

# SEO CASE STUDY

## MORTGAGES SERVICES

### Campaign Details

Campaign Type: Local Campaign

Campaign Launch Month: March 2022

### SEO APPROACH

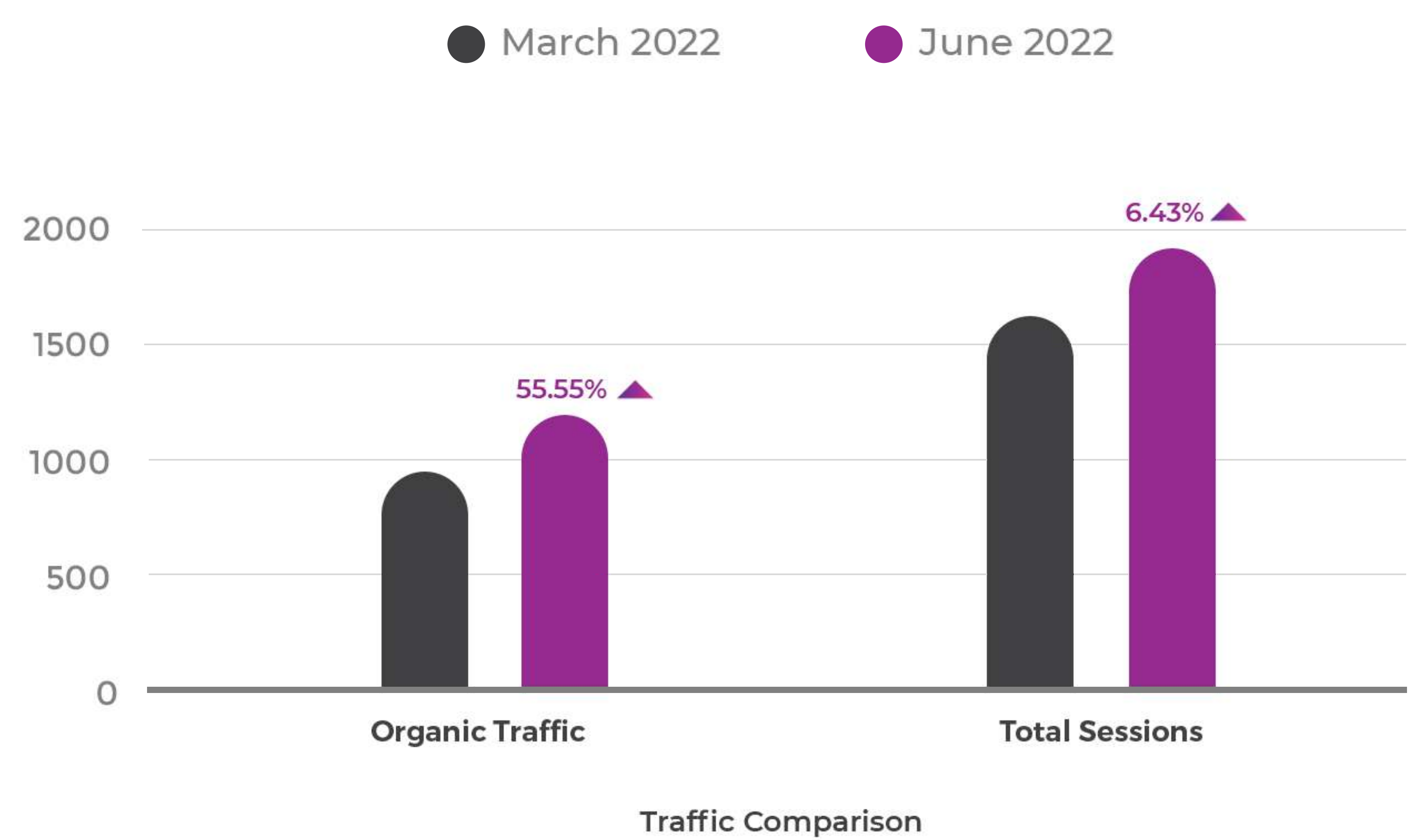
- We identified how potential customers were searching through extensive **keyword research**.

- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

#### Google My Business Insights



#### Google Analytics Insights



### Keywords Ranking on First Page in Major Search Engines

#### BENCHMARK

March 2022



**7 Targeted keywords**

Were Ranking on Page 1.

#### BY JUNE 2022

June 2022



**14 keywords**

Now rank on the first page of search engines.

Higher Rankings, improved visibility and compelling content to drive traffic and business online and on mobile.