

# SEO Success

This is a Health Insurance Marketplace Industry.



## Prior to Agency Platform

**Georgia Health Insurance Marketplace** came to us in March of 2019, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had 12 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

### After 9 Months

After 9 Months, the website went from ranking for 15 keywords on Page 1 out of 33.

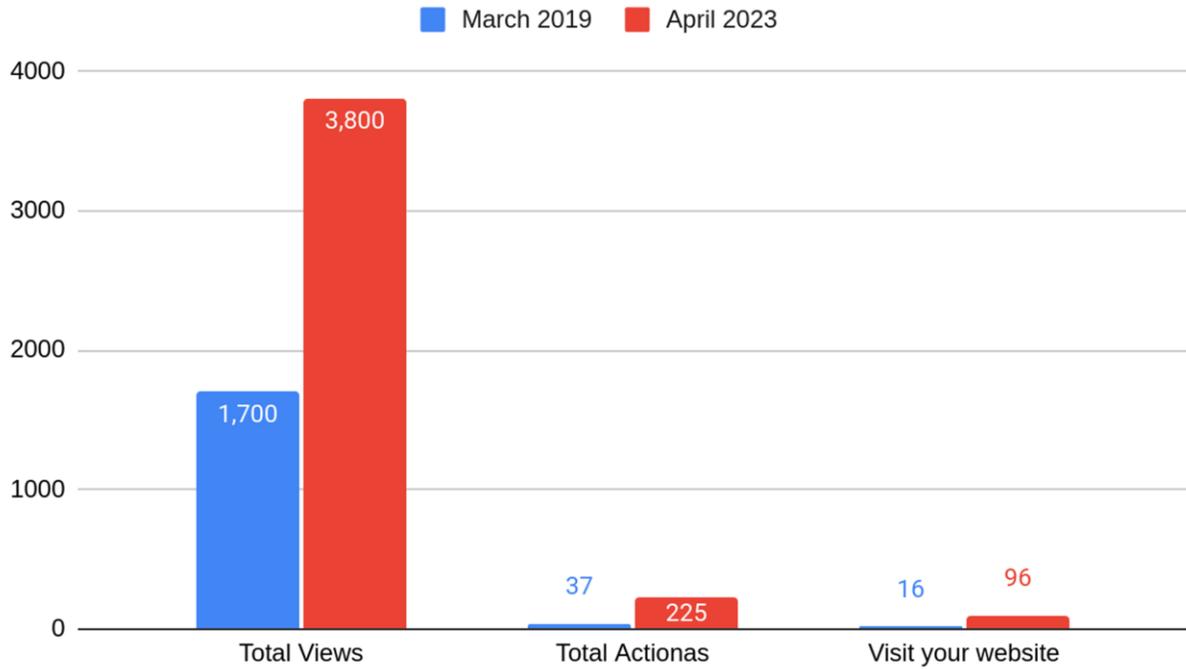
Dec 2019

### By April 2023

The momentum of the campaign was in full throttle as they now ranked on the first page for 26 keywords out of 33.

April 2023

## Google Business Profile Insights



## Google Analytics data

**23.74%**

Increase in Overall Website Traffic. 542 Overall visits received in last 1 month.

**138.15%**

Increase in Google Organic Session. 181 Overall visits received in last 1 month.

**16.54%**

Increase in Website Pageviews. 648 Pageviews received in last 1 month.

\*Major Search Engines defined as Google and Bing