

Tlinks Case Study: Scaling SaaS Visibility Through Global Link Building in 2026

Tlinks announced today a case study on how to scale SaaS visibility through global link building in 2026.

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/EINPresswire.com/ -- Tlinks has released a new case study highlighting how a structured global link building strategy helped a SaaS brand expand search visibility across competitive international markets in 2026. The case study focuses on the practical

challenges many software companies face when they move beyond a single core region and need to build authority, relevance, and trust across multiple search environments simultaneously.

“

We are optimists who love to work together.”

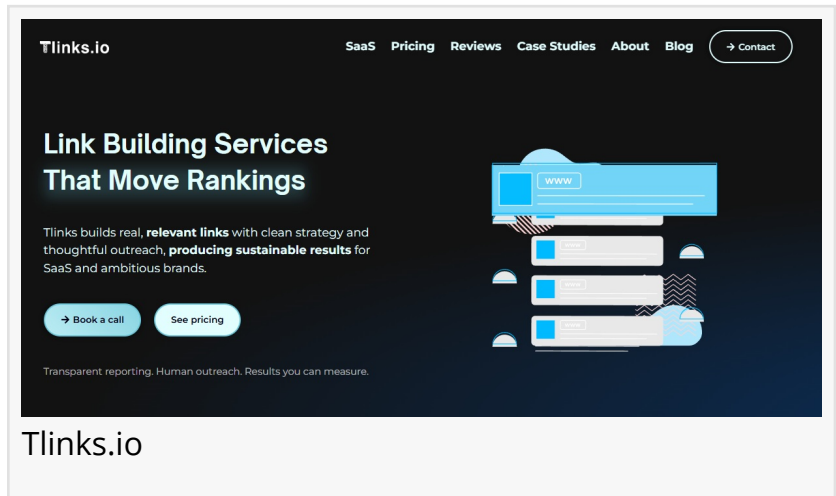
Bogdan Lunkan

The case study examines a SaaS company operating in a crowded B2B category, where organic growth had become increasingly difficult to scale through on-site content alone. While the brand already had a solid product, a clear positioning strategy, and useful educational resources, its search performance was uneven across target markets.

Some regions showed early traction, while others lacked the authority signals needed to compete against older, better-known brands.

[Tlinks.io](#) approached the project by first mapping the company’s target regions, buyer personas, and highest-value commercial pages. Rather than treating link building as a single global campaign, the team separated the work by market intent, topic relevance, and publication quality. This helped the campaign avoid one of the most common mistakes in international SEO: building links that look good on paper but do little to support local rankings, topical authority, or buyer trust.

The campaign focused on securing placements from relevant publications across multiple regions, with particular attention paid to SaaS, technology, business, startup, and B2B marketing



environments. Each placement was evaluated for contextual fit, audience relevance, editorial standards, and long-term SEO value. This approach allowed the client to strengthen authority around its most important service categories while supporting broader brand recognition in markets where it had limited visibility.

According to Tlinks, the key lesson from the case study is that link building for international businesses works best when it is planned around business priorities rather than just domain metrics. A high-authority link from a broad site may still be useful, but for SaaS companies, the stronger opportunity often lies in links that connect directly to the buyer journey: industry pain points, comparison searches, integration use cases, and region-specific content needs.

“Scaling visibility for a SaaS brand is not just about getting more links,” said CEO of Tlinks.io, Bogdan Lunkan. “It is about building the right authority in the right markets, with the right context around the brand. When SaaS companies expand internationally, they need links that help search engines and real buyers understand where the company fits, why it is credible, and which problems it solves.”

The case study also outlines how Tlinks refined outreach messaging for different markets. Instead of using a single generic pitch, the team tailored angles around regional business trends, SaaS adoption challenges, and the client’s most relevant use cases. This helped improve editorial fit and made the campaign less dependent on volume. The goal was not simply to place content, but to earn mentions in environments where the brand could be presented naturally and credibly.

A [SaaS link building agency](#) at its core, Tlinks designed the campaign to support both short-term visibility gains and long-term authority building. This included balancing the homepage, commercial page, and informational content links so the client’s backlink profile looked natural and supported the full funnel. The campaign also placed emphasis on anchor diversity, publication relevance, and steady link velocity to reduce risk and improve sustainability.

For SaaS brands, this type of strategy can be especially important because buying cycles are often long and research-heavy. Potential customers may encounter a company several times before booking a demo, signing up for a trial, or contacting sales. Strong search visibility across different markets can help create those repeated touchpoints, particularly when the brand appears in trusted industry conversations rather than only on its own website.

The Tlinks case study shows how a more deliberate global link building framework can help SaaS companies move from fragmented organic growth to a more coordinated international SEO strategy. It also highlights the importance of aligning link building with product positioning, market expansion plans, and the content assets most likely to influence qualified prospects.

“International SEO can become messy very quickly if the strategy is not disciplined,” added Lunkan. “The brands that do it well are usually the ones that know which markets matter, which

pages need support, and which publications can actually add credibility. That is where thoughtful link building makes a measurable difference.”

Tlinks.io plans to continue publishing case studies and educational resources for brands looking to build stronger search visibility through ethical, relevant, and market-aware link acquisition.

About Tlinks

Tlinks.io is a link building company that helps SaaS brands, agencies, and growth-focused businesses improve organic visibility through tailored outreach and high-quality backlink acquisition. The company focuses on relevance, transparency, and sustainable SEO value, helping clients build authority in competitive search markets.

To learn more about how global campaigns can support search growth across multiple regions, visit Tlinks’s guide to [international link building](#).

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