



Rankings.io Achieves Local SEO Dominance with Help from Loganix

CASE STUDY



“In the personal injury space, no SEO agency has better search results in major markets than us, and our clients are typically in the top three for their key search terms. Loganix has been an important contributor to these results.”

Chris Dreyer,
President and Founder, Rankings.io

Rankings.io helps elite personal injury firms dominate first page Google rankings through content creation, onsite optimization, local SEO and link building.

HIGHLIGHTS

CHALLENGES

- Forecasting demand for link building services
- Hiring, training and managing its in-house link building team
- Keeping the in-house team working to capacity to maximize ROI

SOLUTION

- Choose Loganix as a strategic partner for link building
- Use mix of link services to improve search rankings of Rankings.io clients
- Use reserve pool links to improve search rankings of Rankings.io
- Use citation building to reach non-traditional directories

RESULTS

- 21x increase in organic traffic for Rankings.io
- 7x more keywords on the first page of Google for Rankings.io
- Rankings.io dominates “personal injury” keyword in most major markets
- Rankings.io clients improve their search rankings and land more cases

Challenges

MANAGING AN IN-HOUSE LOCAL SEO & LINK BUILDING TEAM

One of the biggest challenges for any business owner is forecasting demand and hiring needs.

It's a challenge that Rankings.io is familiar with.

Rankings.io is an elite SEO marketing agency that helps personal injury law firms rank on Google search results pages through content creation, optimization and link building.

Over the years, Rankings.io grew a large in-house team to deliver link building services for itself and its clients.

But keeping this service entirely in house was becoming increasingly problematic.

For starters, demand for these services would fluctuate, so keeping the in-house team working at capacity was a challenge. Some clients needed a lot of help while others needed less, so demand was unpredictable.

Even the work the in-house team could perform for Rankings.io directly had its limits.

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“Once we're taken care of, what do I do with my team?” says Chris Dreyer, president and founder Rankings.io. “I had to try and find something else for them to do until a new project comes along.”

Chris also didn't like that his need to keep the in house team busy could potentially conflict with the needs of his clients.

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“When you carry full-time employees, it's kind of a conflict of interest because you have to keep feeding the beast,” says Chris. “If you have the staff, you have to keep them busy to make your investment in them worthwhile.”

Consequently, Chris started to look for a solution that would remove the headache of forecasting, hiring and managing an in-house team and give Rankings.io the flexibility to meet the ebbs and flows of client demand without sacrificing results.

Eventually, Chris decided to shift the work to a partner that specializes in link building.

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“The benefit of working with a strategic partner is that they work on an output based capacity,” says Chris. “If you buy the thing, you get the thing—versus having to maintain a staff on a salary regardless of project requirements.”

With this plan in place, Rankings.io saw a way forward. But now the question became which partner to choose.





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Solution

LOGANIX LINK BUILDING SERVICES

When Rankings.io searched the marketplace for a strategic partner, they didn’t have to look far to find Loganix.



“We chose Loganix because of its tremendous reputation,” says Chris. “It’s highly regarded, not just in the world of business but in the world of SEO—and when SEO nerds praise a company, it really means something.”

Loganix quickly became a trusted intermediary to connect Rankings.io with relevant, high authority websites.

Some of the factors that set Loganix above other link building services are:

Strong relationships with publishers and authors

Loganix has long-term relationships with thousands of high-quality websites across North America, the UK, Australia and other parts of the world—sites that are relevant to countless industries, niches and localities.

Loganix also has connections with high profile publications, such as Forbes, Huffington Post, Entrepreneur, and Adweek, as well as a vast network of smaller niche outlets.

These relationships give Loganix clients rich and unparalleled opportunities to create high quality content for the most relevant, high authority websites.



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“With the help of Loganix, we’re contributing content to the very best industry-specific sites,” says Chris. “These sites aren’t available to other link building agencies—but Loganix has managed to build relationships with them.”

Hands on approach

A member of the Loganix team manually reviews every site to ensure it’s real, has an active membership and gets a good volume of organic traffic.

These manual reviews are time consuming, but they allow Loganix to identify issues that might not be caught by automated methods, such as low-quality content, embedded spam links, poor inbound links, and non-English traffic sources.



White hat methods

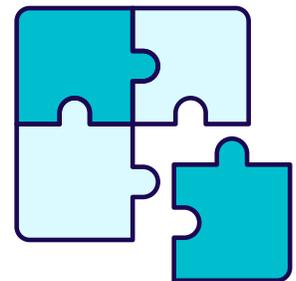
Spammy methods of building links are not only problematic, they're also largely ineffective.

Loganix uses only white hat methods to carefully curate websites and precisely match them to its clients—keeping clients on the right side of Google's link building guidelines.



Obsession with site relevance

Loganix is obsessed with niche relevance and prides itself on connecting clients with publishers and websites that are a perfect fit for their industry, niche and location.



Citation building in non-traditional web directories

Loganix is unique in submitting client contact information to traditional and non-traditional web directories.



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“Loganix submits not just to the directories that everyone knows about, but also to photo, video and social directories,” says Chris. “As a result, one of our clients is ranking number one for ‘car accident lawyer’ in several key cities and states as well as getting nationwide results.”

A decade of experience

Loganix has been providing SEO agencies with the services they need for nearly a decade.

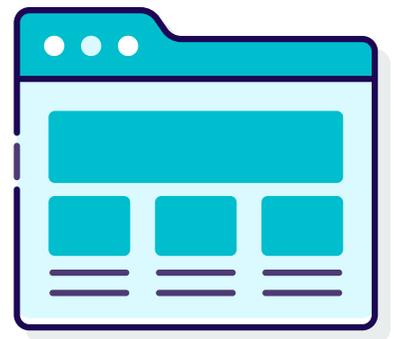
Over that time, it opened the door for clients to connect with normally unavailable publishers and authors, resulting in tens of thousands of high-quality links that could have never been achieved without Loganix's experience and connections.



Excellent usability and support

While the Loganix platform is easy to use, support is readily available.

Chris loves that he can get what he needs through the Loganix dashboard and doesn't have to go through an account manager.



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“I can go to the dashboard, find what I want and order it on the spot,” says Chris. “I don’t have to wait to talk to someone. It’s much more convenient for me, particularly when I’m on the computer at 2:00 a.m.”

Even though the dashboard is great for self service, customer support is always available when needed.

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“Loganix is more than willing to jump on the phone,” says Chris. “Their customer service is amazing, and they often make changes for us on the spot.”



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Results

7X MORE KEYWORDS ON THE FIRST PAGE OF GOOGLE

With the help of Loganix, Rankings.io is getting **7x more keywords on the first page of Google**—with Loganix’s link building activities a significant contributor.

Rankings.io is also benefiting from the cost savings of not having to keep internal staff, while maintaining the ability to scale as needed.

At the same time, Rankings.io is gaining an SEO edge by working with specialized SEO experts.

Further, Rankings.io is also achieving excellent results for its clients with Loganix.

Thanks to higher search rankings and more traffic, Rankings.io clients are landing more cases than ever.



“Our clients are generating a very good return on their investment, which translates into more opportunities and revenue for us,” says Chris.

Chris is thrilled with the results, which is good—because in the highly competitive world of link building, results are still the bottom line.

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“Our clients are experiencing great success, and that’s the most important thing to us,” says Chris. “As much as we love the team behind Loganix, we wouldn’t be working with them if they didn’t deliver excellent results for us and our clients.”

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