

seo case study

Insurance

Campaign Information

Industry: Insurance — Contractors

Campaign Type: Local

Location: Port Orchard, WA

Campaign Start Date: February 6, 2014

SEO Hours per Month: 20

Goal: Improve online visibility and increase traffic.



Strategy

We improved our client's presence by implementing crucial onsite optimizations, including a new title and h1 tags on their homepage, as well as updating their alt image text and meta description. After we wrote keyword-rich copy to educate and engage users on our client's site, we focused on link building efforts and business profiles to capture first page rankings on Google.

Results

| KEYWORD PHRASE | PAGE | RANK |
|------------------------------------|--------|---------|
| surety bonds silverdale wa | 11 ↗ 1 | 101 ↗ 1 |
| business insurance silverdale wa | 11 ↗ 1 | 101 ↗ 2 |
| commercial insurance silverdale wa | 11 ↗ 1 | 101 ↗ 2 |
| contractor insurance silverdale wa | 11 ↗ 1 | 101 ↗ 3 |
| motorcycle insurance bremerton wa | 11 ↗ 1 | 101 ↗ 4 |

Performance

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**Keywords on Page
1 of Google**

3

**Average Ranking
for All Keywords**

1

**Current Top Ranking
Keyword**