

# seo case study

## Banking

### Campaign Information

**Industry:** Loans & Financing

**Location:** Denver, CO

**Campaign Results:** 8 months

**SEO Hours per Month:** 70 hours

**Campaign Type:** Local

**Goal:** Focus on other local areas to expand local online presence.



### Strategy

Since this client was already dominating their local areas of Lakewood and Denver, we decided to focus on two other smaller areas. Focusing on these smaller areas it helped reduce the amount of competition the client would have to go up against because smaller areas mean less competition and help focus on specific buyer's intent. We also decided to go this route to help improve their listings in Google's Map Pack. Over time, this client was able to see keyword ranking improvements in less than 8 months.

### Results

KEYWORD PHRASE	START RANK	CURRENT RANK
24 Hour Credit Union Checking Account westminster co	34	7 ↑
credit union englewood co	21	7 ↑
consumer loans englewood co	101	7 ↑
credit union membership aurora co	58	7 ↑

### Performance

**78**

**keywords in the top 10 of Google**

**5**

**average ranking for all keywords**

**227**

**total links built**