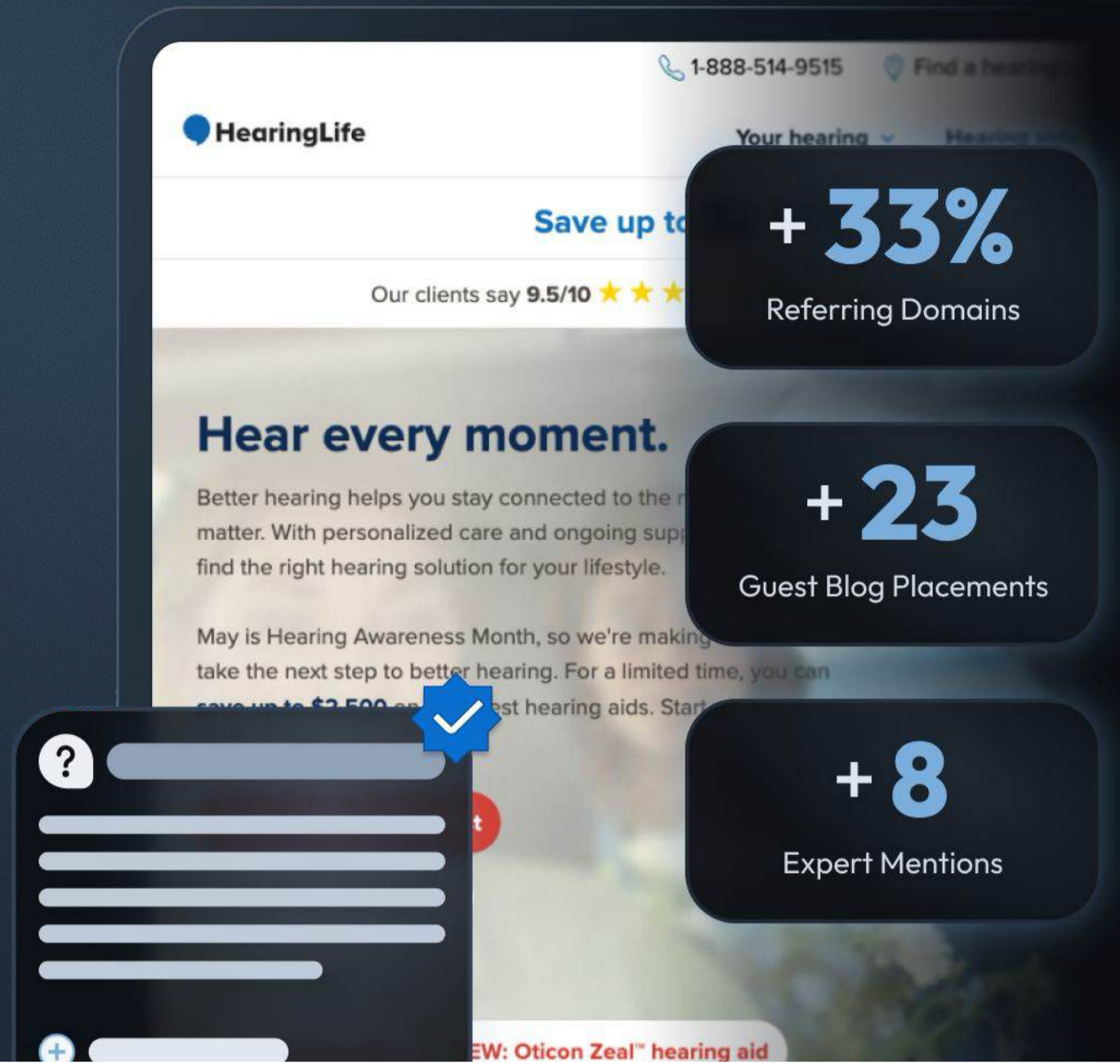


Digital PR

# A Multi-Location Brand's 310% Backlink Growth with Digital PR Strategy



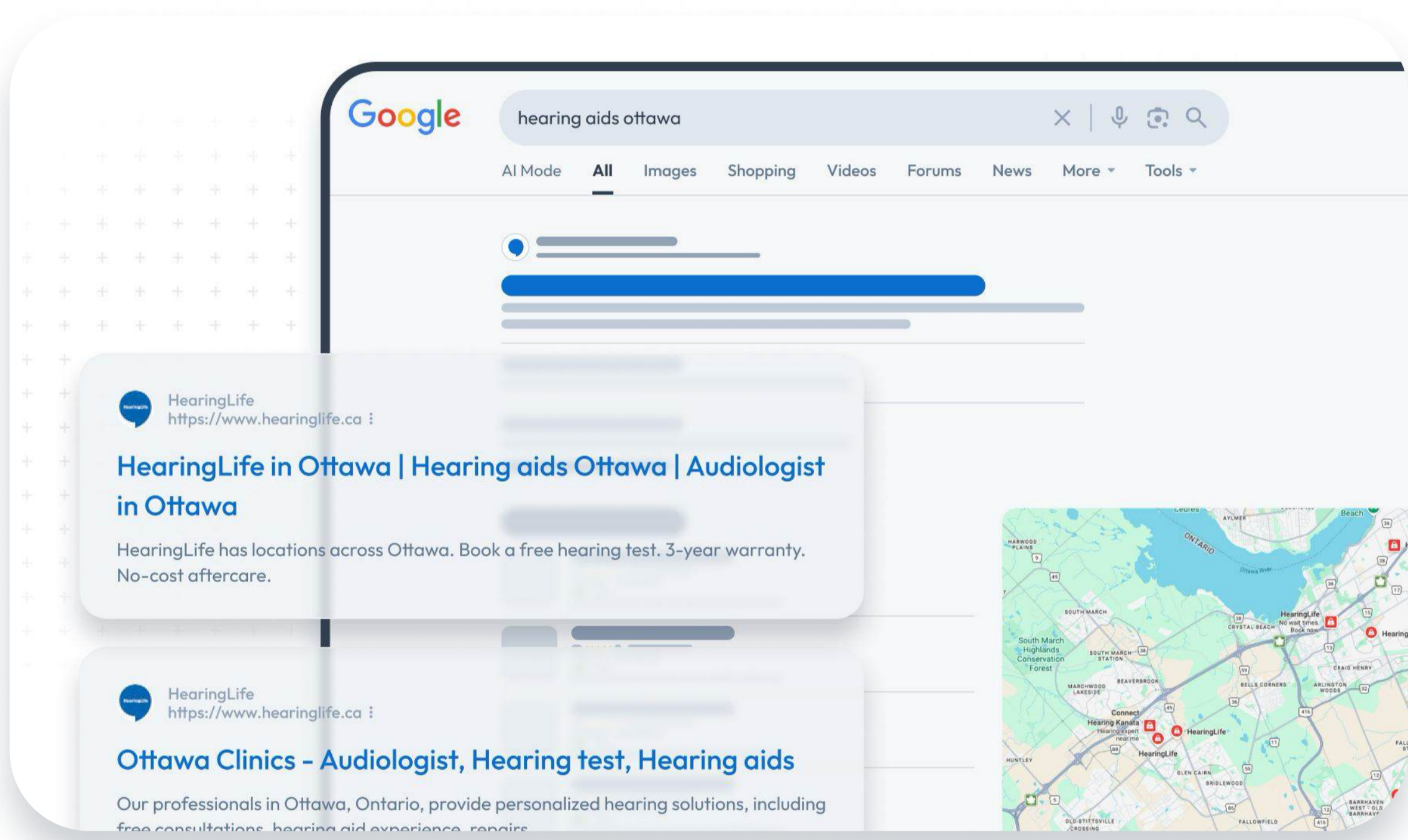
**Annabelle Caron**  
Media Relation Strategist



## Summary

[HearingLife](#), a leading provider of hearing care services in Canada, partnered with seoplus+ to boost its organic visibility, engage more Canadians, and generate high-quality leads through SEO. The collaboration focused on strengthening HearingLife's digital footprint by building a robust backlink profile and increasing domain authority.

From 2024 to 2025, the campaign implemented strategy targets for guest blog placements, expert quotes, and improvements in local search performance. Through tailored strategies and in-depth competitive analysis, seoplus+ supported improvements in visibility and organic performance.



## The goal

The HearingLife campaign was designed to strengthen the brand's authority and online visibility through a focused Digital PR and off-page SEO approach. Its primary objectives were to:

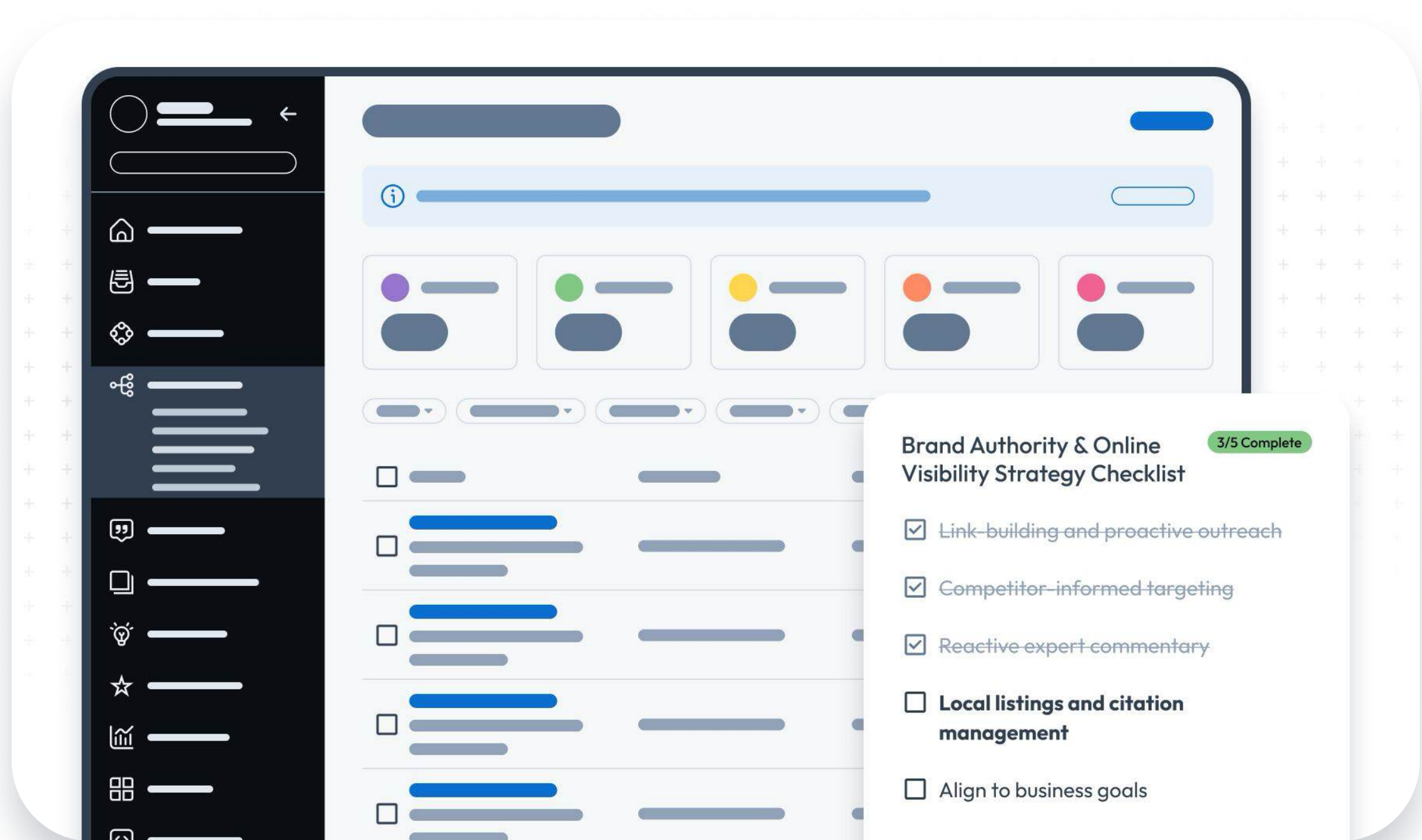
- Earn authoritative backlinks and media coverage that would build credibility and strengthen domain authority.
- Improve off-page signals that support visibility for priority pages, markets, and search terms.
- Increase HearingLife's share of voice within the Canadian hearing health industry through expert-led content and media opportunities.
- Contribute to stronger organic visibility and qualified traffic by building the authority signals that influence search performance.
- Support local SEO across more than 190 clinic locations through citation management, local listings engagement, and local authority-building efforts.

# The challenges

At the start of the engagement, HearingLife faced several barriers to building stronger digital authority and brand visibility. Competition from national and regional hearing care providers made it harder to stand out in media coverage and third-party publications.

At the same time, the brand's backlink profile was relatively narrow, with most authority signals concentrated within the hearing health space rather than across adjacent sectors like wellness, aging, and healthcare. HearingLife also had opportunities to strengthen local authority signals for its clinic locations by improving regional coverage, citation activity, and locally relevant mentions.

In response, seoplus+ executed a multi-faceted Digital PR strategy that combined regional media outreach, cross-industry placement opportunities, expert commentary, and ongoing competitor analysis to expand visibility, strengthen authority, and support local presence across key markets.



# The approach

To strengthen HearingLife's authority and expand brand visibility, seoplus+ executed a multi-faceted off-page strategy. The campaign combined proactive outreach, expert-led media opportunities, competitor-informed targeting, and local listings management to build credible third-party signals and support the pages most closely tied to patient acquisition.

## Strategic link-building and proactive outreach

seoplus+ developed a targeted backlink strategy focused on earning placements in relevant, reputable Canadian publications. Rather than pursuing link volume alone, the team prioritized opportunities that aligned with HearingLife's expertise, supported high-value service pages, and helped strengthen overall authority through educational, hearing-related content.

## Competitor-informed targeting

To sharpen outreach and uncover new opportunities, the team analyzed competitor backlink profiles and broader market activity. These insights helped identify publication targets, refine messaging, and position HearingLife more effectively within a competitive healthcare landscape.

## Reactive expert commentary

In addition to proactive outreach, seoplus+ implemented a reactive media strategy that positioned HearingLife audiologists as expert sources on timely hearing health topics. This approach helped secure trusted brand mentions, strengthen topical authority, and increase visibility in credible Canadian media outlets.

## Local listings and citation management

To support HearingLife's national clinic network, seoplus+ enhanced local listings for more than 190 locations through a business directory platform, managing distribution across 50+ platforms per location. This improved NAP consistency and reinforced local authority signals across key markets.

## Aligned to business goals

Every tactic was mapped to HearingLife's broader business objectives, with outreach designed to increase visibility for priority service pages on consultations, hearing assessments, and clinic discovery. This ensured the campaign not only built authority but also supported the digital touchpoints most relevant to prospective patients.

# The results

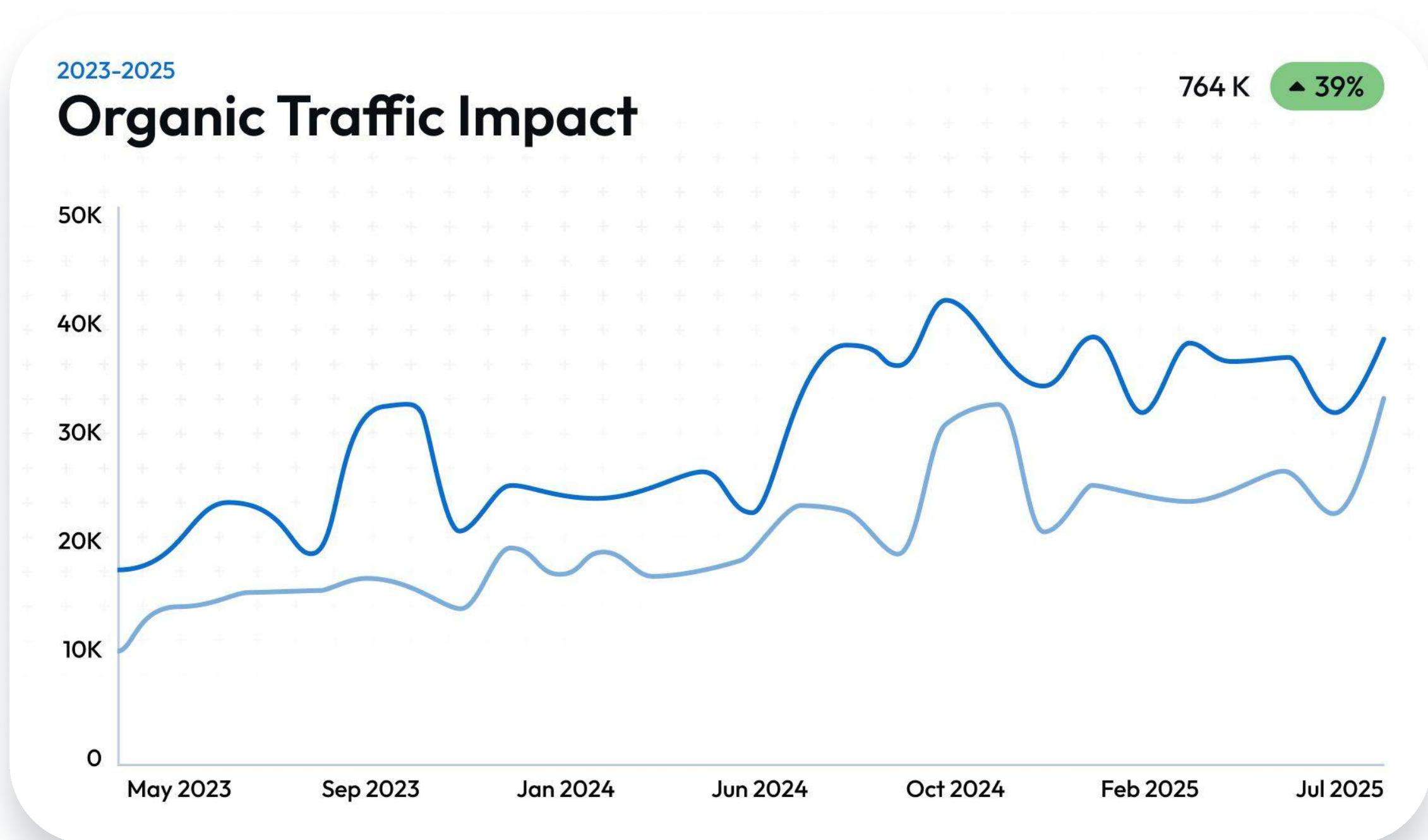
The campaign generated measurable gains in the areas most directly influenced by Digital PR and off-page SEO.

HearingLife's backlink profile expanded by **310.5%**, growing from **34.2K to 140.4K**, while referring domains increased by **33.1%**, from **1.2K to 1.6K**. These gains strengthened the brand's authority footprint and expanded its presence across relevant third-party sources.

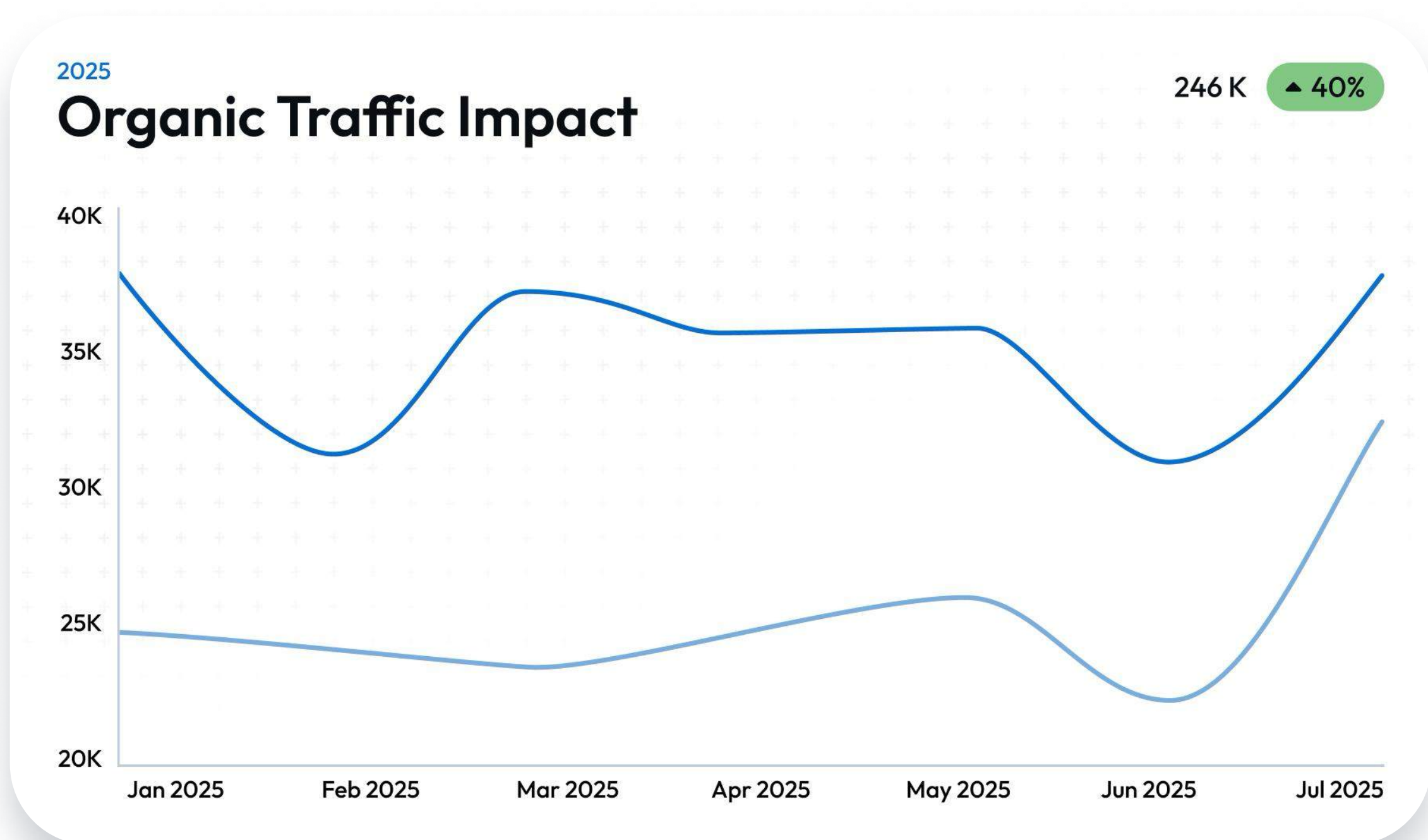
The campaign also delivered strong media visibility, with **23 guest blog placements and 8 expert mentions** in Canadian publications between 2024 and 2025. At the local level, more than **190 clinic locations** were optimized across **50+ directories**, improving NAP consistency and reinforcing local authority signals across key markets.

During the same period, HearingLife also experienced broader improvements in organic visibility and traffic. While those outcomes reflect multiple contributing factors beyond Digital PR alone, the campaign played an important supporting role by strengthening the off-page and local authority signals that underpin long-term search performance.

## Organic Traffic Impact - 2023-2025: Organic traffic up 39%



## Organic Traffic Impact - 2025: Organic traffic up 40%



“ seoplus+ has helped us expand our reach and authority in a way that directly translates to more visibility and leads. Their strategic focus on Canadian relevance and quality placements has been a real differentiator.

HearingLife representative

## Conclusion

This campaign shows the value of a well-executed Digital PR and off-page strategy in building measurable authority and visibility for a multi-location healthcare brand operating at scale. Through strategic media outreach, expert commentary, competitor-informed targeting, and local listings management, seoplus+ helped HearingLife expand its digital footprint across national and local markets. Although broader SEO growth was influenced by multiple factors, the campaign made a meaningful contribution by strengthening the off-page and local authority signals that support long-term visibility, trust, and authority.

## Want to see similar results?

Reach out to our team to find out how we can help you take your online presence to the next level.

Digital PR Services

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