



INDUSTRY

Insurance

SERVICES PROVIDED

SEO

Our key metrics increased. More importantly, we implemented a lot of new tactics and test scenarios, which will boost our company's future prospects.

Dave McCue

DIGITAL MARKETING MANAGER AT
ALLSTATE

CLIENT

Allstate is a national insurance company with over 10,000 agents located all over the country.

01

Marketing Goals

They wanted to increase the online discoverability of our locations, as well as improve overall traffic and conversions. Also, they were looking to identify and test new SEO tactics and assess our ability to scale across locations.

02

Directive Approach

We initially started with technical suggestions to make sure the site speed was up to par. From there we focused on improving reviews on GMB with new email templated tests. We consistently test page titles to improve CTR, and have

worked on creating scalable link building tactics for selected agents. We helped guide the creation of new product pages to better rank for their core keywords.

03
Results

21.3%

INCREASE IN AGENT
PAGEVIEWS YOY

21%

INCREASE IN GMB
SEARCH VIEWS YOY

23.9%

INCREASE IN GMB
CONVERSION YOY