

seo case study

Insurance

Campaign Information

Industry: Insurance — Auto, Home, Business

Location: Chicago, IL

Campaign Start Date: 05/07/2019

SEO Hours per Month: 90

Campaign Type: Local

Goal: Build local authority through acute focus on car insurance in the big city



Strategy

Our team researched keywords that were very specific and pointed for the industry the client wanted to rank in. The entire site was optimized with new, custom content to highlight their target keywords, which helped them rank on the first page of Google early on in their campaign. With growing search inquiries, our team shifted their efforts to an onsite blog focused on industry information to cement their authority on the new site.

Results

KEYWORD PHRASE	PAGE	RANK
homeowners insurance chicago	2 ↗ 1	15 ↗ 3
sr22 insurance chicago	3 ↗ 1	23 ↗ 7
sr22 chicago	2 ↗ 1	14 ↗ 9
sr22 insurance chicago il	2 ↗ 1	23 ↗ 8
sr22 car insurance policy chicago il	2 ↗ 1	12 ↗ 6

Performance

32

Keywords on page
1 of Google

3

Current top
keyword rank

132

Total keyword ranks
tracked per month