

How Siege Media Built **190+** LRDs for Lexington Law Using Strategic Link Building

siegemedia

CASE STUDY

190+

links in 1 year

Over 63k

pageviews in 6 months

413%

increase in organic
traffic in 1 year

3587%

increase in traffic value
in 1 year

INDUSTRY

Credit Repair

LOCATION

Salt Lake City, Utah

SERVICES PROVIDED

Content Marketing
and SEO

The Client

Lexington Law is a credit repair company that specializes in removing items for customers that are unfair, inaccurate, and unverified to help them restore their credit.

Growth Summary

Link-building and search-driven content in the finance industry

The Lexington Law team reached out to Siege Media to help build its content marketing strategy.

Siege decided on a two-fold strategy for building links — survey posts and evergreen search-driven content that has the ability to passively acquire links over time. One search-driven piece, targeting “millennial spending habits” has acquired 99 unique linking root domains since publish.

Not only does the content have search volume, but it has heavy link intent for journalists or blogger writing about the topic. Over time it has acquired links from high DA sites like Clean Technica, ValueWalk, and AMA.org.

This strategy was replicated a few more times through similar topics in the debt space. Each was tied to search volume. These posts now account for over 40% of the total blog traffic.

This is one of many strategies employed by Siege Media for Lexington Law in a highly competitive vertical which has helped raise the domain authority of the site, making it easier to rank for their core keywords.

Combining this strategy along with technical SEO audits, active link building and content creation, Lexington Law continues to compete in a highly commercial industry.

Featured Content



LRDs: 99

Monthly traffic: 1,800

Monthly traffic value: \$3,700

Rank: 1 for “millennial spending habits”
(350 searches/month)

www.lexingtonlaw.com/blog/credit-cards/millennial-spending-habits.html



LRDs: 49

Monthly traffic: 15,100

Monthly traffic value: \$13,700

Rank: 1 for “welfare statistics”
(2,700 searches/month)

<https://www.lexingtonlaw.com/blog/finance/welfare-statistics.html>



LRDs: 30

Monthly traffic: 403

Monthly traffic value: \$3,000

Rank: 1 for “credit card debt statistics”
(450 searches/month)

<https://www.lexingtonlaw.com/blog/credit-cards/average-credit-card-debt-statistics.html>



LRDs: 16

Monthly traffic: 526

Monthly traffic value: \$879

Rank: 1 for “consumer debt statistics”
(250 searches/month)

<https://www.lexingtonlaw.com/blog/loans/consumer-debt-statistics-2019.html>



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Year-over-year organic traffic and keyword rankings have improved dramatically since the engagement began. Flexibility and adaptability are hallmarks of their work. Siege Media's willingness to provide additional SEO training makes them a valuable partner.

Kevin Cook

SEO Manager, Progexion

Drive more traffic, links and revenue for **your company.**

We love helping businesses in
financial markets take off.