

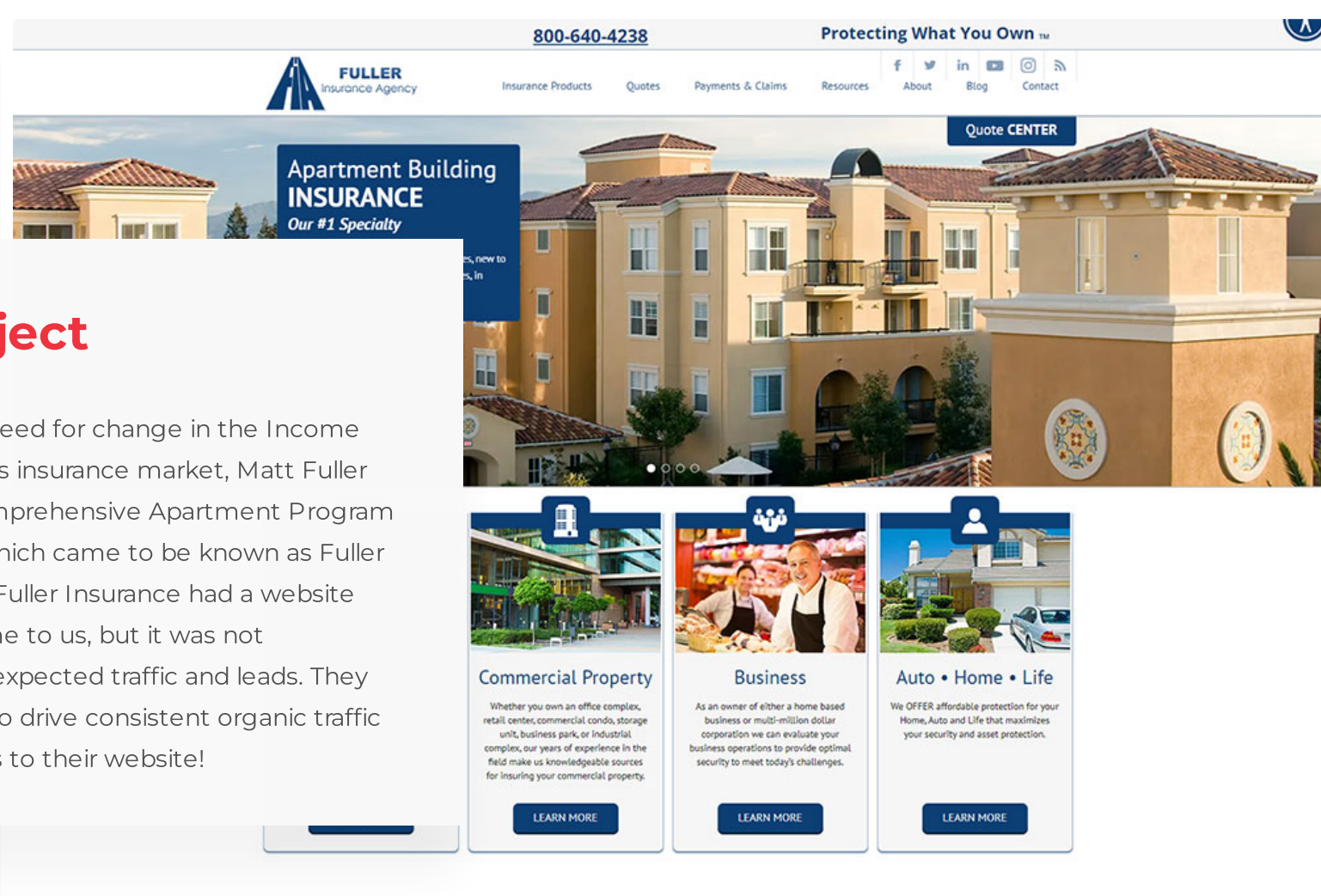
Case Study

328.71% Boost in Organic Leads for Multi-State Licensed Agency

Fuller Insurance Agency

Offices: 3

Industry: Property & Casualty



The Project

Recognizing a need for change in the Income Property Owners insurance market, Matt Fuller created the Comprehensive Apartment Program (CAP) in 1982, which came to be known as Fuller Insurance later. Fuller Insurance had a website before they came to us, but it was not generating the expected traffic and leads. They approached us to drive consistent organic traffic and quality leads to their website!

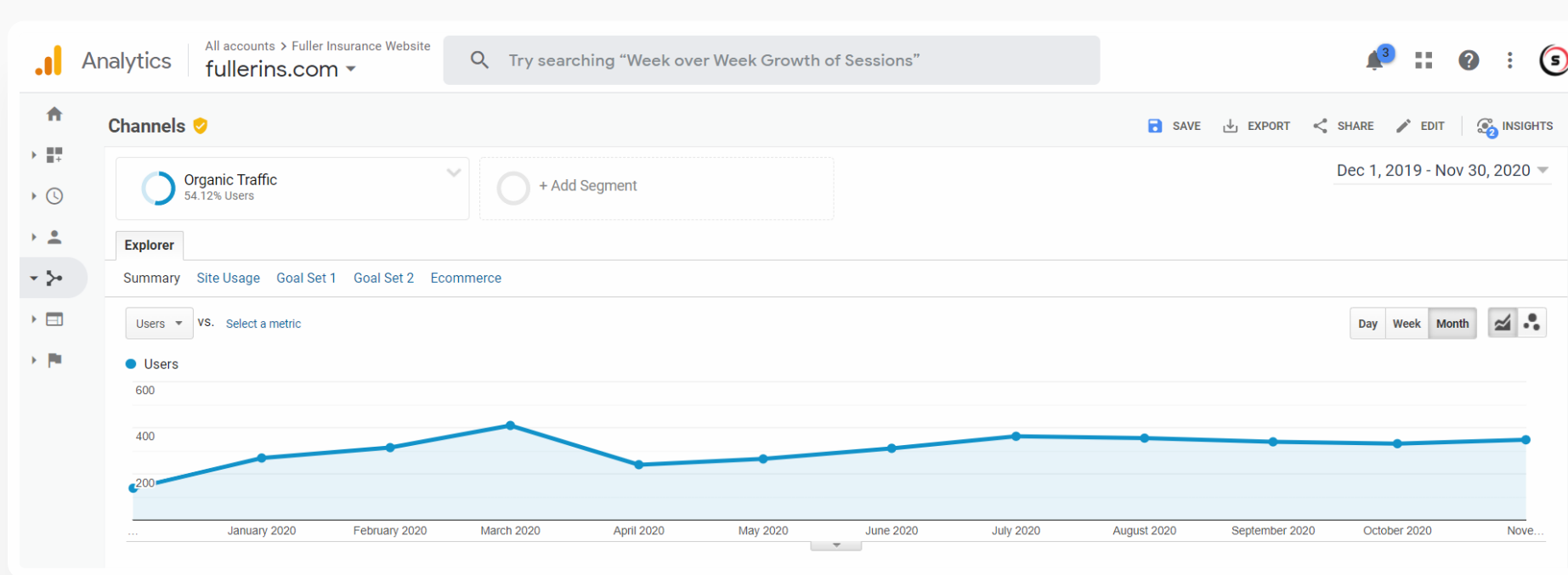


The Challenges

- ✓ **Low-quality traffic:** An initial audit showed the site was getting decent traffic, but they were low quality. The client wanted to elevate their site to the next level. The low-quality traffic was also the reason why the conversion count was low.
- ✓ **Keyword Optimization issues:** The site was not optimized properly for the target keywords, resulting in poor online visibility to the right audience. Also, many pages had similar content creating a cannibalization issue for those pages.
- ✓ **Poor user experience:** Complexities in going from point A to B, slow page loading speed, and unthoughtful internal linking structure were causing a bad browsing experience to users. The bad internal linking structure also negatively affected the website's crawling and indexing by search engines.
- ✓ **Goals and objectives:** The client wanted an improved overall local online visibility, enhanced quantity and quality of their website traffic, and consistent lead generation.

The Solution

- ✓ **On-site fixes:** We started with fixing issues related to tags, URL structure, site navigation, and script coding, among others. This helped us rank the website higher in the search results, consequently increasing its traffic.
- ✓ **UX/UI fixes:** We made changes to the UI of the website by increasing visual appeal and updating the structure of linked pages making it more intuitive and mobile-friendly. This helped us in getting new users who browse the internet through mobile.
- ✓ **Conversion optimization:** We worked on conversion optimization of the website by improving call-to-action placements, utilizing colors to guide users' attention, and making quote and contact forms more easily accessible. After this, the website conversions started seeing significant growth!
- ✓ **Content marketing:** We modified the existing content and updated it with current facts and figures. We also started doing keyword-based blogs to drive quality search engine traffic to the website, which helped us increase the overall number of calls and queries.



Note: The traffic took a hit in March because of the pandemic; however, it again picked the pace and consistency in the following months.

The Results (YoY)

+328.71%

Increase in conversions from the website

+230.69%

Increase in total no. of calls

+19.49%

Traffic increase on the website

+16.41%

Increase in new users

Get more website traffic & leads with **our proven approach to insurance digital marketing.**

- ✓ No long-term contracts
- ✓ 10+ years of experience
- ✓ Proprietary marketing tools

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