

DISRUPTIVE case study



Heart to Heart
ADOPTIONS

THE PROBLEM

Upon starting with Disruptive, Heart 2 Heart Adoptions had thousands of backlinks from adult content websites that negatively affected their SEO.

The search engines likely considered these links spammy or irrelevant and potentially associated Heart 2 Heart Adoptions with adult content.

As a result, the website's ranking in organic search results was negatively impacted.

THE SOLUTION

Disruptive's SEO specialists thoroughly analyzed Heart 2 Heart Adoptions' backlink profile to identify toxic or spammy backlinks that needed to be disavowed. We created and submitted a disavow file to search engines to inform them that Heart 2 Heart Adoptions wishes to disassociate itself from the toxic backlinks, and search engines should disregard those links when evaluating the website's ranking.

We closely monitored the progress of the disavow process, periodically checking if the toxic backlinks had been disavowed successfully. When necessary, we made adjustments to the disavow file.

Upon successfully removing the toxic and spammy backlinks, we started seeing a positive shift in the organic search results for Heart 2 Heart Adoptions.

PRODUCTS



SEO

4x

Increase in CTR

THE RESULTS

By removing toxic backlinks, we improved total clicks by increasing search engine visibility, enhanced CTR by 4x by boosting rankings and user perception, and improved average keyword ranking by ~27 positions, signaling relevance and authority. Overall a massive lift compared to their previous results.

Additionally, these changes set the stage for acquiring quality backlinks, which can further improve these metrics and overall SEO performance in the long run.