

seo case study

Financial Planning

Campaign Information

Industry: Financial Planning — Retirement & Investing

Location: Lexington, KY

Campaign Start Date: 08/04/2020

SEO Hours per Month: 30

Campaign Type: National

Goal: Expand their online presence and grow their customer base.



Strategy

After a website audit, our team suggested a new, less content-heavy homepage to improve the user experience. We added additional pages to highlight each individual service and wrote fresh content to explain their services and capture customer's attention. To solidify their authority in the finance industry, we also implemented a blog and consistently filled it with engaging content.

Results

KEYWORD PHRASE	PAGE	RANK
401k rollover lexington ky	11 ↗ 1	101 ↗ 1
fee based financial planning lexington ky	7 ↗ 1	64 ↗ 1
401k rollover georgetown ky	11 ↗ 1	101 ↗ 1
retirement solutions in lexington ky	11 ↗ 1	101 ↗ 1
401k rollover plan georgetown ky	11 ↗ 1	101 ↗ 1

Performance

6.4

Avg Page Increase for Keywords

10

Keywords ranked #1 on Google

19

Keywords on page 1 of Google