

WILEY & SONS INC.

Case Study

As part of a larger SEO campaign, niche link building played a critical role in generating outstanding results for Wiley & Sons Inc. that included...

50+

LINKS

from relevant, authoritative sources -
including government sites

70%

INCREASE

in organic traffic

102%

INCREASE

in keyword visibility

135%

INCREASE

in revenue from organic search

... and a **20% outreach conversion rate** - well above industry average.

Here's how we did it.





“ *Everything about HyperLynx Media is results-driven. Their success has helped us get more buy-in for SEO as a discipline.*

Austin Kane SEO Strategist, Wiley & Sons Inc.

A seasoned SEO, Austin Kane was charged with the task of leading Wiley & Sons' first foray into SEO as a discipline.

He needed to be able to prove results quickly and demonstrate to stakeholders that SEO was a viable, profitable channel for their niche.

Austin's challenge and ultimate goal was to turn **Efficient Learning**, a portal for Wiley's entire line of e-learning and test-prep products, into a case study to earn buy-in around.

Limited Resources & A Huge Scope of Work

From building reporting infrastructures to creating and executing on and off-page strategies, Austin faced an enormous challenge.

“ *«I knew that was I was going to be spread way too thin,» Austin says. «Agencies have different teams who can address all the different areas that encompass SEO - I knew I wouldn't be able to do that on my own.»*

He determined it would be more efficient to outsource the complex, time-consuming but important task of link building. But because he knew how critical it was to success, he wasn't willing to outsource to just anyone.

“ *«I was looking for someone who had shown proven success over time. I've worked with different companies that will promise to build 'X' amount of links without caring about the relevancy or the authoritativeness of those links. I needed someone who was an expert.»*

«Jon's proven his work - past performance was big for us.»

Transparency from the Beginning

Even in the early days, Austin was impressed with how differently Jon (Founder, HyperLynx Media) approached the problem of link building and how he spent time learning the ins and outs of the niche they would be competing in.

“ *«I was blown away,» Austin recalls. «I knew someone like this wasn't promising to just build links.»*

The initial conversations were about quality, about understanding our business needs compared to trying to pitch us.

“ *«Jon was very transparent before we even began; honest about the small size of the pools we had to draw from in this niche and the fact that this would be a challenge.»*

Ultimately, it was Jon's honest approach that made Austin confident he'd chosen the right partner for the job.

“ *«The one key thing that stood out in the beginning of our relationship, and has remained consistent throughout, is transparency.»*

«He was very transparent before we even began... honest about the size of the pools we had to draw from and the fact that this would be a challenge.»

Building Authoritative Links in a Small Niche

To deliver high-quality, targeted links for Efficient Learning, Jon and his team started by identifying opportunities to better leverage the assets Wiley already had.

Because Efficient Learning operates in such a tight niche, high-quality opportunities were few and far between. Jon and his team knew they had to make the most of what they'd found.



«They took a really creative approach to the assets we had on our site and found ways to use them to a larger degree,» Austin recalls.

HyperLynx Media team were able to identify a total of 220 solid prospects for outreach. Of these, they ultimately secured links from 45 - a whopping 20% success rate substantially above the industry average.

What's more, these were links to existing assets and not new, made-for-link-building content.



***«He transformed our old assets into a link building machine,» Austin laughs.
«Jon was super strong in the fact that he came to the table with a lot of great ideas.»***

This success can be attributed to Jon's «high-touch» approach to link building - working diligently to find active, appropriate contact information, crafting personalized emails and following up - sometimes to a second relevant person - if they didn't get a response.

In fact, HyperLynx Media team went as far as sending 35 handwritten letters to prospects they still hadn't heard back from - securing links from an additional 10% of those prospects.

And whenever Wiley wasn't able to act on an idea Jon and his team put forward, Austin was impressed by their resourcefulness.



«It wasn't the only part of their arsenal. They'd already done a lot of the heavy lifting in identifying target websites that would link back to us, so they always had other strategies that were ready to go.»

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Turning Skeptics into Advocates

As part of a larger SEO campaign, HyperLynx Media work contributed to an enormous increase in Efficient Learning's online visibility.

Organic search revenue increased 135 percent, organic search visits were up 70 percent, and keyword visibility went up 102 percent.

“ «It's a pretty clear case to the value that link-building played in generating more revenue,» Austin says.

But an even bigger win is that these results have helped Austin show Wiley's stakeholders that SEO is a lucrative and crucial part of their future business.

“ «It really helped us to get buy-in for SEO as an entire discipline,» Austin says. «We've seen what link building has done for one of our websites; now we have the buy-in to extrapolate that to other parts of the business.»

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WILEY

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