

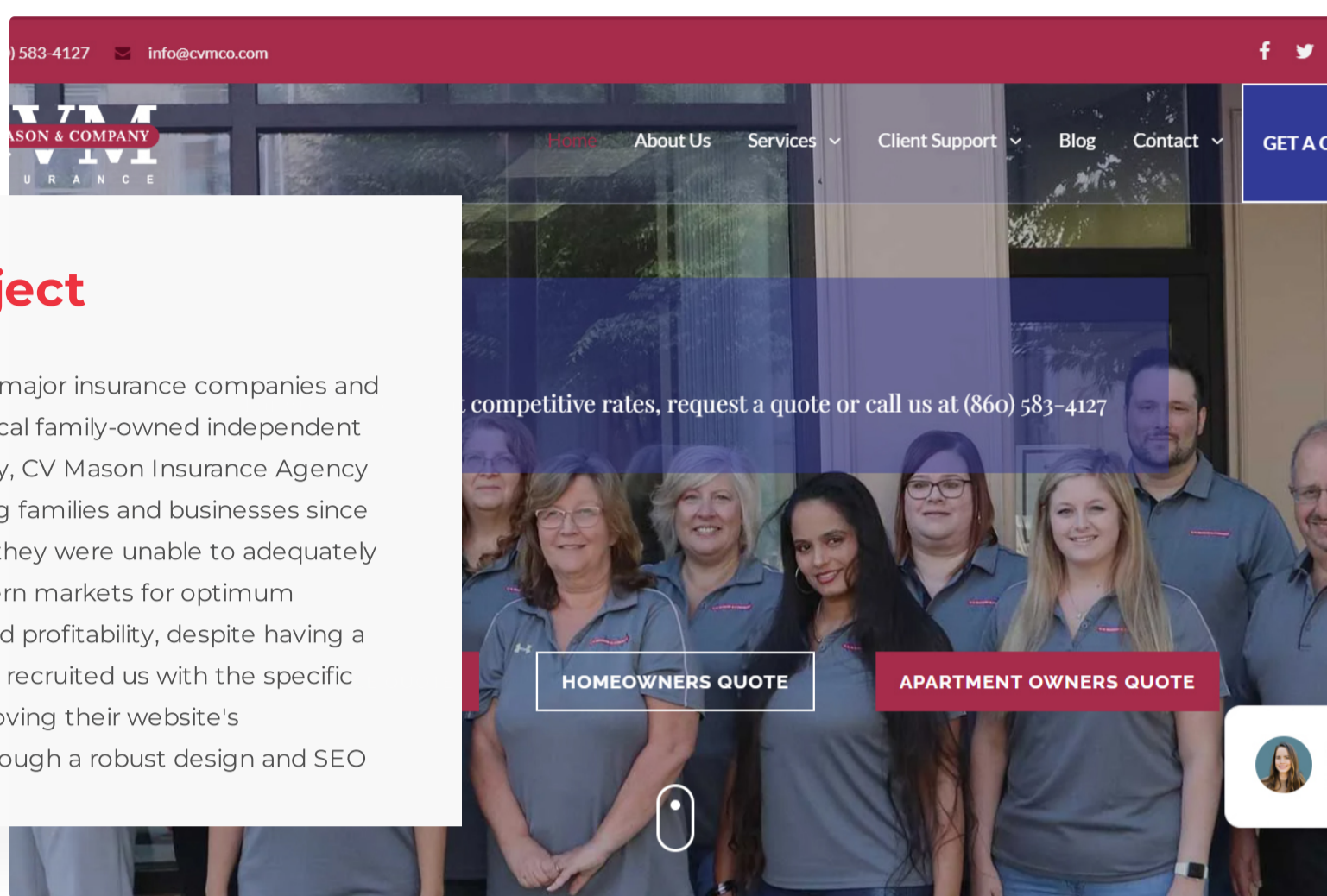


P&C Insurance Agency Sees YoY Growth of 98% in Organic Traffic & 102% in Leads

CV Mason Insurance Agency

Offices: 1

Industry: Property & Casualty



The Project

Affiliated with 11 major insurance companies and operating as a local family-owned independent insurance agency, CV Mason Insurance Agency has been insuring families and businesses since 1883. However, they were unable to adequately target the modern markets for optimum development and profitability, despite having a website. So they recruited us with the specific purpose of improving their website's performance through a robust design and SEO strategy.

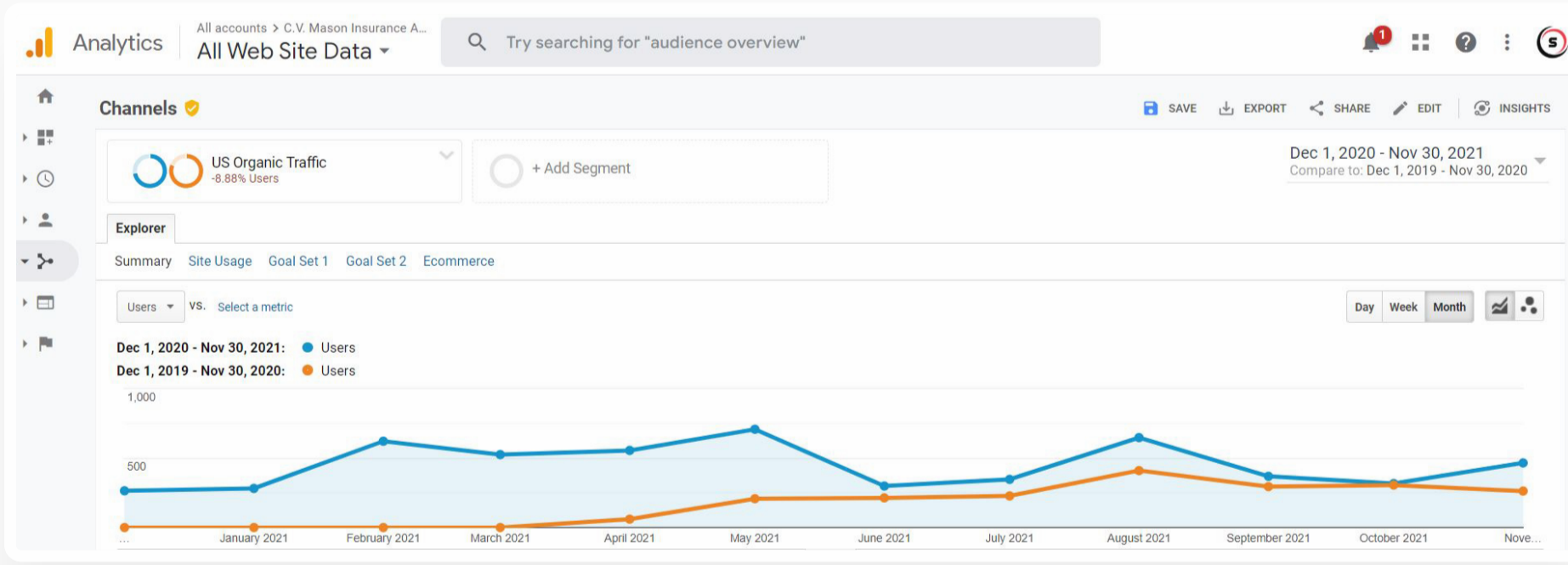


The Challenges

- Website setup issue:** The website needed a DNS update as it was no longer available at its original IP address. There were also redirection issues as the site wasn't opening on the preferred domain.
- On-site issues:** The basic on-site factors, like meta and title tags, were not properly optimized. H1, H2 tags, and target keywords were missing on many pages. Furthermore, images were missing alt tags, and we also identified a lot of broken links throughout the webpage content.
- Poor local visibility online:** We discovered the right keywords through our research for their website and found that the site wasn't ranking on page 1 of Google for most of them.
- Goals and objectives:** The client wanted better overall brand visibility locally, top page ranking for important keywords, and consistent phone calls and website leads every month.

The Solution

- Redesigned their website:** While revamping their website, we focused on defining top-level pages, ease of navigation, mobile-friendliness, and simple, clean, lighter coding. We also optimized their website for rapid conversions and enhanced the overall UI/UX.
- Content strategy & marketing:** We completely revamped the home page and other service vertical page content to reflect the target keywords we discovered. We also created a blog page to enhance brand visibility and specialty authority with a focus on targeting useful keywords. This helped us drive quality search engine traffic to the website.
- Google Business Profile:** We optimized their Google Business Profile for better keyword targeting and also assisted the client in generating lots of positive reviews on the profile. Their local pack rankings improved, leading to an increase in the number of phone calls and website visits coming from the Google Business Profile.
- Backlink building:** Linking to and getting links from relevant, high domain authority sites increased the trust, authority, and SERP ranks of their website. Through backlinks, an important SEO component, we increased the organic traffic to their website.
- Brand awareness campaigns:** Rankings on Google places (local pack and maps) helped increase their brand awareness locally. To give it a further boost, we also ran temporary paid search and display campaigns that helped improve their local online visibility tremendously.



The Results (YoY)

+98.31%

Organic traffic increase

+141.34%

Increase in new users

+102.32%

Increase in contact and quote form submissions

+49.14%

Increase in calls from Google Business Profile

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