

Organic SEO boosts web traffic and keyword visibility by 36.70% and 303.27% respectively for money lender



INDUSTRY
Financial Services

PRODUCT
Money Lender

ADVERTISING SOLUTION
Organic SEO

CAMPAIGN LENGTH
Two Years

Objective

The client sought to increase website traffic, which ultimately leads to more loan submissions and calls (for loan information).

Challenge

The website did not host many content pieces, nor did it have the appropriate authority.

Solution

To increase site traffic, we recommended Organic SEO to increase keyword rankings for core terms related to each of their loans, earn more geo-relevance in various cities, and gain the authority of the site by doing link outreach for keywords that were relevant to them and relevant to what users are searching for in the target market.

Results

The strategy throughout the last two years has been to focus on relevant blog content and creating more service area pages. This boost in content has given the client approximately the same number of closed loans, but the money originated with these loans has grown by over \$12 million. Keyword visibility has increased 303.27%, and organic traffic has grown 36.70%.

Key Findings

By building links to the content pages we created, we have seen better keyword ranking for relevant keywords and queries that are associated with specific loans offered, which has given a massive boost in traffic and new users. Ultimately, the client has seen a boost in business over the last 6-8 months and are preparing to expand to new markets!