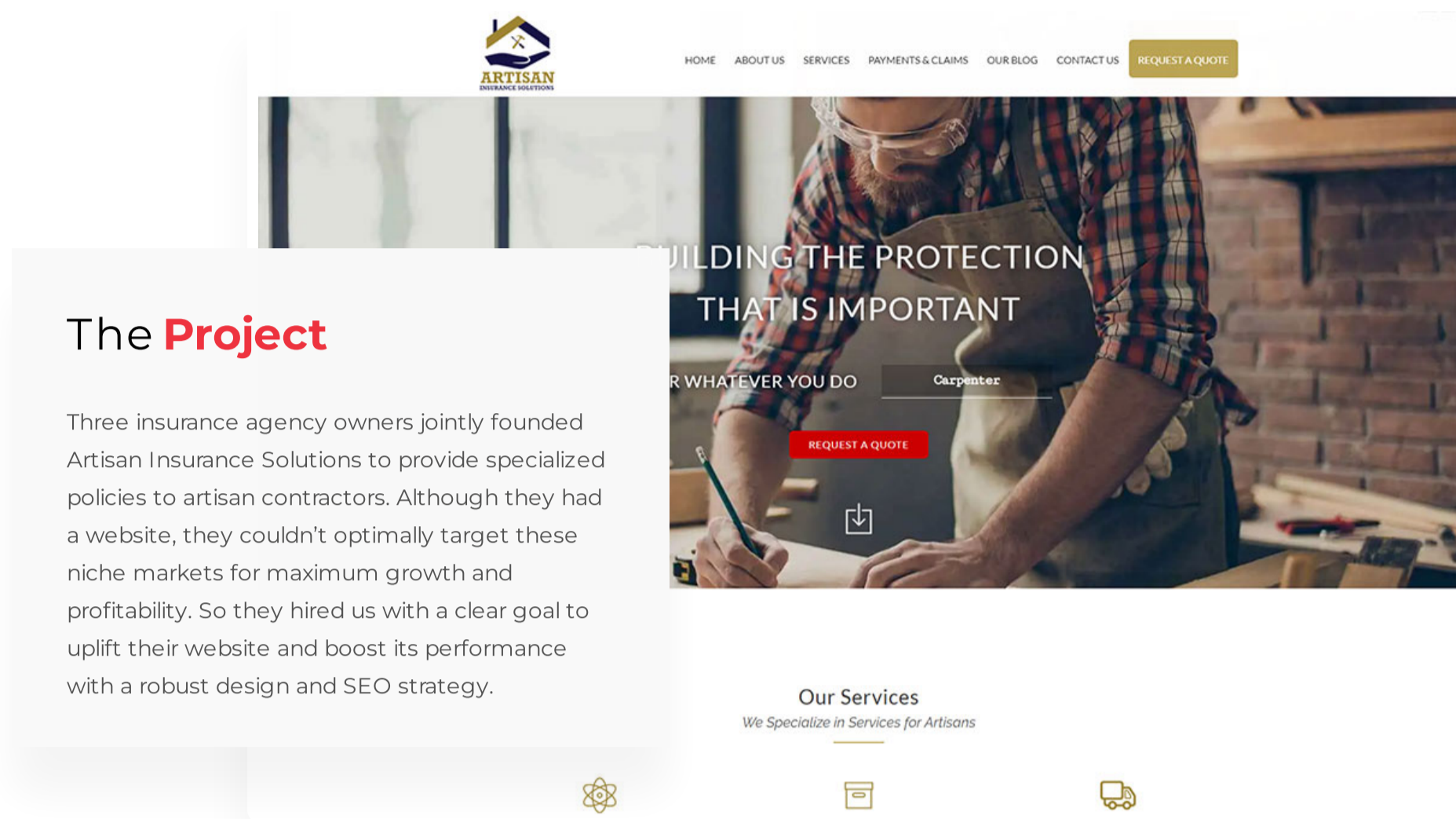


Website Redesign and SEO Strategy Improves Organic Traffic by 104.19% YoY

Artisan Insurance Solutions

Offices: 3

Industry: Artisan & Contractors Insurance



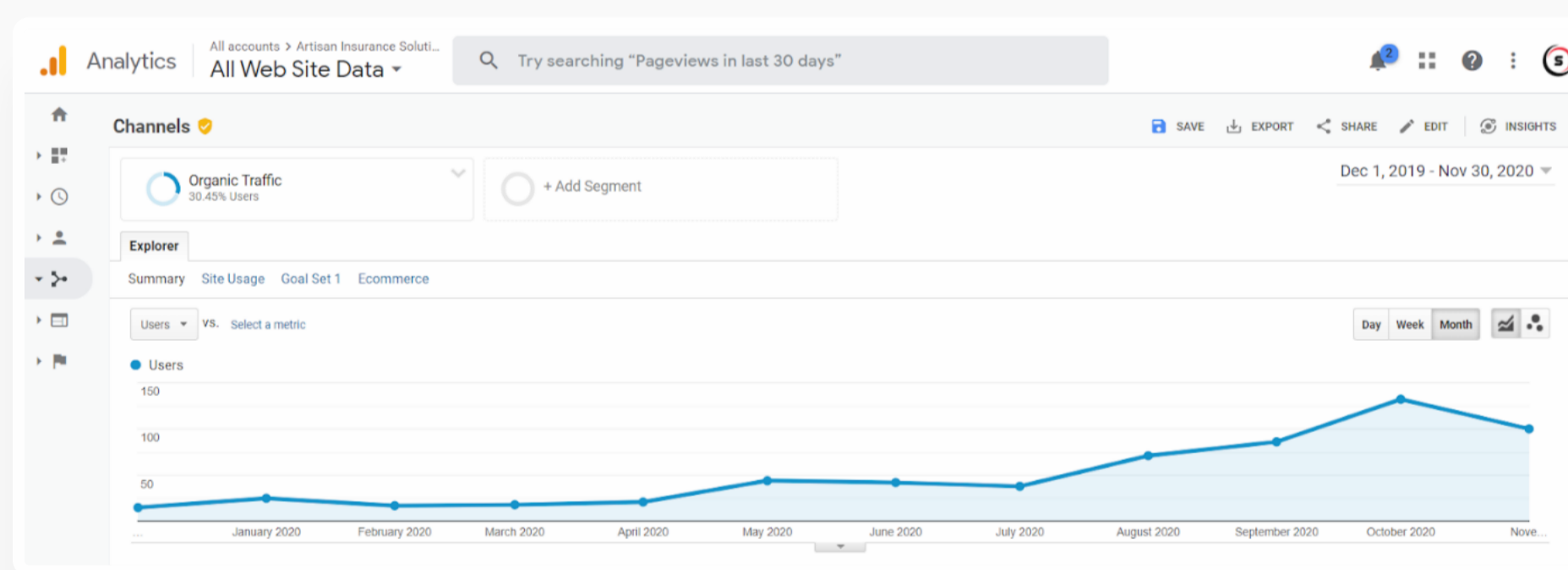
The Challenges

We started by conducting a comprehensive SEO audit of their website and uncovered multiple issues. These included:

- ✓ **Poor target keyword optimization:** Their website was poorly optimized for relevant organic search, causing low SERP rankings, poor visibility in the niche artisan market, and less organic traffic.
- ✓ **Very poor local visibility:** Overall, the website didn't incorporate key ranking factors for local search. This SEO inadequacy hurt efforts to target prospective clients looking up local coverage options online.
- ✓ **Broken links:** We identified multiple broken backlinks that compromised the user experience and potentially inhibited web traffic generation and attempts to increase domain authority.
- ✓ **User experience issues:** Bottlenecks included heavy pages with JavaScript & CSS codes that were not minified. Anything that compromised the UX could hurt conversation rates and the brand image.

The Solution

- ✓ **Website redesign:** We took care of things like determining top-level pages, ease-of-navigation, mobile-friendliness, and simple, lighter coding when redesigning their website. Also, we created original content and attractive, compelling visuals.
- ✓ **Worked on their NAP scores:** We made this a priority to improve local search rankings and visibility. This effort entailed correcting and updating NAP information on local business listings and directories.
- ✓ **Link building:** Linking to and acquiring links from relevant, high domain authority sites boosted their website's trust, authority, and SERP rankings. A vital SEO component, backlinks helped increase organic traffic to the agency's website.
- ✓ **A regular stream of new content:** We began supplying the site with regular informative SEO content, including blog posts to grow search engine visibility and consistently generate high-value organic leads for the client.



The Results (YoY)

+381.25%

Increase in form fills from the website

+1,300%

Increase in total no. of calls

+104.19%

Organic traffic increase

+73.57%

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

Book a Free Consultation