

# seo case study

## Financial Planning

### Campaign Information

**Industry:** Financial Planning—Banking & Loans

**Locations:** Iowa, Colorado, Florida, Minnesota, and Wisconsin

**Campaign Type:** National

**Campaign Start Date:** 09/15/2020

**SEO Hours per Month:** 100

**Goal:** Grow their online presence to reach customers in multiple locations across the US.



### Strategy

With branches in 5 states, our client wanted an aggressive campaign targeting multiple locations throughout the Midwest. We focused keywords around their four core selling points: home equity, mortgage, checking, and small business. We added keywords to their title and meta description, as well as their header and alt image tags, to add website authority. We also wrote custom copy to highlight the different kinds of loans and services provided by our client. In just 4 months, our work got **26** keywords on the first page of Google! After solidifying first page rankings for many of their Iowa and Wisconsin branches, we began work on their newest branch in Denver, Colorado.

### Results

KEYWORD PHRASE	PAGE	RANK
business loan lending iowa city ia	6 <span>↗ 1</span>	55 <span>↗ 1</span>
visa credit cards dubuque ia	11 <span>↗ 1</span>	101 <span>↗ 1</span>
credit cards dubuque ia	8 <span>↗ 1</span>	72 <span>↗ 1</span>
home equity line of credit iowa city ia	5 <span>↗ 1</span>	41 <span>↗ 1</span>
home equity line iowa city ia	5 <span>↗ 1</span>	44 <span>↗ 1</span>

### Performance

**32**

**Keywords on Page  
1 of Google**

**10**

**Keywords Ranked  
#1 on Page 1**

**3**

**Avg Page Increase  
for All Keywords**