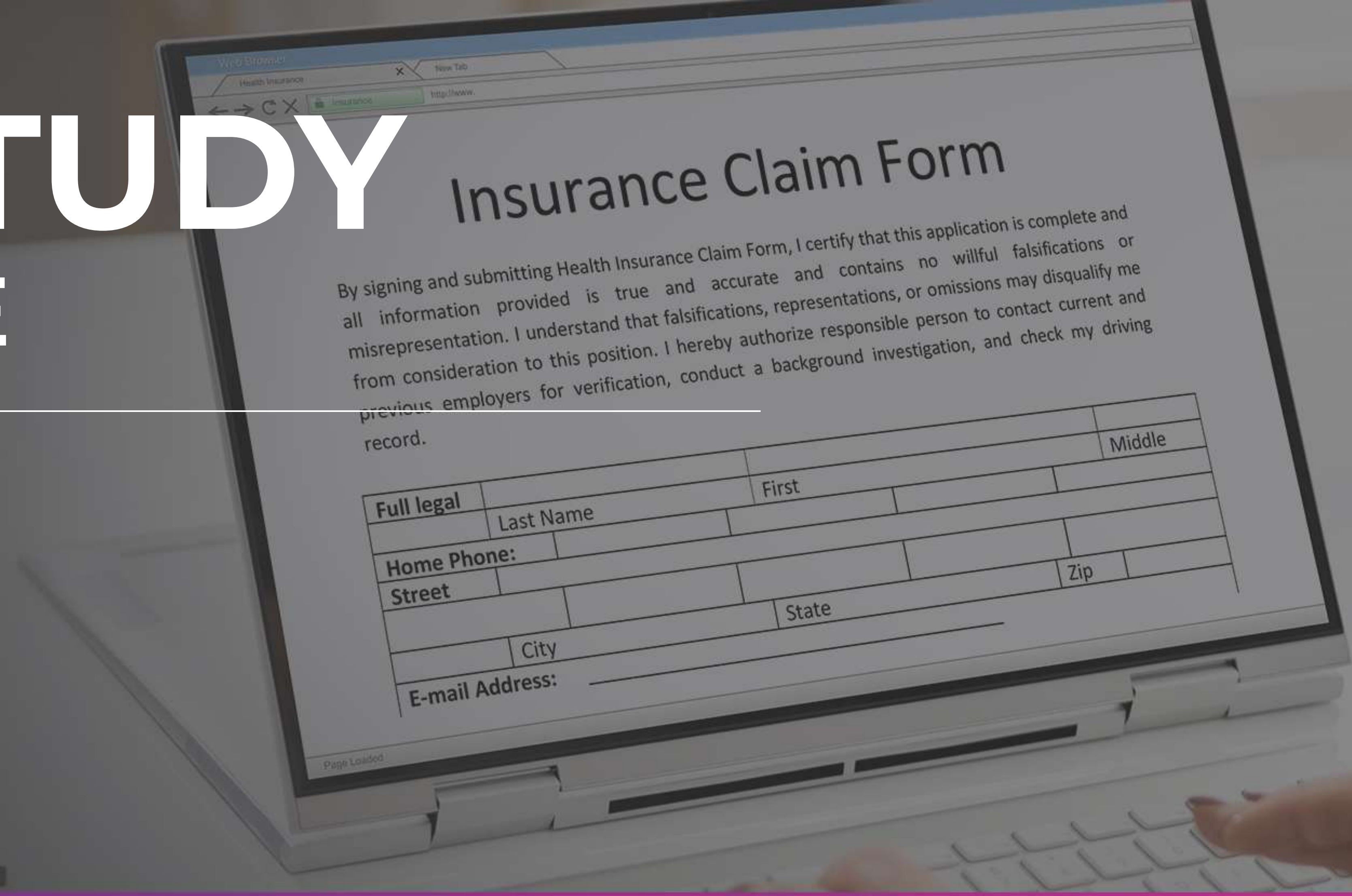


SEO CASE STUDY

MUTUAL INSURANCE



Campaign Details

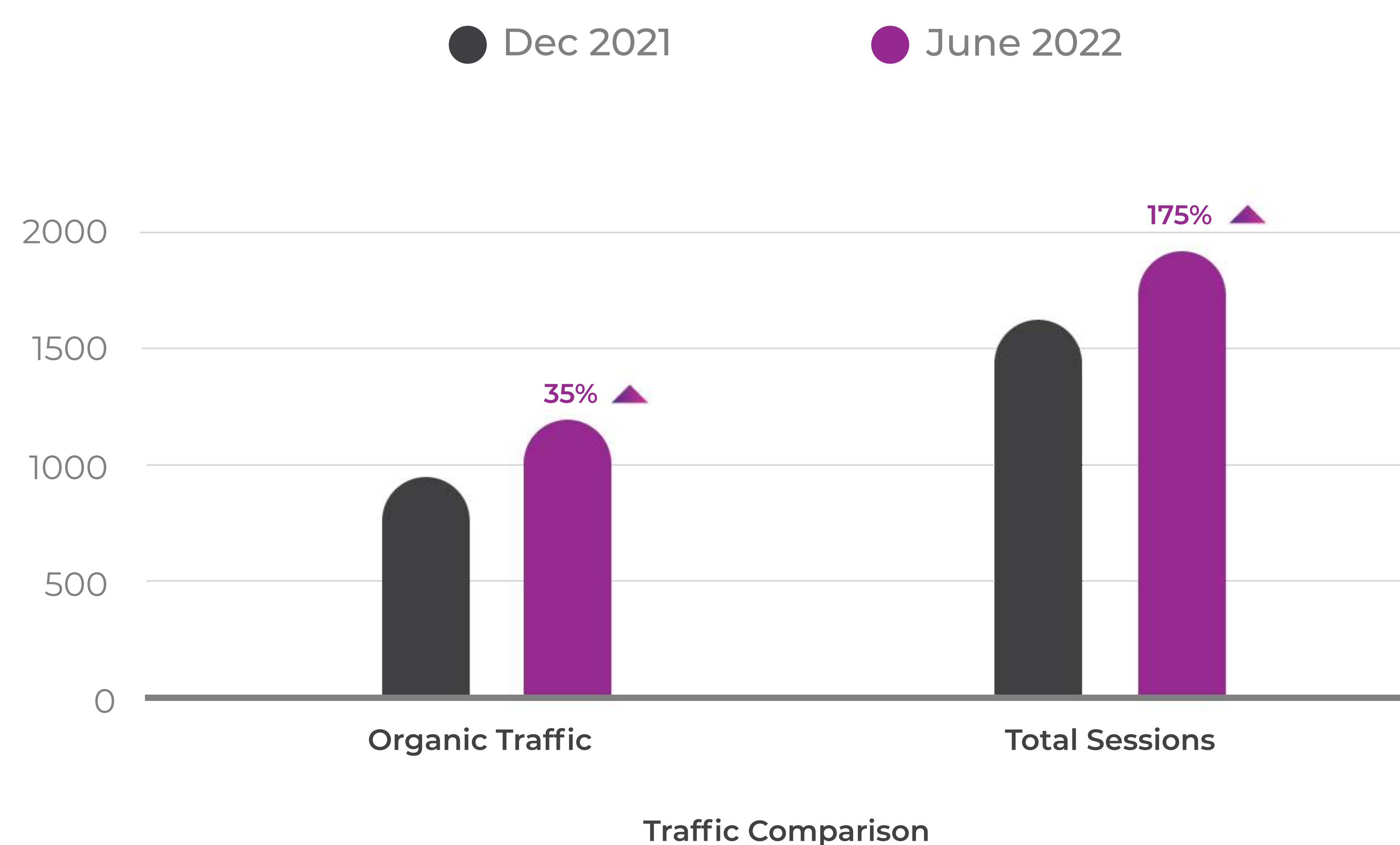
Campaign Type: Local Campaign

Campaign Launch Month: December 2021

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 Analytics Insights



Keywords Ranking on First Page in Major Search Engines

BENCHMARK

December 2021



0 Targeted keyword

Were Ranking on Page 1.

BY JUNE 2022

June 2022



8 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.