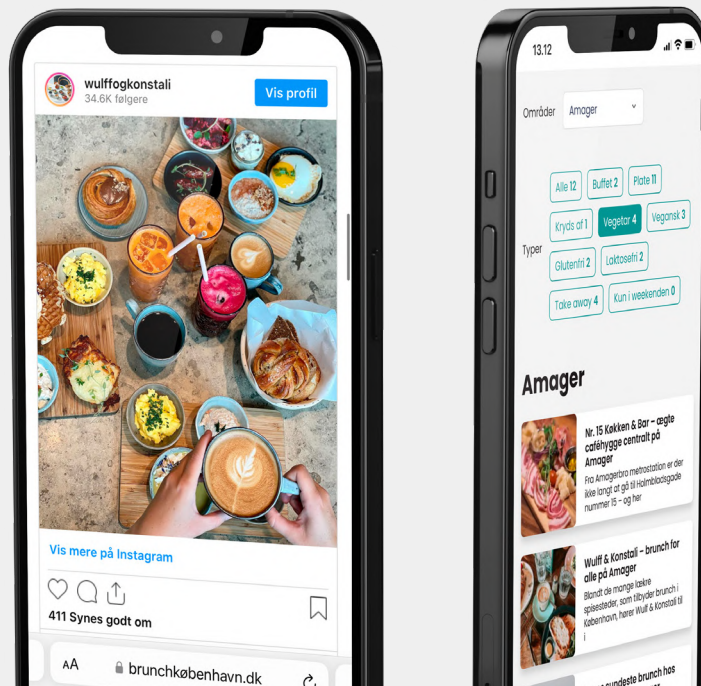


SEARCH ROYALS



SEO Link Building Case Study

By Search Royals



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Case Study

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Search Royals: Your all-in-one link building solution

At Search Royals, we believe that expertise should be accessible but never diluted. Every feature, every tool, and every partnership we offer is built on a foundation of proven digital marketing experience, adapted for today's dynamic search landscape.

Through our innovative platform, users gain access to a curated network of publishers, real-time link monitoring, and competitive insights—all designed to elevate search rankings effectively and reliably.

Our proprietary Eye10 technology ensures every link delivers value, while our Backlink Monitor helps you track performance.

Whether you're starting with our free Noble tier or scaling up with premium solutions, Search Royals adapts to your growth journey.

This is more than a platform – it's twenty years of digital marketing expertise, transformed into a practical tool for businesses ready to take control of their search rankings.

55K

Premium links

30%

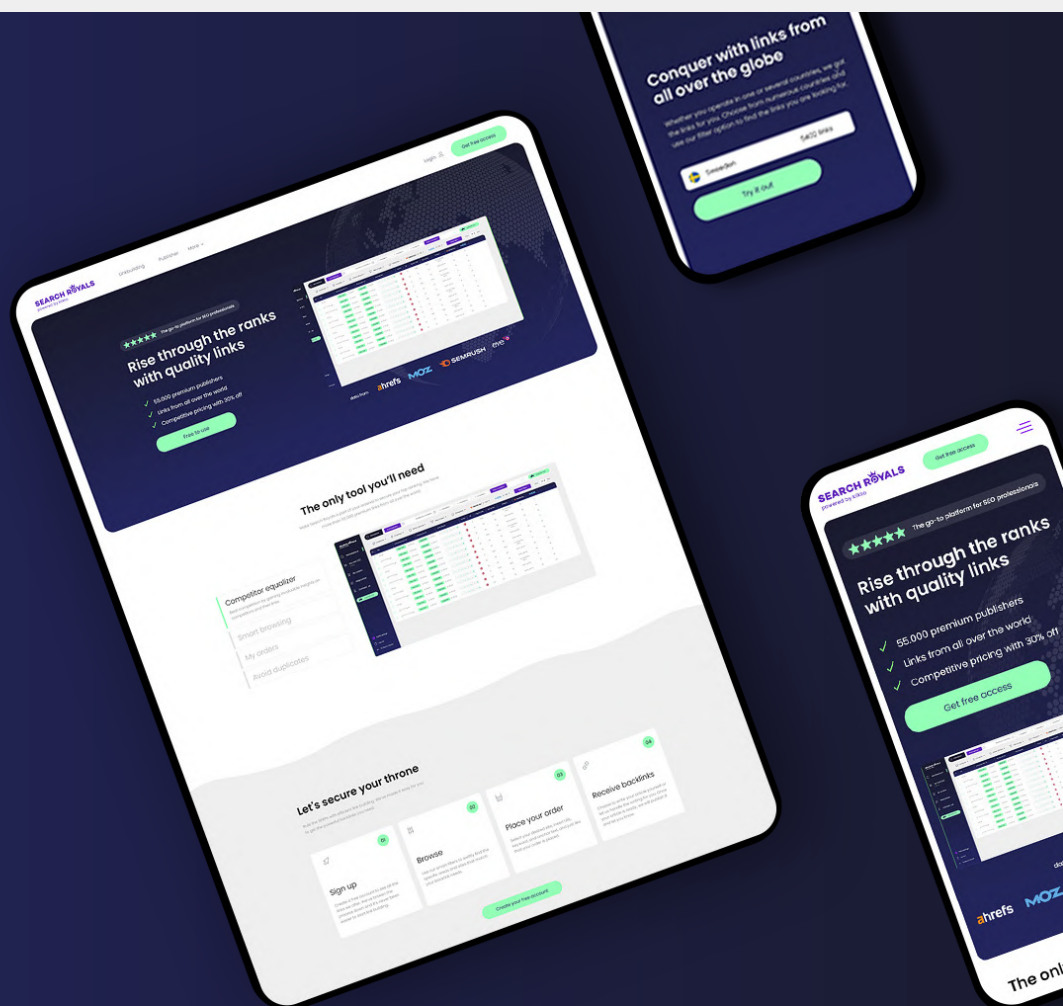
Member discount

99

Countries

1.5M

Links published



About this Case Study

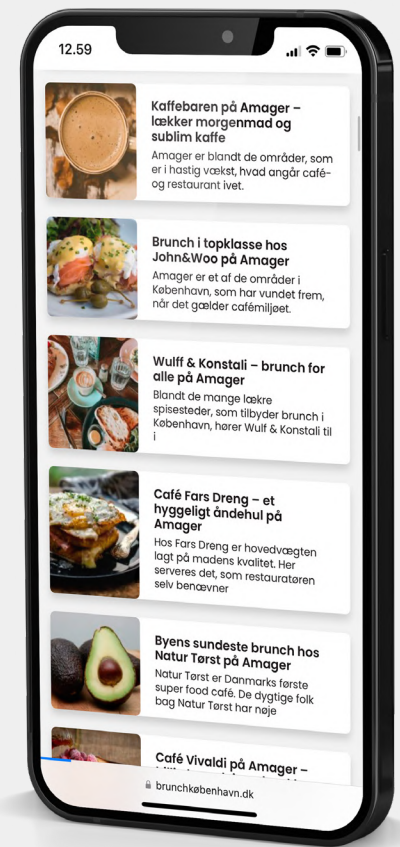
In June 2022 we built four sites on equal terms to test four different link building strategies. We wanted to get to the bottom of what actually works.

How far can you get with a site without any backlinks?

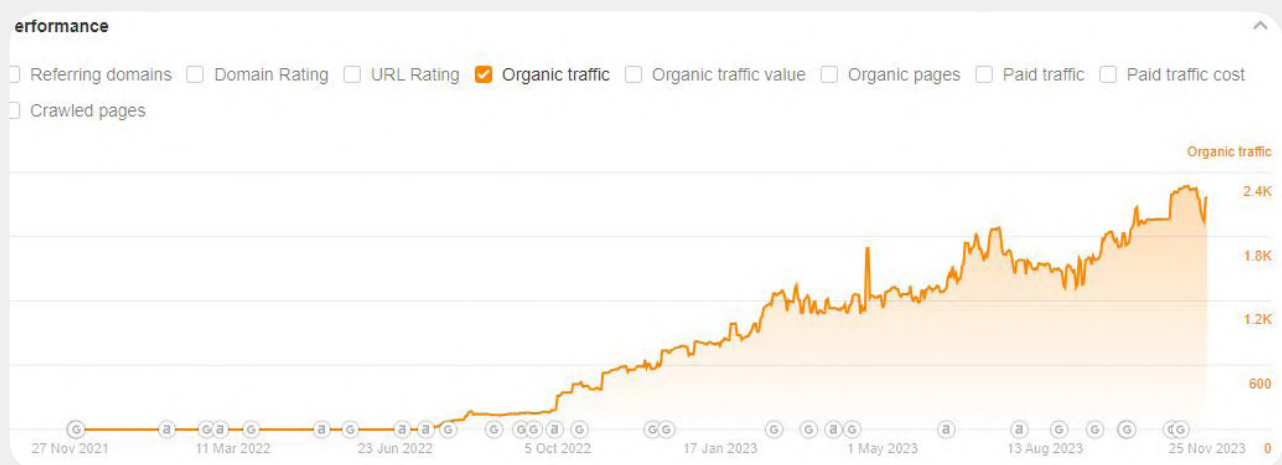
How far can you get with a site with backlinks?

What type of links are the best?

20 months and numerous Google Core Updates later we have enough data to estimate what's needed to reach the number 1 rank on Google even among the hardest keywords and toughest competitors.



This is how traffic developed



Development of websites:

We built four websites centering around brunch in four Danish cities:

<https://brunchkøbenhavn.dk>

<https://brunchodense.dk>

<https://brunchårhus.dk>

<https://brunchaalborg.dk>

When you visit these cities, you will see we actually built some nice sites that are useful for the audience, since they are able to browse brunch spots filtered by dietary preferences and area.

The four sites are built on equal terms:

- Developed in WordPress
- Designed from scratch (no themes applied)
- Hosted on a single Amazon server in Stockholm
- Content heavy front pages
- Many landingpages
- Good internal link building
- Essential on-site SEO

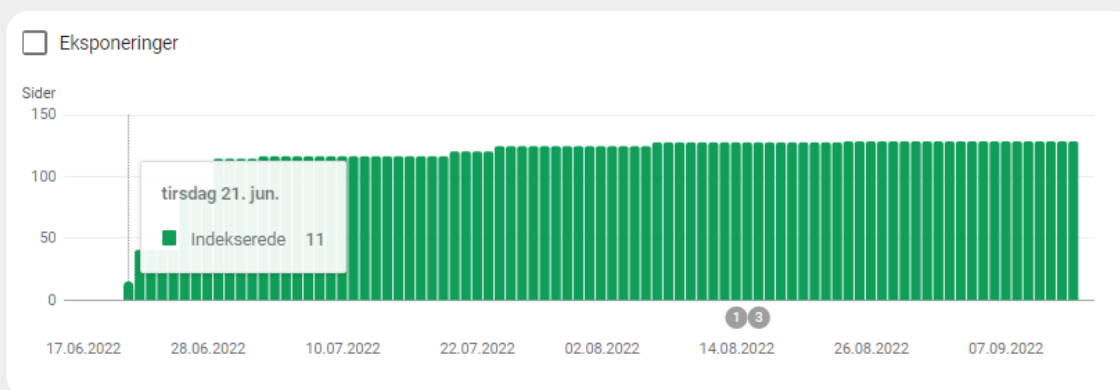
Did you know you can find four vegetarian brunches in the Copenhagen neighborhood of Amager?

The image displays two versions of a website: a mobile app on the left and a desktop website on the right. Both interfaces feature a search filter for the 'Amager' neighborhood. The mobile app shows a filter for 'Vegetar 4' (Vegetarian 4) and 'Vegansk 3' (Vegan 3). The desktop website shows a filter for 'Vegetar 26' (Vegetarian 26) and 'Vegansk 15' (Vegan 15). Both interfaces display a list of brunch spots with images and descriptions. The desktop website also features a prominent advertisement for 'IKANO BANK' and a section titled 'Lån penge hurtigt' (Borrow money quickly).

Google indexing

We published all four sites the same day. The 17th of June 2022, same day we set up Google Search Console and submitted a sitemap.

Four days passed before the initial 11 **brunchkøbenhavn.dk** URLs were indexed on Google. That's mere 11 out of 130 URLs. We need to fast forward to the 7th of August 2022, before all 127 URLs were indexed. The latter three were purposefully tagged as Noindex covering pages such as cookie policy.



For **brunchårhus.dk**, four days passed as well before the initial seven URLs of 65 were indexed. However, by July 24th 63 URLs were indexed.

For **brunchodense.dk** another four days had to pass before we got a single URL indexed, and we actually had to wait until June 26th to have 32 URLs of 49 indexed.

Brunchaalborg.dk followed suit, and four days later the first 3 of 49 URLs were indexed. The interesting thing is that by the July 6th, 69 URLs were indexed. Strange that 69 URLs were indexed despite having 34 posts and 5 pages. The explanation lies within the fact that Google indexed category pages although we tagged those pages Noindex, such as <https://brunchaalborg.dk/category/cafe-spiret-teaterkvarteret/>. We actually did this for all four pages, but only for brunchaalborg.dk was this tag ignored by Google.

ps://brunchaalborg.dk/category/cafe-spiret-teaterkvarteret/

```
t.fn.init.prototype.ready=r,t.__wpmeteor=!0}return t};window.jQuery&&(t=o(window.jQuery)),Object.defineProperty(w  
n/ms-icon-144x144.png"><meta name="theme-color" content="#ffffff"><meta name='robots' content='noindex, follow' />
```



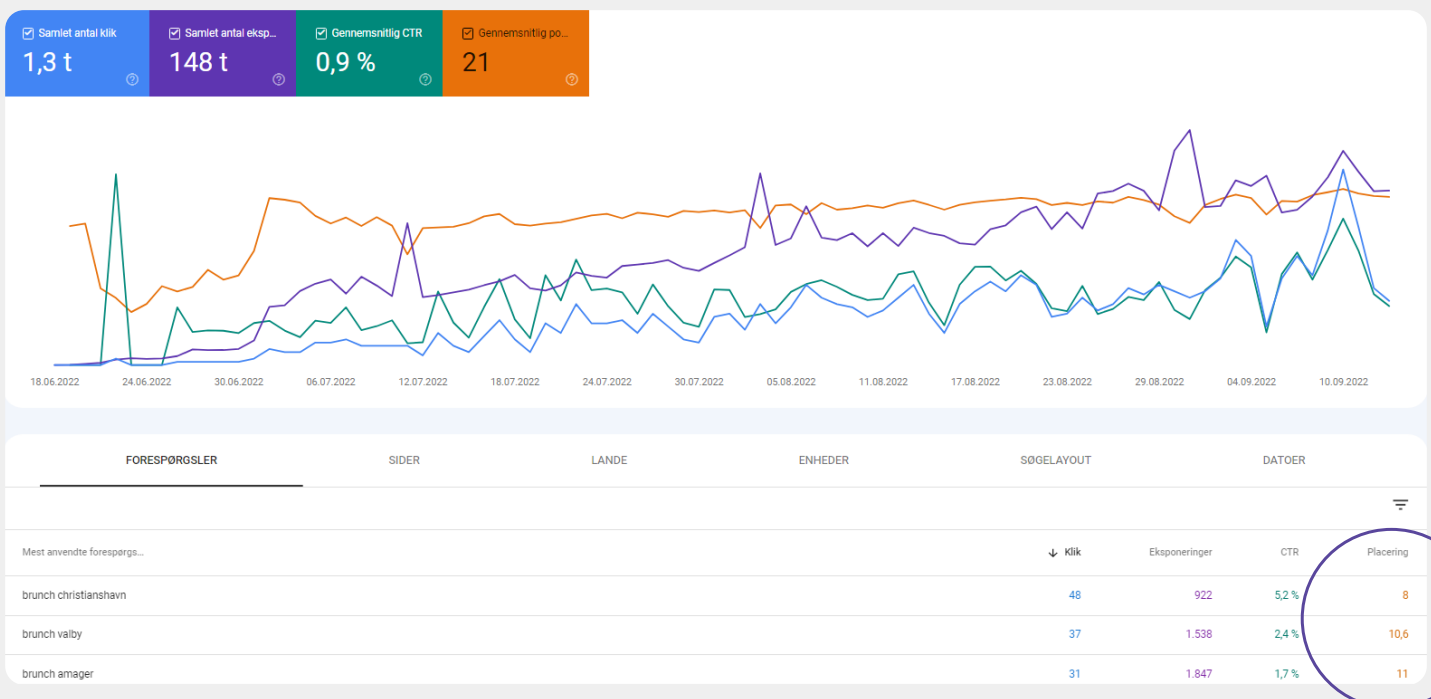
Conclusion Googles Indexing

When you publish new content on your site, you must follow up and request indexing if your site isn't indexed.

Traffic 3 months postlaunch

Here we are three months post launch and not a single link built. So how has traffic developed?

Brunchkøbenhavn.dk managed to get **1.300** clicks over a three month period, and "Brunch København" isn't even the keyword generating the most traffic. It's "Brunch Christianshavn" that has an average position of 8.



Brunchårhus.dk managed to receive **407 clicks** and the keyword "brunch århus" is the keyword generating the most traffic with an average position of 21,7.

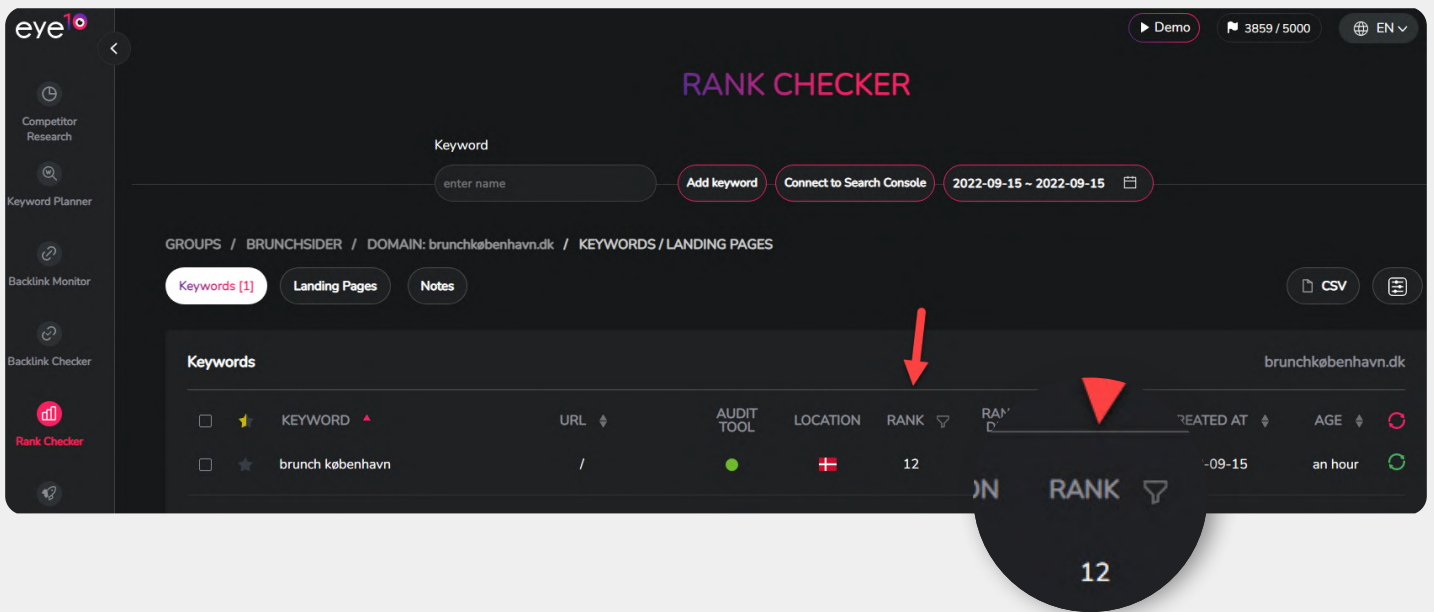
Brunchodense.dk generated **195 clicks** and the keyword "brunch Odense" is not even the word generating the most traffic. It's "Eydes brunch" with an average position of 11,6.

Brunchaalborg.dk managed to get **479 clicks** and the keyword "brunch aalborg" is the keyword generating most traffic with an average position of 10,3.

Rankings 3 months postlaunch

How are the rankings looking three months post-launch?

We use **Eye10.io** to track the rankings



Rank
12
"Brunch København"
(page 2)

brunchkøbenhavn.dk

Rank
11
"Brunch Århus"
(page 2)

brunch århus.dk

Rank
10
"Brunch Odense"
(page 2)

brunch odense.dk

Rank
6
"Brunch Aalborg"
(page 1)

brunch aalborg.dk

These positions aren't that ludicrous considering the absence of backlinks.

Top 4 Competitors

Let's have a look at the top four competitors for today
September 16 2022

Brunch København:

- No. 1 = alt.dk
- No. 2 = migogkbh.dk
- No. 3 = earlybird.dk
- No. 4 = elle.dk
- No. 12 = brunchkøbenhavn.dk**

Brunch Århus:

- No. 1 = alt.dk
- No. 2 = migogaarhus.dk
- No. 3 = spiseguidenaarhus.dk
- No. 4 = tipaarhus.dk
- No. 11 = brunchårhus.dk**

Brunch Odense:

- No. 1 = tip odense.dk
- No. 2 = magasinetliv.dk
- No. 3 = visit odense.dk
- No. 4 = tripadvisor.dk
- No. 19 = brunch odense.dk**

Brunch Aalborg

- No. 1 = migoga aalborg.dk
- No. 2 = tripadvisor.dk
- No. 3 = truestory.dk
- No. 4 = helmuth aalborg.dk
- No. 6 = brunch aalborg.dk**

The screenshot shows the Eye10 Competitor Research tool interface. At the top, it says 'COMPETITOR RESEARCH' and 'Opdag dine top 20 konkurrenter i søgemaskinernes placeringer for at komme videre.' Below this, there's a search bar with 'brunch københavn' entered. The results are displayed in a table with columns for 'Dit website', '01', '02', '03', and '04'. The 'Dit website' column shows 'brunchkøbenhavn.dk' with a ranking of 12. The other columns show competitors: 01 (alt.dk, rank 1), 02 (migogkbh.dk, rank 2), 03 (earlybird.dk, rank 3), and 04 (elle.dk, rank 4). The interface also includes a sidebar with various tools like Keyword Planner, Backlink Monitor, and Rank Checker.

Website URL	Søgeord	Lokation
brunchkøbenhavn.dk	brunch københavn	DK

Resultater	Keyword Gap	Keyword Similarities	Backlink Gap
<p>Dit website</p> <p>Domæne: xn--brunchkøbenhavn...</p> <p>Nuværende rangering: 12</p> <p>CONTENT ANALYSIS</p> <p>Ord: 5.7 k</p> <p>Søgeord i titel: ✔</p>			
01	02	03	04
www.alt.dk	migogkbh.dk	www.earlybird.dk	www.elle.dk
1	2	3	4
2.5 k	2.2 k	1.5 k	1.6 k
✔	✔	✔	✔

Concluded
Traffic and
ranking

It is possible to build a website and generate traffic without paying for any type of backlinks.

However, we must acknowledge the facts. You will not reach top ranks without any backlinks, no matter how good your site is.

The traffic is lackluster across the four sites. Considering the resources spent on design, development, and copywriters, it'll take years before the sites are profitable for the business at this pace.

We need to get some links going to the sites.

Testing four different SEO link types

We want to test the following link types:

1. PBN links
2. Niche links
3. Premium links (So-called big links)
4. International Guest Post

Through the years we've been able to create numerous top rankings with a combination of two link types: Our PBN links and International Guest Posts. Of course it also makes sense to test four types across four sites.

International Guest Post are based upon links from grand .com-websites and is of interest because:

- A)** They generate a lot of traffic/high domain rating
- 2)** Articles aren't disclosed as paid
- 3)** The majority of Danish top 3 rankings across 50-100 industries have a minimum of 20-25 % of non .dk domains. So variety in top-level domains (TLD).

So what sites get what types of links?

Naturally, We are a big spokesperson for our BPN, so we'll take on the big dog = **"Brunch København"**.

Following Copenhagen, Århus is the second largest city and thereby theoretically the second hardest. **"Brunch Århus"** gets **International Guest Post**.

"Brunch Odense" as the third largest city gets **Premium Links**.

"Brunch Aalborg" reps the smallest city of the four and should therefore be the easiest. **Niche links** will be given to "Brunch Aalborg".

We must use the previously mentioned as our framework, since we can't utilize Ahrefs in this case because it shows zero in Keyword Difficulty across the four keywords.

How much money are we spending on links?

Initially, we are allocating 10.000 DKK to each site and type of link. Let's see how far that budget takes us.

Note: We intend to get all four sites to reach the prized top ranking, no matter the cost.

We will continue to pour funds into links until we reach the top ranking, since we know it'll be all worth it in the end. We might change our tactics along the way if we see a clear winning or losing type of link along the way.

Here in 2022, we're actually fortunate enough to have an individual price per link that we can use as a baseline.

We sell my PBN links for 500 DKK a unit, meaning we can get 20 PBN links for 10.000 DKK. We'll distribute links across domains with high ratings, but also include domains with low rating.

Actually, we'll spend half the budget on sites with a 15-20+ Domain Rating, and spend the latter half on sites with a 0-5 Domain Rating.

The remaining link types we'll buy from our own company, Search Royals. Register and check it out here: app.searchroyals.com.

SEARCH ROYALS

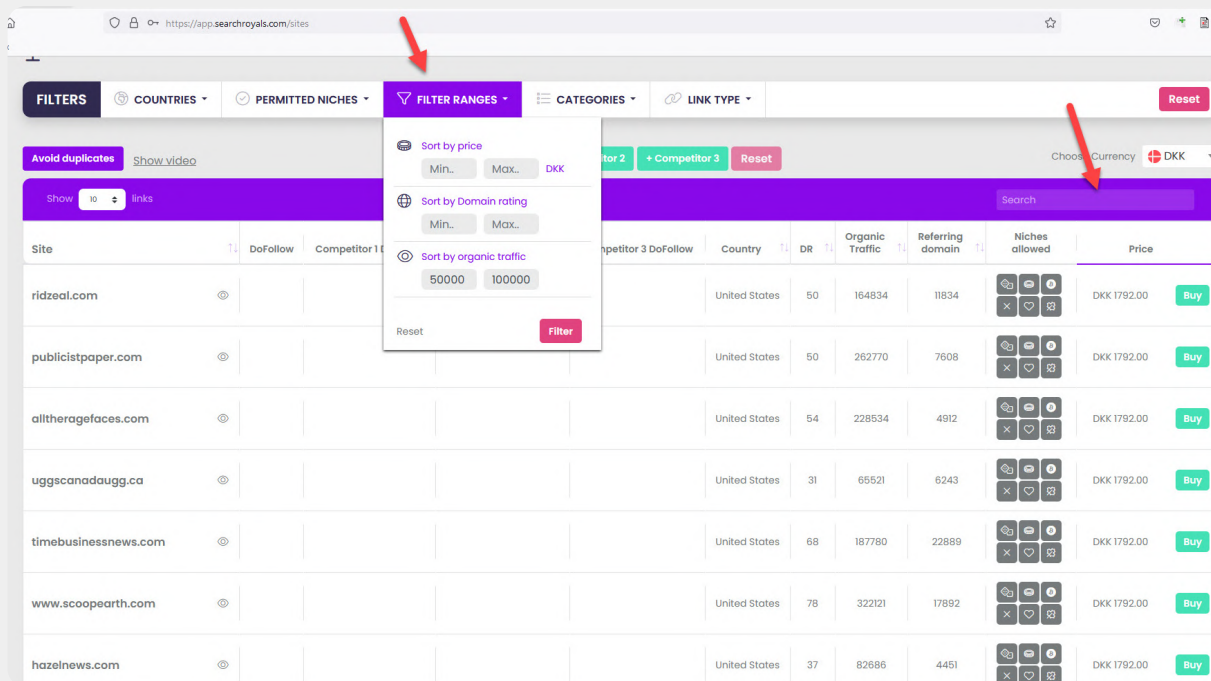
The screenshot shows the Search Royals Marketplace interface. At the top, there's a navigation bar with 'MARKETPLACE' and a search bar. Below that, there are filters for CONTINENTS, COUNTRIES, PERMITTED NICHES, FILTER RANGES, and CATEGORIES. A 'Reset filters' button is visible. The main content area displays a table of link offers with columns for Site, DoFollow, Competitor 1 DoFollow, Competitor 2 DoFollow, Competitor 3 DoFollow, Country, DR, Organic Traffic, Referring domain, Category, Niches allowed, Normal Price, and VIP Price. A 'Buy' button is present for each offer.

Site	DoFollow	Competitor 1 DoFollow	Competitor 2 DoFollow	Competitor 3 DoFollow	Country	DR	Organic Traffic	Referring domain	Category	Niches allowed	Normal Price	VIP Price
guloggratis.dk					Denmark	65	78381	9436	Business & Industria...		€ 323.00	€ 228.00 Buy
lv.dk					Denmark	75	15927	510			€ 294.00	€ 208.00 - 1 Buy
fyens.dk					Denmark	77	320345	10489			€ 299.00	€ 209.00 Buy
gastrofun.dk					Denmark	58	25798	1233			€ 304.00	€ 213.00 Buy
migog kbh.dk					Denmark	62	21498	1761	Uncategorized		€ 336.00	€ 236.00 Buy
ugevisen.dk/bilund...					Denmark	74	21279	3679	Science		€ 253.00	€ 171.00 Buy
ugevisen.dk/ugeavis...					Denmark	74	21279	3679	Science, Law & Gover...		€ 253.00	€ 171.00 Buy
ugevisen.dk/brammin...					Denmark	74	21279	3679	Science		€ 253.00	€ 171.00 Buy
ugevisen.dk					Denmark	74	21279	3679			€ 247.00	€ 170.00 Buy

Purchasing International Guests Posts for Brunchårhus.dk

We'd like to have links from sites with 50.000+ monthly visitors from organic traffic. Prices start at 1.792 DKK, equating to five links from large sites with a budget of 10.000 DKK.

Based on the belief that "Google cares about relevant links", We've set out to find sites related to food or lifestyle. We'll try to find sites with a 50+ Domain Rating.



We chose these five domains in a total order of 9.320 DKK excl. VAT.

The distribution of anchor text will approximately look as the following across link types:

Name of site	Url	Niche	Keyword Focus	Anchor	Price incl. text excl. VAT
adclays.com	://brunchårhus.dk/	Normal	Brunch	://brunchårhus.dk/	DKK 1792.00 excl. VAT
timebusinessnews.com	://brunchårhus.dk/	Normal	Brunch	://brunchårhus.dk/	DKK 1792.00 excl. VAT
ridzeal.com	://brunchårhus.dk/	Normal	Brunch	brunchårhus.dk	DKK 1792.00 excl. VAT
chiangraitimes.com	://brunchårhus.dk/	Normal	Brunch	brunchårhus.dk	DKK 1864.00 excl. VAT
ventsmagazine.com	://brunchårhus.dk/	Normal	Brunch	brunch århus	DKK 2080.00 excl. VAT
				Subtotal	DKK 9320
				VAT (25%)	DKK 2330
				Total amount incl.VAT	DKK 11650
*VAT not applicable on invoices outside of Denmark					

50% = entire URL
e.g. <https://brunchårhus.dk/>

25% = the exact keyword
e.g. "brunch århus"

25% = root domain
e.g. brunchårhus.dk

Purchase of Premium links for brunchodense.dk

For brunchodense.dk we are purchasing Premium links, and we are choosing some of the absolute biggest ones.

We chose the following five domains in a total order of 10.760 DKK excl. VAT.

The distribution of anchor text will approximately look as the following across link types:

50% = entire URL
e.g. <https://brunchodense.dk/>

25% = the exact keyword
e.g. "brunch odense"

25% = root domain
e.g. brunchodense.dk

https://app.searchroyals.com/buy

MY CART

When you have placed your order and entered your details we strive to deliver the articles and links within 8 working days.

Don't forget to click save (green disc button on the right) for each line

Name of site	Url	Niche	Keyword Focus	Anchor	Price incl. text excl. VAT	
jyllands-posten.dk	s://brunchodense.dk/	Normal	brunch	s://brunchodense.dk/	DKK 2200.00 excl. VAT	
juv.dk	s://brunchodense.dk/	Normal	brunch	s://brunchodense.dk/	DKK 2150.00 excl. VAT	
Dagens.dk	s://brunchodense.dk/	Normal	brunch	brunchodense.dk	DKK 2050.00 excl. VAT	
sn.dk	s://brunchodense.dk/	Normal	brunch	brunchodense.dk	DKK 2210.00 excl. VAT	
nordjyske.dk	s://brunchodense.dk/	Normal	brunch	brunch odense	DKK 2150.00 excl. VAT	

Subtotal DKK 10760
 VAT (25%) DKK 2690
 Total amount incl.VAT **DKK 13450**

*VAT not applicable on invoices outside of Denmark

← Add more sites After placing the order, you can add details for content writing **Place order**

Purchase of Niche Links for brunchaalborg.dk

For brunchaalborg.dk we are relying on Niche Links, meaning links from relevant domains. They can be smaller sites, but they have to be contextually relevant.

Many SEO people, both here and outside of Denmark believe that links needs to be relevant and swear by links from contextually relevant sites even if said sites generate less traffic.

We're putting that to the test, since we are only getting links that are relevant to the category of "food"

We chose the following seven domains for a total order of 10.570 DKK excl. VAT.

The distribution of anchor text will approximately look as the following across link types:

50 % = entire URL

e.g. <https://brunchaalborg.dk/>

25 % = the exact keyword

e.g. "brunch Aalborg"

25 % = root domain

e.g. brunchaalborg.dk

https://app.searchroyals.com/buy

MY CART

When you have placed your order and entered your details we strive to deliver the articles and links within 8 working days.

Don't forget to click save (green disc button on the right) for each line

Name of site	Url	Niche	Keyword Focus	Anchor	Price incl. text excl. VAT	
hurtigmums.dk	/brunchaalborg.dk/	Normal	brunch	//brunchaalborg.dk/	DKK 1200.00 excl. VAT	
Mydailyspace.dk	/brunchaalborg.dk/	Normal	brunch	//brunchaalborg.dk/	DKK 2650.00 excl. VAT	
food-supply.dk	/brunchaalborg.dk/	Normal	brunch	//brunchaalborg.dk/	DKK 2150.00 excl. VAT	
madogvenner.dk	/brunchaalborg.dk/	Normal	brunch	brunchaalborg.dk	DKK 1250.00 excl. VAT	
Raavareguiden.dk	/brunchaalborg.dk/	Normal	brunch	brunchaalborg.dk	DKK 1400.00 excl. VAT	
smagaalborg.dk	/brunchaalborg.dk/	Normal	brunch	brunch aalborg	DKK 1000.00 excl. VAT	
hverdagsgourmet.dk	/brunchaalborg.dk/	Normal	brunch	brunch aalborg	DKK 920.00 excl. VAT	
Subtotal					DKK 10570	
VAT (25%)					DKK 2642.5	
Total amount incl.VAT					DKK 13212.5	

Links 1 month later

It's been a month since we began the case study, and all links have been delivered to the respective sites. Let's see how they've been doing.

Ahrefs has caught onto the 22 PBN Links. It's missing a single link across all link types. Strange, since they were all published weeks ago.

It's actually impressive to witness the difference in impact PBN links can provide on Domain Rating with links from e.g. a big news paper site.

Please note all sites began with a Domain Rating of 0.

According to Ahrefs, brunchkøbenhavn.dk is also the one who that had the most keywords indexed and the most traffic.

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer More Academy

Quick Batch Analysis ⁱ Generate multiple backlink reports at once by entering a list of domains or URLs

brunchkøbenhavn.dk
brunchodense.dk
brunchårhus.dk
brunchaalborg.dk

Protocol: http + https Target mode: Auto mode Index: Live **Analyse**

4 Domains/URLs have been analyzed.

Domain/URL			Organic search		Ahrefs ratings			Referring domains		
Target	Mode ⁱ	IP ⁱ	Keywords ⁱ	Traffic ⁱ	UR ⁱ	DR ⁱ	AR ⁱ	Total ⁱ	Dofollow ⁱ	Gov
brunchkøbenhavn.dk	subdomains	13.53.223.182	1,364	2,652	—	29	4,772,102	22	22	
brunchodense.dk	subdomains	13.53.223.182	387	416	—	9	21,939,274	4	4	
brunchårhus.dk	subdomains	13.53.223.182	564	562	—	0.3	92,791,872	4	4	
brunchaalborg.dk	subdomains	13.53.223.182	327	988	—	2.7	47,160,240	6	6	

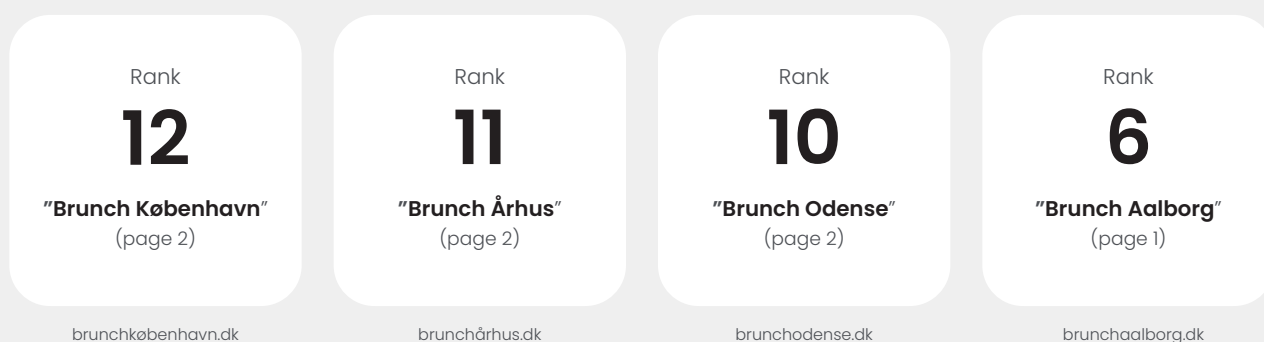
Conclusion
Domain Rating

PBN Links is the winner when it
come to getting a higher
Domain Rating.

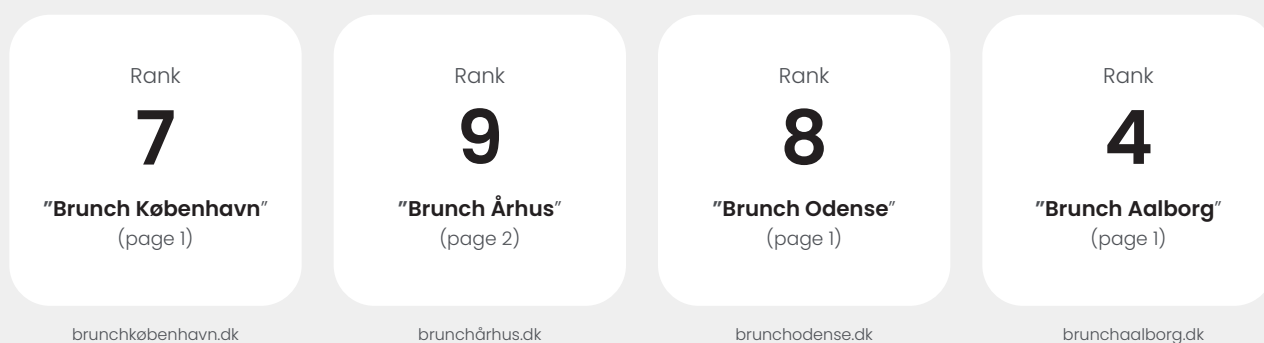


Rankings 1 month later

The original ranks



Rankings after a month

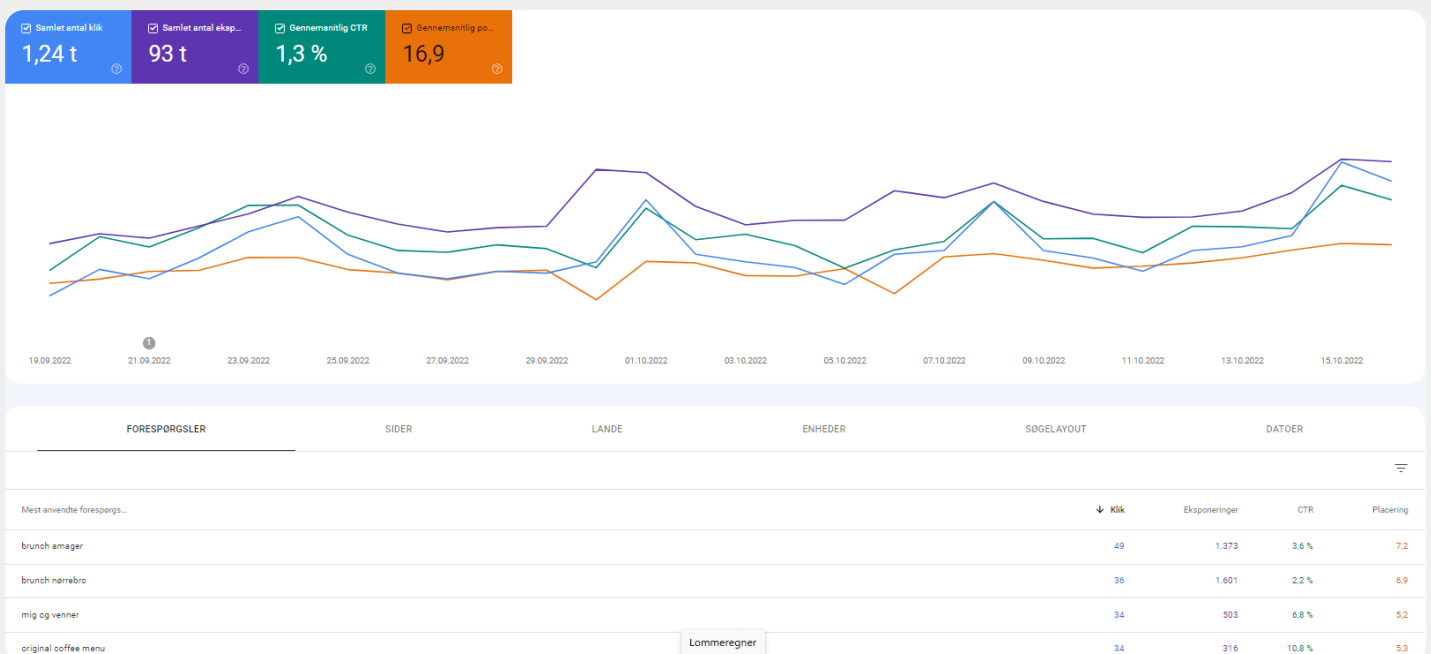


Respectively, brunchkøbenhavn.dk (PBN) and brunch odense.dk (Premium links) have done the biggest leaps so far.

Traffic 1 month later

These numbers are from October 17th 2022 and are based on the last 28 days.

Brunchkøbenhavn.dk ranks on average 16,9 og **1240 clicks**.
This is about half of Ahrefs calculation.



Note: Ahrefs uses data from the last 30 days and Google Search Console uses 28 days

Brunchodense.dk ranks on average 21,9 og **156 clicks**.
This is about a third of Ahrefs calculation.

Brunchårhus.dk ranks on average 19,3 og **375 clicks**.
This is over half of Ahrefs calculation.

Brunchaalborg.dk ranks on average 17,2 og **464 clicks**.
This is about half of Ahrefs calculation.

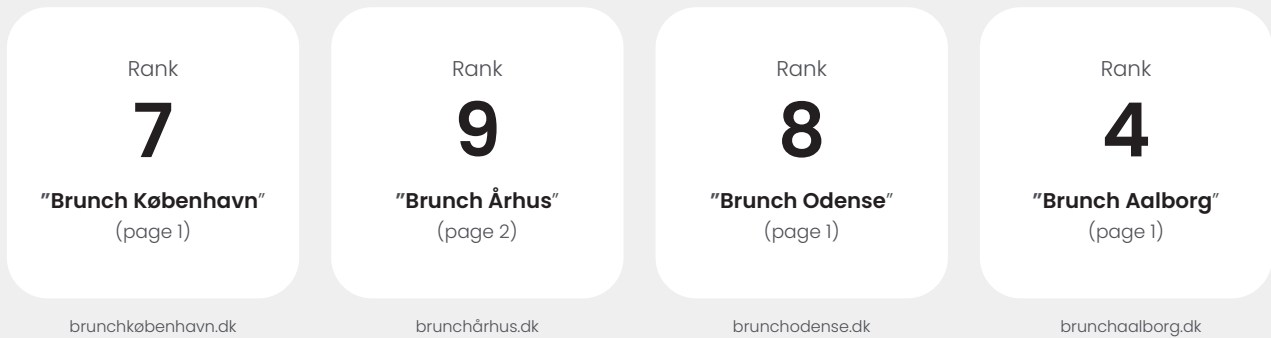
Conclusion
Ahrefs traffic data

Ahrefs' data is in no way exact.
At least not when it comes to the
Danish market.

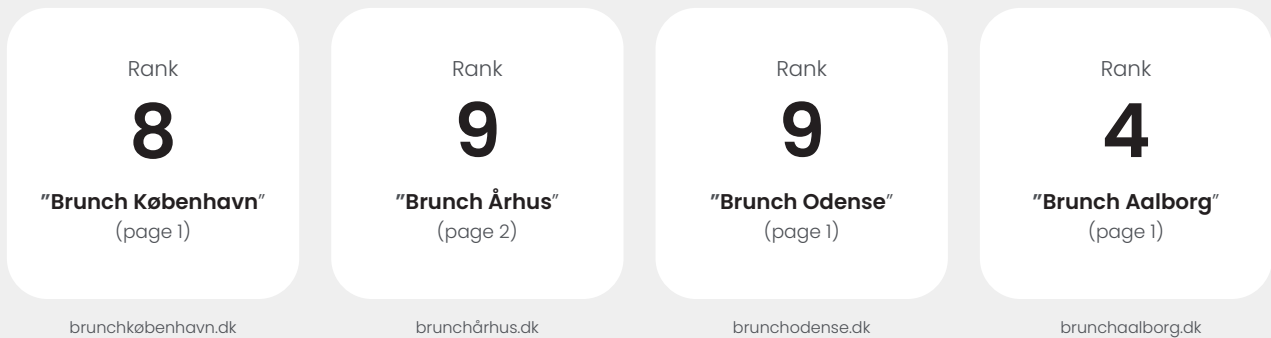
Rankings 1 month + 10 days later

It's been 10 days since last update. The following has happened.

Last updated rankings October 17th 2022



Update ten days after October 27th 2022



None of them are ranking yet.

It might have been too good to be true with a budget of just 10.000 DKK.

Let's do another round. 10.000 DKK for each link strategy and the same distribution on anchor texts.

Links 1 month after + 10 days

We're doing another round. 10.000 DKK for each link strategy and the same distribution on anchor texts.

PBN

We're getting 20 PBN links yet again.

International Guest Posts

For International Guest Posts it's going to be three links since the selection has decreased and the therefore the price increased.

It's sorted after a 50+ Domain Rating and Ahrefs Traffic on 50.000+. I choose these three sites and a total of 11.055 DKK

Name of site	Url	Niche	Keyword Focus	Anchor	Price incl. text excl. VAT	
signalscv.com	https://xn--brunchrhus-65a	Normal	brunch	https://brunchårhus.dk/	DKK 3260.00 excl. VAT	
mygingergarlickitchen.com	https://xn--brunchrhus-65a	Normal	brunch	brunch århus	DKK 3260.00 excl. VAT	
gudstory.com	https://xn--brunchrhus-65a	Normal	brunch	brunchårhus.dk	DKK 2324.00 excl. VAT	
					Subtotal	DKK 8844
					VAT (25%)	DKK 2211
					Total amount incl.VAT	DKK 11055
<small>*VAT not applicable on invoices outside of Denmark</small>						

Premium Links

For Premium Links, it's also sorted after a 50+ Domain Rating and Ahrefs Traffic on 50.000+.

We chose these three sites and a total of 11.225 DKK

Name of site	Url	Niche	Keyword Focus	Anchor	Price incl. text excl. VAT	
guloggratis.dk	https://brunchodense.dk/	Normal	brunch	brunch odense	DKK 3280.00 excl. VAT	
ugeavisen.dk	https://brunchodense.dk/	Normal	brunch	brunch odense	DKK 1900.00 excl. VAT	
finans.dk	https://brunchodense.dk/	Normal	brunch	brunchodense.dk	DKK 3800.00 excl. VAT	
					Subtotal	DKK 8980
					VAT (25%)	DKK 2245
					Total amount incl.VAT	DKK 11225

Links 1 month + 10 days later

We're doing another round. 10.000 DKK for each link strategy and the same distribution on anchor texts.

Niche

When it comes to niche links, we are going for sites relevant to the category "food". The choice fell on these four sites for a total of 10.800 DKK.

Name of site	Uri	Niche	Keyword Focus	Anchor	Price incl. text excl. VAT	
ligeher.nu	https://brunchaalborg.dk/	Normal	brunch	https://brunchaalborg.dk/	DKK 2800.00 excl. VAT	
farfarsmad.dk	https://brunchaalborg.dk/	Normal	brunch	https://brunchaalborg.dk/	DKK 940.00 excl. VAT	
smagaarhus.dk	https://brunchaalborg.dk/	Normal	brunch	brunch aalborg	DKK 2000.00 excl. VAT	
migogaalborg.dk	https://brunchaalborg.dk/	Normal	brunch	brunchaalborg.dk	DKK 2900.00 excl. VAT	
					Subtotal	DKK 8640
					VAT (25%)	DKK 2160
					Total amount incl.VAT	DKK 10800

01 Nov
2022

Update five days after the purchase of niche links: A publisher chosen for the second round of niche links was in competition with brunchaalborg.dk.

They declined linking to us, since our content competes with their own. Understandable! This confirms yet again my earlier statement

Outreach link building is a dying trade. If not already a dead strategy.

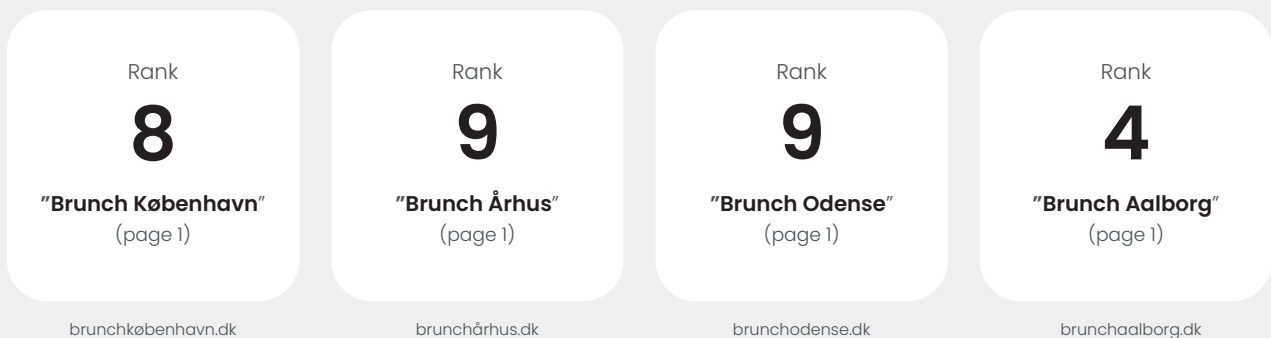
We chose a different publisher for our purpose.

Game on! is all there's left to say.

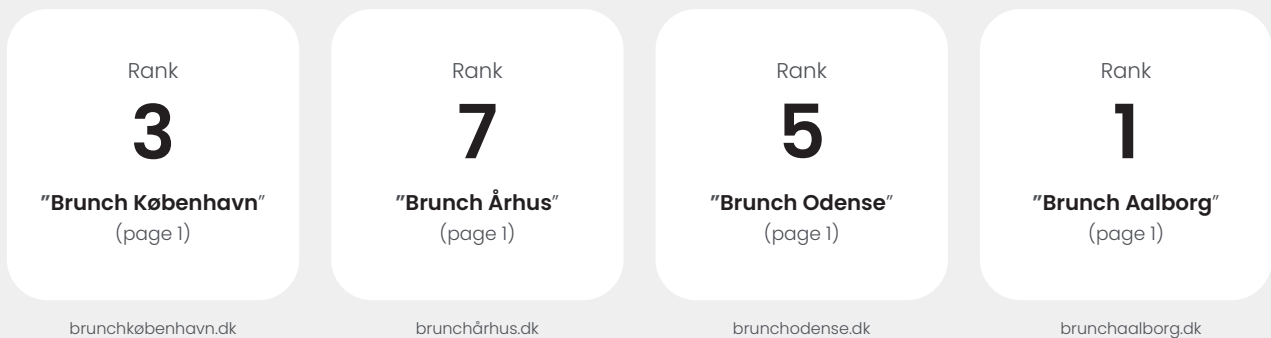
Rankings 2 months later

By now, all links are published and have had time to be indexed. Let's see their effect so far.

Last updated rankings October 27th 2022:



Update 1 month after November 28th 2022



"brunch aalborg" is bouncing between first and second rank but should stabilize in the first rank and stay there.

Ahrefs-data 2 months later

By now, all links are published and have had time to be indexed. Let's see their effect so far.

Let's have a look at the Ahrefs data

Domain/URL			Organic search		Ahrefs ratings			Referring domains	
Target	Mode ⁱ	IP ⁱ	Keywords ⁱ	Traffic ⁱ	UR ⁱ	DR ⁱ	AR ⁱ	Total ⁱ	Dofollow ⁱ
brunchkøbenhavn.dk ▼	subdomains	13.53.223.182	1,571	4,386	—	33	3,251,922	42	42
brunchodense.dk ▼	subdomains	13.53.223.182	436	647	—	10	20,145,839	6	6
brunchårhus.dk ▼	subdomains	13.53.223.182	637	865	—	2.2	51,580,209	7	7
brunchaalborg.dk ▼	subdomains	13.53.223.182	349	1,719	—	3.7	40,729,181	10	10

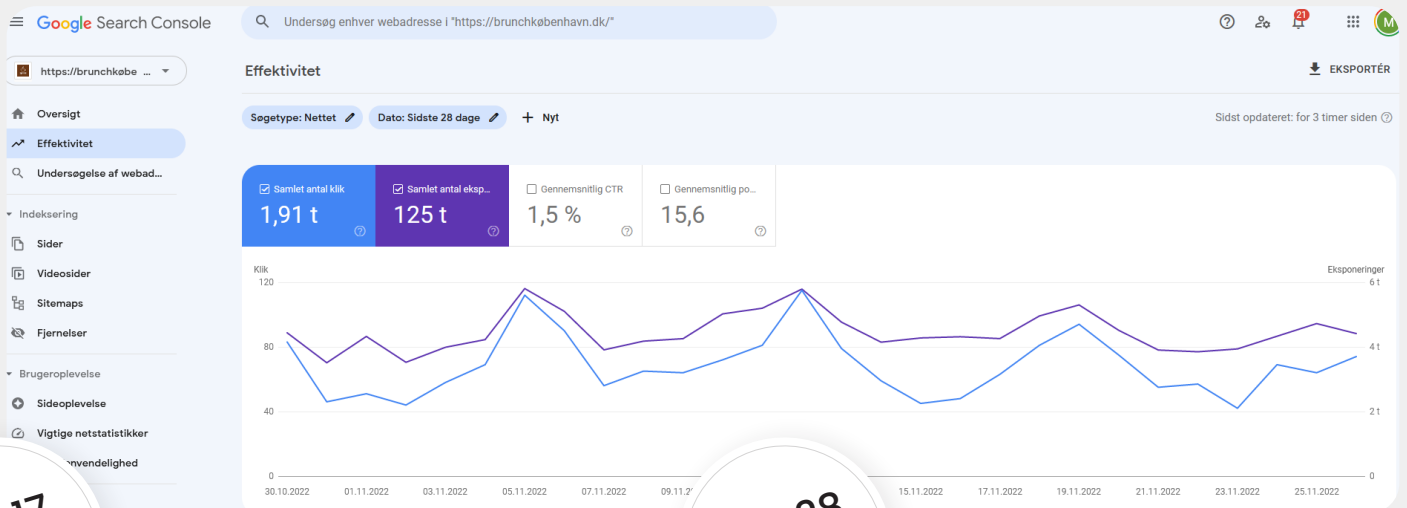
Our own PBN links are triumphant when it comes to gaining the highest Domain Rating. The other sites have not seen notable development in Domain Rating.

Final conclusion
Domain Rating

If your goal is to increase Domain Rating, PBN links is the way to go.



Google Search Console 2 months later



Brunchkøbenhavn.dk has an average position of 16,9 and has generated **1240 clicks**. This is about half of Ahrefs calculation.

Brunchodense.dk has an average position of 21,9 and has generated **156 clicks**. This is about a third of Ahrefs calculation.

Brunchårhus.dk has an average position of 19,3 and has generated **375 clicks**. This is over half of Ahrefs calculation.

Brunchaalborg.dk has an average position of 17,2 and has generated **464 clicks**. This is about half of Ahrefs calculation.

Note: Ahrefs uses data from the last 30 days and Google Search Console uses 28 days

Brunchkøbenhavn.dk has an average position of 15,6 and has generated **1910 clicks**. This is a **55%** increase of clicks.

Brunchodense.dk has an average position of 21,5 and has generated **231 clicks**. This is a **50%** increase of clicks.

Brunchårhus.dk has an average position of 18,1 and has generated **589 clicks**. This is a **55%** increase of clicks.

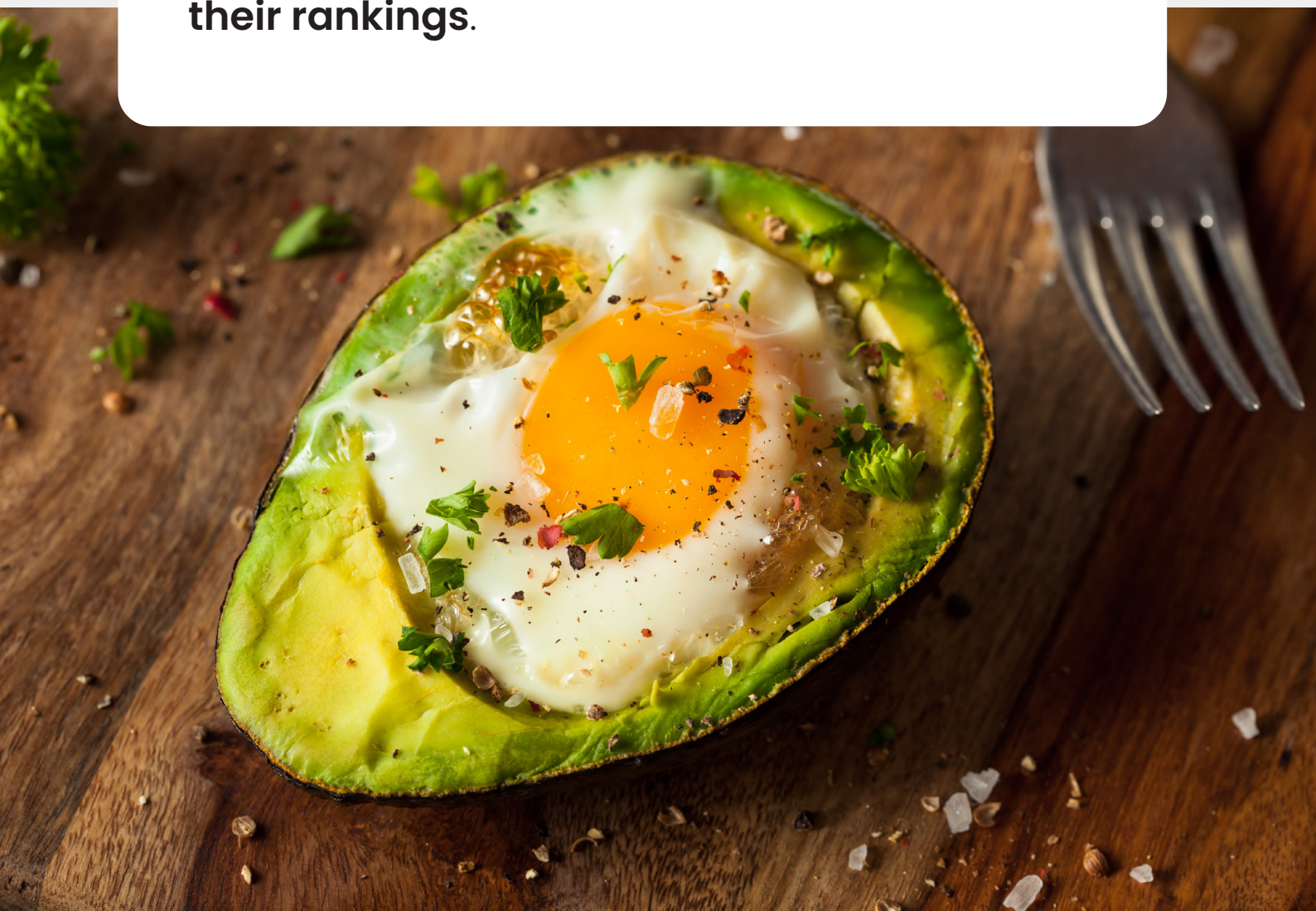
Brunchaalborg.dk has an average position of 19,1 and has generated **637 clicks**. This is a **50%** increase of clicks despite a lower average rank.

Note: Ahrefs uses data from the last 30 days and Google Search Console uses 28 days

Now we will leave the sites for a while to uncover a very important detail:

How will the links each site has been assigned impact the ranking? **Will they rise, keep, or fall in rank?**

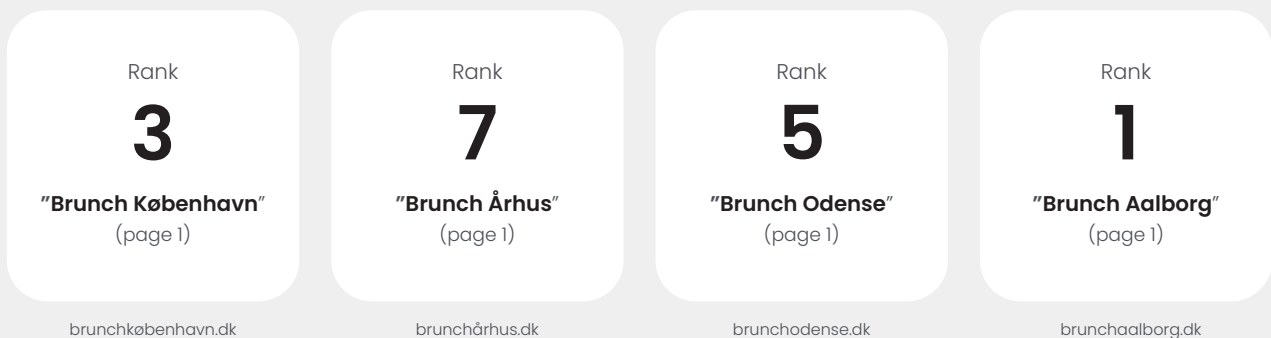
At first glance, **we estimated both brunch-københavn.dk and brunchaalborg.dk** will rank **first** next check-in, but **brunchodense.dk and brunchårhus.dk** will continue to **struggle with their rankings.**



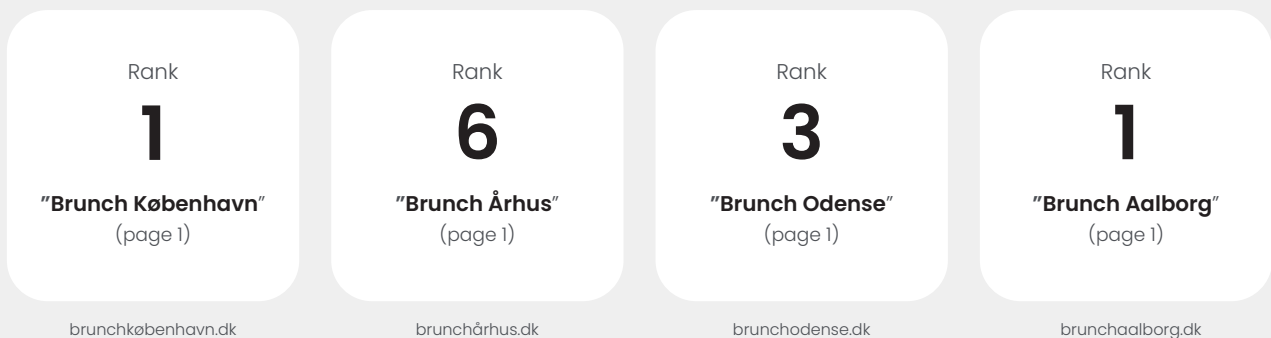
Rankings 1 year later

It's been a year since since any updates on the site. No on-site updates or new links.

Last updated ranks November 28th 2022



Update a year after November 25th 2023

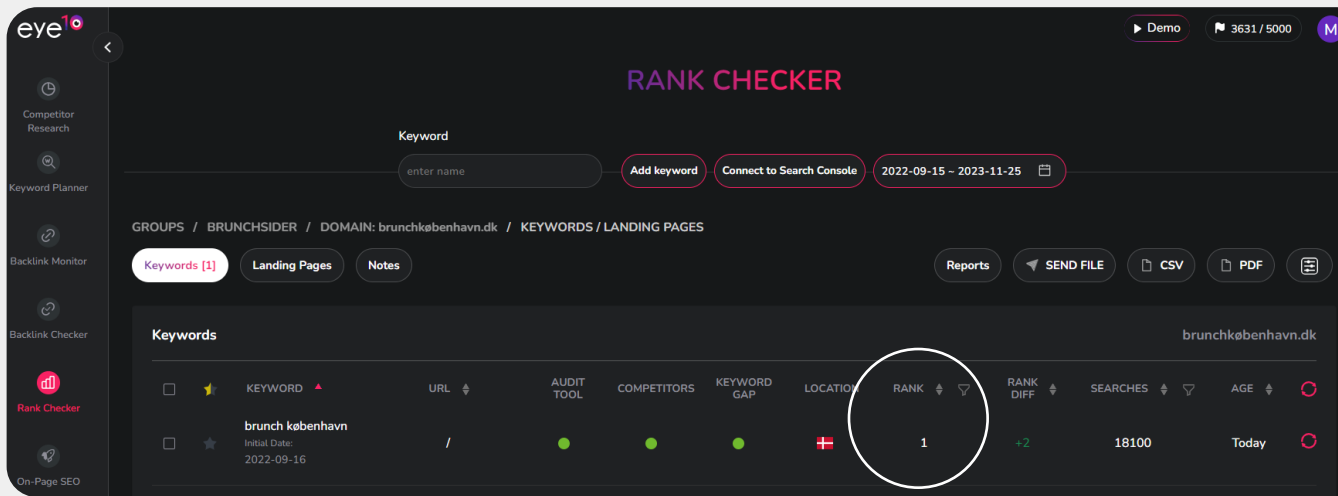


It looks like PBN links and niche links are the clear winners of this test. Now "brunch aalborg" has been comfortably ranking first for a while. "Brunch København" has reached top position.

Let's give it a few months before we conclude the final results!

Using Eye10.io allows you to see the ranking on the four sites:

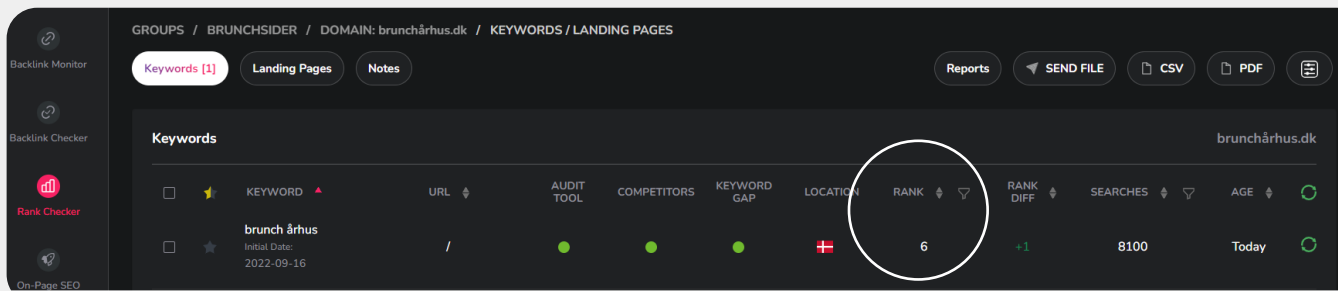
Brunch
København



The screenshot shows the Eye10.io Rank Checker interface for the domain brunchkøbenhavn.dk. The keyword 'brunch københavn' is entered, and the rank is shown as 1. The interface includes a sidebar with navigation options like Competitor Research, Keyword Planner, and Backlink Monitor. The main area displays a table of keywords with columns for Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch københavn	/	●	●	●	🇩🇰	1	+2	18100	Today

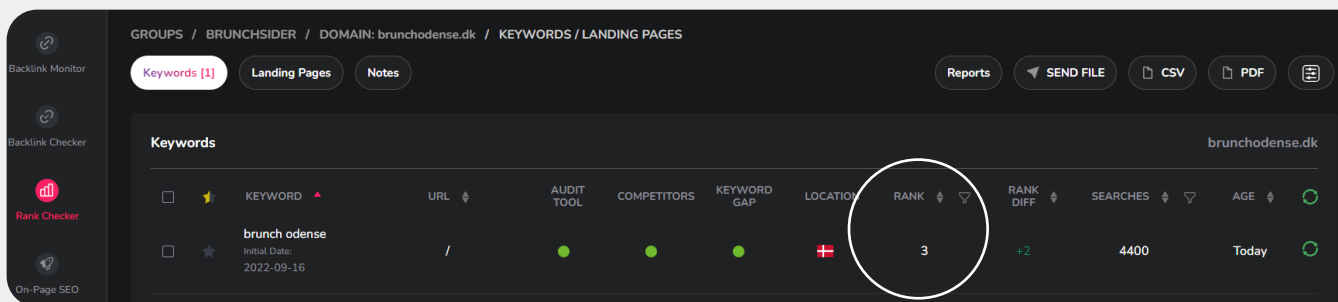
Brunch
Århus



The screenshot shows the Eye10.io Rank Checker interface for the domain brunch århus.dk. The keyword 'brunch århus' is entered, and the rank is shown as 6. The interface includes a sidebar with navigation options like Backlink Monitor, Backlink Checker, and Rank Checker. The main area displays a table of keywords with columns for Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch århus	/	●	●	●	🇩🇰	6	+1	8100	Today

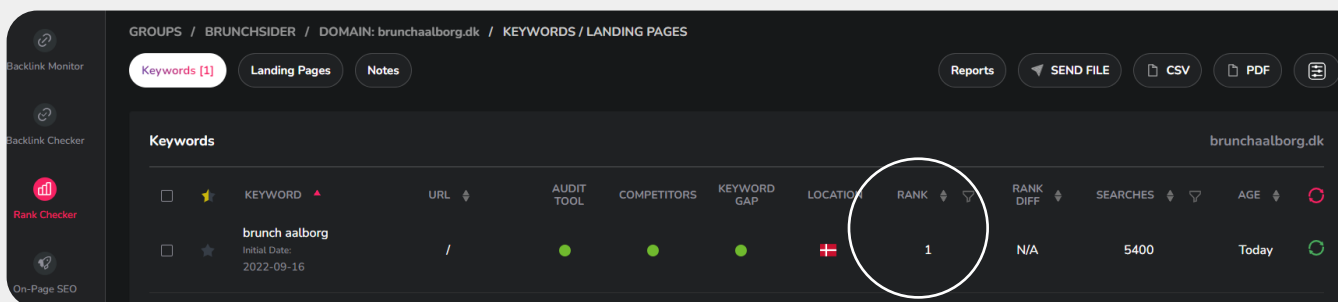
Brunch
Odense



The screenshot shows the Eye10.io Rank Checker interface for the domain brunch odense.dk. The keyword 'brunch odense' is entered, and the rank is shown as 3. The interface includes a sidebar with navigation options like Backlink Monitor, Backlink Checker, and Rank Checker. The main area displays a table of keywords with columns for Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch odense	/	●	●	●	🇩🇰	3	+2	4400	Today

Brunch
Aalborg



The screenshot shows the Eye10.io Rank Checker interface for the domain brunch aalborg.dk. The keyword 'brunch aalborg' is entered, and the rank is shown as 1. The interface includes a sidebar with navigation options like Backlink Monitor, Backlink Checker, and Rank Checker. The main area displays a table of keywords with columns for Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch aalborg	/	●	●	●	🇩🇰	1	N/A	5400	Today

Brunch København

Brunch Århus

brunch københavn

Billeder Maps Deals Prisportaler Buffet Luksus Populær Halal Billig

Ca. 1.400.000 resultater (0,29 sekunder)

Resultater for **København** · Vælg område

brunchkøbenhavn.dk
https://brunchkøbenhavn.dk

Brunch i København – den ultimative guide
Brunch · Morgenmad og brunch på Café Dyrehaven Vesterbro · La Esquina – morgenmad med sjæl på Østerbro · Kaffebaren på Amager – lækker morgenmad og sublim kaffe.

SPIS BEDRE
https://spisbedre.dk, den-bedste-brunch-i-københavn

Den bedste brunch i København 2023
16. feb. 2023 — SPIS BEDRE · Navigation · Den bedste brunch i København · Ø12 · Sidecar · Wulff & Konstali · Marchal · Mad og Kaffe · South Harbour Café. Kom her ...

ALT.dk
https://www.alt.dk, Livsstil

12 gode bud på brunch i København
22. mar. 2023 — BRUNCHGUIDE: Vi har samlet vores bud på den bedste brunch og morgenmad i København. Se her de 12 favoritter på brunchsteder over hele byen.

MigogKBH
https://migogkbh.dk, bedste-morgenmad-og-brunch...

Morgenmad & brunch i København 2023 - MigogKBH
21. jul. 2023 — Guide: 16 steder med fantastisk morgenmad og brunch i København · Polly · Delphine · Mig og Venner · John & Woo · Cadence · Ø12 · The Union ...

brunch århus

Billeder Maps Buffet Billig Ø Anbefaling Kongelige bibliotek Vegansk Havr

Ca. 565.000 resultater (0,25 sekunder)

Resultater for **Århus** · Vælg område

ALT.dk
https://www.alt.dk, Livsstil

Brunch i Aarhus: Her er de 10 bedste steder, du skal spise
4. apr. 2023 — Brunch er et hit. Se vores favoritter i Aarhus. Hvad end du er til brunchbuffet eller enkelt serveringer, finder du det her.

MigogAarhus
https://migogaarhus.dk, bedste-brunch-i-aarhus

Stor guide: Her får du den bedste brunch i Aarhus
14. jul. 2023 — Café Casablanca får du adgang til en kæmpe brunchbuffet med alt hvad hjertet begærer. Buffetten byder forskelligt brød, oste ...

Find resultater om

Tripadvisor Den bedste brunch i Århus

Dinnerbooking Her er de bedste brunch-sted...

Steder

Brunch Odense

Brunch Aalborg

brunch odense

Billeder Maps Buffet Best of Prisportaler Eydres Tilbud Vivaldi Marcellos

Ca. 1.890.000 resultater (0,28 sekunder)

Resultater for **Odense** · Vælg område

SPIS BEDRE
https://spisbedre.dk, artikler, den-bedste-brunch-i-o...

Den bedste brunch i Odense
3. mar. 2023 — Er du i Odense og leder efter en solid brunch? Så kig med her, hvor du får vores bud på den bedste brunch i Odense lige nu.

TipOdense
https://tipodense.dk, mad-og-drikke, brunch-i-odense

Guide til den bedste brunch i Odense: Her er 13 dejlige
...
Prøv en af Odenses mange brunchrestauranter. Vi har samlet 13 steder, som serverer lækker brunch i Odense - se dem her her.

Steder

Bedømmelse Pris Åbningstider

Cafe Cuckoo's Nest

brunch aalborg

Billeder Maps Buffet Kaffebaren Born Bedst Hverdag Lørdag 2023

Ca. 1.620.000 resultater (0,27 sekunder)

Resultater for **Aalborg** · Vælg område

Brunch Aalborg
https://brunchaalborg.dk

Brunch Aalborg – hvor får man den bedste brunch i Aalborg?
Brunch · Smag Aalborgs bedste brunch på Café Spiret · En afslappet pause fra hverdagen hos På Fjorden · Smag Aalborgs bedste brunch på Café Spiret · En ...
Brunch i topklasse hos... · Café Spiret · Om os · Fremhæv din restaurant

MigogAalborg
https://migogaalborg.dk, spiseguide, brunch

Brunch i Aalborg | Vores guide til de bedste steder
Musikkens Spisehus er en oplevelse i sig selv. De smukke lokaler kombineret med en udsøgt brunch lavet på lokale råvarer giver den bedste start på dagen.

Find resultater om

Tripadvisor Den bedste brunch i Aalborg

Dagensmenu Bedste Brunch restauranter i...

Steder

Jan 21
2024

And the winner is..

And here we are – 18 months and over 100.000 DKK spent later to conclude what links work best.

Is it **PBN** that has a notoriously **bad reputation**?

Is it the **links from large publishers** that's also the usual **favorite**?

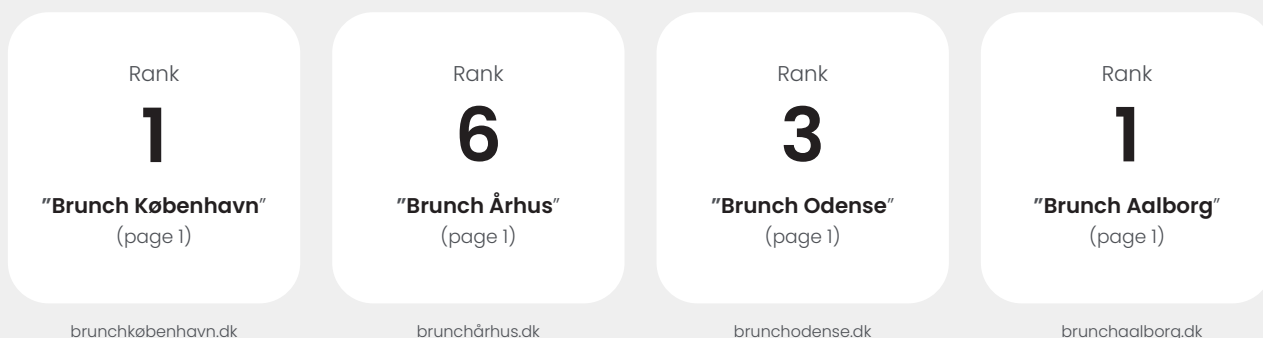
Is it **links from international sites**, where links aren't paid but **editorial**?

Is it **links from contextually relevant sites**?

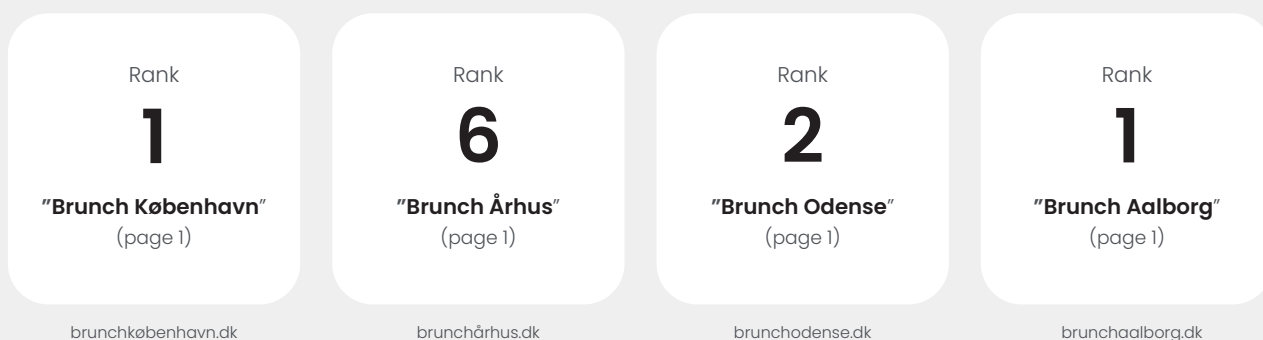
Let's see the **final results**.

Final results

Last update November 25th 2023



Last update 2 months after January 21st 2024



Using Eye10.io allows you to see the ranking of the four sites.

Brunch København

The screenshot shows the Eye10.io Rank Checker interface for the domain brunchkøbenhavn.dk. The keyword 'brunch københavn' is entered, and the rank is shown as 1, circled in green. The interface includes a sidebar with navigation options like Competitor Research, Keyword Planner, and Backlink Monitor. The main area displays a table with columns for Keyword, URL, Audit Tool, Competitors, Keyword Gap, Location, Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch københavn	/	●	●	●	🇩🇰	1	+2	18100	Today

Brunch Århus

The screenshot shows the Eye10.io Rank Checker interface for the domain brunch århus.dk. The keyword 'brunch århus' is entered, and the rank is shown as 6, circled in green. The interface is similar to the previous screenshot, showing a table with columns for Keyword, URL, Audit Tool, Competitors, Keyword Gap, Location, Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch århus	/	●	●	●	🇩🇰	6	+1	8100	Today

Brunch Odense

The screenshot shows the Eye10.io Rank Checker interface for the domain brunch odense.dk. The keyword 'brunch odense' is entered, and the rank is shown as 2, circled in green. The interface is similar to the previous screenshots, showing a table with columns for Keyword, URL, Audit Tool, Competitors, Keyword Gap, Location, Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch odense	/	●	●	●	🇩🇰	2	+2	4400	Today

Brunch Aalborg

The screenshot shows the Eye10.io Rank Checker interface for the domain brunch aalborg.dk. The keyword 'brunch aalborg' is entered, and the rank is shown as 1, circled in green. The interface is similar to the previous screenshots, showing a table with columns for Keyword, URL, Audit Tool, Competitors, Keyword Gap, Location, Rank, Rank Diff, Searches, and Age.

KEYWORD	URL	AUDIT TOOL	COMPETITORS	KEYWORD GAP	LOCATION	RANK	RANK DIFF	SEARCHES	AGE
brunch aalborg	/	●	●	●	🇩🇰	1	N/A	5400	Today

Brunch København

Brunch Århus

brunch københavn

Billeder Maps Deals Buffet Luksus Populær Halal Billig Sund

Ca. 1.690.000 resultater (0,23 sekunder)

Resultater for **København** - Vælg område

brunchkøbenhavn.dk
https://brunchkøbenhavn.dk

Brunch i København – den ultimative guide
Brunch - Morgenmad og brunch på Café Dyrehaven Vesterbro - La Esquina – morgenmad med sjael på Østerbro - Kaffebaren på Amager – lækker morgenmad og sublim kaffe. Østerbro · Indre By · Amager · Nørrebro

SPIS BEDRE
https://spisbedre.dk › den-bedste-brunch-i-københavn

Den bedste brunch i København 2023
16. feb. 2023 — SPIS BEDRE - Navigation - Den bedste brunch i København - Ø12 · Sidecar · Wulff & Konstali · Marchal · Mad og Kaffe · South Harbour Café. Kom her ...

Steder

Bedømmelse Pris Åbningstider

Mad & Kaffe

brunch århus

Billeder Maps Buffet Billig Bedste Århus ø Tilbud Kongelige bibliotek Vegansk

Ca. 1.000.000 resultater (0,23 sekunder)

Resultater for **Århus** - Vælg område

ALT.dk
https://www.alt.dk › Livsstil

Brunch i Aarhus: Her er de 10 bedste steder, du skal spise
GUIDE: Her er de 10 bedste brunchsteder i Aarhus - Åland: Brunch i charmerende gårdhøve · Spiselauguet: Et overrødt tag-selv-bord - Restaurant Ombord - ...

Migogaarhus
https://migogaarhus.dk › bedste-brunch-i-aarhus

Stor guide: Her får du den bedste brunch i Aarhus
14. jul. 2023 — Café Casablanca. Hos Café Casablanca får du adgang til en kæmpe brunchbuffet med alt hvad hjertet begærer. Buffetten byder forskelligt brød, oste ...

Steder

Bedømmelse Pris Åbningstider

Casablanca Aarhus
4,2 ★★★★★ (807) · \$\$ · Café
Rosensgade 12
Lukket · Åbner 08.30 man.
"Stadig byens bedste brunch."

Brunch Odense

Brunch Aalborg

brunch odense

Billeder Maps Buffet Best of Eydies Tilbud Vivaldi Marcellos Take

Ca. 1.360.000 resultater (0,22 sekunder)

Resultater for **Odense** - Vælg område

SPIS BEDRE
https://spisbedre.dk › artikler › den-bedste-brunch-i-o...

Den bedste brunch i Odense
3. mar. 2023 — Er du i Odense og leder efter en solid brunch? Så kig med her, hvor du får vores bud på den bedste brunch i Odense lige nu.

brunchodense.dk
https://brunchodense.dk

find inspiration til den bedste brunch i Odense
Brunch Odense · En solid brunch på Cafe Fleuri i hjertet af Odense · Brunch i topklasse hos Restaurant Nordatlanten · Klassisk brunchbuffet hos Restaurant Eydies.
Bymidten · Andersen kvarteret · Latinerkvarteret

Steder

brunch aalborg

Billeder Maps Buffet Kaffebaren Born Bedst Hverdag Søndag Shoppem

Ca. 1.260.000 resultater (0,24 sekunder)

Resultater for **Aalborg** - Vælg område

Brunch Aalborg
https://brunch aalborg.dk

Brunch Aalborg – hvor får man den bedste brunch i Aalborg?
Brunch - Smag Aalborgs bedste brunch på Café Spiret · En afslappet pause fra hverdagen hos På Fjorden · Smag Aalborgs bedste brunch på Café Spiret · En ...
Café Spiret · Om os · Fremhæv din restaurant

Migogaalborg
https://migogaalborg.dk › spiseguide › brunch

Brunch i Aalborg | Vores guide til de bedste steder
Musikkens Spisehus er en oplevelse i sig selv. De smukke lokaler kombineret med en udsøgt brunch lavet på lokale råvarer giver den bedste start på dagen.
Helmut · Fru Seggaard · Café Spiret

Steder

Bedømmelse Pris Åbningstider

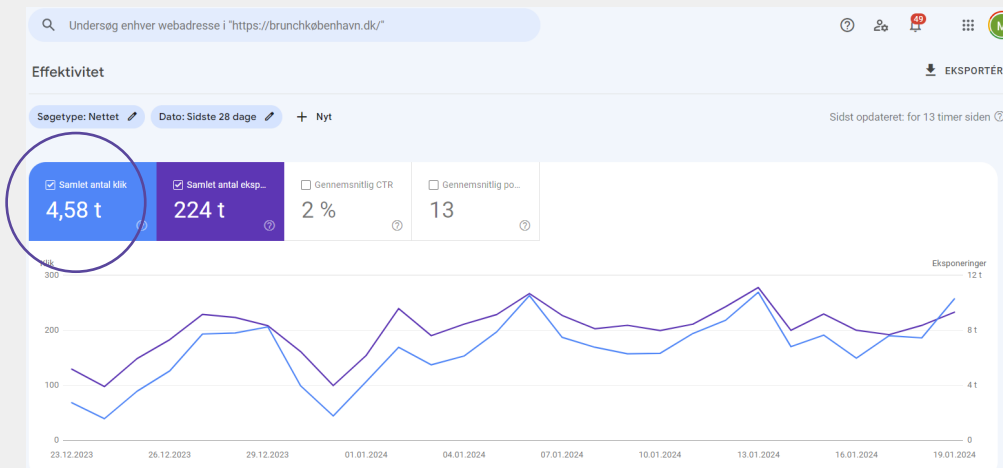
The case study
concluded

The proof speaks for itself. The clear winners are PBN links and Niche links.

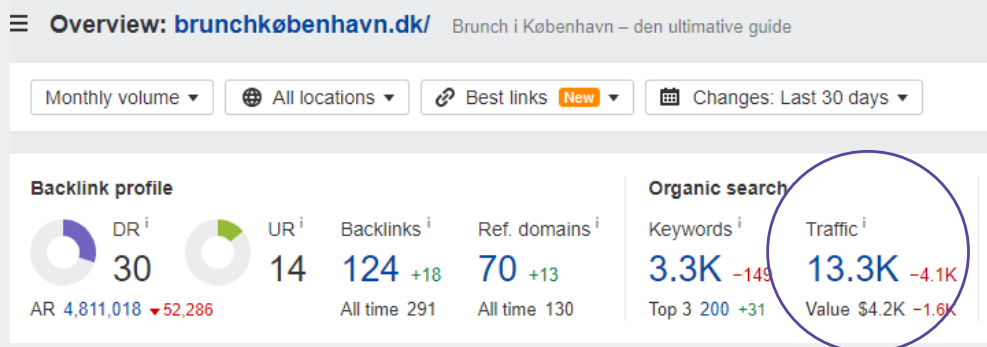
But what does a top ranking do for traffic? Let's have a look at Search Console.

Brunch København final results Google Search Console vs. Ahrefs

Brunchkøbenhavn.dk has had around **4.500 click** from Google Organic over a span of 28 days.



However, Ahrefs estimate **13.000 clicks**, which is more than a few off, since the site has generated a bit over **4.500 clicks**. This is not a minor deviation, but rather **a huge one**.



If we specifically look at the keyword "brunch københavn", Serach Console shows that it has generated **994 clicks** over **28 days**.

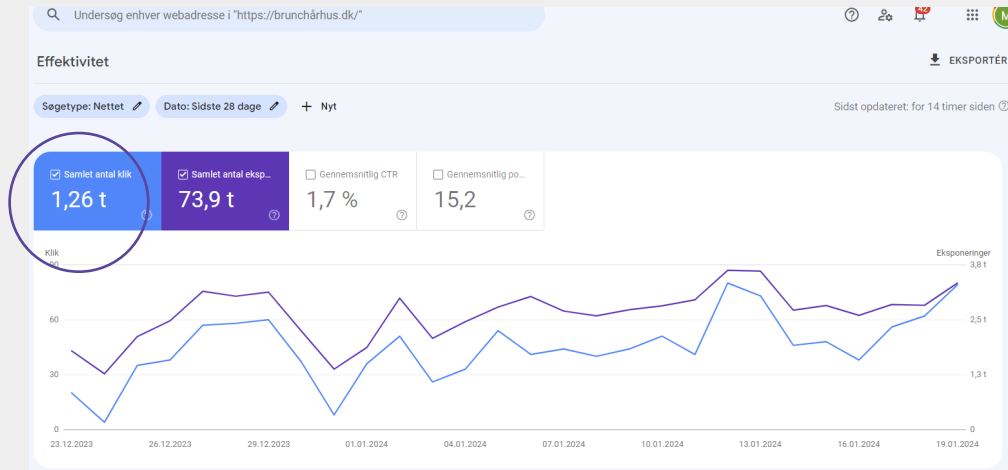
FORESPØRSLER	SIDER	LANDE	ENHEDER	SØGELAYOUT	DATOER
Mest anvendte forespørgs...					
brunch københavn				994	7.660, 13%, 3,1
brunch buffet københavn				133	862, 15,4%, 2,3

Ahrefs on the other hand estimates it's been **8 135 clicks** - a difference **nine time as big** as reality. This really just proves how unreliable the numbers from Ahrefs are.

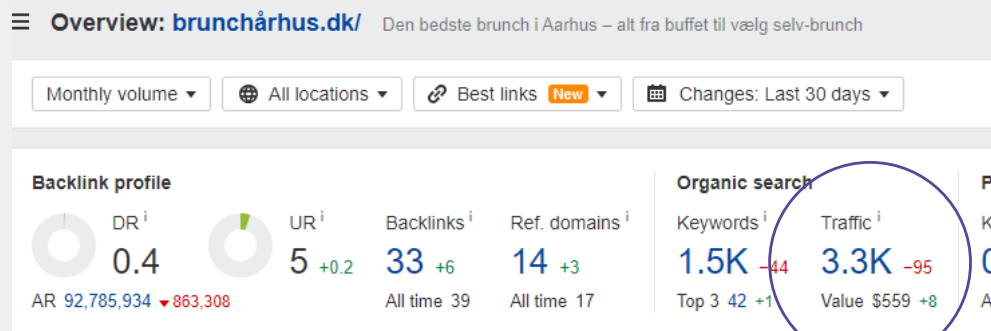
Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
+ brunch københavn	2	9.3K	1	0.34	8,135	+5,125	0	2 → 1	▲1
+ brunch buffet københavn	5	1.2K	1	0.32	546	-15	0	1	
+ ø12	3	4.6K	0	0.00	471	+35	0	4 → 5	▼1

Brunch Århus final results Google Search Console vs. Ahrefs

Brunchårhus.dk has received **1.260 clicks** from Google Organic over a span of 28 days.



But Ahrefs calculates 3.300 clicks, which is yet again a major deviation from reality, since the site has only had about **1.300 clicks**.



If we specifically look at at the keyword "brunch århus", Serach Console shows that it has generated **46 clicks** over **28 days**.

Undersøg enhver webadresse i "https://brunchårhus.dk/"

Effektivitet

FORESPØRGLER	SIDER	LANDE	ENHEDER	SØGELAYOUT	DATAER
Mest anvendte forespørgs...					↓ Klik Eksponeringer CTR Placering
brunch buffet aarhus					84 271 91 % 2,4
brunch århus					46 3.166 1,5 % 9,1

Yet again, Ahrefs calculates **217 clicks**. This is **four times as many** as reality. It seems a pattern is forming.

brunchårhus.dk | Subdomains | Settings

Organic keywords | How to use

Average volume | Denmark | Position | Volume | KD | CPC | Traffic | SERP featu

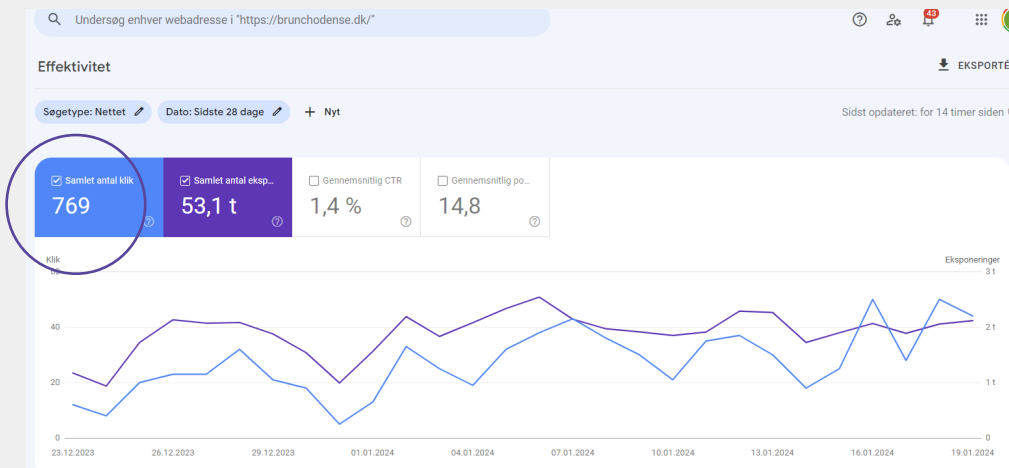
1,600 keywords | 21 Jan 2024 | Compare with: 21 Dec 2023 | Filters

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
brunch århus	1	5.6K	1	0.19	217	-5	0	7 → 6	▲1
brunch buffet århus	4	300	1	0.23	159	+8	0	1	
brunch aarhus	3	2.3K	1	0.21	139	+5	0	7	

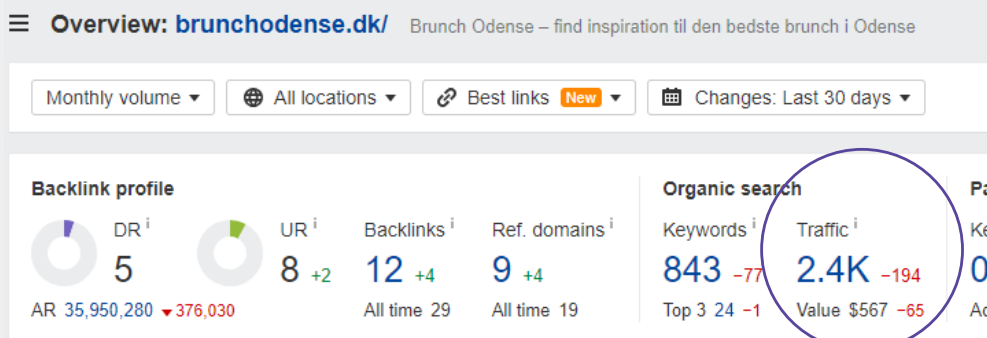
Brunch Odense final results

Google Search Console vs. Ahrefs

Brunchodense.dk has generated **769 clicks** from Google Organic over a span of 28 days.



But Ahrefs calculates **2.400 monthly clicks**, which is yet again a major twist of reality, since the site has only generated about **800 clicks**. This is off by a very, very long shot.



If we specifically look at the keyword "brunch odense", Serach Console shows that it has generated **201 clicks** over **28 days**.

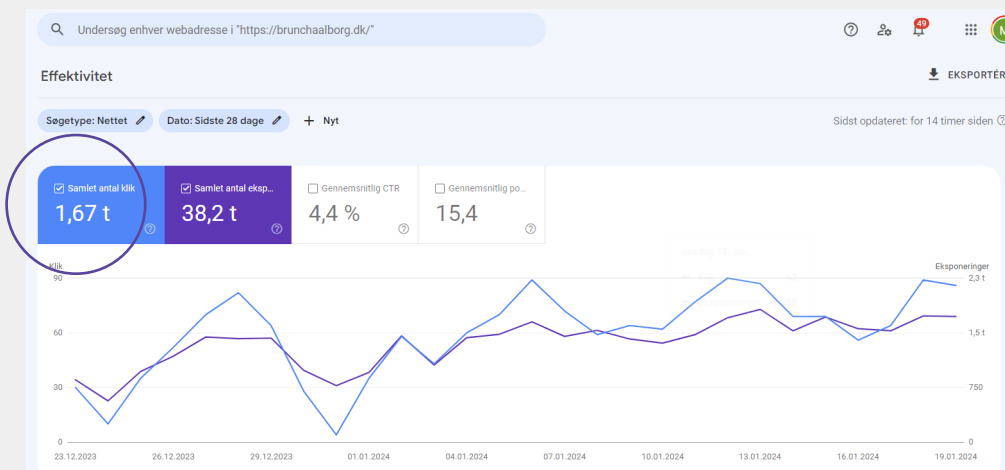
FORESPØGSLER	SIDER	LANDE	ENHEDER	SOGLAYOUT	DATOER
brunch odense				201	2.759, 7,3%, 3,8
brunch buffet odense				55	376, 14,6%, 2,4

Ahrefs estimate is grossly wrong again. The estimate is **886 clicks**. However, this number is inflated **times four**.

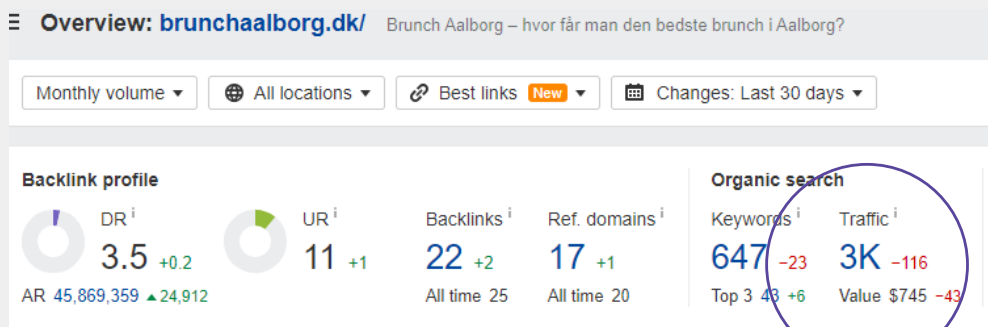
Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
brunch odense	3	3.4K	0	0.30	886	+127	0	2	
cafe biografen odense	5	2.6K	0	0.00	154	-4	0	5 → 6	▼1

Brunch Aalborg final results Google Search Console vs. Ahrefs

Brunchaalborg.dk has generated **1.670 clicks** from Google Organic over a span of 28 days.



Ahrefs estimate falls on **3.000 clicks a month**. This is wrong since the site got a mere of **1.700 clicks** compared.



If we specifically look at the keyword "brunch aalborg", Search Console shows that it has generated **710 clicks** over **28 days**.

FORESPØRSLER	SIDER	LANDE	ENHEDER	SØGELAYOUT	DATAER
Mest anvendte forespørgs...					
brunch aalborg				710	3.038 23,4 % 2,3
brunch i aalborg				81	325 24,9 % 2,2

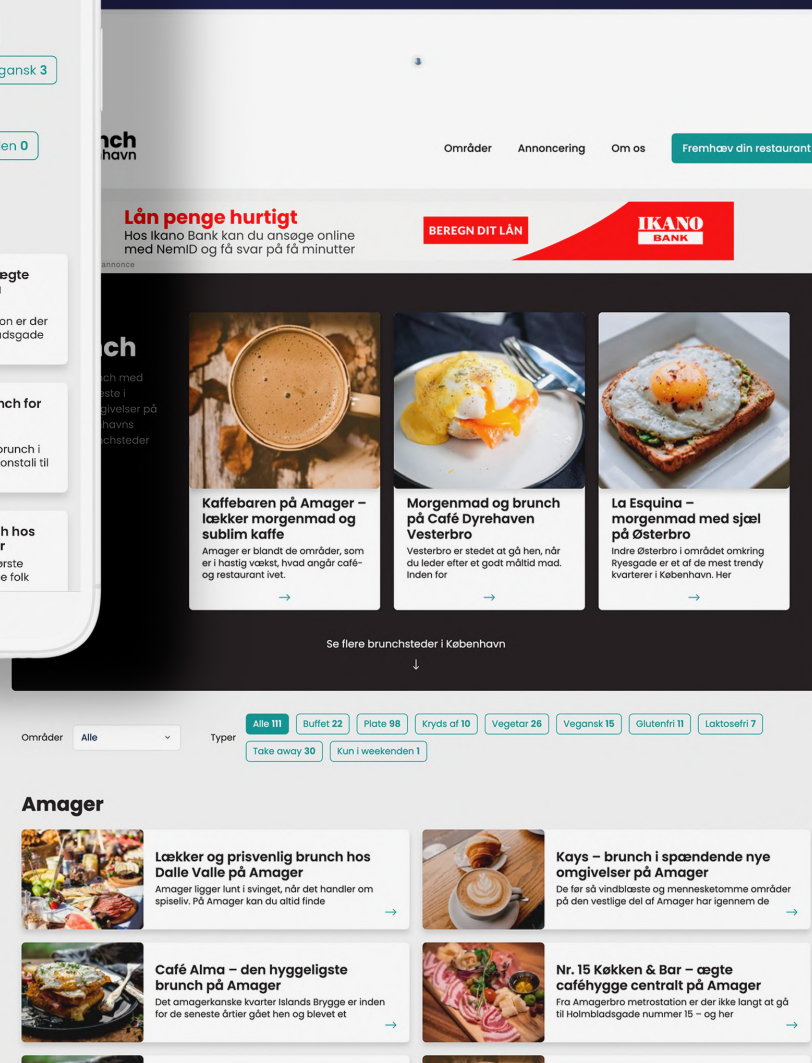
Ahrefs estimate is double the actuality. The estimate of **1.315 clicks** is **twice as many** as reality. Luckily, the estimate is only off by 50 %.

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
+ brunch aalborg	2	4.2K	0	0.22	1,315	-32	0	1	
+ bedste brunch aalborg	2	300	0	0.45	173		0	1	
+ brunch buffet aalborg	1	500	0	0.31	167	-9	0	1	

So is it **worth** the investment?

Now we've discovered how to get a site to the top, but has it been worth it?

Let's get into the numbers.



SEO vs. Google Ads

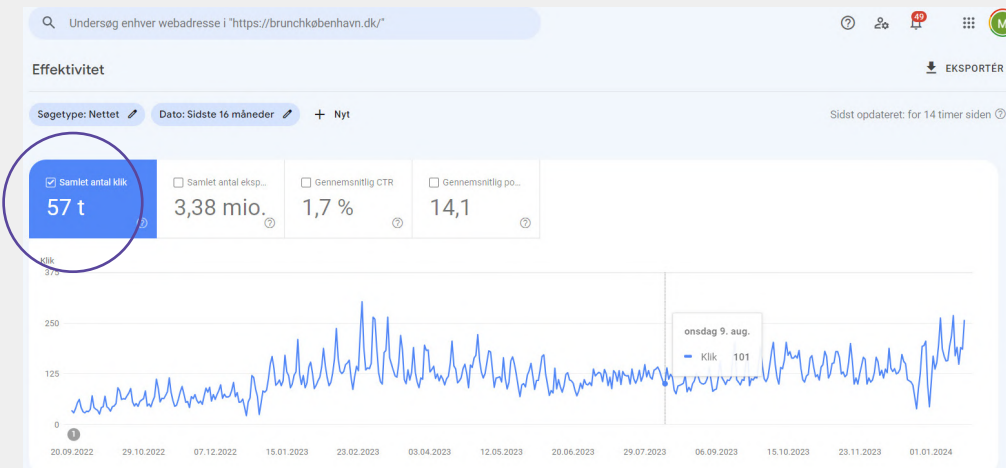
Is SEO cost effective?

Brunch København

Brunchkøbenhavn.dk has generated 57.000 clicks over a span of 16 months.

With Eye10.io Keyword Planner we can get an estimate of the price of Google Ads PPC. It's revealing \$0,45, approx. 3,10 DKK.

Doing the math, **57.000 clicks** on Google Ads would have be an expense of approx. **176.700 DKK!**



Eye10 keyword ideas that related to: <https://brunchkøbenhavn.dk>

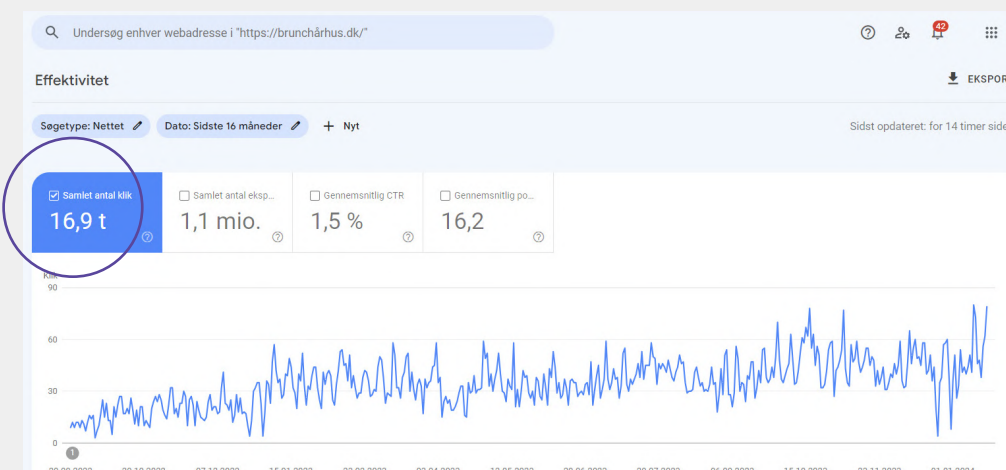
KEYWORD	MONTHLY SEARCHES	CPC
brunch københavn	14800	0.45 \$

Brunch Århus

Brunchårhus.dk has generated 16 900 clicks over a span of 16 months.

With Eye10.io Keyword planner we can see the average price of Google Ads PPC is \$ 0,50, approx. 3,46 DKK, pr. click.

Paying for **16.910 clicks** at that average price on Google Ads would have cost us approx. **58.474 DKK!**



Eye10 keyword ideas that related to: <https://brunchårhus.dk>

KEYWORD	MONTHLY SEARCHES	CPC
brunch århus	8100	0.50 \$

SEO vs. Google Ads

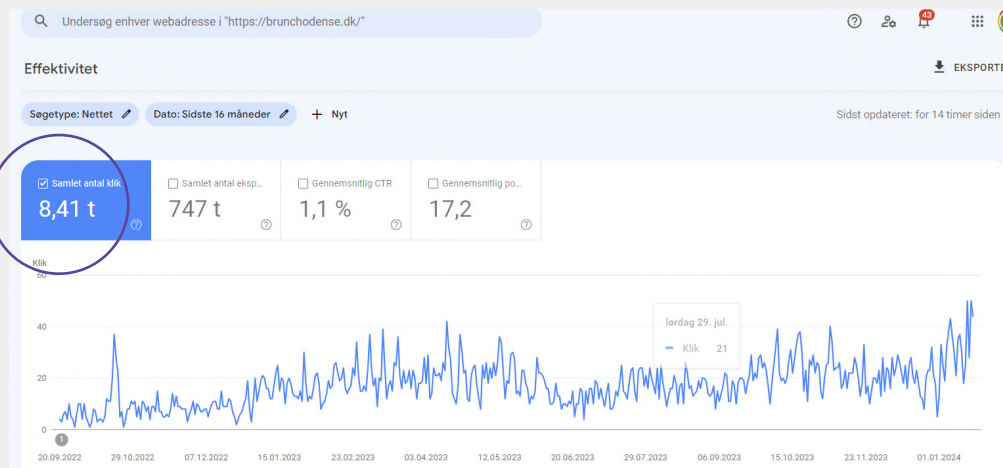
Is SEO cost effective?

Brunch Odense

brunchodense.dk has generated 8.410 clicks over a span of 16 months.

With Eye10.io Keyword Planner we can get an estimate of the price of Google Ads PPC. It's showing \$0,68, approx. 4,70 DKK.

Doing the math, **8.410 clicks** on Google Ads would have be an expense of approx. **39.527 DKK!**



Eye10 keyword ideas that related to:
<https://brunchodense.dk/brunch-take-away-i-odense-hvem-tilbyder-dette/>

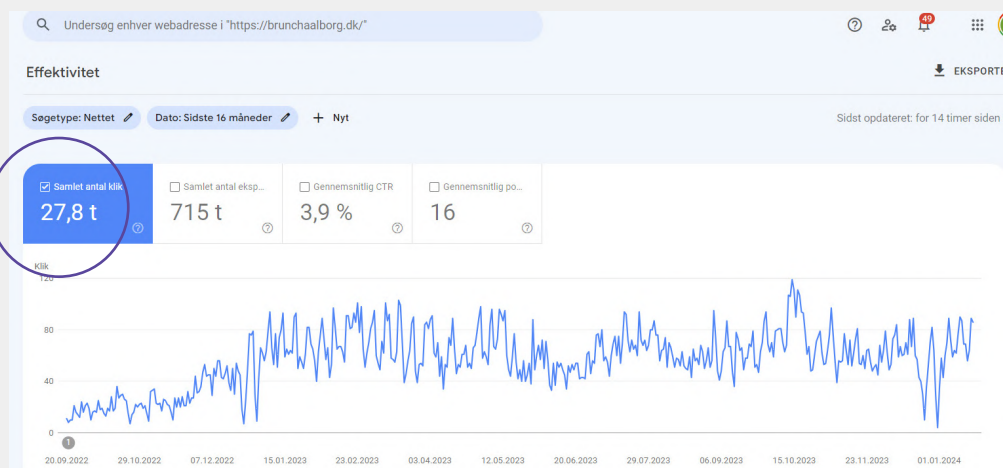
KEYWORD	MONTHLY SEARCHES	CPC
brunch odense	4400	0.65 \$

Brunch Aalborg

brunchaalborg.dk has generated 27.8000 clicks over a span of 16 months.

With Eye10.io Keyword Planner we can get an estimate of the price of Google Ads PPC. It's showing \$1,05, approx. 7,27 DKK.

Doing the math, **27.800 clicks** on Google Ads would have be an expense of approx. **202.106 DKK!**



Eye10 keyword ideas that related to:
<https://brunchaalborg.dk/brunch-take-away-aalborg-nyd-din-brunch-derhjemme/>

KEYWORD	MONTHLY SEARCHES	CPC
brunch aalborg	5400	1.05 \$

In total, we have received **110.110 clicks** across the four sites, and the expense for SEO has been approx. **100.000 DKK**.

Had we bought the clicks from Google, the expensive would've been **476.807 DKK**.

SEO has been around 5 times cheaper than Google Ads.

But here is the biggest difference.

You'd have to **keep paying** for Google Ads, you don't have to keep paying for SEO.

In the upcoming 16 months, the traffic will keep pouring in from SEO without having to allocate any more money!

The 5 most
important conclusions
from this case study

01

You can indeed generate traffic to your site without links. However, you cannot rise to the top ranks. If you want the coveted top rank, you simply need links.

02

Links from big sites are not necessarily better than links from smaller sites. It is solely a myth that links from bigger are always more effective than smaller sites. This is now proven in this case study.

03

The most effective strategy is to focus on volume, meaning the number of sites linking to your site. The second most effective has proved to be second most important factor. The least relevant to focus on is authority.

The 5 most important conclusions from this case study

04

Ahrefs data is quite unreliable and you can't trust it – especially not when it comes to traffic. So if you potentially develop an audit or seek to analyze your competition, make sure to subtract 50%.

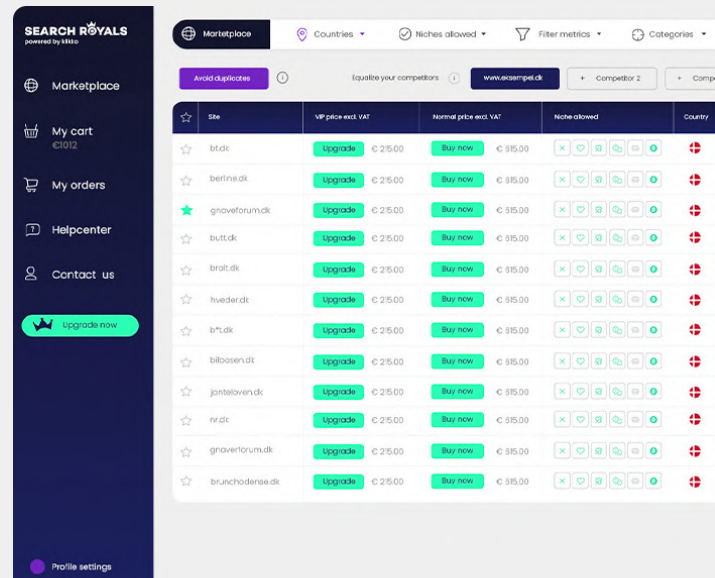
05

If your SEO strategy works and you reach the top ranks, it will always be more cost effective than e.g. Google Ads.

Ready to transform your link building?

Search Royals brings transparency and efficiency to enterprise link building. Our platform combines extensive publisher relationships, real-time link monitoring, and competitive insights to deliver a streamlined approach to improving your search rankings.

No more questioning link quality or wrestling with manual outreach—just steady, measurable progress toward your SEO goals.



Comprehensive solutions, sized for your business

From free starter tools to full-service management, our three tiers adapt to your link building needs at every stage of growth

Noble

Free

- ✓ Search Royals Marketplace
- ✓ Competitive insights
- ✗ Access to EyeIO pro+
- ✗ 30% discount on all purchases
- ✗ Dedicated Account Manager

Royal

€99 /per month

Excl. VAT

- ✓ Search Royals Marketplace
- ✓ Competitive insights
- ✓ Access to EyeIO pro+
- ✓ 30% discount on all purchases
- ✗ Dedicated Account Manage

Imperial

€299 /per month

Excl. VAT

- ✓ Search Royals Marketplace
- ✓ Competitive insights
- ✓ Access to EyeIO pro+
- ✓ 30% discount on all purchases
- ✓ Dedicated Account Manage

Build links you can trust

Stop wasting your time and budget on shady backlink vendors. Partner with Search Royals today and get reliable, affordable, and effective link building that you can monitor, trust, and verify—guaranteed results, no hidden fees.

Ping us on info@searchroyals and let's build smarter links together!

