

Kris Escaño

SEO Strategist & Link Building Expert

Results-driven SEO strategist with 9+ years of experience in off-page SEO and project management. Proven success in driving organic growth and acquiring high-authority links.

[Contact Me](#)



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Professional Summary

Expertise

Specialized in off-page SEO, with focus on link building, and digital PR, and project management with a proven track record of driving organic growth for SaaS and tech companies. Known for ranking competitive keywords and acquiring high-authority links.

Background

Strong foundation in engineering and project execution, bringing a technical perspective to SEO strategy. Currently based in Chiang Mai, Thailand, working with clients globally.

Approach

Data-driven methodology focused on delivering measurable results through tailored strategies that align with business objectives and foster relationship-based collaborations for sustainable long-term growth.

Work Experience

Odys Global - Strategy Lead (Apr 2025 - Jun 2025)

Led SEO strategy and client consultations, facilitated tailored domain acquisition and redirect strategies for high-impact growth. Spearheaded sales initiatives, closing deals by aligning aged domains with client goals in competitive niches.

Freelance SEO & Digital PR Strategist (Jun 2016 - Present)

Executed data-driven SEO strategies for SaaS, affiliate, and e-commerce brands, resulting in significant traffic improvements. Specialized in off-page SEO, building high-authority backlinks through guest posting and outreach campaigns.

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Hunter.io - Outreach Manager (Jan 2022 - Apr 2025)

Helped scale organic traffic by 2x through strategic off-page SEO and competitive keyword targeting. Led link-building campaigns securing high-authority backlinks and improving search visibility across competitive verticals.

Case Studies

SaaS Company Growth (Hunter.io)



This case study highlights how we doubled organic traffic and achieved SERP domination for Hunter.io, a leading Email Finder & Cold Email SaaS platform.

Timeline: January 2022 – April 2025 (3.5 years)

Overview & Objectives

When I joined Hunter.io as Outreach Manager, the primary goals were:

- Increase organic traffic.
- Secure top-ranking positions for "email finder," "email verifier," and "cold email software."
- Elevate overall brand visibility and awareness.

Challenges

We faced significant hurdles in achieving these objectives:

- Ultra-competitive SERPs crowded with established SaaS powerhouses.
- Limited Hunter brand recognition beyond core circles.
- The need not only to attain but also to sustain #1 rankings over time.

Strategy & Implementation

I built a data-driven, multi-channel outreach engine to tackle these challenges.

Research & Planning

- In-depth competitor gap analysis and keyword mapping.
- Prospect list creation using Ahrefs, Google, and community intel.
- Set a target of 25–30 new high-quality links per month.

Prospecting & Outreach

- Engaged relevant Slack workspaces and LinkedIn groups daily.
- Launched cold-email campaigns, sending ~100 personalized emails per week.
- Continuous A/B testing on subject lines, openers, body copy, CTAs, and segment targeting.

Link Acquisition Tactics

- Link inserts & niche edits: Contextual placements within existing articles.
- Listicle insertions & guest posts: Authored content on DR 70+ SaaS, martech blogs, and other related niche.
- Unlinked brand mentions: Converted passive mentions into backlinks.
- Broken-link reclamation: Replaced competitor 404s with Hunter.io references.
- Podcast guesting & interviews: High-visibility mentions on SaaS marketing shows.
- Reddit SEO (late stage): Seeded value-driven posts in targeted subreddits.

Maintenance & Growth

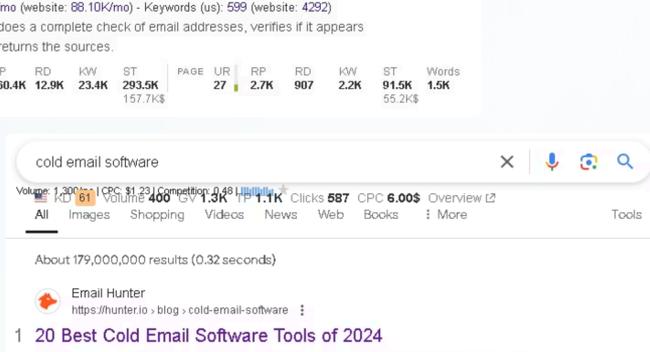
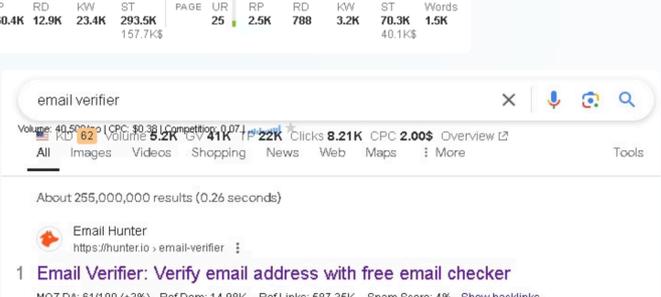
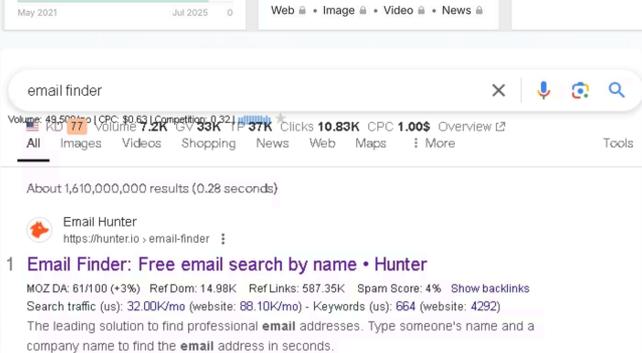
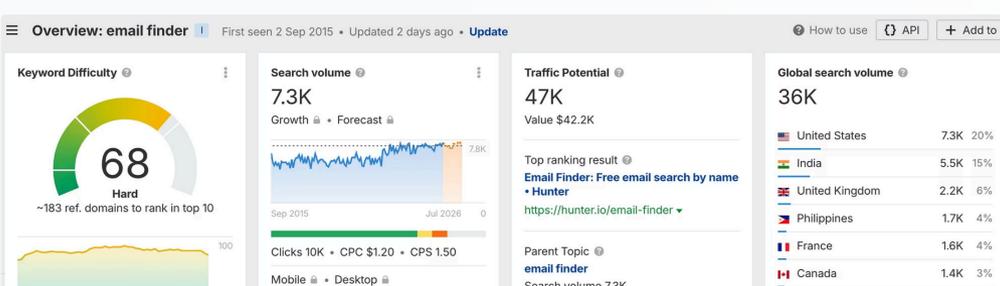
- Daily monitoring of link health, anchor distribution, and SERP fluctuations.
- Quarterly "link-sprint" campaigns to offset natural attrition.
- Tactical adjustments based on performance analytics.

Tactics

- Cold-Email A/B Testing:** Tested 5–7 subject lines per batch; refined openers, body length, and CTAs to sustain 60%+ open rates and 10–15% reply rates.
- Guest Post Partnerships:** Averaged ~5 data-driven contributions per month on high-DR domains by building editorial relationships.
- Unlinked Mentions & Competitor Links:** Ran monthly Ahrefs scans to find new mentions and broken competitor links, deploying "skyscraper" outreach for quick wins.
- Reddit SEO Launch:** Crafted AMA-style posts and how-to guides in r/linkbuilding, r/marketing, and r/SaaS to drive niche referrals and grassroots backlinks.

Results

Monthly Organic Sessions	180K	360K	+100%
Domain Rating (Ahrefs)	80	82	+2 pts
#1 SERP Positions Maintained	"email finder," "email verifier," "cold email software" for 24 months		
Built over 1000+ links			



Kris, your campaign is killing it!

Unlinked mentions.

You got a link from Moz!

👍 1

Kris Escaño 9:02 PM
Yay!!!!

Kris Escaño 6:56 PM
Hi Jo, Thank you for mentioning Hunter in your blog post—great article, by the way! Would you mind linking the word Hunter.io in this sentence to https://hunter.io? Thanks!

@moz.com 8:04 PM (1 hour ago)
to me, ...
Sure, done :)

me, me, me, 2 7:37 PM
Hi Kris, Thanks for mentioning Hunter.io - Hi Krislyn, Thanks for reaching out. I just updated your link...

[Kris] - Unlinked Mentions 01:25
100 recipients · [View all](#) · [Active](#) About 8 hours ago 176 99 46% 12% 10%

me, me, me, 2 8:50 PM
Sure On Mon, 13 Jan 2025 at 6:17 PM, Kris Escaño

me, me, me, 2 8:36 PM
Hi Kris, Absolutely, we can add that link! We're launching t...

me, me, me, 2 7:29 PM
Hey Kris, Which post is that one? The article link is https://www.transifex.com/blog/2022/seo-marketing-strategy/

me, me, me, 2 7:37 PM
Hi Kris, yeah, can do. Here our account: https://www.wrike.com/digital-marketing-guide/digital-marketing-kpi-metrics/

me, me, me, 2 7:37 PM
Please generate the affiliate url as a next step. Looking f...

Impact

- Sustained Market Leadership:** Two years at #1 reinforced brand trust, boosting CTRs and free-trial sign-ups.
- Scalable Playbook:** The Outreach framework—Slack/LinkedIn engagement plus structured cold-email—is replicable across other product lines.
- Data-First Optimization:** Continuous A/B testing and quarterly maintenance sprints ensured link growth never plateaued, even in a shifting SERP landscape.

Sample Links Earned

DR	Prospect URL	Anchor
91	https://flippingbook.com/es/blog/marketing-tips/crafting-effective-outreach-email	email tailored to its recipient
91	https://moz.com/blog/efficient-link-reclamation	Hunter.io
90	https://blog.icons8.com/articles/how-optimize-email-communication-with-clients-6-tips-for-beginners/	Hunter
90	https://resources.workable.com/tutorial/engage-passive-candidates-with-targeted-emails	email checker
88	https://www.hostpapa.com/blog/marketing/an-introductory-guide-to-email-marketing/	collect the email addresses
87	https://monday.com/blog/marketing/how-to-turbocharge-email-marketing-productivity-with-automation/	increase your open rate
87	https://curator.io/blog/why-social-commerce-is-the-future-of-sales	lead generation
85	https://kajabi.com/blog/email-personalization	targeted personalization
85	https://livehelpnow.net/blog/customer-self-service/	implementing chatbot and live chat features
85	https://www.transifex.com/blog/2022/seo-marketing-strategy/	boosting lead generation
85	https://www.convinceandconvert.com/social-media/how-to-measure-your-roi-on-social-media-marketing-campaigns/	collect emails
84	https://www.cs-cart.com/blog/the-most-important-email-marketing-metrics-and-kpis/	email address is invalid
84	https://www.wrike.com/digital-marketing-guide/digital-marketing-kpi-metrics/	cold emailing
84	https://mention.com/en/blog/lead-generation-online-reputation-management/	email finder tool
83	https://www.salesloft.com/learn/sales-prospecting	Hunter.io

3x Organic Traffic Growth in 8 Months for CanaryMail.io



Stagnant traffic turned into a steadily rising curve without a single paid campaign.

Grew organic traffic by **3x in just 8 months** through strategic link building campaigns. Focused on securing high-authority backlinks that drove steady, compounding growth.

Client & Context

CanaryMail.io is an AI-powered email client for professionals. When I began in September 2023, they were averaging ~15 000 monthly organic visits and had no active link-building initiatives. Competitors like Superhuman and Mailbird were already investing heavily in off-page campaigns, leaving CanaryMail's traffic plateaued and its brand visibility constrained.

The Challenge

Despite a polished product and solid on-page SEO, CanaryMail lacked referral authority. With limited off-page momentum, their lead generation suffered in a crowded SaaS market. My mission was to build a consistent, scalable link-building engine to restore growth.

Strategic Approach

1. Targeted Asset Map

- Identified high-intent keywords: "email client," "AI email client," "secure email tool"
- Audited existing content to find gaps and repurposing opportunities

2. Link Opportunity Breakdown

- Listicle Insertions:** I wrote personalized pitches to the editors of "Top 10 Email Clients" and "Best AI Email Tools" roundups, supplying fresh data on speed benchmarks and security features. This earned CanaryMail placements in major industry listicles.
- Niche Edits (Link Insertions):** By auditing productivity and email-workflow articles for unlinked "email client" mentions, we secured 40 contextual edits on DR 60+ domains, offering usage insights and case examples.
- Brand Mentions Conversion:** Using [Mention.com](#) and Google Alerts, I tracked occurrences of "Canary Mail" and politely requested hyperlink attributions on SaaS review sites that only had text references.
- Guest Posts & Thought-Leadership:** I pitched and authored bylined articles—titles included "How AI Is Revolutionizing Email Productivity" and "5 Security Best Practices for Modern Email Clients"—on niche SaaS and productivity blogs, each containing deep links to CanaryMail feature pages.

3. Execution

- Built **20 high-authority links/month** on relevant sites (average DR 60+ with 10k+ organic traffic)
- Personalized outreach sequences: research → tailored value proposition → value-added follow-ups
- Quarterly reviews to refine target lists and messaging

Results and Impact

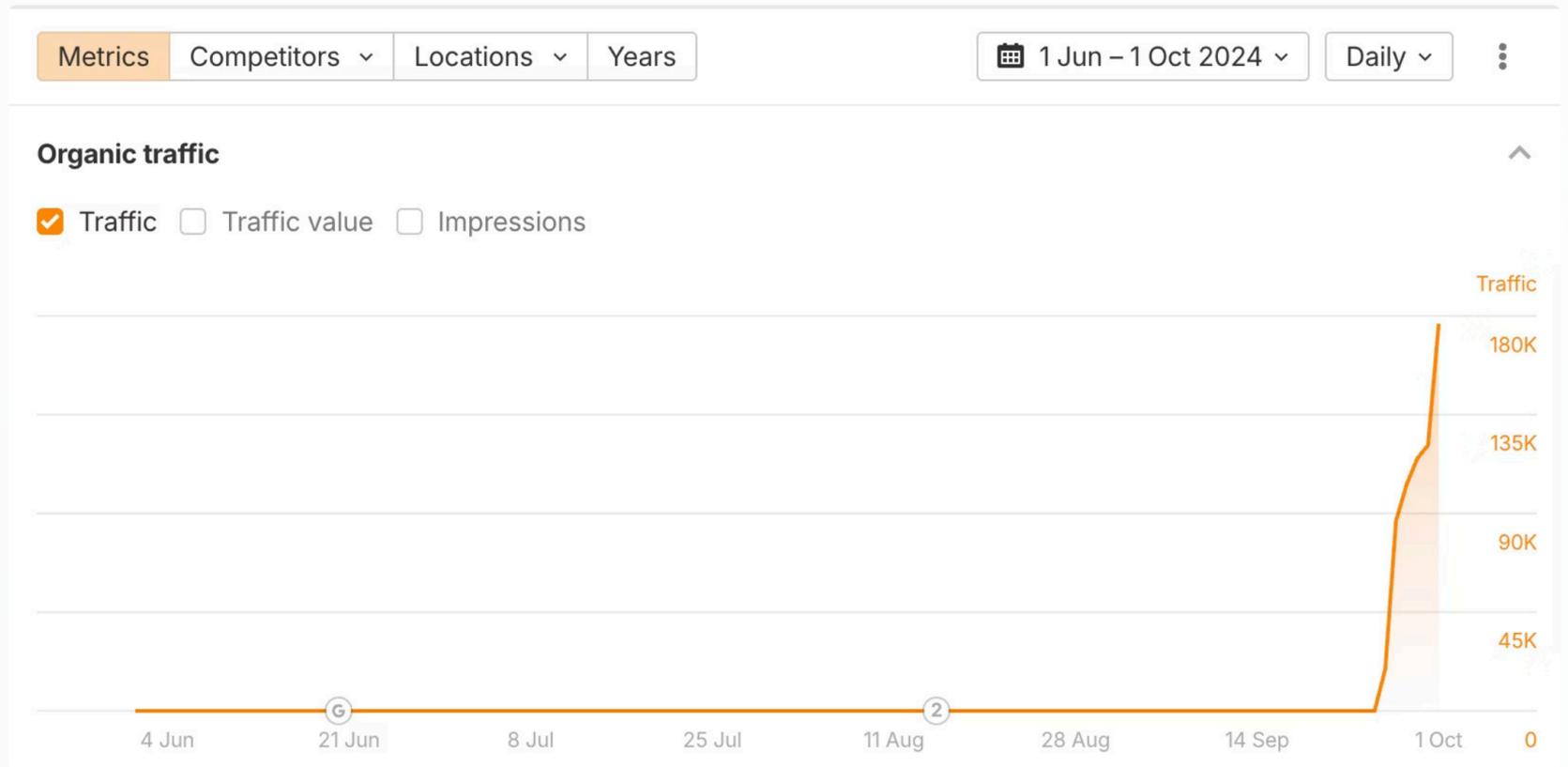
Metric	Before (Sep 2023)	After (May 2024)	Δ
Monthly Organic Sessions	~15 000	~45 000	+200%
Number of Referring Domains	120	260	+117%
Average SERP Position (Top 10)	8	4	↑ 4 pts
Conversion Rate (Organic Leads)	2.1 %	3.4 %	+62%

- Steady Climb:** Organic traffic rose steadily month-over-month (no spikes, no drop-offs)
- Authority Boost:** Referral domains more than doubled, cementing CanaryMail as a go-to in its niche
- Business Lift:** Organic MQLs jumped 62%, directly feeding their sales funnel

Key Takeaways

- Consistency Wins:** Building 20 quality links every month compounds far better than sporadic outreach bursts.
- Asset-Led Outreach:** Pitching real, data-driven assets (e.g., "AI email client comparison") makes editor time, so they link.
- Iterate & Refine:** Quarterly backlink-gap audits ensure you're always targeting the highest-ROI opportunities.

Driving from Zero to 180 000 Organic Visits in Four Months for a Niche Translator Tool (Under NDA)



Starting with zero traffic, I built a scalable 10-link/month engine that propelled the tool into top-3 visibility for its core terms and generated ~180 000 visits by October 2024.

Client & Context

A niche translator tool (name withheld under NDA) converts text between different code formats. When the campaign kicked off in July 2024, the site had no backlinks, no blog, and virtually zero organic traffic.

The Challenge

With no referral authority and no off-page presence, the tool was invisible in search. The goal was to build just ten high-quality links per month—on an extremely limited budget—and achieve measurable organic growth by October 2024.

Research & Planning (July 2024)

- Conducted keyword research around core translation queries using Ahrefs & SEMrush
- Built a prospect list of 150 targets: tool roundups, niche blogs, hobbyist forums, and 20 .edu pages
- Mapped outreach sequences and set up tracking in Google Sheets, GA4, and Ahrefs

Prospecting & Outreach (August 2024)

- Refined messaging and paused live outreach due to budget timing
- Finalized email templates, personalized pitch angles (free-tool embeds, educational resource offers for .edu sites), and supporting assets

Link Building in Action (September–October 2024)

- Listicle Insertions: 40 pitches → 8 placements on DR 40–65 sites
- Niche Edits: 20 outreaches → 12 contextual link insertions in existing articles
- Brand-Mention Conversions: Converted 6 unlinked text mentions via Google Alerts
- .edu Outreach: 20 emails → 4 backlinks from university domains
- Free-Tool Roundups: Featured in 15 niche “free tool” lists → 10 links

Results & Impact

Month	Avg. DR of New Links	Organic Sessions	Referring Domains
Jul 2024	0	0	0
Aug 2024	0	0	0
Sep 2024	55 ¹	~135 000	20
Oct 2024	58 ²	~180 000	34

¹ Average DR of September placements; traffic ramp began mid-month

² By early October, DR dipped slightly as more diverse sites were added

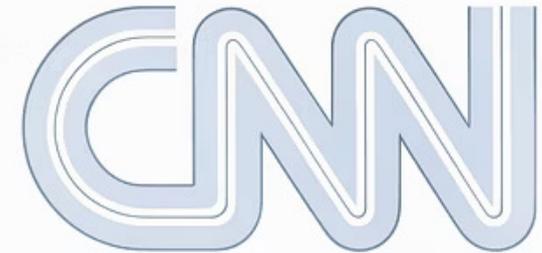
Key Takeaways

- Slow Start, Fast Finish: A month of planning set the stage; once outreach began, compounding momentum delivered exponential gains
- Quality Over Quantity: Ten well-targeted links each month drove far more impact than dozens of generic placements
- Creative Angles Win: Positioning the tool as a free educational resource cracked open .edu doors and niche roundup features

Note: Campaign details and client identity are confidential under NDA.

Featured PR Placements

Over the years, I've secured valuable media mentions and backlinks for clients across various industries. Below are some highlights from my PR outreach campaigns:

The logo for Forbes, featuring the word "Forbes" in a blue, serif font.The logo for Yahoo!, featuring the word "Yahoo!" in a purple, sans-serif font.The logo for CNN, featuring the letters "CNN" in a blue, outlined, sans-serif font.The logo for HubSpot, featuring the word "HubSpot" in a dark blue, sans-serif font, with an orange icon of three connected nodes to the right.The logo for Zapier, featuring an orange square with a white "Z" inside, followed by the word "zapier" in a dark blue, sans-serif font.The logo for Jotform, featuring a blue circle with a white "J" inside, followed by the word "Jotform" in a dark blue, sans-serif font.

Client Testimonials

Kris is an absolute delight to work with! She's a pro at outreach and has a skill for building super authority and relevant backlinks that have helped our key pages rank well in SERPs. Plus, she's always eager to hear feedback and share her own ideas, making her a true team player. I'd highly recommend Kris to anyone looking for a talented and collaborative colleague. - **Antonio Gabric (Hunter.io)**

Kris has been a valuable asset as our SEO Outreach Manager, enhancing our online visibility and improving our search engine rankings. Her ability to establish strategic connections and implement effective SEO tactics has contributed positively to our web presence. With Kris's clear communication and thoughtful approach, we've seen a steady increase in organic traffic. I'd recommend Kris for your SEO outreach efforts. - **Sohel Sanghani (CanaryMail.io)**

AAAA++++ Freelancer. Her outreach strategies and techniques are second to none. Kris is a self-starter who is keen to work and knows how to get backlinks. I highly recommend her services. I will be using Kris again in the near future. - **Ben McInerney (Affiliate Website Owner)**

Kris is one of the most hard working person I know. As the founder and CEO of Link Forge Digital, she delivers high-quality and hyper-relevant links to her clients which help to increase their rankings. She is the gold standard when it comes to delivering the best links possible in record time. - **Russell Lobo (Video Digital Marketing)**

Key Skills & Expertise



Off-Page SEO

Strategic link building, digital PR, and authority development to improve domain strength and search visibility.



Outreach Campaigns

Targeted outreach strategies to secure high-quality placements, guest posts, and editorial mentions.



Content Strategy

Developing engaging, SEO-optimized content plans that attract target audiences and drive organic traffic.



Team Management

Leadership experience in managing outreach teams, coordinating campaigns, and driving results through effective delegation.

Tools

SEO Tools

Ahrefs, SEMrush, Screaming Frog, Surfer SEO

Outreach & Email

Hunter.io, Instantly.ai, Pitchbox, Mailshake

Analytics

Google Analytics, Google Search Console, ZipTie

CRM & Automation

HubSpot, Pipedrive, Zendesk, Zapier, Make

Productivity & Project Management

Airtable, Asana, Trello, ClickUp, Notion, Monday, Linear, Slack