GR/PHIT

How **Upwork**
improved organic
traffic by 77% YoY

◪ + upwork

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Graphite's Internal Linking API has been an invaluable tool in our organic growth efforts. It greatly reduced friction by handling the infrastructure for discovery and classification, allowing our engineers to quickly and efficiently implement robust internal linking.

———— **Brian Shumway, Head of SEO, Upwork**

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About
Upwork

Upwork is a work marketplace that connects businesses with independent professionals and agencies around the globe. Since the website contains millions of pages, optimizing the crawl rate and improving the internal linking across the /freelance-jobs/ subfolder was essential. We used our Internal Links API across the subfolder to improve crawl rate, enhance indexability, and provide a clear internal linking structure for users.

By the numbers

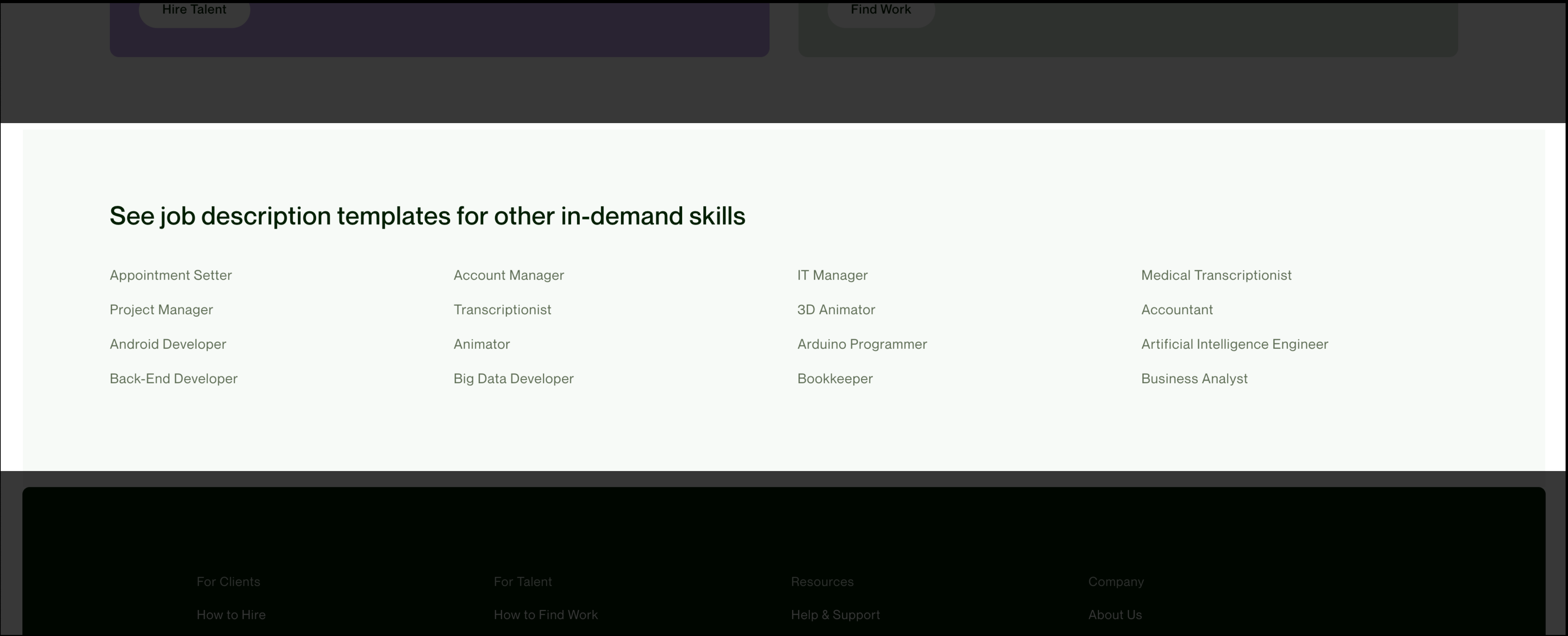# 77%

increase in organic traffic YoY

// Objective

Graphite set out to implement its proprietary Internal Links API to improve crawl rate and increase visibility for user profiles and job offerings, creating a more comprehensive internal link architecture.

// Challenges

■ No system for programmatic linking in place that could show unique and relevant links

■ Many pages did not have sufficient link coverage or were orphan pages

■ Many existing internal links were redirecting to 404 pages

// Solution

We deployed several Internal Links API endpoints to Upwork, improving their internal linking capabilities by providing relevant and meaningful links to several sections across the site. We cleaned and resolved 404 errors through the Internal Links API, programmatically refreshing to only provide relevant and active internal links.

Hire Talent

Find Work

See job description templates for other in-demand skills

Appointment Setter	Account Manager	IT Manager	Medical Transcriptionist
Project Manager	Transcriptionist	3D Animator	Accountant
Android Developer	Animator	Arduino Programmer	Artificial Intelligence Engineer
Back-End Developer	Big Data Developer	Bookkeeper	Business Analyst

For Clients	For Talent	Resources	Company
How to Hire	How to Find Work	Help & Support	About Us

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// Results

Upwork saw notable improvements in organic traffic, organic keywords, and top ranking keywords following the implementation of Graphite's Internal Links API.

By the numbers

Organic traffic increased YoY
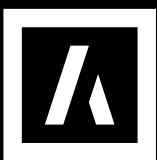December '21 - August '22

77%

Impressions increased
December '21 - August '22

57%

Crawl rate increased
December '21 - August '22

08%

Learn how you can automate your traffic growth with the Internal Links API

Uncover your website's
internal linking opportunities

Our free diagnostic tool will audit your website's linking architecture, providing insights for optimizations and how the Internal Links API can efficiently improve your ranking.

Get my free report

Internal Links Diagnostic
Last update was 1 day ago

Top Issues

Orphan Pages ⊙		Insuficient Links ⊙		Link Errors ⊙	
300	Fix This	**300**	Fix This	**14**	Fix This

Pages

Page URL	Inbound Links	Traffic	Impressions
littlepassports.com/blog/craft-diy/chinese-new-year-is-here/	5	5592	29393
littlepassports.com/blog/craft-diy/chinese-new-year-is-here/	5	5592	29393

GRAPHITE

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