



**HOW WE GOT AN ADDITIONAL CALL  
EVERY DAY FOR AN  
INSURANCE COMPANY**



If you're looking to increase phone calls, website visits, and overall online visibility, read how one insurance company combined our **LOCAL SEO CAMPAIGN** and **ORGANIC SEO CAMPAIGN** to do just that. This case study will show you the results you can achieve when you combine our local and organic SEO packages.



During this campaign we

# RANKED #1 FOR THEIR TOP KEYWORD

with our combined SEO efforts. Furthermore,  
we maintained the #1 position rankings for  
**MORE THAN FOUR MONTHS.**

Our client ranked at the top of local searches  
for insurance companies, enabling them to  
beat the competition and gain more business.



# RECAP OF THE RESULTS WE ACHIEVED

## » 300+ MORE PHONE CALLS

(Additional 1+ Phone Call Per Day)

## » RANKED #1 LOCALLY FOR TOP KEYWORDS

Including "Car Insurance Near Me"  
& "Insurance Near Me"

## » MAINTAINED #1 POSITIONS

Throughout Campaign

## » RANKED #1 ORGANICALLY

for High Volume Terms, Including "Insurance",  
"City+ Insurance", and "Insurance Company"

## » EXPAND KEYWORD RANKINGS

to Additional High Value Search Terms

## » 26% INCREASE

in Form Submissions



## OUR LOCAL SEO STRATEGY

A strong local foundation is crucial for any business looking to dominate the 3 pack, especially in high competition niches.

For our insurance client, this meant more brand signals, geo-relevant content, location pages, and authority stacking. While the listing was performing well already, our local optimization brought in more than one extra call per day.

***What could 30 additional calls per month do for your client?***



## LOCAL AND NICHE SIGNALS BUILT INCLUDE:

- ✓ Premium Local Press Release
- ✓ PBN Map Embeds with NAP Mentions
- ✓ Optimized Geo-Network
- ✓ On-Page Local Optimization
- ✓ Image Optimization

## BRAND SIGNALS INCLUDED:

- ✓ Data Aggregator Submissions
- ✓ 100+ Social Accounts to Build Brand

Once all these were built, we then boosted the signals for maximum power.





After we completed phase 1 of the campaign, we optimized the Google listing, created more niche-relevant signals, and boosted the brand. In the screenshot to the right you can see all the work completed.

This **ADVANCED BRAND SETUP** process further pushed out the clients local rankings into more competitive markets.

#### Phase 2 GMB Listing Optimization, Niche Signals, and Brand Boost

##### GMB Listing Optimization

- Write 150 Word Custom GMB Description
- Write 500 Word GMB Site Content
- GMB Listing Optimization
- GMB Services (10)
- GMB Site Optimization
- GMB Description Posting
- Write 10x 150 Word GMB Posts
- Publish GMB Photos and Posts (10)
- GMB Photo Optimization (20)
- GMB Q&A's (10)
- GMB Review Responses (10)

##### Local and Niche Signals

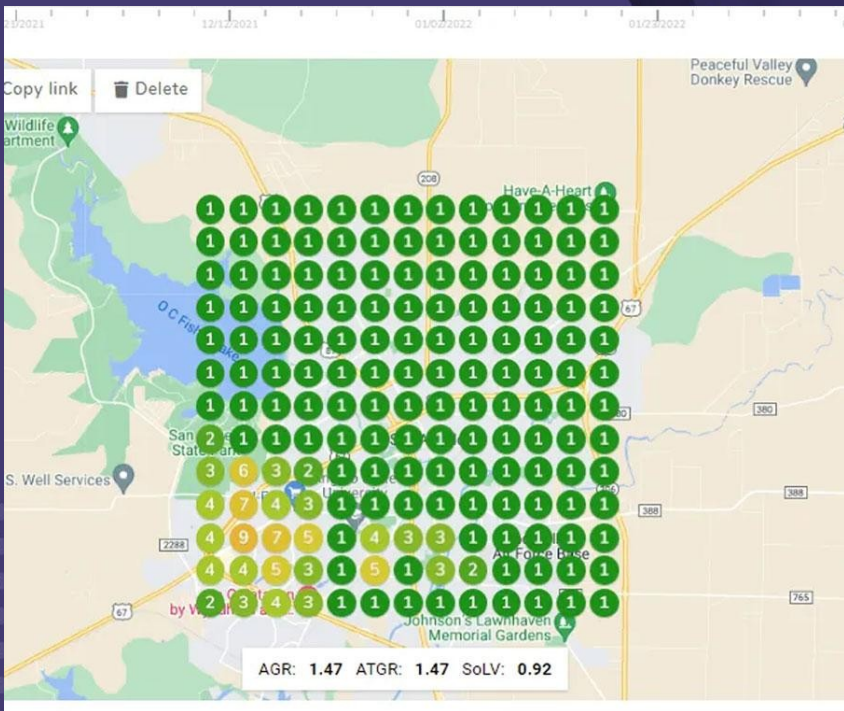
- Niche Citations or Custom Signals
- PDF, E-Doc, and Image Sites
- Local Article Submissions
- Create and Optimize Niche Network

##### Brand Boost

- 2X Brand Authority Links
- Essential Business Citations with GPS Listings
- Secondary Citation Creation
- Yelp Optimization (Domain Email Required to Claim)
- Crunchbase Optimization (Domain Email Required to Claim)
- Bing Places - Claim and Optimize
- Waze Business Submission
- Alignable Business Submission
- Monster Profile - Claim and Optimize
- Eventbrite Profile and Event Link

##### Signal Boost

- Submit Link URLs to Indexers



## EXPANDED LOCAL VISIBILITY WITH MORE MAP PACK RANKINGS

We strengthened prominence and relevance, with strong local optimization and niche relevant signal creation. This allowed us to overcome proximity and widen their local visibility to new areas. Local custom signals were an integral part of these map rankings.

The map pack domination was directly attributed to our consistent custom signal creation...



They were also ranking #1 locally for “car insurance near me” and “insurance near me”. These are high volume terms that brought in **SIGNIFICANT ADDITIONAL LEADS**

#	Keyword	Change	Latest	Best	First	Volume
8	Car insurance near me	0 ⭐	1 ★	1	2 👍	60500 / 60500
6	Insurance near me	0 ⭐	1 ★	1	3 👍	40500 / 60500

Local signal creation **DIRECTLY IMPACTS PROMINENCE** of the listing – one of the top three ranking factors. You can see in the screenshot above the impact of stronger prominence on a listing’s performance.

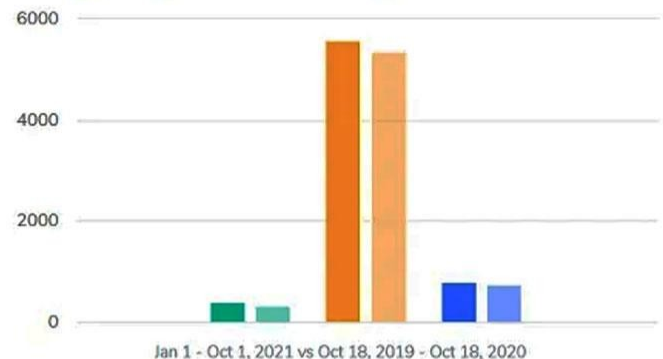
These #1 map pack rankings for high search volume keywords lead to increases in lead flow, and thus revenue for the business.



## 300+ ADDITIONAL CALLS INCREASES IN WEBSITE VISITS & DRIVING DIRECTIONS

### Business contacts

The number of times the phone or call now link was clicked / website link was clicked / driving directions were requested



Driving directions	329 / 400	22%
Phone calls	5.3k / 5.6k	4%
Visits on website	739 / 805	9%

Through the work described above in our Accelerated Setup and monthly local SEO campaigns, we secured more than **300 ADDITIONAL CALLS**, which equated to more than one additional call every day. We also saw a 22% increase in driving direction requests with a slight 9% increase in site visits.

The 300 calls alone translated into a significant boost in lead flow and revenue.



## OUR MANAGED SEO STRATEGY

In addition to our standard Organic SEO process (to right), we optimized all website pages for Spanish insurance terms. We also created location pages for towns surrounding the business with significant population (+30% population). Our strategies increased the relevancy of our target phrases and provided more clarity for the buyer and their intent.

MONTH 1
Onboarding Call
Google Search Console Access
Google Analytics Access
Website Access
Technical Audit
Anchor Text and Semantic Analysis
Competitor Analysis
Anchor Text / URL Mapping
Google Data Studio Report
Rank Tracking
Site Level Optimization
On Page Optimization
Content Creation
Content Publishing
Premium Press Release
10 Authority Niche Placements
Index Links
Video Recap
MONTH 2
Technical Audit Fixes
Content Creation
Content Publishing
Deep Link Building
Social Essentials
Social Fortress Optimization
Social Ultimate Optimization
10 Authority Niche Placements
Index Links
Video Recap

Competitor parity is at the center of our organic campaigns. We analyze top-ranking competitors for insights on the keywords, anchor texts, semantic phrases, etc. After we gather all the data, both site-level and page-level optimization begin. We pair this with **content creation, authority press releases, high traffic guests posts, niche link placements, tiered link stacks, and link indexation** to ensure Google bots will crawl the client's site and add it to the search index.



#	Keyword	Change	Latest	Best	First	Volume	URL Found
6	no credit insurance	🚫	N/A	29	59 📉	?/?	Not Found
2	insurance	0 📈	1 🌟	1	4 📈	720 / 720	/
9	insurance company	-2 📈	1 🌟	1	5 📈	?/?	/
16	insurance	0 📈	1 🌟	1	1	720 / 720	/
20	insurance agency	0 📈	1 🌟	1	1	?/?	/
21	insurance company	0 📈	1 🌟	1	1	50 / 50	/
1	insurance	-9 📈	2	1	20 📈	90 / 90	/
11	insurance agency	0 📈	2 🌟	2	6 📈	?/?	/
19	insurance agent	0 📈	2	1	5 📈	?/?	/
12	independent insurance agent :	0 📈	3	2	4 📈	?/?	/
18	independent insurance agent	0 📈	3	2	3	?/?	/
10	insurance agent	0 📈	4	1	9 📈	?/?	/
17	car insurance agent	+1 📉	4	1	8 📈	?/?	/
4	san angelo	-4 📈	17 🌟	17	25 📈	?/?	/
15	insurance companies in	-4 📈	18	9	19 📈	20 / 20	/
5	car insurance :	0 📈	22	20	31 📈	110 / 110	/

## #1 ORGANIC RANKINGS FOR HIGH VOLUME TERMS

Because of our location page creation, on-page optimization, link building and outreach strategies, this client achieved top organic rankings for many of their high value search terms.

We pushed major terms with high search volumes (some as high as 720 monthly searches) to the number one position. We achieved **#1 position for 6 terms** and **top 3 position for 10 terms!**



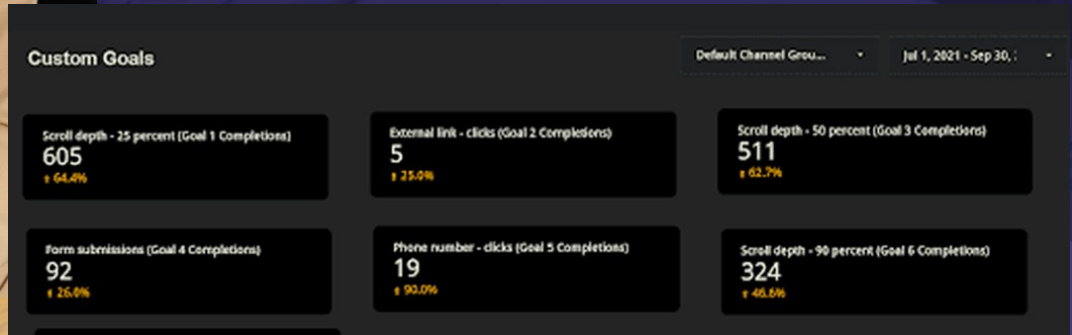
By leveraging brand building tasks we established long-term rankings for this client's **TOP INDUSTRY KEYWORDS**. We maintained the #1 rankings seen on the rank tracker below and on the previous slide for more than four months.





## 26% INCREASE IN FORM SUBMISSIONS & 90% INCREASE IN CALLS FROM THE WEBSITE

Because of top organic rankings and increased visibility, the client got 92 form submissions which equated to 26% growth in website leads. They also received 19 calls directly from the website, a 90% increase compared to before they're campaign.





LOGO DESIGN

Our organic framework has proven to be very beneficial for our clients in the past and you can achieve similar results too!

**Don't hesitate to contact us** if you are looking for experienced SEOs and top-notch services.





If you're looking for results like these for your business, we recommend combining our monthly local SEO & organic SEO campaigns. This **ONE-TWO PUNCH** will maximize results and deliver stronger results for your business.

Not sure what you need to succeed? We offer **custom campaign recommendations** to manually evaluate your current position!