

seo case study

Financial Planning

Campaign Information

Industry: Financial Planning — Mortgage Lender

Location: Boca Raton, FL

Campaign Type: Local

Campaign Start Date: 03/12/2019

SEO Hours per Month: 34

Goal: Drive leads by growing brand awareness and increasing online ranks



Strategy

We started with a thorough audit of the client's website and determined the best way to increase their appeal to search engines would be to create separate landing pages with engaging, and unique copy for each of the services they provide. We focused on current mortgage rates, home equity loans, and other business services which proved very successful. After just five months of service, the client has 20 keywords on the first page of Google.

Results

KEYWORD PHRASE	PAGE	RANK
mortgage program boca raton fl	7 ↗ 1	68 ↗ 1
mortgage loan program boca raton florida	6 ↗ 1	56 ↗ 1
residential loan services boca raton fl	2 ↗ 1	23 ↗ 5
reverse mortgage services boca raton fl	2 ↗ 1	15 ↗ 3
government loan services boca raton fl	2 ↗ 1	15 ↗ 6

Performance

8

Avg Rankings for All Keywords

1

Current top keyword rank

27

Keywords on page 1 of Google