## **SEO Success**

This is an Insurance Agency Industry.

## **Prior to Us**

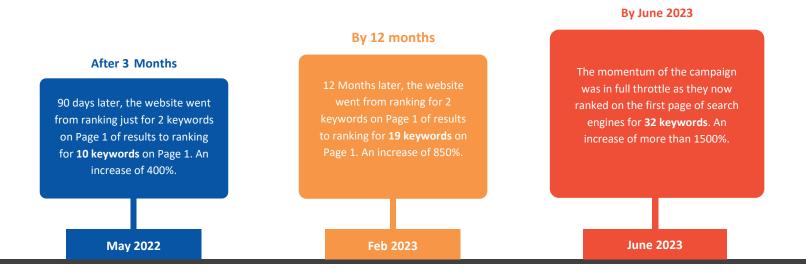
**This is an Insurance Agency Industry** came to us in Feb, 2022, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had 2 keywords is ranking on the first page of major search engines.

# **Our Approach**

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as Google My Business and Bing Local.

General Insurance

• We developed and distributed **SEO friendly content** on relevant websites.



## **Google Search Console Data**



28.08%

Increase in Overall

Website Traffic. 1,372

Overall visits received in

last 6 months.

**19%** 

Increase in impressions.

971.3k impressions received in last 6 months.

### **Google Analytics data**

### 20%

Increase in Google Organic Sessions. 850 Organic visits received in last 6 months.

#### **50%**

Increase in Website Pageviews. 8,312 Pageviews received in last 6 months.

\*Major Search Engines defined as Google and Bing