

seo case study

Insurance

Campaign Information

Industry: Insurance — Auto, Home, Renters, Business, Personal

Location: Pittsburgh, PA

Campaign Start Date: 10/02/2020

SEO Hours per Month: 20

Campaign Type: Local

Goal: Increase local, organic search rankings in target industry



Strategy

Our initial conversations revealed the client's desire to dominate their organic local area search results. After implementing multiple onsite recommendations, we updated their Google My Business listing along with dozens of other business profiles to bring in local traffic. An expansive link-building strategy brought incredible success with several keywords ranking on page one within the first month! After three months, all of the selected keywords were strong enough in their page one ranks to begin targeting new keywords.

Results

KEYWORD PHRASE	PAGE	RANK
auto insurance agent pittsburgh pa	2 ↗ 1	19 ↗ 10
homeowners insurance agent pittsburgh pa	3 ↗ 1	29 ↗ 9
home insurance pittsburgh pa	2 ↗ 1	14 ↗ 2
car insurance west view pa	2 ↗ 1	13 ↗ 10
renters insurance pittsburgh pa	2 ↗ 1	11 ↗ 7

Performance

14

Keywords on page
1 of Google

1

Current top
keyword rank

16

Keywords ranked top
5 on Google page 1