SEO Case Study – **HdfcErgo**

SEO Case Study

## **Industry :** Insurance Agency

HDFC ERGO General Insurance Company Limited is a joint venture between HDFC Ltd. and ERGO International AG, a Germany-based company that is part of the Munich Re Group. HDFC holds 51 per cent, and ERGO the other 49 per cent. The firm operates in 101 Indian cities with over 127 branches and 2,000 plus staff members.

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.
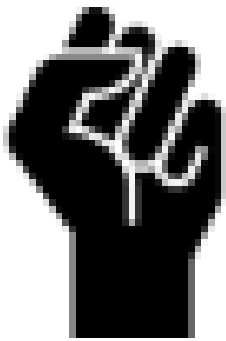
# Brand Logo **HDFC ERGO**

# 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. Duplicate content on-page
2. High Risk at Link stuffing
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:
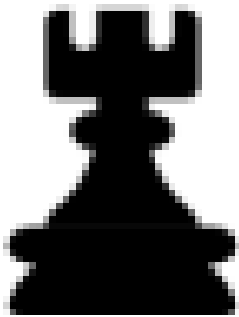
1. Thorough research on Insurance' background and ventures .
2. Improve the website content.
3. Extensive keyword research.
4. To audit all the web properties of **HE.**
5. To set up Google webmaster and Google analytics to track the traffic on the website.
6. Fix the all the error as per  competitor 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.
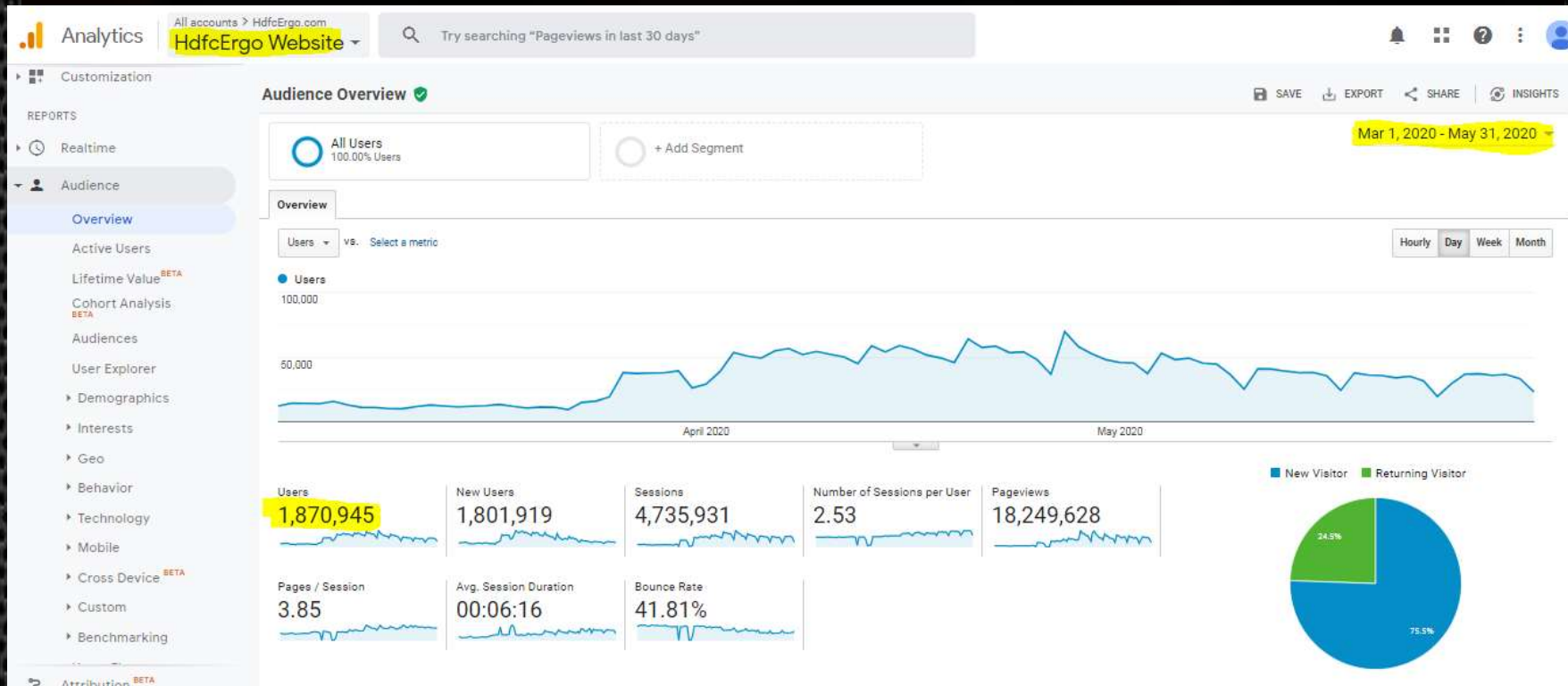
1. Website Analysis
2. Competitor Analysis
3. On-Page
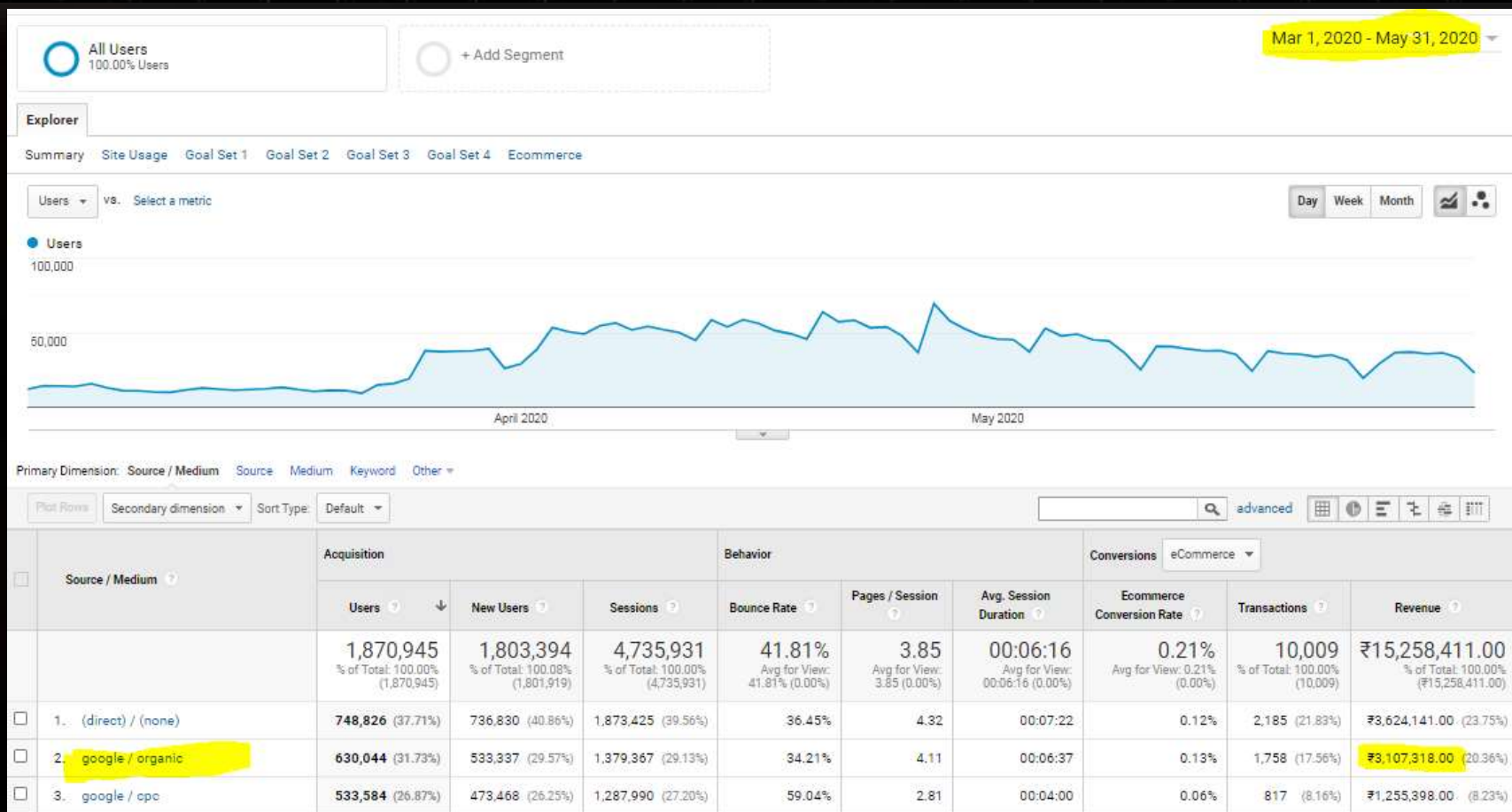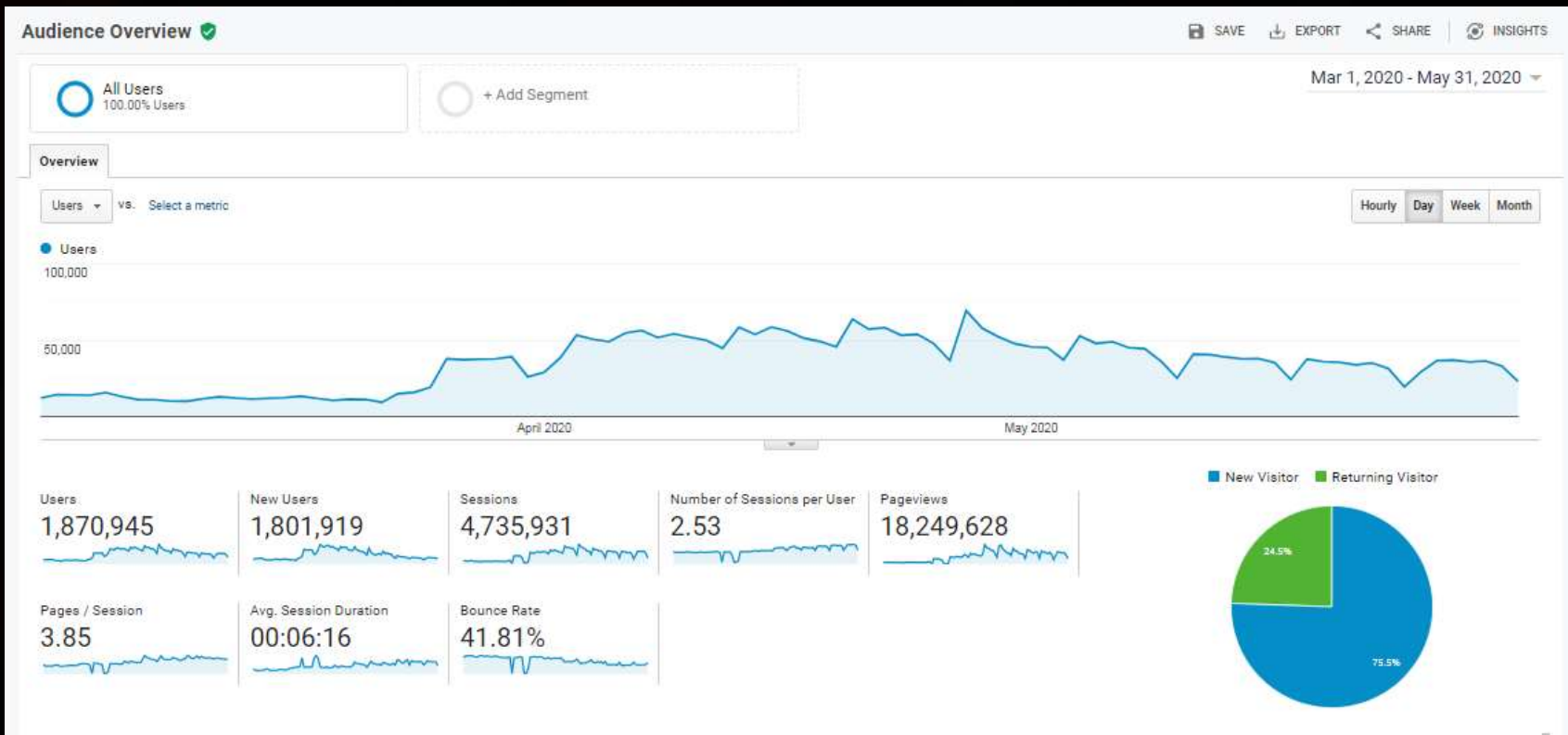4. Off-Page
5. Google Map ranking

# The Results:



✓**1200+** Generic Keywords in 1st SERP of Google.
✓150+ Local Keywords in 1st SERP of Google.
✓145+ Local Keywords in Google Map ranking.
✓Increase traffic 120% (Last 6 Month Data).
✓Increase in Map Impression/Visit 200% (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 |
|---|---|---|---|---|
| 1 | critical illness insurance plans india | Not in 100 | 22 | 2 |
| 2 | machinery insurance india | Not in 100 | 32 | 2 |
| 3 | group personal accident insurance india | Not in 100 | 28 | 2 |
| 4 | medical insurance for dialysis in india | Not in 100 | 42 | 2 |
| 5 | cow insurance cost in tamilnadu | Not in 100 | 64 | 3 |
| 6 | group personal accident insurance policy wordings | Not in 100 | 68 | 2 |
| 7 | cashless hospital in kolkata | Not in 100 | 58 | 2 |
| 8 | health insurance for dialysis patients in india | Not in 100 | 27 | 2 |
| 9 | tractor insurance policy india | Not in 100 | 33 | 2 |
| 10 | super top up plan | Not in 100 | 63 | 2 |
| 11 | fidelity guarantee insurance policy wording | Not in 100 | 59 | 2 |
| 12 | zero depreciation bike insurance vs comprehensive | Not in 100 | 43 | 2 |
| 13 | top up medical insurance india | Not in 100 | 68 | 2 |
| 14 | group accident insurance india | Not in 100 | 53 | 2 |
| 15 | critical health insurance india | Not in 100 | 44 | 2 |
| 16 | cattle insurance in india | Not in 100 | 56 | 2 |
| 17 | commercial general liability proposal form | Not in 100 | 63 | 2 |
| 18 | insurance portfolio organiser | Not in 100 | 52 | 2 |
| 19 | mediclaim insurance for parents | Not in 100 | 43 | 3 |
| 20 | why health insurance is important in india | Not in 100 | 54 | 3 |

| Demographics | Country | Users | % Users |
|---|---|---|---|
| Language | 1. India | 1,828,096 | 97.72% |
| Country | 2. (not set) | 7,348 | 0.39% |
| City | 3. United Arab Emirates | 7,094 | 0.38% |
| System | 4. United States | 5,285 | 0.28% |
| Browser | 5. Nepal | 2,110 | 0.11% |
| Operating System | 6. Qatar | 1,638 | 0.09% |
| Service Provider | 7. Pakistan | 1,605 | 0.09% |
| Mobile | 8. Saudi Arabia | 1,283 | 0.07% |
| Operating System | 9. Oman | 1,133 | 0.06% |
| Service Provider | 10. Bangladesh | 1,085 | 0.06% |
| Screen Resolution | | | view full report |

| Demographics | City | Users | % Users |
|---|---|---|---|
| Language | 1. Patna | 151,597 | 7.49% |
| Country | 2. Delhi | 144,471 | 7.14% |
| City | 3. (not set) | 126,831 | 6.27% |
| System | 4. Jaipur | 120,403 | 5.95% |
| Browser | 5. Lucknow | 109,352 | 5.40% |
| Operating System | 6. Kolkata | 87,815 | 4.34% |
| Service Provider | 7. Bengaluru | 75,505 | 3.73% |
| Mobile | 8. Pune | 75,064 | 3.71% |
| Operating System | 9. Hyderabad | 72,277 | 3.57% |
| Service Provider | 10. Chennai | 66,421 | 3.28% |
| Screen Resolution | | | view full report |

****End Case Study****