

SEO Success

The company is providing commercial insurance solutions



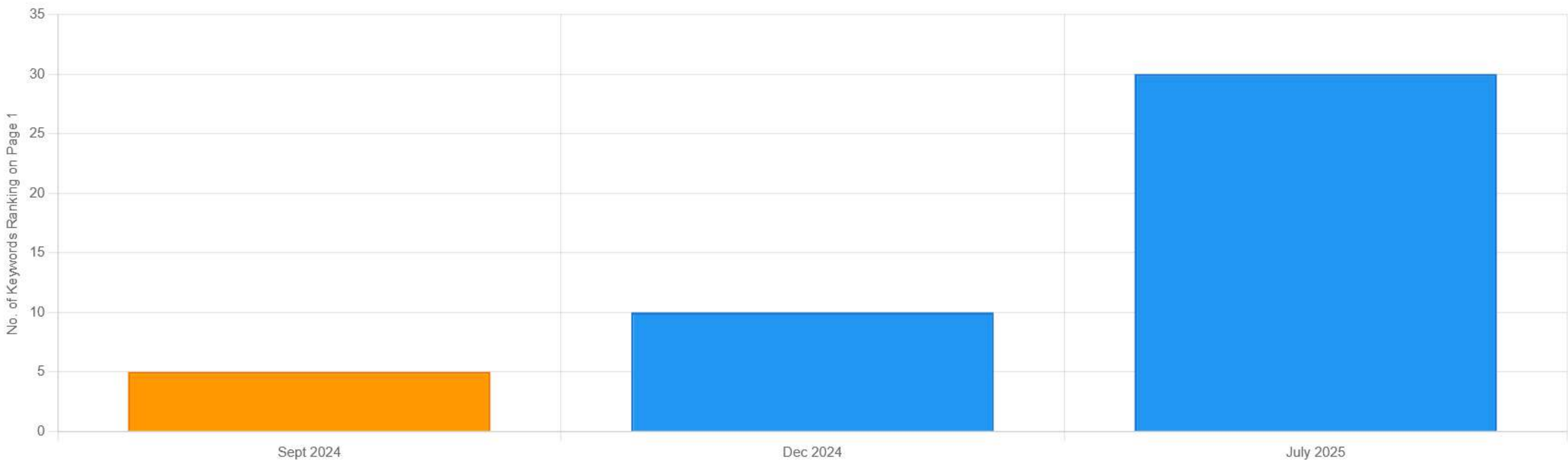
Before SEO

The client came to us in **Sept 2024**, with some online presence. They wanted to improve their presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just **5 keywords** ranking on the first page of major search engines.

Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed and implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

Keywords Ranking on First Page in Major Search Engines*



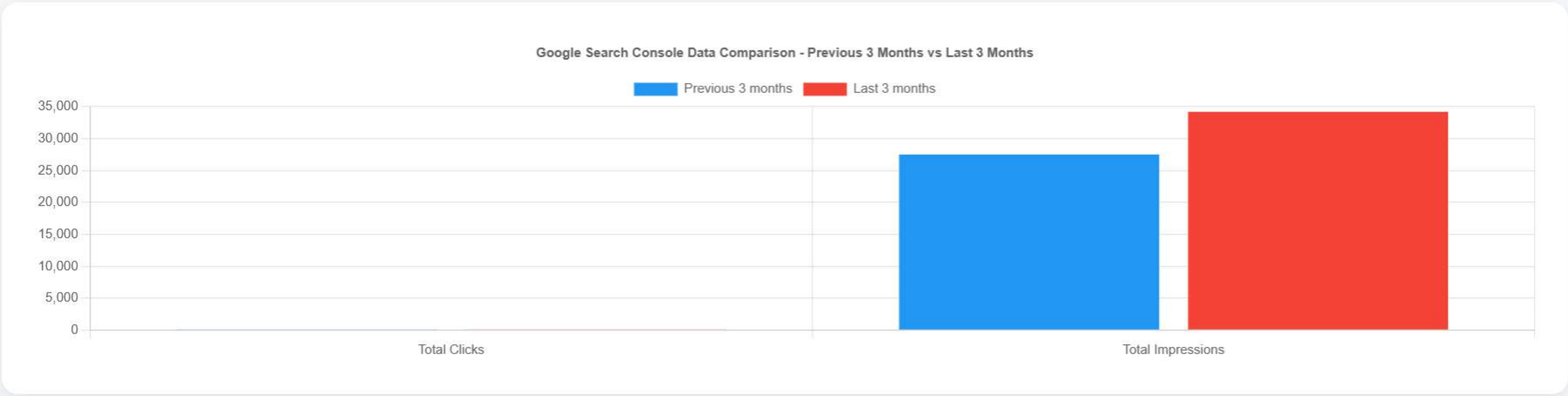
After 3 Months
90 days later, the website went from ranking for just 5 keywords on Page 1 of results to ranking for **10 keywords** on the first page. An increase of **100%**
Dec 2024

By July 2025
The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **30 keywords**. An increase of **500%**.
July 2025

Google Search Console Data

7.02%
Last 3 months total clicks: **61**
Previous 3 months total clicks: 57

24.36%
Last 3 months total Impressions: **34.2K**
Previous 3 months total Impression: 27.5K



Website Organic Traffic



Current Organic Traffic from Sep 23, 2024 - Jul 22, 2025: 256
Compare to:
Previous Organic Traffic from Nov 25, 2023 - Sep 22, 2024: 40
↑540%
Increase in Google Organic Traffic.
Organic Pageviews: 1,871
Previous: 72
↑2498.61%
Increase in Organic Traffic Website Pageviews.

Conclusion and Key Takeaways

This case study clearly illustrates the transformative power of a well-executed SEO strategy. By focusing on comprehensive keyword research, on-page and off-page optimization, local SEO, content development, and technical improvements, we were able to significantly enhance the client's online visibility and drive substantial organic growth. The dramatic increase in first-page keyword rankings, organic traffic, and engagement metrics underscores the effectiveness of our tailored approach.