

Page One Power Named a 2026 "Best of" Marketing Agency by BusinessRate

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Page One Power, a Boise-based link building and SEO agency founded in 2010, has been named a Best of 2026 Award Winner in the Marketing Agency category for Boise, Idaho, by BusinessRate, a Phoenix-based company that ranks local businesses using Google review data.

BusinessRate compares businesses against others in the same category and geographic area. Its BusinessRate Score, on a scale of 0 to 300, combines a business's all-time Google review performance, its reviews from the most recent 90 days, and a review quality score. Because the score draws on both long-term and recent reviews, it rewards businesses whose clients have reported consistent experiences over time rather than a single strong stretch.

"Marketing agencies love to tell you how great they are. We'd rather our clients do it," said Zach Ball, Co-Founder and CEO of Page One Power. "This award is based on reviews from people who've trusted us with their search visibility, and that means a lot to us."

Page One Power holds a 4.6-star rating across 39 Google reviews. In one, a client wrote that the agency's

linkable content "helped us to 2x the traffic to our blog" over a two-year engagement. Other reviewers point to the agency's reporting and the responsiveness of its project managers.

Page One Power specializes in editorial link building, earning placements on real websites through content and outreach rather than shortcuts. Each campaign typically begins with research into a client's goals and competitors, followed by the creation of content that publishers find worth referencing and outreach to relevant websites. Clients receive a dedicated project manager and regular reporting on links earned and campaign progress. Businesses curious about how the team approaches link building can learn more at https://www.pageonepower.com.

Reviews also play a documented role in search. In its help article "How to improve your local ranking on Google," Google states that review count and review score factor into local search ranking. "Reviews, links, and mentions are how the rest of the internet vouches for a business," Ball said. "We expect those signals to matter even more as AI search tools decide which brands to recommend."

About Page One Power: Page One Power is a link building and SEO agency based in Boise, Idaho. Founded in 2010, the company provides editorial link building, content marketing, and digital PR services to businesses across a range of industries. Page One Power also publishes Linkarati, a blog covering link building and SEO. Learn more at https://www.pageonepower.com.

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Page One Power, LLC

Page One Power is a Boise, Idaho-based link building and SEO agency founded in 2010, offering editorial link building, content marketing, and digital PR. Learn more at https://www.pageonepower.com.

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