

# CASE STUDY

MKT HOUSE

## MANAGED SEO

### THE COMPANY

Our client (insurance agency) came to us with a newly launched website. It was a well-built WordPress website with some solid content, but the company was entering a very competitive space and needed to establish themselves as a real player. They wanted short term wins, but longterm success, which is the very core of a strong SEO program.

3 months after the launch of their new website, the company wasn't generating leads and had very little website traffic. This isn't unusual as websites, especially brand new ones, need some type of marketing to boost and supplement growth.

So, we got to work. The agency defined their goals & provided details on their direct competitors. The rest was up to us to define the strategy each month for both on page and off page SEO work.



ALL OF OUR MANAGED SEO PLANS ARE A 12-MONTH CONTRACT WITH THE OPTION TO GO MONTH-TO-MONTH AFTER THE 1ST YEAR. WE'RE SO CONFIDENT THAT YOU'LL STICK AROUND, WE DON'T REQUIRE CONTRACTS AFTER THE FIRST YEAR.

#### FIRST STEPS

As with all managed SEO programs, we begin with data & goals from the customer - in this case - the agency. We analyzed their current traffic, created forecast models, decided which SEO techniques would best fit their website and began work.

#### THE CHALLENGE

The insurance industry is one of the most competitive places to rank in search engines like Google. This particular agency has a specific niche within insurance with long-running websites that were gobbling up the lion's share of organic traffic.

#### THE SOLUTION

Our solution was a strong balance between on & off-page SEO. We began with finding quick wins in the Google search engine result pages, boosting those pages with quality links, tripling their weekly production of blogs & website content, etc. Long story short: we kicked their website into high gear.

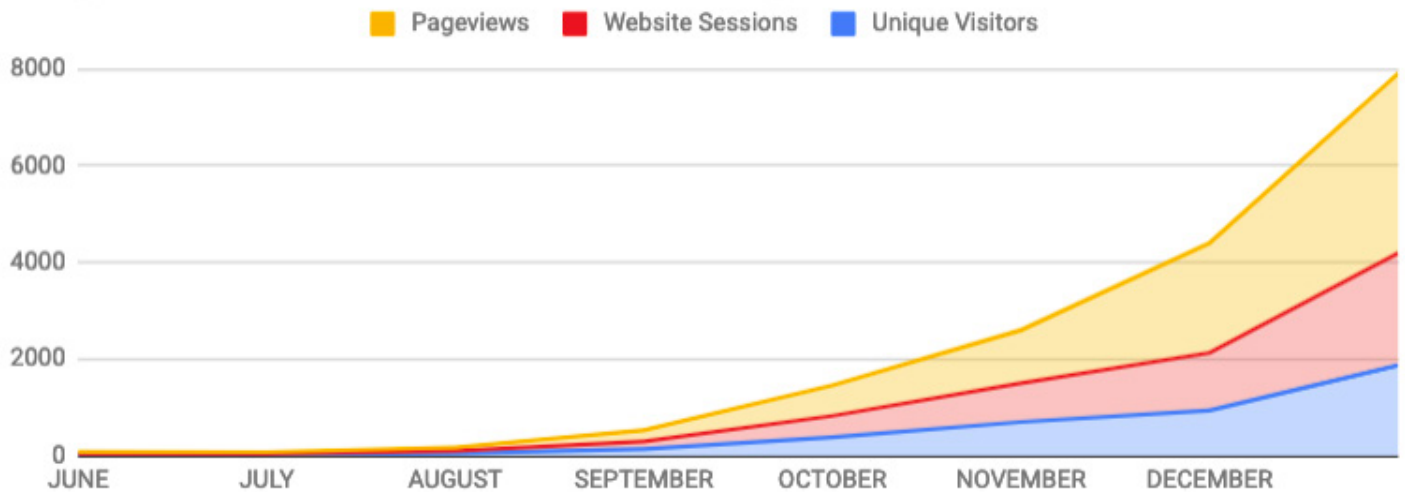
#### THE RESULTS

After 3 months, we really started to see the increase in unique website visitors, as well as the initial uptick in leads.

After 6 months, the agency website was receiving an exponential increase in traffic and leads. **In fact, after just 6 months, they were averaging in a 5.56% conversion ratio when turning website visitors into leads.** In a recent study of high-performing websites, researchers found that the visitor to lead conversion rate often fell between 1-1.5%.

The numbers speak for themselves. Take a deeper dive into the data on the next page.

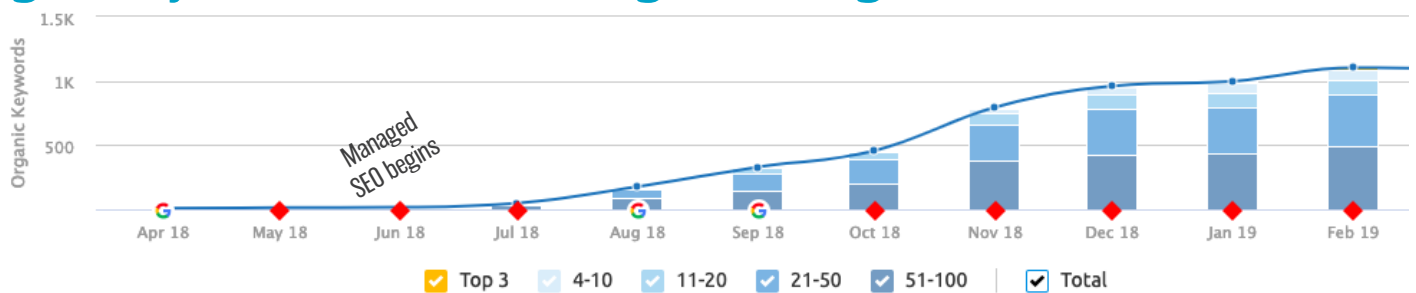
## ANALYZING THE RESULTS OF OUR MANAGED SEO PROGRAM



Much of the first 2-3 months is spent developing content and establishing the framework of our long-term strategy. Since a solid SEO plan in long-term, we don't expect to see measurable results until after the first 3 months. This website saw those very results.

After the first 3 months, our client's site began to see the initial uptick in website traffic from our managed SEO program. After that, growth began to compound and website traffic (pageviews, website sessions & unique visitors) has risen continually ever since.

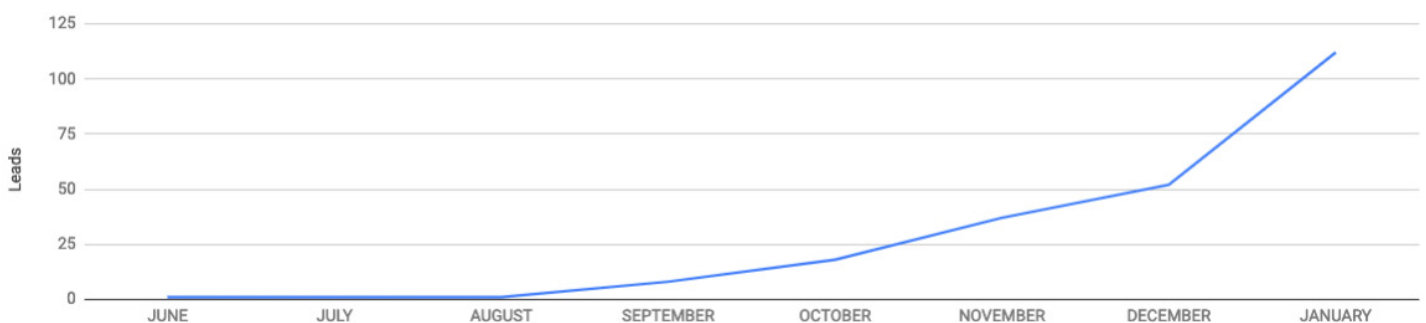
## Organic Keyword Growth from Managed SEO Program



It's important to note that even though website traffic doesn't begin to increase typically until month 3, you CAN see truly measurable results from the growth of organic keywords and the rising visibility in search engines, such as Google.

The above chart details the growth of this Managed SEO program and the direct correlation between our work and the organic visibility in Google's search engine result pages.

## Organic Leads from Managed SEO Program



This client's website has only used our managed SEO program since launching their website in 2017. So it's easy to draw a direct line between the managed SEO program and organic leads submitted through the website. Similar to the organic website traffic growth noted in the top chart, leads began to start coming in month 3 and have doubled nearly every month.