

Here are some of the keywords which have moved the most since this day last month. As your digital profile continues to grow every week, your keyword rankings should continue to improve as well, therefore improving your average ranking every month. This equates to more exposure, more impressions, and of course more traffic to your site over time.

Rankings for the first and last period dates

www.sparksocialagency.com

Google Canada

March-09 2022 - March-09 2023

Keyword	December-23	March-03
boutique social media agency	20	4 ▲16
social media boutique agency	27	10 ▲17
boutique influencer agency	53	11 ▲42
social media marketing boutique	-	12 ▲88
social content agency	-	94 ▲6
social media agency	-	-
influencer campaigns	-	-

GOALS

The goal of the backlinking strategy is to increase your search engine rankings for our target keywords. It is not a direct traffic acquisition method, therefore **the content is not designed to be a detailed account of your products/services, but more a general-purpose relevant article to help with keyword relevance.**

These backlinks provide good quality relevant content backlinks to your pages on the topic of your keywords. Their purpose is to improve your own website's rankings in the major search engines, and they do this by passing on the authority scores to your website through "do-follow" backlinks.

The more high authority backlinks your website has on a consistent basis the more traction you will get in the search results, the more competition your site will outrank, and the stronger your website will become at the top of the results. These backlinks will assist in more Google exposure each month and more traction towards the first page results.

Momentum really ramps up as these links gain maturity while new backlinks are getting added, therefore significantly growing your digital profile and rankings over time.

WORK IN PROGRESS

GUEST POSTS x 3

In Progress

HIGH DA ARTICLES x 3

In Progress

CITATIONS x 5

In Progress

ONGOING WORK

- The backlink-building work is ongoing; you'll see the live links in your full report at the end of the month as they take time to get accepted.
- Google Search Console errors are being monitored daily.
- Ahrefs progress is being monitored for site errors.
- I am also looking into high Domain Authority competitor links and outreaching new guest post sites each week.

Please let me know if you have any questions. Lark@ProfitParrot.com