

CASE STUDY

Insurance Office



SUMMARY

Redesigned and reorganized an insurance office website, leading to an improvement in page views and a better user experience overall. The Rocks Digital strategy boosted website clicks and impressions while also increasing keyword rankings.

GOAL

The client needed to overhaul their current website, including the addition of optimized pages covering available insurance options, with the ability to request a quote.

PROBLEM

This client was not ranking for insurance-related keywords. This site was disorganized with thin content throughout. The website lacked service pages for the insurance products offered. Users could not easily access the free resources, which added little SEO value for the website.

SOLUTION

Rocks Digital revamped the website and increased visibility with the below actions.

- ✔ Wrote pages that showcased this client's services.
- ✔ Added click-to-call throughout the site along with internal linking, also showcasing the free webinar throughout the website.
- ✔ Reworked the resource page to be organized by topic.
- ✔ Created individual pages for each resource download, along with a corresponding video created by the client.
- ✔ Performed YouTube optimization for all video resources, including the addition of transcripts and video summaries.

RESULTS

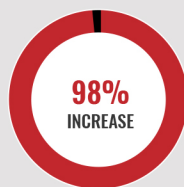
This business is not an ongoing SEO client. The data extracted below is based solely on the value of the initial optimization (when Rocks Digital completed the website redesign).

PAGE VIEWS

5,733 from June 5, 2023 to September 5, 2023

11,371 from June 5, 2024 to September 5, 2024

↑ Page Views Increased **5.6K**

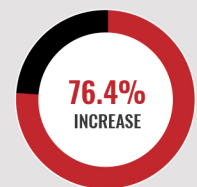


WEBSITE CLICKS FROM SEARCH RESULTS

182 from June 5, 2023 to September 5, 2023

321 from June 5, 2024 to September 5, 2024

↑ Clicks Increased **139**

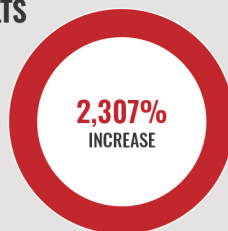


WEBSITE IMPRESSIONS IN SEARCH RESULTS

3.18K from June 5, 2023 to September 5, 2023

75.6K from June 5, 2024 to September 5, 2024

↑ Impressions Increased **72.5K**



KEYWORDS IN SEARCH RESULTS

29 Keywords in August 2023 with 1 Keyword within the Top 3 Positions

525 Keywords in August 2024 with 2 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **496**

↑ **100%** Top 3 Positions Increase



KEYWORD POSITION SAMPLING EXTRACTED JANUARY 26, 2024

- #4 medicare plans
- #9 temporary health insurance
- #10 short term health insurance

DATA SOURCES:

Page views extracted from Google Analytics.
Website clicks, impressions and keyword positions extracted from Google Search Console.
Keywords in search results extracted from Semrush.