



# Rankings.io Achieves Local SEO Dominance with Help from Loganix

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## CASE STUDY

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“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

# 7x

more keywords on the first page of Google

### What We Provided

## LINK AND BUILDING SERVICES

- **Relationships** with typically unattainable publishers
- **Hands on** approach to reviewing publisher websites
- **White hat** methods
- Obsession with **site relevance**
- **Citation building** to reach non-traditional directories
- **Ten years of experience** in link and citation building
- Excellent **usability and support**



INDUSTRY  
SEO



HEADQUARTERS  
USA

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.

## Challenges

### MANAGING AN IN-HOUSE SEO LINK BUILDING TEAM

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

But demand from Rankings.io clients for this service would fluctuate, so keeping the in-house team working at capacity was a challenge.

The team could perform link building services for Rankings.io itself during slow periods, but those projects were limited.

Further, Chris Dreyer, president and founder, Rankings.io, worried he was setting up a conflict between his need to keep the team busy and the needs of his clients.

Consequently, Chris looked 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.

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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. If you have the staff, you have to keep them busy to make your investment in them worthwhile.”*

## Solution

### LOGANIX LINK BUILDING SERVICES

Rankings.io selected Loganix as a strategic partner because of its excellent reputation in business and SEO.

It 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 around the world—sites that aren’t normally open to link building services.



**Hands on approach.**

A member of the Loganix team manually reviews every site to identify issues that might be missed by automated methods.



**White hat methods.**

White hat methods keep Loganix clients on the right side of Google’s link building guidelines.



**Obsession with site relevance.**

Loganix connects 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 information to non-traditional web directories, such as photo, video and social directories.



**A decade of experience.**

Over the years, Loganix has facilitated the placement of tens of thousands of high-quality links that couldn't have been placed without its connections and experience.



**Excellent usability and support.**

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

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*“We chose Loganix because of its tremendous reputation. 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.”*

## 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.

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.

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



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



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