

seo case study

Financial Planning

Campaign Information

Industry: Financial Planning—Banking & Loans

Locations: Iowa, Colorado, Florida, Minnesota, and Wisconsin

Campaign Type: National

Campaign Start Date: 09/15/2020

SEO Hours per Month: 100

Goal: Grow their online presence to reach customers in multiple locations across the US.



Strategy

With branches in 5 states, our client wanted an aggressive campaign targeting multiple locations throughout the Midwest. We focused keywords around their four core selling points: home equity, mortgage, checking, and small business. We added keywords to their title and meta description, as well as their header and alt image tags, to add website authority. We also wrote custom copy to highlight the different kinds of loans and services provided by our client. In just 4 months, our work got **26** keywords on the first page of Google! After solidifying first page rankings for many of their Iowa and Wisconsin branches, we began work on their newest branch in Denver, Colorado.

Results

KEYWORD PHRASE	PAGE	RANK
business loan lending iowa city ia	6 ↗ 1	55 ↗ 1
visa credit cards dubuque ia	11 ↗ 1	101 ↗ 1
credit cards dubuque ia	8 ↗ 1	72 ↗ 1
home equity line of credit iowa city ia	5 ↗ 1	41 ↗ 1
home equity line iowa city ia	5 ↗ 1	44 ↗ 1

Performance

32

Keywords on Page 1 of Google

10

Keywords Ranked #1 on Page 1

3

Avg Page Increase for All Keywords