

Industry: News

# News Company SEO

## Handelskontor

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## Introduction

Handelskontor, a German-based news portal, aimed to become a dominant voice in the online news industry. Despite offering quality content, Handelskontor struggled to gain the online visibility and authority it aimed for. To achieve this, they needed to enhance their website's authority and improve their standing in organic search engine results pages (SERPs).

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# Challenge

Handelskontor's primary challenges were:

- Limited online visibility despite high-quality content
- Insufficient domain authority to compete effectively in SERPs
- The need to establish a robust and reputable digital presence

## Solution: Collaboration with SERP Strategist

Handelskontor partnered with SERP Strategist, a digital marketing agency specializing in SEO and link-building, to address these challenges and bolster its online reputation.

## Targeted Link-Building Strategy

SERP Strategist undertook a comprehensive analysis of Handelskontor's current online presence, identifying key areas for improvement. The team then devised a targeted link-building strategy, focusing on acquiring high-quality, relevant backlinks to enhance the portal's domain authority.

## Quality over Quantity

Understanding the nuances of the news industry, SERP Strategist prioritized quality over quantity. The agency focused on securing backlinks from reputable and authoritative sources within the news and related sectors, ensuring that each link added value to Handelskontor's online credibility.

## Ongoing Monitoring and Adaptation

The strategy included continuous monitoring of the link-building campaign's effectiveness, allowing for real-time adjustments to ensure the best results. This adaptive approach

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ensured that Handelskontor's link profile remained robust and positively impacted its SERP standings.

## ➤ Results

The strategic collaboration between Handelskontor and SERP Strategist led to impressive outcomes:

- **Enhanced Website Authority:** Handelskontor saw a significant increase in its website's domain authority, making it a more competitive player in the online news sector.
- **Improved SERP Rankings:** The improved domain authority, coupled with strategic backlink acquisitions, resulted in Handelskontor climbing the ranks in organic search results, enhancing its visibility and accessibility to a broader audience.
- **Reputational Boost:** The targeted link-building approach not only improved Handelskontor's SERP rankings but also bolstered its reputation as a reliable and authoritative news source.
- **Business Impact:** These improvements in visibility and authority translated into increased website traffic, higher engagement rates, and, ultimately, a more substantial impact in the digital news space.

