

seo case study

Insurance

Campaign Information

Industry: Insurance — Auto, Home, Life

Location: Fall River, MA

Campaign Start Date: 10/16/2015

SEO Hours per Month: 8

Campaign Type: Local

Goal: Revamp website to bring in more local, organic traffic



Strategy

Our team began optimizing the website to help Google's crawlers better read the intention of the site. New, keyword-rich copy was written and implemented on their product pages, while meta descriptions, title tags, and other back end details were updated to solidify the website's authority in the eyes of search engines. As visibility continues to increase, our team will move forward with additional, unique content to bring in interested, local traffic.

Results

KEYWORD PHRASE	PAGE	RANK
home insurance somerset ma	2 ↗ 1	22 ↗ 5
auto insurance fall river ma	2 ↗ 1	16 ↗ 9
homeowners insurance somerset ma	2 ↗ 1	22 ↗ 5
marine insurance fall river ma	1 ↗ 1	6 ↗ 1
life insurance coverage fall river ma	2 ↗ 1	19 ↗ 3

Performance

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**Keywords on page
1 of Google**

1

**Current top
keyword rank**

7

**Avg ranking for all
keywords**