SEO Case Study - LibertyInsurance.in

Industry : Insurance Agency

Liberty General Insurance Limited is a private general insurance company headquartered in Mumbai, India. It is a joint venture between Liberty City state holdings PTE Ltd, a group company of US Headquartered Liberty Mutual Insurance Group, a leading multinational property and casualty group, Enam Securities, a privately owned and managed firm that makes long-term investments in listed companies, as well as backs entrepreneurs building valuable private companies, and DP Jindal Group, an industrial conglomerate.

They hired an SEO company that has experience in the field – Cognegiac. The problem at hand was how to enhance the existing website and make it work better for student. The size of the site required a lot of consistency for a heavy increase in leads.

Brand Logo -

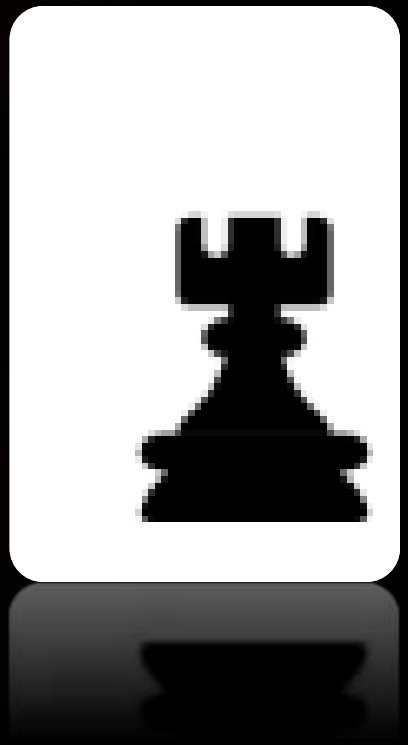
The Objective:

1. Increase sales Lead
2. Branding
3. Increase organic traffic
4. Show the ranking in Google Map
5. To rank the local keywords

The Challenge:

1. Website Navigation Issue
2. Link stuffing gone wrong
3. The sitemap issue
4. Schema gone wrong
5. Underestimating alt text for images
6. Wrongly done permalinks
7. Ignoring H1 tags
8. The sin of using duplicate content
9. Forgetting internal links and related posts

The Strategy:



1. Thorough research on Insurance' background and ventures .
2. Improve the website content.
3. Extensive keyword research.
4. To audit all the web properties of **LI.**
5. To set up Google webmaster and Google analytics to track the traffic on the website.
6. Fix the all the error as per competitor done.
7. Add more effect plugging.

The Execution

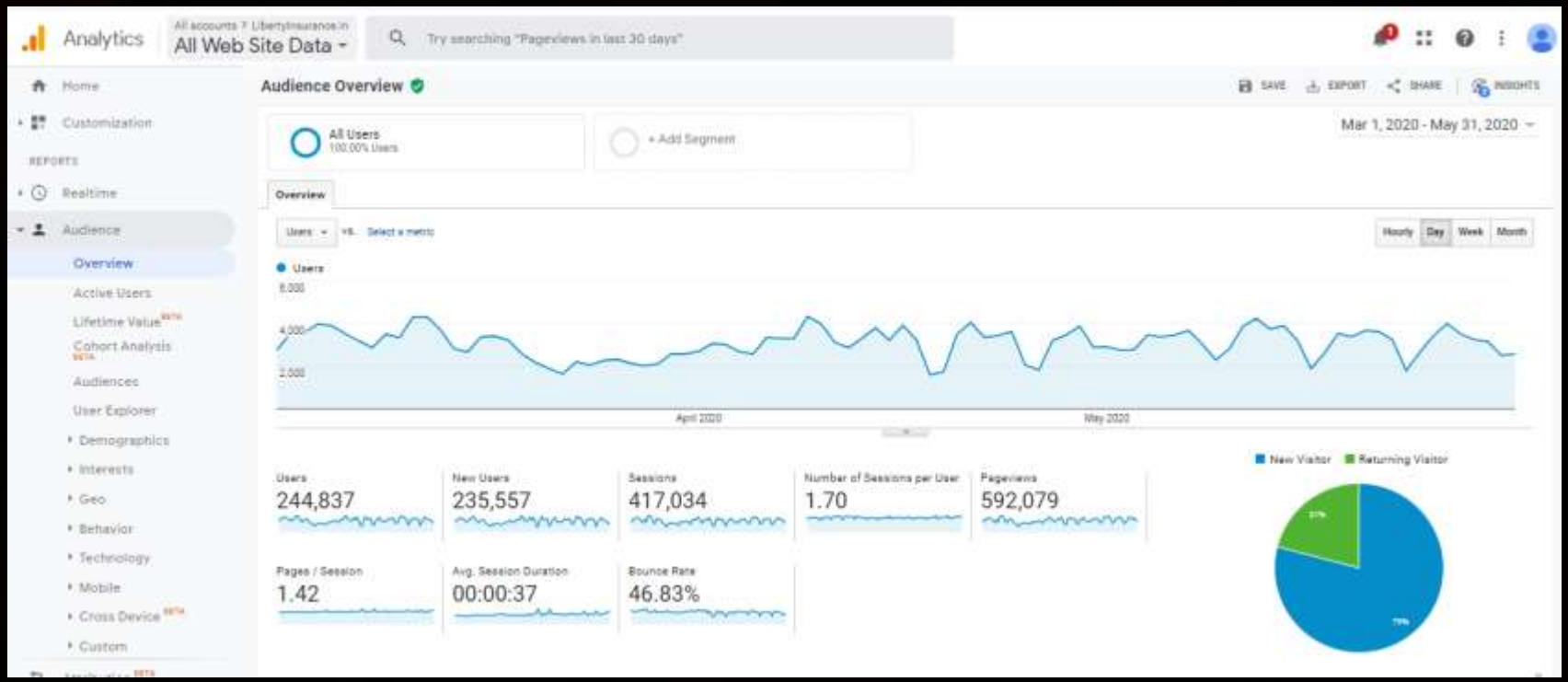
Clearly, to make notable SEO improvements, effective strategies had to be put in place. This meant that digital experts and web marketing strategists with experience in whatever goes on behind the scenes of search engines had to be selected for this task.

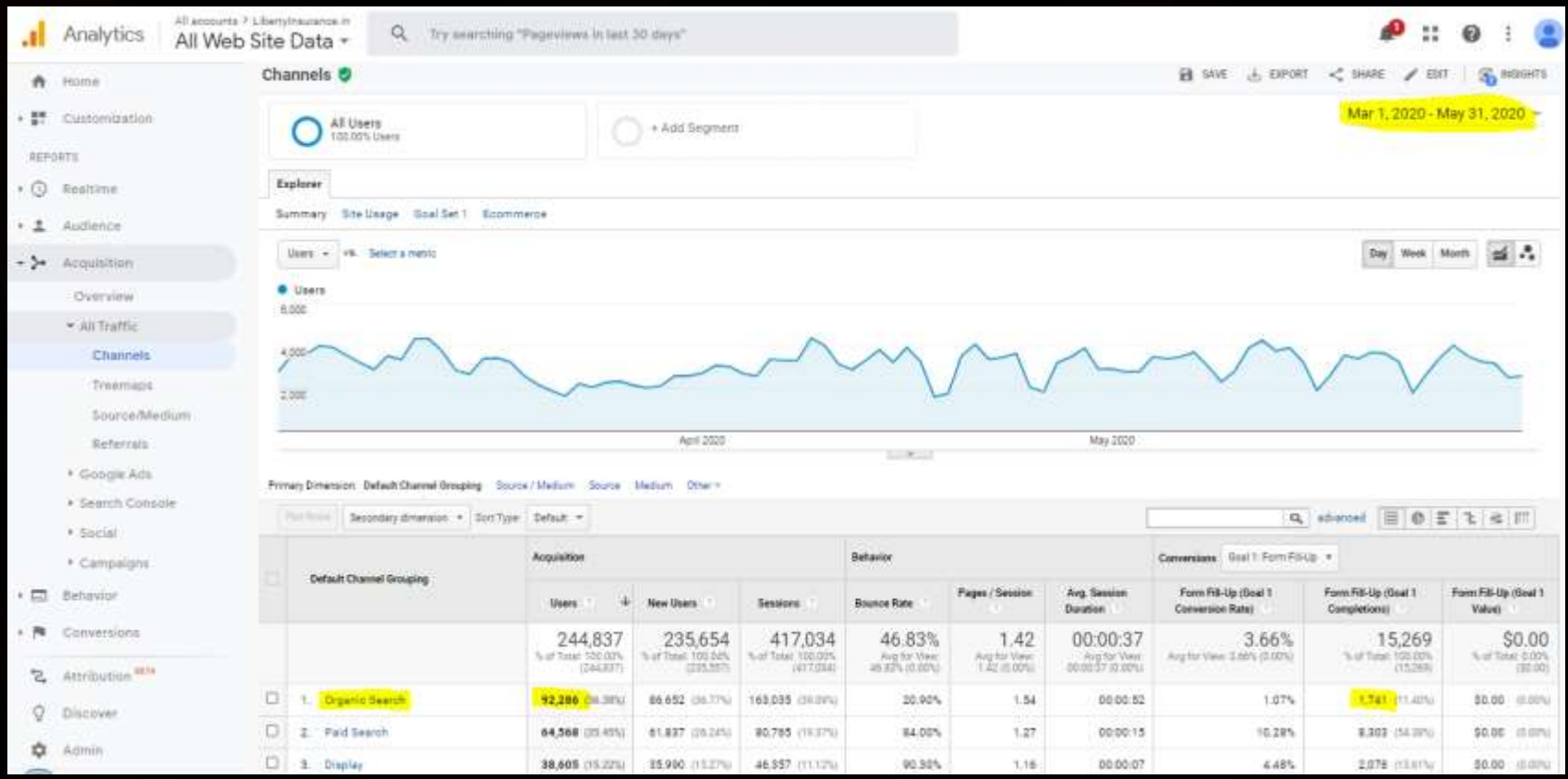
1. Website Analysis
2. Competitor Analysis
3. On-Page
4. Off-Page
5. Google Map ranking

The Results:

- ✓500+ Generic Keywords in 1st SERP of Google.
- ✓100+ Local Keywords in 1st SERP of Google.
- ✓100+ Local Keywords in Google Map ranking.
- ✓Increase traffic 100% (Last 6 Month Data).
- ✓Increase in Map Impression/Visit 300% (Last 6 Month Data).
- ✓Over time, we have increased NYIA's online traffic by 200%.
- ✓They now rank on first page in Google for important phrases, both locally and nationally.
- ✓They are enjoying much improved online data insight and understanding, which has led to increase in business growth.

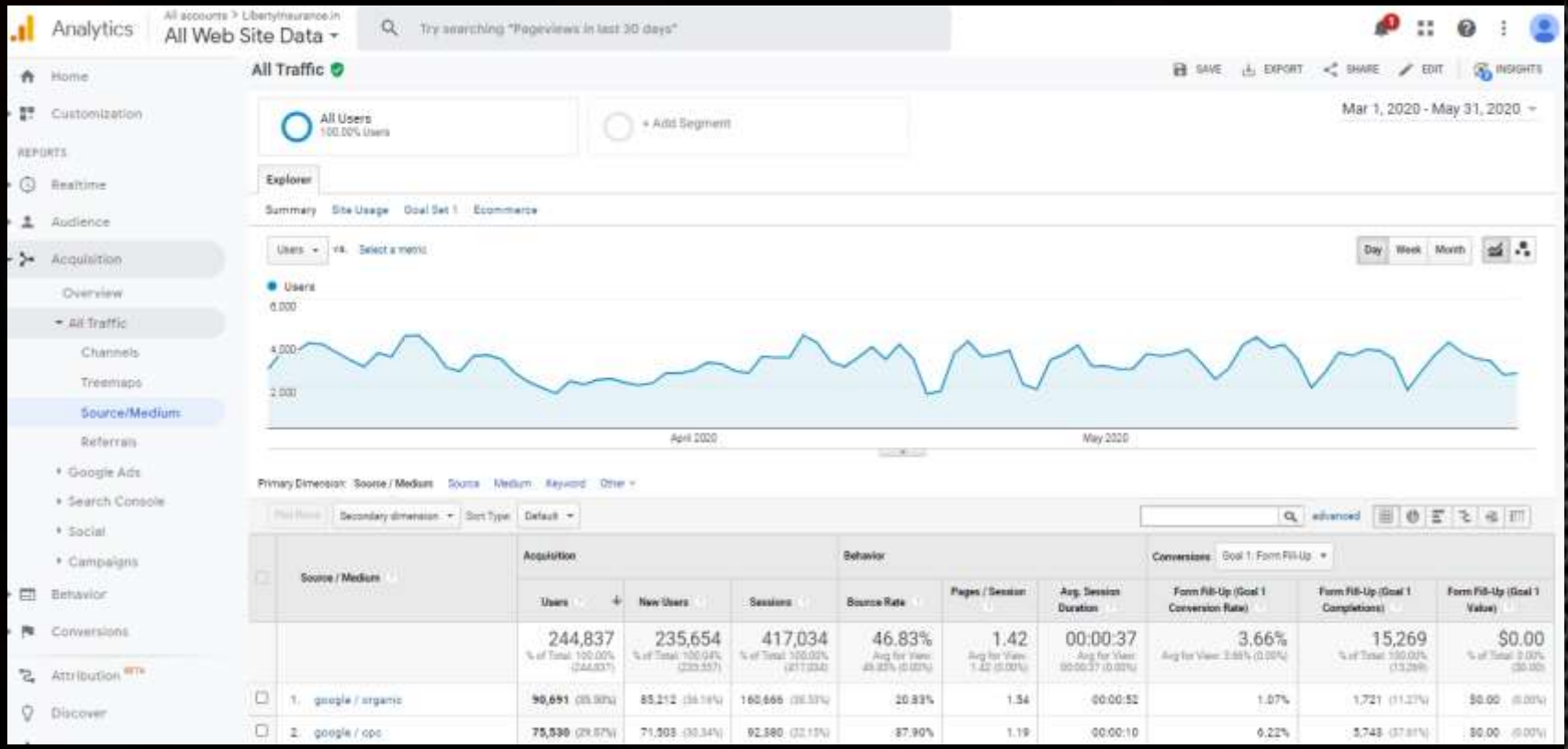
Sr.No	Keyword	Base Rank	3rd Mon	6th Mon	Ranking
1	two wheeler insurance renewal	N/A	33	12	3
2	imd reliance general insurance agent login	N/A	21	17	3
3	4 wheeler insurance renewal online	N/A	66	21	7
4	private car insurance renewal	N/A	47	37	9
5	general insurance careers india	N/A	67	13	9
6	online liberty insurance	N/A	57	21	8
7	bike insurance kerala	N/A	65	63	6
8	two wheeler insurance third party online	N/A	71	61	6
9	2 wheeler insurance india	N/A	63	43	6
10	wheeler insurance	N/A	88	51	7
11	online bike insurance renewal online	N/A	93	81	9
12	two wheeler insurance review	N/A	71	19	8
13	janata personal accident insurance	N/A	77	41	8
14	third party insurance online two wheeler	N/A	82	33	8
15	online bike insurance renewal online	N/A	81	23	10
16	bike insurance renewal in india	N/A	92	61	10
17	bike insurance in bangalore	N/A	81	71	10
18	third party two wheeler insurance india	N/A	89	53	10


Analytics
All Web Site Data
Try searching "Pageviews in last 30 days"
Home
Customization
REPORTS
Realtime
Audience
Overview
Active Users
Lifetime Value
Cohort Analysis
Audiences
User Explorer
Demographics
Interests
Geo
Behavior
Technology
Mobile
Cross Device
Custom
Audience Overview
SAVE
EXPORT
SHARE
INSIGHTS
All Users
100.00% Users
+ Add Segment
Mar 1, 2020 - May 31, 2020
Overview
Users
vs. Select a metric
Hourly
Day
Week
Month
Users
8,000
4,000
2,000
April 2020
May 2020
Users
244,837
New Users
235,557
Sessions
417,034
Number of Sessions per User
1.70
Pageviews
592,079
Pages / Session
1.42
Avg. Session Duration
00:00:37
Bounce Rate
46.83%
New Visitor
Returning Visitor
79%


Analytics
All Web Site Data
Try searching "Pageviews in last 30 days"
Home
Customization
REPORTS
Realtime
Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search Console
Social
Campaigns
Behavior
Conversions
Attribution
Discover
Admin
Channels
SAVE
EXPORT
SHARE
EDIT
INSIGHTS
All Users
100.00% Users
+ Add Segment
Mar 1, 2020 - May 31, 2020
Explorer
Summary
Site Usage
Goal Set 1
Ecommerce
Users
vs. Select a metric
Day
Week
Month
8,000
4,000
2,000
April 2020
May 2020
Primary Dimension: Default Channel Grouping
Source / Medium
Source
Medium
Other
Secondary dimension
Sort Type:
Default
advanced
Default Channel Grouping
Acquisition
Behavior
Conversions
Goal 1: Form Fill-Up
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Form Fill-Up (Goal 1 Conversion Rate)
Form Fill-Up (Goal 1 Completions)
Form Fill-Up (Goal 1 Value)
244,837
% of Total: 100.00% (244,837)
235,654
% of Total: 100.04% (235,557)
417,034
% of Total: 100.00% (417,034)
46.83%
Avg for View: 46.83% (0.00%)
1.42
Avg for View: 1.42 (0.00%)
00:00:37
Avg for View: 00:00:37 (0.00%)
3.66%
Avg for View: 3.66% (0.00%)
15,269
% of Total: 100.00% (15,269)
$0.00
% of Total: 0.00% ($0.00)
1. Organic Search
92,286
66,652
163,035
30.90%
1.54
00:00:52
1.07%
1,741
$0.00
2. Paid Search
64,568
61,837
80,785
84.00%
1.27
00:00:15
10.28%
8,303
$0.00
3. Display
38,605
35,900
46,357
90.30%
1.16
00:00:07
4.48%
2,079
$0.00

COGNEGIAC
Delivering Innovative Solutions!

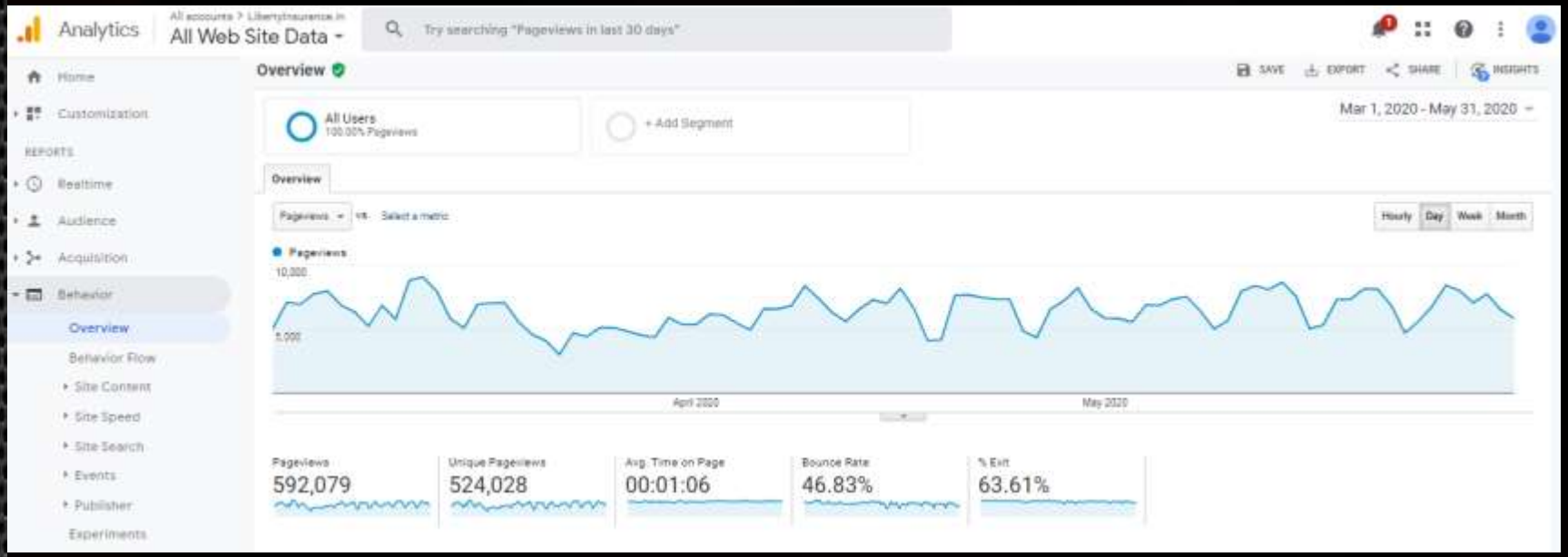
SEO Case S



SEO Case Study

COGNEGIAC
Delivering Innovative Solutions!

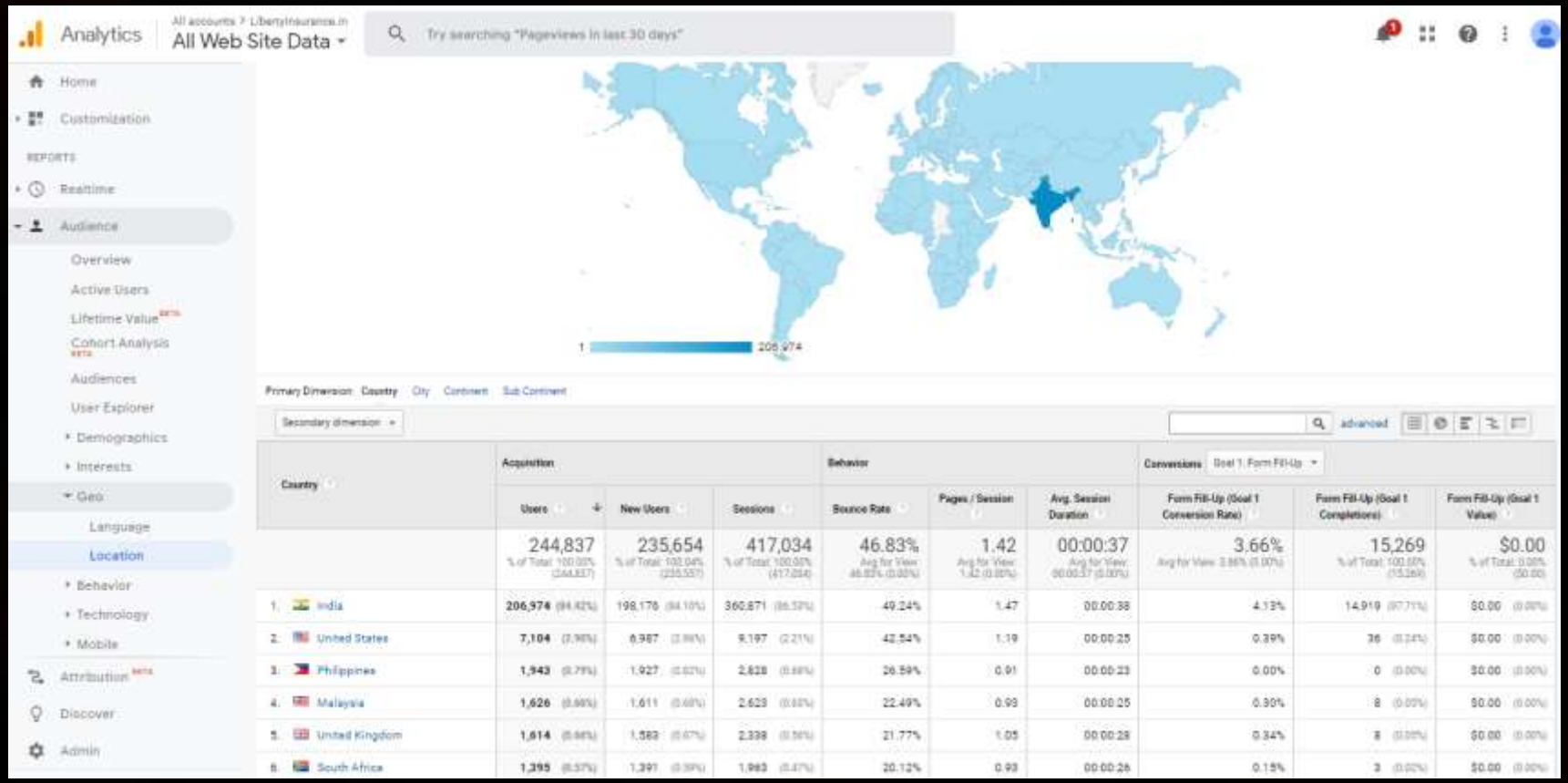
SEO Case S



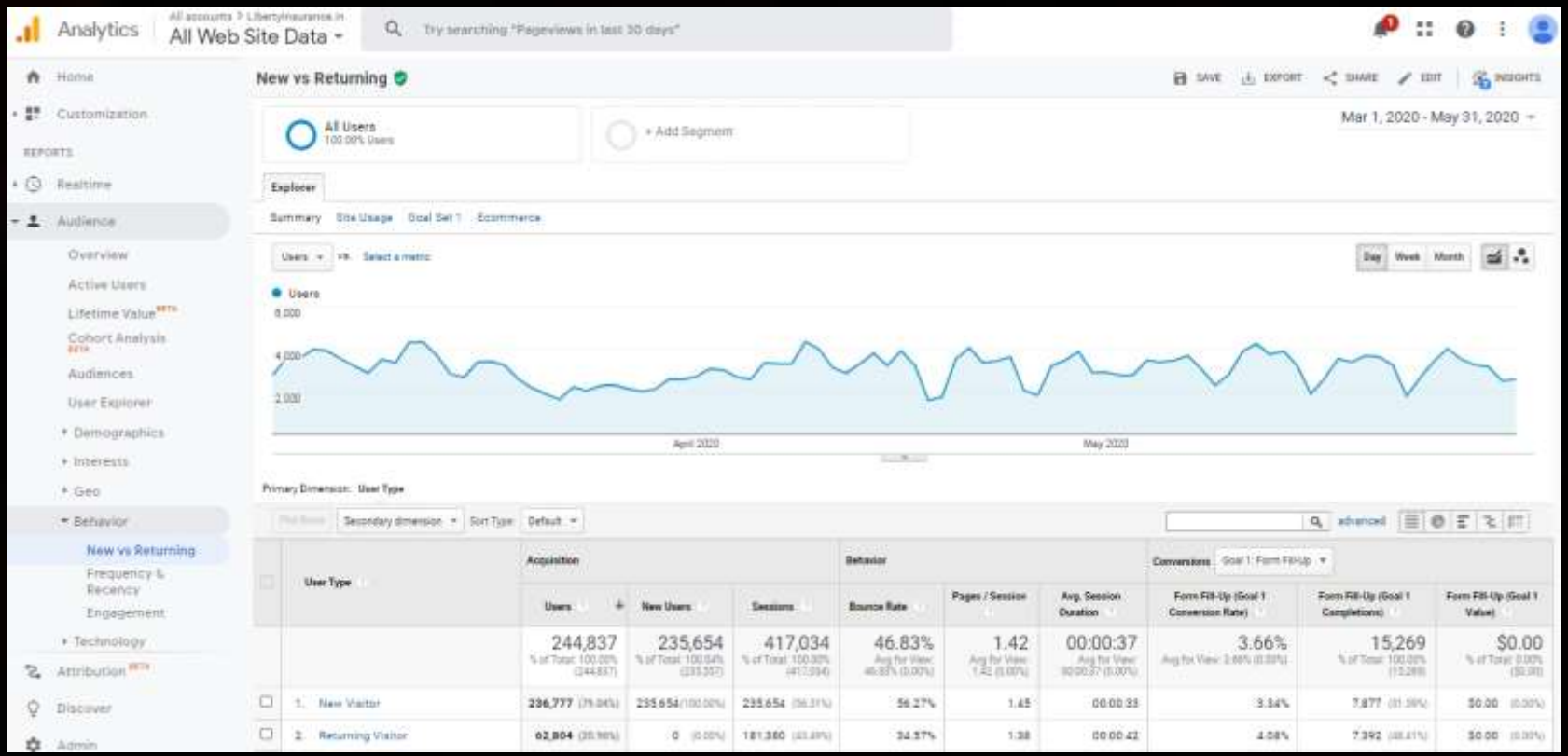
SEO Case Study

COGNEGIAC
Delivering Innovative Solutions!

SEO Case S



SEO Case Study


Analytics
All Web Site Data
Try searching "Pageviews in last 30 days"
Home
Customization
REPORTS
Realtime
Audience
Overview
Active Users
Lifetime Value
Cohort Analysis
Audiences
User Explorer
Demographics
Interests
Geo
Behavior
New vs Returning
Frequency & Recency
Engagement
Technology
Attribution
Discover
Admin
New vs Returning
SAVE
EXPORT
SHARE
EDIT
INSIGHTS
All Users
100.00% Users
+ Add Segment
Mar 1, 2020 - May 31, 2020
Explorer
Summary
Site Usage
Goal Set 1
Ecommerce
Users
Select a metric
Day
Week
Month
Users
6,000
4,000
2,000
April 2020
May 2020
Primary Dimension: User Type
Secondary dimension
Sort Type
Default
advanced
User Type
Acquisition
Behavior
Conversions
Goal 1: Form Fill-Up
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Form Fill-Up (Goal 1 Conversion Rate)
Form Fill-Up (Goal 1 Completions)
Form Fill-Up (Goal 1 Value)
244,837
% of Total: 100.00% (244,837)
235,654
% of Total: 100.04% (235,557)
417,034
% of Total: 100.00% (417,034)
46.83%
Avg for View: 46.83% (0.00%)
1.42
Avg for View: 1.42 (0.00%)
00:00:37
Avg for View: 00:00:37 (0.00%)
3.66%
Avg for View: 3.66% (0.00%)
15,269
% of Total: 100.00% (15,269)
$0.00
% of Total: 0.00% ($0.00)
1. New Visitor
236,777 (96.94%)
235,654 (100.00%)
235,654 (56.51%)
56.27%
1.45
00:00:33
3.54%
7,877 (51.59%)
$0.00 (0.00%)
2. Returning Visitor
62,804 (25.96%)
0 (0.00%)
181,380 (43.49%)
34.57%
1.38
00:00:42
4.08%
7,392 (48.41%)
$0.00 (0.00%)

****End Case Study****

Liberty General Insurance