

CASE STUDY · OFF-PAGE SEO OUTREACH

From Pizza Budget to 12X Revenue

How one strategic placement on OKMagazine.com(AuthorityScore 57)
moved a target keyword from **#38** → **#22**, generated **57 orders**,
and delivered **12X revenue growth in just 2 months**

DA 57

Publisher
Authority

1.3M+

Monthly
Visits

#38 → #22

Keyword
Movement

57

Orders
Generated

12X

Revenue
Multiplier

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EXECUTIVE SUMMARY

The OK Magazine Placement: A Masterclass in Budget Outreach

In a landscape where premium editorial links routinely cost \$700–\$2,000 per placement, this case study proves that **compelling pitches beat big budgets every time**. By targeting OKMagazine.com — a publication with **Authority Score 57**, 1.3M+ monthly visitors, and an audience that is 76% US-based — and negotiating a placement for the equivalent of a pizza's price, Khizar Yaqoob turned a small outreach investment into a **12X revenue multiplier** within just 60 days of the article going live.

OKMagazine.com	57	1.32M	
TARGET PUBLISHER	AUTHORITY SCORE	GENERATED	

#38	#22		
KEYWORD BEFORE	KEYWORD AFTER		
Position pre-placement	Position post-placement	In 60 days post-live	Revenue growth in 2 months

"I outreached OKMagazine.com, negotiated the placement, and paid less than a pizza. Within 60 days, my keyword moved 16 positions and I had 57 real orders in my pipeline."

THE PROCESS

5-Step Outreach Framework That Landed OK Magazine

This is the exact process used — from identifying the publisher to tracking post-live results. Every step is replicable. The investment was under \$20. The return was 12X revenue.

01

Publisher Research & Qualification

Used Ahrefs and SEMrush to identify OKMagazine.com as a high-authority (AS 57) publication with 1.32M monthly visitors, 76% US audience, and an editorial policy open to lifestyle/commerce content. Confirmed the site accepted contributed articles and had a dofollow link policy.

02

Audience & Content Alignment

Analysed OK Magazine's top-performing content to identify the fashion/lifestyle intersection. The "affordable latex clothing" angle matched existing editorial content, readership interest, and buyer intent — making it a natural fit that editors would not reject.

03

Crafting the Compelling Pitch

Sent a 4-line personalised email referencing a specific OK Magazine article, explaining why the piece would serve their readers, and attaching a ready-to-publish article draft. The pitch was value-first, not link-first — editors respond to content, not requests.

04

Negotiation & Close

The editor came back with a nominal fee. After a respectful counter, the placement was secured for a minimal amount (under \$20). The negotiation succeeded because the content was high quality and required minimal editing — saving the editor time and effort.

05

Post-Live Tracking & Results

After the article went live at okmagazine.com/p/where-to-buy-affordable-latex-clothing-online/, tracked keyword movement daily via Google Search Console and Ahrefs. Within 60 days: keyword moved #38 → #22, 57 orders attributed to the content, revenue grew 12X compared to the prior period.

RESULTS & IMPACT

What One High-Authority Link Actually Moved

The live article URL: okmagazine.com/p/where-to-buy-affordable-latex-clothing-online/
Publisher Authority Score (SEMrush): 57 | Monthly Traffic: 1.32M visits | US Audience: 76.5%

KEYWORD RANKING MOVEMENT



57	12X	< \$20
ORDERS GENERATED		
Inbound orders directly attributed to the OK Magazine article within 60 days of going live	Revenue multiplier in 2 months vs. the same period before the placement went live	Total cost of placement, content, and outreach — less than most marketing lunches

Why it worked: OKMagazine.com's Authority Score of 57 passed significant link equity. The keyword moved from page 4 to page 2 — enough to trigger a surge in click-through rate from searchers actively looking to buy. Combined with the article's direct commercial angle, buyers reading the content converted into real orders.

CASE STUDY #2

Fashion SaaS Brand: From Page 3 to Position #6 in 90 Days

The Challenge: A fashion-tech SaaS brand selling an AI wardrobe-planning tool had a primary keyword ("AI wardrobe planner") stuck at position #31 — below the fold on page 3. Organic traffic was minimal and the sales pipeline was almost entirely paid-ad dependent.

METRIC	BEFORE	AFTER (90 DAYS)	CHANGE
Keyword Position	#31	#6	▲ 25 positions
Organic Traffic	320/mo	2,100/mo	+556%
Trial Sign-Ups (organic)	4/mo	67/mo	+1,575%
Paid Ad Dependency	91%	58%	-33% dependency
Domain Rating	28 DR	36 DR	+8 DR points
Links Placed	—	12 placements	DA 40-72 avg

The Strategy:

Over 90 days, 12 editorial placements were secured across fashion and tech publications (average DA 40-72). Outreach was conducted through Pitchbox and Hunter.io, targeting style editors, tech journalists, and female entrepreneurship publications whose audiences overlapped with the product's ideal customer profile.

Outreach Stack Used:

Ahrefs (prospecting) · Hunter.io (email discovery) · Pitchbox (outreach automation) · ChatGPT (personalisation at scale) · Make/Zapier (follow-up sequences) · Google Search Console (tracking)

Key Win:

A placement in a DA 72 fashion publication drove a single burst of 340 referral visitors in 48 hours, 22 of whom converted to free trials. Three became paying customers. That one link generated an estimated \$4,200 in LTV from a \$180 placement cost — a **23X return on a single outreach email**.

INDUSTRY CONTEXT

Why High-Authority Backlinks Are a Non-Negotiable Growth Channel

78.1%	96%	748%	3.8x
of SEOs report positive ROI from link building (2026)	of page-1 Google results have 1,000+ referring domains (SEMrush)	Median SEO ROI per First Page Sage's 2026 analysis	more backlinks on the #1 Google result vs. pages ranked 2–10

What the Data Confirms

- **Pages with no backlinks get virtually zero organic traffic.** 94.3% of all pages receive zero Google traffic because they have no external backlinks.
- **One high-DA placement outperforms 50 low-DA links.** Link equity flows logarithmically — a single DA 57 link can move rankings that 50 DA 20 links cannot touch.
- **Digital PR delivers 312% average ROI.** Brands using earned media and outreach-based placements consistently report 3X returns vs. paid-only strategies.
- **Keyword improvements compound over time.** A keyword at #22 today tends to climb further as the link ages and the page earns additional trust signals.

THE ELEVATOR PITCH

"I turn outreach into revenue. I placed one article on a 1.3M-traffic publication for under \$20, moved a keyword from #38 to #22, and generated 57 orders — delivering 12X revenue in 60 days. Over 6+ years, I've repeated this across 30+ global campaigns, securing 3,500+ premium backlinks and averaging a 38% outreach reply rate. If your brand needs to dominate search and drive real conversions — not vanity metrics — let's talk."

KEY TAKEAWAYS

5 Principles That Drive Every Successful Outreach Campaign

01

Quality Over Quantity, Always

One DA 57 link moved a keyword 16 positions. A hundred DA 15 links from spam farms cannot do that. Invest time in qualifying publishers—use SEMrush Authority Score, Ahrefs DR, and real traffic data.

02

Pitch Content, Not Links

Editors receive hundreds of link-begging emails. What they want is a well-written piece that serves their audience. Build your pitch around the reader's benefit, not your backlink need.

03

Negotiate Respectfully — Most Fees Are Flexible

The OK Magazine placement was secured at "pizza price" because the content was ready to publish and required minimal editor work. The less work you create for an editor, the more leverage you have in negotiation.

04

Track Everything Post-Live

Use Google Search Console + Ahrefs to monitor keyword movement daily for 90 days post-publication. This lets you prove ROI, understand lag times, and refine targeting for the next campaign.

05

Build Systems, Not One-Off Campaigns

The biggest multiplier is consistency. Using Pitchbox + ChatGPT + Make to automate prospecting and follow-ups allows you to run 5-10 simultaneous outreach campaigns without proportionally increasing workload.

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