

seo case study

Insurance

Campaign Information

Industry: Insurance — Auto, Home, Property, Business, Life, Health

Location: Howell, MI

Campaign Start Date: 03/06/2020

SEO Hours per Month: 10

Campaign Type: Local

Goal: Rank locally for designated keywords



Strategy

Our team started with a thorough website audit and found a few areas in need of improvement. Implementation of onsite copy helped move several of our targeted keywords up in their rankings. We then shifted our attention to building authority for the client by building a solid backlink portfolio. Our client will continue to see growth as onsite terms are adjusted to maximize performance and linkbuilding efforts continue.

Results

KEYWORD PHRASE	PAGE	RANK
renters insurance howell mi	11 ↗ 1	101 ↗ 10
insurance howell mi	3 ↗ 2	23 ↗ 17
business insurance howell mi	2 ↗ 2	20 ↗ 18
auto insurance quotes howell mi	4 ↗ 2	40 ↗ 20
car insurance quotes howell mi	4 ↗ 2	35 ↗ 18

Performance

1

Keyword on page 1 of Google

10

Current top keyword rank

18

Avg rankings for all keywords